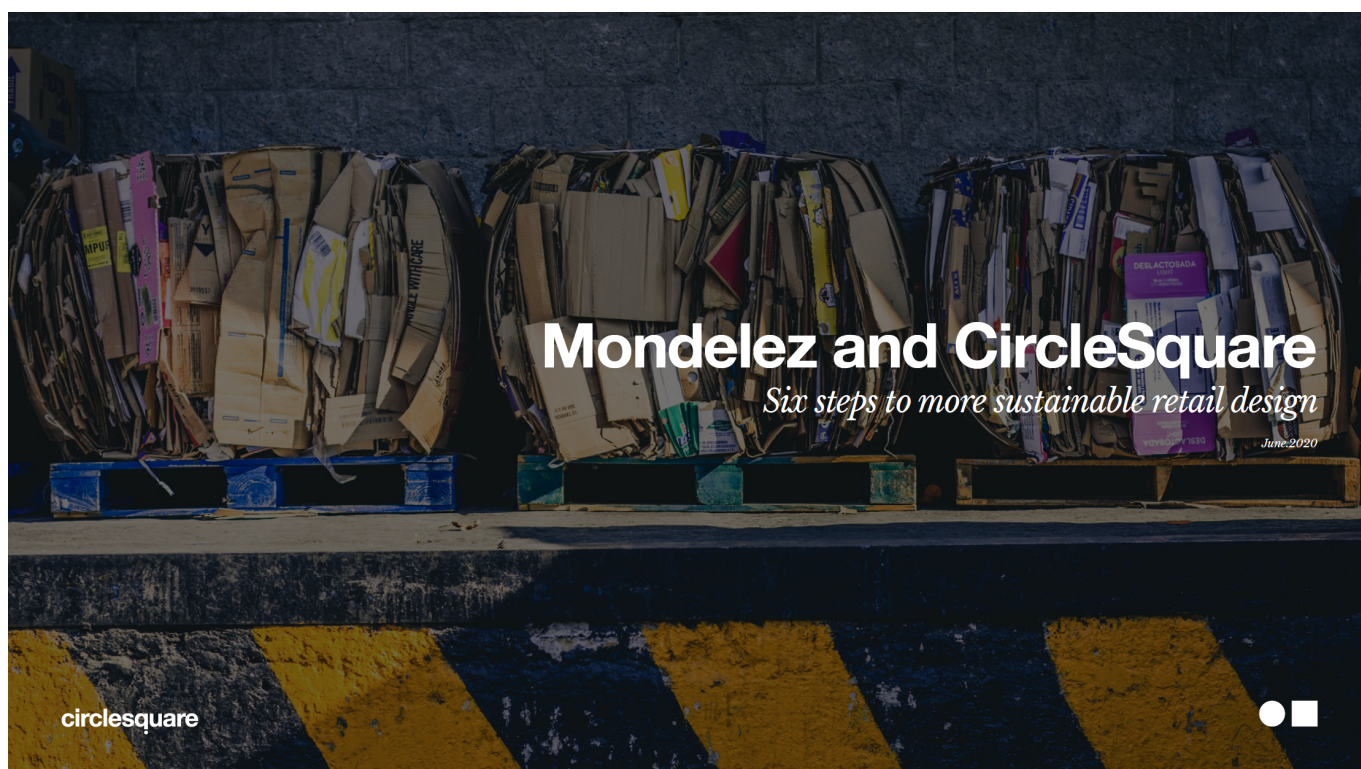
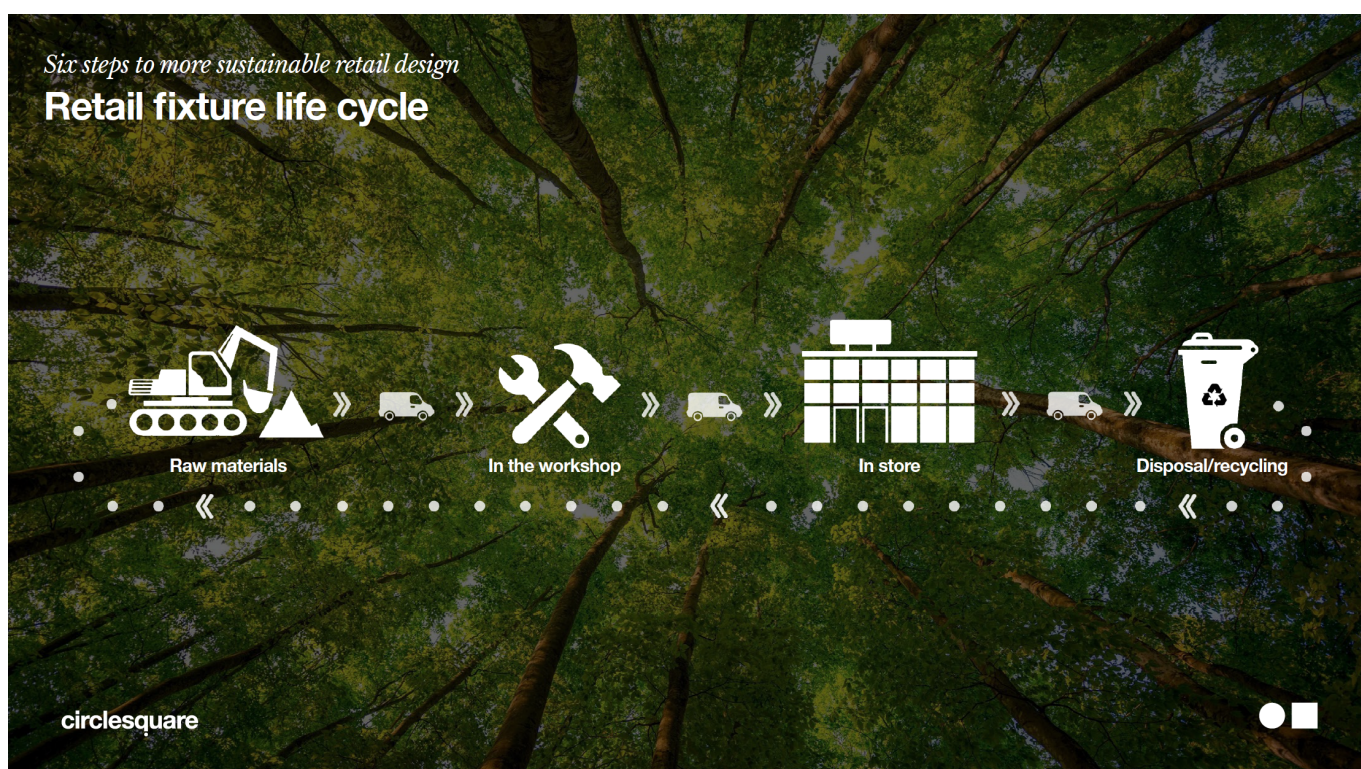


