



Sustainable in a Generation Plan MARS

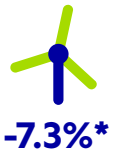
2020 scorecard

Mars aims to transform how we do business today so we can be a positive force for people and the planet tomorrow. Our **Sustainable in a Generation Plan** guides our three interconnected areas for purposeful growth: Healthy Planet, Thriving People and Nourishing Wellbeing. This scorecard shows our progress, even as our Associates and business quickly shifted to new ways of working during the pandemic. Despite unprecedented challenges posed by COVID-19, we continued to work toward our ambitious, science-based goals to drive positive change for people and the planet. Learn more at www.mars.com/sustainability-plan.



Healthy Planet

Goal: Reduce our environmental impacts in line with what science says is necessary to keep the planet healthy.



Greenhouse gas emissions

Reduce total greenhouse gas emissions across our value chain by 27% by 2025 and by 67% by 2050.



Unsustainable water use

Eliminate unsustainable water use in our value chain, starting with a 50% reduction by 2025.



Land use

Hold flat the total land area associated with our value chain.



Packaging

Developing packaging that is 100% reusable, recyclable or compostable by 2025 and decrease virgin plastic use 25% by 2025.



Thriving People

Goal: Meaningfully improve the lives of 1 million people in our value chain to enable them to thrive.



Improving human rights and income

Farmers, workers, women and children covered by programs designed to improve human rights and incomes.



Farmer income

Help increase farmers' incomes with programs that combine good agricultural practices, access to inputs, the latest plant science and/or other ongoing engagement.



Human rights

Human Rights Due Diligence systems activated at 100% of Mars manufacturing sites. Additionally, we've reached 18,000 workers (including more than 9,600 women) in supplier factories with programs to improve workplace conditions, and we've reached more than 175,000 people with programs to advance respect for rights in extended supply chains.



Women's empowerment

Women engaged in cocoa and mint supply chains through income programs with a focus on interventions that boost their savings rates and develop entrepreneurial skills.



Nourishing Wellbeing

Goal: Advance science, innovation, nutrition and marketing to help billions of people and their pets lead healthier, happier lives.



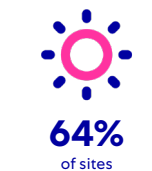
Healthy meals

We have exceeded our ambition to deliver 1 billion additional healthy meals shared on dinner tables around the world by 2021.*



Responsible marketing and transparent information

In our top 13 markets, achieve at least 97% media placement compliance across TV, other broadcast channels, digital and social media, and achieve at least 95% media content compliance.++



Associate health and wellbeing

Increase the proportion of large (>100 Associates) Mars sites worldwide with the 10 fundamentals of a healthy, energizing work culture established to at least 95% by 2023.**



Science-backed food safety

The [Mars Global Food Safety Center](#) invests in, explores and develops science and technology solutions to help address the most pressing challenges facing the global food supply chain.

* Tracked against 2015 baseline.

† Tracked against 2019 baseline.

++ Learn more about [responsible marketing](#).

** Tracked against 2017 level.

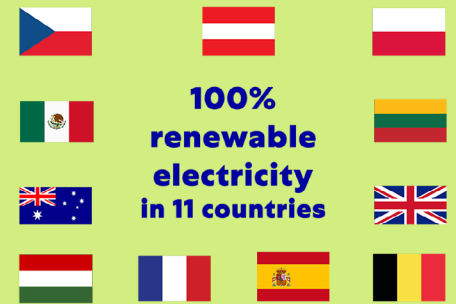


Healthy Planet

Progress toward net zero operations

Our commitment to a healthy planet means we're transforming the way we work across Mars, from how we source our materials to the energy we use to make our products. Mars is already using or purchasing renewable electricity to cover more than 54% of our total electricity footprint, including 100% at our sites in Australia, Austria, Belgium, the Czech Republic, France, Hungary, Lithuania, Mexico, Poland, Spain and the United Kingdom. We're on track to add India to this list by the end of 2021. Beyond these 11 countries, we are working to increase our renewable electricity sourcing around the globe and exploring a renewable thermal pilot project.

[Read more →](#)



**100%
renewable
electricity
in 11 countries**

Tackling deforestation

Big challenges require bold action, and we have taken several critical steps to eliminate deforestation, focusing on five high-risk supply chains.

In 2020, as part of our Palm Positive Plan, we created a deforestation-free palm oil supply chain by reducing the number of mills to fewer than 100 from 1,500 and implementing strict standards.

