

Implementing global volunteer programs in multiple EU markets – The Mondelēz International experience

Zurich, 1st September 2015

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Fast facts about Mondelez International

- pro forma 2014 revenue of \$30 billion
- one of the world's largest snacks companies
- products marketed in 165 countries around the world
- #1 in biscuits, chocolate, candy and #2 in gum
- over 100,000 employees
- US based, with EU HQ in Zurich



the call for well-being



SAFETY
SUSTAINABILITY
COMMUNITIES
MINDFUL SNACKING

Fueling our growth while securing the well-being of future generations

Within the **community** area, through the Mdlz International Foundation we:

- Invest in community programs



- Provide humanitarian aid



- Promote volunteer activities



Mondelēz International Foundation – EU impact



Global signature programs -
Healthy Lifestyles framework

Local business units to select
projects in line with framework



The challenge

How to implement a global strategy and achieve the greatest impact in each country?



What happened before the launch?

Several challenges we encountered during the process:

- **The problem we wanted to address was not the same across EU**
- **No suitable “Europe-wide” NGO**
- **Each country organization was unique**
- **“Corporate” culture to match w/ Foundation culture**

Projects chosen were tailored to each individual country situation



Focus: **nutrition education**

- Improve the quality of food served in food banks and shelters



Focus: **healthy lifestyle**

- Reach 750 new classrooms over a 4-year period



Focus: **healthy lifestyle & active play**




- Combining sports with healthy habits



Focus: **healthy lifestyle and nutrition education**

- Turning teenagers into healthy food guides for younger children

What did we learn?

-  **TAKE TIME:** To **secure buy-in** of each market, carefully **explain the goals** behind the project and **involve them in all important decisions**
-  **PROVIDE THE DATA:** Providing **country-specific statistics** related to the cause helps make the **'CSR-case'** and **inspire the local team** to align behind the foundation's goals
-  **BE FLEXIBLE:** A foundation's **strategy may need to be adapted** to fit local country conditions
-  **USE LOCAL PARTNERS:** Identify organizations and projects with **impact** in each market

Thank you!