Mondelez WTR & CircleSquare unveil sustainable design TR scorecard



This partnership initiative aims to assist brand owners, retailers and airports in lowering their environmental impact through a Sustainable DNA Rating system that encourages the choice of more authentic materials and considerate construction methods



Mondelez World Travel Retail (WTR) and CircleSquare have unveiled a sustainable design scorecard to

help inspire the implementation of more sustainable point-of-sale materials among the travel retail industry.

This partnership initiative aims to assist brand owners, retailers and airports in lowering their environmental impact through a Sustainable DNA Rating system that encourages the choice of more authentic materials and considerate construction methods, along with manufacturing decisions that allow for in-store units to be more easily recycled at the end of life.

The scorecard was born from a collaboration that first quantified the impact of the confectionery category leader's retail units and then identified key areas for improvement. Following this process, Mondelez WTR and CircleSquare have implemented a sustainability framework that informs and validates their collective design decisions and pushes toward more sustainable retail practices. Now, they are sharing the scorecard with the channel to support the industry's transformation toward a greener future.

"At Mondelez WTR, we are committed to offering products that are right for people and planet, but also to collaborating with other stakeholders in the industry to ensure that we are not just talking about being better, but actually doing better. Travel retail is a channel with very specific in-store activation requirements, and for good reason. Through the Sustainable DNA Rating scorecard, we hope to help role model in-store activation practices that are kinder for the planet. This initiative demonstrates what we can achieve through closer collaboration and aligning common goals for the greater good, and we're proud to share the inspiring result alongside our fantastic partners at CircleSquare," says Richard Houseago, Head of Customer Marketing, Mondelez World Travel Retail.

"CircleSquare is renowned for coming up with cutting-edge creative solutions for brands but this revolutionary new sustainability framework might be the most game-changing solution we have ever delivered. We count ourselves extremely fortunate to have worked in partnership with the inspirational and visionary team at Mondelez WTR. The brilliant results we can now share with the travel retail community, have only been made possible through our joint ambition, genuine collaboration and our shared desire to look after our precious and delicate planet. What is particularly exciting is this is only the beginning of what our partnership can achieve together," adds Philip Handy, Executive Creative Director & Founding Partner, CircleSquare.



The rating system considers four environmental impact criteria for each material used in the design implementation process: Recyclability, Reusability, Manufacture & Availability and End of Life



The rating system considers four environmental impact criteria for each material used in the design implementation process: Recyclability (ease of which it can be recycled), Reusability, (ease of which it can be reused), Manufacture & Availability (environmental impact of manufacture and ease of procurement) and End of Life (environmental impact at point of disposal). Each component material is scored out of five against the criteria to deliver an average rating that provides a comparable score and an immediate understanding of the sustainable credentials of a retail unit to guide greener choices.

Mondelez WTR and CircleSquare have applied the Sustainable DNA Rating in their approach to the new Toblerone redesign in-store. In assessing previous units, the partners used the scorecard to look at how they could: reduce or remove plastics entirely, increase the quantity of biodegradable or raw materials, metals and wood, promote the use of mechanical fixings to replace glue bonds and reduce power consumption where possible. The result is a bold new look and feel that captures the spirit of the channel's number one chocolate brand, while also setting a new standard for progressive sustainable design in travel retail.

In addition to the DNA rating system, the partners are tracking, upcycling and re-purposing existing POS material to prolong life and encourage circularity, while also innovating with new technologies to reduce their environmental footprint. These in-store initiatives form part of a broader sustainability roadmap that Mondelez WTR is progressing that comprises corporate-wide and industry-specific commitments. The confectionery category leader's key areas of focus also include developing more ethical promotional activities that embed sustainability in their in-store brand engagement, the ingredients of its products, as well as packaging innovation and recyclability. 99% of Mondelez WTR's travel retail chocolate product portfolio currently uses cocoa that is sustainably sourced through its Cocoa Life programme, with the ambition of achieving 100% by 2025. The majority (93.3%) of their product packaging is already designed to be recyclable, with Toblerone already achieving the 100% recyclability target and the remainder on track to be recyclable or recycle-ready by 2025.

Visit the following link to access the scorecard: <https://bit.ly/3atOurO>