



GROWING OUR IMPACT

ONE COMMUNITY AT A TIME

Mondelēz
International
FOUNDATION

About the Foundation

The Mondelēz International Foundation is part of Mondelēz International, a global snacking company that makes some of the world's favorite brands, such as *Oreo* and *belVita* biscuits, *Cadbury Dairy Milk* and *Milka* chocolate and *Trident* gum. The Foundation serves as the community partnership and international philanthropic arm of the company, with a focus on promoting healthy lifestyles in at-risk communities around the world.

The Foundation shares Mondelēz International's belief that building positive impact for people and the planet is at the core of who we are. As part of our **Impact For Growth** platform, we are committed to empowering the well-being of individuals and communities by focusing our efforts where we can make the biggest difference on people and the planet. We want to help make the communities where we work and live thrive. That's why the Foundation is investing \$50 million USD to community programs that get children playing, making informed food choices and accessing nutritious foods.

The Foundation is focused on three pillars:

- Investing in community programs that promote active, healthy lifestyles to help improve the lives of children and their families around the world
- Inspiring our colleagues to make a positive impact
- Providing humanitarian aid through cash and product when disaster strikes

Over the years, the Foundation and its partners have been recognized for their programs around the globe. We have received **30+ awards** to date, including:

- Best Show Garden Award** from BBC Gardeners' World Live
- Responsible Business Award (Building Stronger Communities)** from Business in the Community
- Impact Award** from Partnership for a Healthier America
- "Green List of Prevention"** by Communities That Care Crime Prevention Council of Lower Saxony
- 100 Best Ideas (Corporate Responsibility)** by Actualidad Economica
- Best Corporate Social Responsibility Employer Award** from Hroot and Top Employers Institute
- Stars of Africa Award (Health and Wellness - Silver)** from American Chamber of Commerce



Shubh Aarambh, a joint program of Save the Children India, Magic Bus and Mondelēz International Foundation

Strengthening the Well-being of Communities

We believe the path to creating meaningful and lasting change in the world begins by collaborating with communities. Together with our partners, the Mondelez International Foundation is investing in innovative community programs to help improve the lives of 2.2 billion overweight or obese people worldwide. Since 2012, our school-based healthy lifestyle programs have been transforming the lives of more than 1.5 million children in 18 nations spanning five continents. The Foundation has a three-pronged approach for its community programs:



**Offering
nutrition
education**



**Promoting
active
play**



**Providing
access to
fresh foods**



Mondelez Hope Kitchen, a joint program of China Youth Development, Chinese Centers for Disease Control and Prevention, and Mondelez International Foundation

“The first phase of the Health in Action program in Brazil, which preceded expansion of the program to South Africa, was highly successful in terms of healthy lifestyles outcomes...as well as in the range of partnerships developed with local governments...The same multi-sectoral approach used in Brazil has also formed the foundation of the [South African] program to ensure sustainability.”

— **Unathi Sihlahla**, MA, Program Director, Health in Action Program, INMED South Africa

“This is the first time in my life I have observed corporations, civil societies, public representatives and government officials join together on a single platform to ensure the health and development of children in the villages.”

— **Shiv Kumar Sharma**, Joint Director, Ministry of Women and Child Development, Chambal Division, in regard to our Shubh Aarambh program in India

“We’re making small changes, good changes inside the schools. Kids are learning and realizing that what they’re eating is not as healthy as it should be, but this [change behavior] is not something you can do in a year...Self-awareness is a good start.”

— **Mariana Valdes Riveroll**, JD, Director of National Strategic Alliances, Save the Children Mexico

Measuring Program Success

Our partners document the impact of our programs on children and families. The programs are commonly school-based, reaching children ages 6-12 during and/or after school hours. We track the following global healthy lifestyles metrics:

- 🍷 **Nutrition Knowledge:** Percentage of program participants who improve their nutrition knowledge
- 🍷 **Physical Activity:** Percentage of participants who are physically active for 30 minutes or more daily
- 🍷 **Healthier Eating:** Percentage of participants who report increased consumption of fruits, vegetables and other fresh foods
- 🍷 **Body Mass Index (BMI):** Percentage of participants with BMI in normal range, as appropriate



These metrics were developed with our community partners and public health experts from Yale School of Public Health. While the situation in each nation varies widely due to political, economic, social and geographic factors, program leaders report significant progress in key metrics and behaviors regarding health and well-being.