For cocoa, which is at the center of our beloved chocolate brands, we've mapped the boundaries of 132,000 farms, which increases traceability and refines yield estimates. We also continue to empower cocoa farmers to find more sustainable methods.

As global demand for beef and soy products increases, there is pressure on natural ecosystems to be deforested or converted for grazing plantations. To fight this deforestation and land conversion, we've continued our work in Brazil where we're mapping our supply chains and supporting our suppliers in taking action to protect forests and natural ecosystems.

Pulp and paper are also central to our work, and in 2020 we sourced 95% of paper-based packaging as recycled or certified fiber.

We're proud the Forest 500 rated Mars second among 350 companies, and we're taking the lead in the Consumer Goods Forum Forest Positive Coalition of Action to accelerate systemic efforts to stop deforestation.

[Read more →](#)



**The Palm
Positive Plan
MARS**

New packaging possibilities

We're supporting the growth of a circular economy by reducing packaging we don't need, redesigning packaging we do need and investing to close the loop. Over the past year, we have coordinated a series of pilots around the world throughout our brand portfolio to test new packaging options to help achieve our goals. In the U.K., we made our Mars Wrigley sharing pouches narrower, saving 51 metric tons of plastic a year and allowing more packs per box when shipping. In France, we simplified an M&M'S® pouch and now use just one kind of plastic, making it easier to recycle, while in the U.K., we began testing the industry-first recyclable microwavable rice pouch. At Royal Canin®, we advanced our recycling goals by simplifying the design and structure of our dry pet food bags to help boost circularity and tested flexible, mono-material plastic packaging in some European countries. We're also incorporating recycled plastic into primary packaging for some of our most popular pet food brands in Europe to help close the loop.

[Read more →](#)



Water stewardship

Water is a precious resource, and we are always working to ensure we manage it sustainably. Mars uses several highly irrigated raw materials like rice, mint and almonds—crops that grow in water-stressed locations in the U.S., Spain, India and Pakistan. CDP (formerly Carbon Disclosure Project) gave Mars a leading A score for the first time for water stewardship in 2020, and sustainability nonprofit Ceres recognized Mars as the most-improved company in its water report, Feeding Ourselves Thirsty. Among our actions, we're following best practices from the Sustainable Rice Platform and making progress with techniques like alternative wetting and drying irrigation in rice farming, which improves water productivity.

[Read more →](#)



**CDP
DISCLOSURE INSIGHT ACTION
A LIST
2020**

WATER

Key highlights



54% of electricity drawn from renewable sources



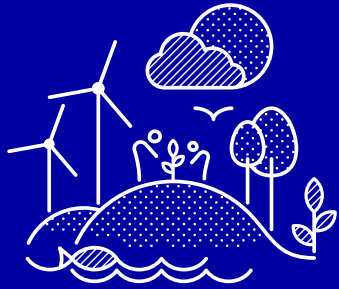
100 palm mill partners, reduced from 1,500



132,000 cocoa farm boundaries mapped to enhance traceability



81% of the fish we use comes from more sustainable sources according to our guidelines



Thriving People

Building back better

COVID-19 has had the harshest impact on the most vulnerable people, many of whom live in fishing and farming communities around the world. Recognizing the important role that healthy and thriving communities play in our supply chains, Mars continues to [advance emergency response](#) and recovery efforts to reach families where we source raw materials. We have invested more than \$39 million in cash and in-kind donations for COVID-19 relief response in these areas. As part of our efforts, we donated \$5 million to CARE to target supply chain communities in West Africa, Southeast Asia and Latin America, with a particular focus on women and children. Together, we've reached more than 1 million people with health and hygiene information, established 13,500 washing stations and provided thousands with sanitizer, PPE, food supplies and cash support.

[Read more →](#)



Full Potential

We launched our [Full Potential](#) platform in 2020, focused on advancing [gender equity](#) in our global workplaces, the communities where we source raw materials and the marketplace. We've set a bold target to reach 100% gender-balanced leadership teams across our business, committed to equal pay and stepped up investment in women's empowerment across sourcing communities, including cocoa, mint, shea, vanilla and beyond. We're working to remove gender bias and stereotypes from our advertising, and we launched a [crowdsourced campaign](#) asking what needs to change so [women can reach their Full Potential](#). Later this year we'll share what we've heard from more than 10,000 women around the world and how their voices will shape new actions.

