

Mondelez WTR celebrates one million tree milestone



Mondelez pledged to plant one tree for every Toblerone purchased at select duty free stores

[Mondelez World Travel Retail](#) (WTR) has announced that it contributed toward one million trees planted by environmental non-profit organization [One Tree Planted](#). More than a tenth of the total trees planted by the organization were contributed by Mondelez through Toblerone's campaign with One Tree Planted, which included a pledge to plant one tree for every Toblerone purchased at select duty free stores worldwide.

According to a press release, "The campaign launched in October 2021 across Europe in key hubs like Zurich and London, before expanding across the globe in 2022 appearing in major airports like Dubai and Doha. By leveraging Toblerone's popularity as the leading chocolate brand in travel retail, Mondelez WTR made significant contributions to the important work One Tree Planted does in reinvigorating forest ecosystems and providing lasting social impact. In doing so, the category leader also implemented its broad sustainability roadmap known as 'Travel Retail Made Right', an agenda that seeks to inspire and lead the way towards a more sustainable travel retail industry."

The campaign implemented ethical promotion strategies to deliver a more sustainable shopping experience for consumers. Activations, product displays and shelving units were made from repurposed, reclaimed or recycled materials. QR code gift tags, when scanned, took users to a microsite with more information about the campaign. Along with a digital advertising campaign, this led to Mondelez WTR raising funds to plant over 100,000 trees, exceeding their initial goal of 50,000.

In their latest report, the organization outlined innumerable environmental and social impacts the project achieved, including 1313 farming families benefitting, over 25 tree species planted, and more than 500 hectares of land restored.

Beatriz De Otto, Head of Customer Marketing at Mondelez WTR, said, “At the heart of this campaign was the fact that a Toblerone bar purchased in London or Barcelona could have a far-reaching and long-lasting positive impact halfway across the world in the Andes. And that speaks to the core of our commitment to sustainability. Mondelez WTR is dedicated to delivering holistic and meaningful initiatives to benefit people and planet whilst inspiring more sustainable processes and promotions in the travel retail industry. It is testament to our incredible global partnerships that we were able to contribute to the amazing milestone of one million trees.”