The Foundation invests in holistic programs that empower communities to:

- 🍷 **Adopt nutrition basics**, as well as appropriate water, sanitation and hygiene techniques in culturally relevant ways
- 🍷 **Restore play and physical activity** with sports and exercise games
- 🍷 **Provide access to fresh foods** with rooftop gardens and micro-farms
- 🍷 **Improve underlying health issues** associated with malnutrition, such as anemia and parasitic infections, in developing markets
- 🍷 **Engage parents and family members** to reinforce healthy lifestyle messages with their children
- 🍷 **Apply a multiple session approach** to adopting healthier habits and **deliver programming across multiple regions** within a country
- 🍷 **Encourage volunteerism**, inviting individuals, local government and businesses to participate in the spirit of driving change

“The Mondelēz Hope Kitchen – Nutrition and Healthy Lifestyles Program is very practical, comprehensive and systematic in terms of content, implementation and measurement. The program provides a best practice and lays a solid foundation for conducting large-scale food and nutrition education programs to rural students across China in the future.”

— Ma Guansheng, Department of Nutrition & Food Hygiene, School of Public Health, Peking University; and former Deputy Director, National Institute for Nutrition and Health of China CDC

Driving Progress Around the Globe

Across 18 nations spanning five continents, the Mondelēz International Foundation's healthy lifestyle programs have been empowering families and communities to lead healthier lives. We know we're on the right track. From mid-2014 through the end of 2016, we have seen encouraging progress* in the communities where we are working:



12%↑

in understanding what good nutrition is, including how many fruits and vegetables to eat daily



6%↑

in physical activity to at least 30 minutes daily



11%↑

in eating more fruits, vegetables and other fresh foods, as part of the gardening program



"The findings are very much in line with a significant public health impact. Especially as we see improvements in physical activity and dietary behaviors."

— Rafael Pérez-Escamilla, PhD, Professor of Epidemiology & Director, Office of Public Health Practice, Yale School of Public Health

*Results are based on program reports and surveys conducted or commissioned by partner organizations. More information is available at mondelezinternational.com.

A Closer Look at Our Progress

The Mondelēz International Foundation works with strong partners in local markets to drive greater impact. Here are the programs and partners the Foundation has worked with over the years. Where data on program impact is available, key findings are highlighted. Some newer programs are just starting data collection and those findings will be shared in the future.

GERMANY
20% of parents reported the program changed their family's daily life¹
 Klasse**2000**[®]

U.S.
91% of students are making good choices about health and nutrition¹



U.K.
32% of students are eating 5 fruits and vegetables each day¹

Services For Education

CHINA
10%↓ in students suffering from malnutrition²



MEXICO
2X number of children reported eating 3+ vegetables the previous day¹



BRAZIL
580 school gardens established, benefiting **230,000+** students²



INDIA
68% of students are more physically active daily¹



SOUTH AFRICA
8% and 3% ↓ respectively, in children and teachers who were obese³



Additional Programs and Partners



1. 2015-2016; 2. 2014-2016; 3. 2016-2017

From Innovation to Impact

The Mondelēz International Foundation brings our program partners together to connect and collaborate to reach our collective goal: to improve the well-being of children, their families and their community. All of our community programs are based on a Private-Public Partnership model that is endorsed by the National Academy of Medicine, the World Health Organization and the World Bank. Key to the success of our programs is our knowledge-sharing framework. We know that ideas shared can serve as international models for best practices. Our approach creates a platform for transparent engagement, as well as sustained improvement, between local government officials, school principals, teachers, parents and other community leaders.

This framework not only helps deliver results, but also spurs innovative ways to promote healthy habits among children—from creating gardens out of recycled automobile tires filled with soil on school rooftops, to aquaponics and cultivation of potatoes that require little water in drought-affected areas.