[Read more →](#)


Partnering to address poverty in smallholder supply chains


Around the world, some 35 million small-scale farming households participate in global supply chains. As many as 24 million of them may be living in poverty (based on World Bank \$3.20 poverty line). At Mars, we believe everyone working within our extended supply chains should [earn sufficient income](#) to maintain a decent standard of living. We can't achieve this ambition alone. Through the [Farmer Income Lab](#), which Mars launched in 2017, we work with partners including AB InBev, Danone, Oxfam, the U.N. Development Programme and others to advance research and procurement practices that benefit rural communities and agricultural supply chains.


[Read more →](#)



Key highlights

 **\$39M+** in cash and in-kind donations to support communities suffering from COVID

 Launched Full Potential Platform to catalyze our action on gender equity, and gathered input from **10,000** women through our Here to Be Heard campaign

 Reached more than **200,000** people in supplier factories and supply chains with programs designed to improve incomes and/or respect for rights

Mars releases first cocoa human rights report

Mars Wrigley released [Respecting Human Rights in the Cocoa Supply Chain](#) demonstrating how, guided by our [Protecting Children Action Plan](#), we are accelerating our efforts to reshape the cocoa supply chain into one that works for all, with mutual benefits and respect for human rights. We expanded our coverage of child labor monitoring and remediation systems to nearly 70% (up from 51% in 2019) of volumes sourced in Côte d'Ivoire and Ghana, across 58,000 households. We are working to have 100% of at-risk families in our cocoa supply chains covered by Robust Child and Forced Labor Monitoring and Remediation Systems by 2025. As the first company to support the Living Income Differential (LID) fee enacted by Côte d'Ivoire and Ghana, we have consistently purchased cocoa with the LID to support farmers growing cocoa sustainably while urging others to do the same. We also support traceability of the cocoa supply chain so that we can work toward fairer compensation for smallholder cocoa farmers.

[Read more →](#)





Nourishing Wellbeing

Responsible marketing

With many well-loved brands worldwide, Mars takes responsible marketing seriously. The [Mars Global Marketing Code for Human Food](#) helps ensure our messages reach appropriate audiences, which means protecting kids under 12 from exposure to advertising. We do not undermine—and where appropriate, we do encourage—healthy, balanced diets and active lifestyles. To address challenges in measuring compliance in digital media, we partnered with MediaCom, our media agency, to create a new, rigorous methodology to enable compliance with our code and transparent reporting.

[Read more →](#)

Global Marketing Code for Human Food MARS



Caring for people and pets amid COVID and beyond

[Associate health and wellbeing](#) is always a priority and this was especially true in 2020. We extended our Associate Assistance Program (AAP) to 58 new countries in 38+ languages and developed How Are You materials to promote mental health, which is fundamental to healthy worksites and ensuring people thrive. We also remained dedicated to ensuring pets have access to care and nutrition, which included delivering 6.5 million pet meals globally and offering aid and resources for pet owners and shelters struggling during the pandemic. Mars Veterinary Health launched specific wellbeing resources for veterinarians, including [suicide prevention](#), [a student debt relief program](#) and [MVH4You.com](#) to provide wellbeing resources for hospital Associates and the broader profession.

[Read more →](#)

Mars Food health and wellbeing progress

We exceeded our ambition to deliver [1 billion additional healthy meals](#) shared on dinner tables around the world by 2021, bringing the total healthy meals provided by Mars Food to over 4 billion—ahead of and above target*—and we aim to deliver 5.5 billion healthy meals by 2025. Across our Mars Food portfolio, 84% (by sales volume) meets our [Mars Food Nutrition Criteria](#) for calories, sodium, added sugar and saturated fat, up from and 62% in 2015. In particular, we exceeded our target to reduce sodium, with an average reduction of 21.3% across our portfolio. This is a difference of 1,218 metric tons of salt removed versus 2015. We also added more vegetables, legumes and wholegrains, and used our reach to inspire shared dinnertimes.

[Read more →](#)

* Tracking began in 2015.



Key highlights



1.2 billion additional healthy meals delivered by 2021*



10 million meals donated as part of COVID relief



6.5 million pet meals donated as part of COVID relief



19 published scientific reports, presentations and posters from the Global Food Safety Center

Safer food and supply chains

The [Mars Global Food Safety Center](#), which celebrated its 5th anniversary in 2020, continued collaboration with more than 25 organizations and academic institutions to generate new insights and share knowledge to help address [global food safety challenges](#). On World Food Safety Day, we joined forces with World Food Programme (WFP) to call for more collaboration in food safety. We have partnered with [WFP](#) in food safety since 2015 to help ensure safe food for all and support those who need it most.

[Read more →](#)

