

# Mondelēz WTR launches Ghana mobility initiative



The latest is Mondelēz WTR's Travel Retail Made Right sustainability roadmap is a collaboration between the Mondelēz World Travel Retail team, the Cocoa Life Program, and Child Rights International, which provides tricycles to local Ghanaian cocoa communities to enable enhanced mobility for children and small businesses

Mondelēz World Travel Retail (WTR) has rolled out the next phase of its Travel Retail Made Right sustainability roadmap for the industry with a dedicated initiative to help give back to cocoa communities. This latest Travel Retail Made Right project is a collaboration between the Mondelēz World Travel Retail team, the Cocoa Life Program, and Child Rights International, which provides tricycles to local Ghanaian cocoa communities to enable enhanced mobility for children and small businesses.

The tricycles aim to help support children to have a means of transport to and from school, improve

their punctuality, reduce contact hours lost in school, as well as to help stimulate excitement for students to enroll or even re-enroll. The tricycles provided are also aimed at helping farmers and traders to distribute goods. Young men and women in the respective communities are also being trained to operate the tricycles, in line with efforts to help build competencies of young adults to take up employment opportunities in the tricycle operation.

Mondelēz WTR is highlighting the initiative to traveling consumers through an airport-wide activation with Lagardère Travel Retail at Paris Charles de Gaulle Airport. The activation includes a life-size tricycle that travelers can ride to better understand the mechanisms of the project. In addition to delicious chocolate from, Toblerone, activation-exclusive shopper bags are available for travelers to purchase. By donating proceeds from the shopper bags to the tricycle project, Mondelēz WTR is helping shoppers to make a positive contribution.

This activation and Travel Retail Made Right project reflects the principles of Mondelēz WTR's evolved category vision which was presented at the TFWA World Exhibition & Conferences in Cannes (2nd to the 6th of October) touching on the pillars of elevating category awareness through more experiential touchpoints and delivering unique experiences.

Beatriz De Otto, Head of Customer Marketing, Mondelēz WTR, said, "As we considered the next stage of our holistic Travel Retail Made Right journey, our World Travel Retail team looked at what is close to our values, close to our hearts, and close to our people. Through this project we are going back to the heart of our brands, investing to help contribute to brighter futures and support communities. Transportation is an integral part of human activities, affecting the way in which society is organized. It is the heartbeat of any city, town or village and the basis of interaction for movement to work, leisure, business, and school. We aim to help cocoa communities thrive and support community members with access to transportation and education – to help create a more sustainable future."

De Otto continue, "Partnerships continue to be integral to our sustainability strategy, with Mondelēz WTR, Lagardere, Paris Charles de Gaulle airport and the shopper all with a common goal to help support cocoa communities. Shoppers are looking for products that support sustainability. With this initiative, we are highlighting that choosing Mondelēz WTR means choosing to help support Cocoa Made Right."

Stéphanie Zakarian, Head of Confectionery, Lagardere Travel Retail said, "Lagardère Travel Retail is honored to partner with Mondelez WTR to help bring awareness to such an important project and support our customers. The activation, which has attracted a variety of travelers, has delivered an engaging and educational experience for customers,. which is in line with our values and commitment to responsible programs and partnerships."

Cocoa Life is Mondelēz International's signature cocoa sustainable sourcing program aimed at helping to transform the livelihoods of cocoa farmers and their communities through efforts to help make cocoa farming more sustainable, empower women, educate those in the community, protect and restore forests and inspire lasting, positive change.

Child Rights International is a non-profit organization committed to ensuring that children's voices and contributions are recognized and valued in society, and reaffirming children's faith in a better and brighter future.