In 2017, the Foundation published a [report](#) demonstrating the wide-ranging impact of its programs in Brazil, China, Germany, India, Mexico, South Africa and the United Kingdom ([see page 6](#)). Each partner monitors effectiveness and transparency to ensure their programs connect in a meaningful way with primary-school children, their families and communities, tracking progress against our established universal set of metrics ([see page 4](#)). The Foundation also published reports which shared how these programs are promoting [physical activity](#) and providing access to fresh foods via [school gardens](#), as well as an [infographic](#) detailing the impact of school gardens.

“It’s the first time ever that we received training on meal planning and healthy lifestyles. We’ll make sure that we impart knowledge gained as we prepare meals for learners, both in schools and at our homes.”

— **Belinda Moonsammy**, a food preparer at Malabar Primary School in the Port Elizabeth District



[Health In Action South Africa](#), a joint program of INMED Partnerships for Children and Mondelēz International Foundation

UN SUSTAINABLE DEVELOPMENT GOALS (SDGs)

The Foundation is aligned with the key objectives of the [UN Sustainable Development Goals \(SDGs\)](#) to improve child development worldwide by advancing health, nutrition and education.



Volunteering to Make a Positive Impact

Our teams in every corner of the world volunteer to help make an #Impact4Good in their communities. We align their talents and passions with volunteer opportunities to create positive change both globally and locally. We have seen firsthand that community engagement can have a unifying power when cultural cues are understood, respected and embraced.

Global Volunteer Programs: Making an #Impact4Good, Together

People are a powerful driver of social impact. Our colleagues help communities thrive through our #Impact4Good global volunteer initiative that empowers colleagues to give back year-round.



As part of this program, we invite employees to take part in the “Power Hour Challenge”—a call-to-action to contribute at least one hour of service to the community during a company volunteer event throughout the year. We think of it as a competition, for good!

Colleagues make a positive impact for people and the planet in big and small ways. They take action through various projects that address local needs, from planting school vegetable gardens in South Africa and running nutrition workshops in the U.S., to packing food for needy families in Germany and organizing sports activities for children in China and India. Since 2012, 105,000 colleagues have contributed 427,000 volunteer hours to communities.



Skills-based Volunteerism: Joy Ambassadors

The Mondelēz International Foundation's Joy Ambassadors program sends employees to serve and learn in cocoa farming communities in Ghana—the birthplace of [Cocoa Life](#), our sustainable cocoa sourcing program. This unique two-week skills-exchange journey, in partnership with VSO, gives Joy Ambassadors firsthand knowledge of the challenges and opportunities involved in securing a sustainable cocoa supply.

In turn, Joy Ambassadors share their diverse business skills with cocoa farmers—from marketing, manufacturing, finance, law and more—to help accelerate the impact of the company's cocoa sustainability efforts. Since the program's inception in 2013, we have sent 51 colleagues from every region of the world to eight farming communities in Ghana, where they have served nearly 1,000 cocoa farmers and community stakeholders to amplify our Cocoa Life efforts.



Supporting Communities After Disaster

The Mondelēz International Foundation helps communities affected by disasters across the globe by providing financial and in-kind support. Since 2012, we have given over \$400 million USD in cash and product to support disaster response and relief.



In 2017, our Foundation renewed our one-year, \$1 million USD contribution to the International Federation of Red Cross and Red Crescent Societies and the American Red Cross. The money is allocated to help provide food, water, shelter and other critical supplies quickly during times of disaster. Our contributions in 2017 have helped the global Red Cross network multiply their resources in response to 350 disasters, helping millions of people.

“When disaster strikes, the first responders—often the only responders—are local organizations like the Red Cross and Red Crescent. Disaster Relief Emergency Fund means that they can respond quickly and effectively to meet the needs of people who might otherwise be left with nothing. This is possible thanks to partners like Mondelēz International. We thank you. Your support makes such a difference every day.”

— **Jemilah Mahmood, MD**, Under Secretary General for Partnerships, International Federation of Red Cross and Red Crescent Societies



Photo Credit: International Federation of Red Cross and Red Crescent Societies



Photo Credit: International Federation of Red Cross and Red Crescent Societies