

Mondelez WTR champions sustainability & promotes Cocoa Life program



With a multi-brand Cocoa Life activation at Oslo Airport, the confectionery leader promotes its sustainability roadmap and Cocoa Life program featuring a zero-waste retail design



Mondelez World Travel Retail (WTR) have unveiled the next chapter of its sustainability roadmap with a multi-brand Cocoa Life activation at Oslo Airport that places the confectionery category leader's sustainable cocoa program in the spotlight. Popping up across the Arrivals, Departures East & Departures North halls in eye-catching displays of natural wood and greenery, the umbrella concept features a zero-waste retail design in a global first for Mondelez WTR.

Launched at the beginning of August, the multi-brand activation focuses on chocolate brands that are strategic to the region including the channel's number one chocolate brand, Toblerone; local Nordic jewel, Freia; and the Swedish favorite, Daim. Colorful graphic panels tell the Cocoa Life story across the fixtures, immersing traveling shoppers in the details through playful visuals of cocoa pods, plant life and people. Living plants have been woven into the fabric of the activation to further emphasize the sustainability story.

Mondelez International's Cocoa Life program holistically tackles the root causes of the complex challenges that cocoa farmers and their communities face including climate change, gender inequality, poverty and child labor. The company works hand-in-hand with the men and women who make their living from cocoa to help turn cocoa into a business of choice, creating inclusive and empowered communities and educating about forest conservation and restoration. With the ambition of achieving 100% by 2025, 99% of Mondelez WTR's travel retail chocolate product portfolio currently uses cocoa that is sustainably sourced through its Cocoa Life program.

The first-of-its-kind activation takes Mondelez WTR's sustainability agenda another step further with its zero-waste design, created entirely by using off-cuts of wood from other units. The brand headers are magnetic panels, which can be replaced or removed for future re-purposing. The fixtures have been designed to be easily broken down so that post-activation they could be re-built as, for example, outdoor vegetable planters for donation to schools or public community spaces.

"From sourcing our ingredients to our activities in-store, embedding sustainable practices is a priority for Mondelez WTR. Through this pioneering zero-waste activation, we are sharing the Cocoa Life story with our consumers in an engaging way at the point-of-sale. Choosing a Cocoa Life brand is choosing a cocoa made right; one which uses sustainable solutions for cocoa production and benefits farming communities and the environment.

"We are proud to debut the concept with our responsible partners at Gebr Heinemann and Travel Retail Norway, who share our commitment to lowering our environmental impact and supporting travelers in making more sustainable choices," says Iris Litschauer, Senior Business Development Manager at Mondelez WTR.

"Sustainability is an increasingly important corporate responsibility and a major topic in the Nordics. The travel retail industry has a duty to both our consumers and the planet to offer products with

ingredients that are sustainably sourced, as well as to reduce its environmental footprint wherever possible. Mondelez WTR's Cocoa Life activation is not only educational, engaging and eye-catching, but also sustainably designed. Travel Retail Norway is excited to see our great partnership thrive and hopefully inspire more sustainable practices in the channel," adds Frank Hansen, Category Manager, Travel Retail Norway.

The Cocoa Life activation follows the launch of Mondelez WTR's sustainable design scorecard, which was developed in partnership with CircleSquare and shared freely with the travel retail industry. The scorecard encourages the choice of using 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.

These activities form part of a broader sustainability roadmap that Mondelez WTR is progressing, which comprises corporate-wide and industry-specific initiatives such as the development of more ethical promotional activities and in-store engagement, packaging innovation and recyclability.