

MARS

Tomorrow starts today

Rethinking Packaging for a Circular Economy

**Mars, Incorporated Perspective
& Workshop Motivation**

December 2019

Mars: A global, family-owned company

The world we want tomorrow, Starts with how we do business today.

MARS
Edge

MARS
Food

MARS
Petcare

MARS
WRIGLEY



**Billion
Dollar
Brands**

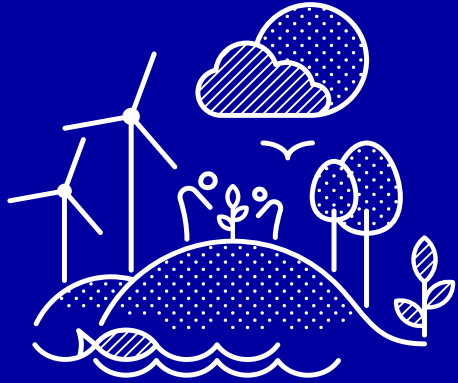


The Five Principles

Quality Responsibility Mutuality Efficiency Freedom

125,000+ Associates

are united and guided by the Five Principles of Mars which span geographies, languages, cultures and generations.



Sustainable in a Generation Plan MARS

The Sustainable in a Generation Plan from Mars features three interconnected ambitions – informed by science – that will allow the company to address significant environmental and social challenges facing our planet.

#GenerationforChange



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Our goal is to reduce our total environmental impact in line with what science says is necessary to keep the planet healthy.



Our goal is to meaningfully improve the working lives of one million people in our value chain to enable them to thrive.



Our goal is to advance science, innovation and marketing to help billions of people and pets lead healthier, happier lives.



Climate Action

Reduce the total GHG emissions across our value chain by 27% by 2025 and 67% by 2050.



Water Stewardship

Eliminate water use in excess of sustainable levels in our value chain by 2050.



Land Management

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



Circular Packaging

Develop packaging that is 100% reusable, recyclable or compostable while decreasing virgin plastic use by 25% by 2025.



Increasing Income

Everyone within our extended supply chain should earn sufficient income to maintain a decent standard of living.



Respecting Human Rights

Everyone touched by our business is treated with fairness, dignity and respect.



Unlocking Opportunities for Women

In our workplaces, marketplaces and supply chain.



Food Safety

Mitigate food safety risks around the world.



Product Renovation

Invest in science and product design to improve the nutrition and portions of our products.



Responsible Marketing

Market our products in ways that will help billions of people lead healthier, happier lives.

Circular packaging

To develop packaging that is **100%** reusable, recyclable or compostable while decreasing virgin plastic use by **25%** by 2025.



Our actions need to be...

Globally-focused

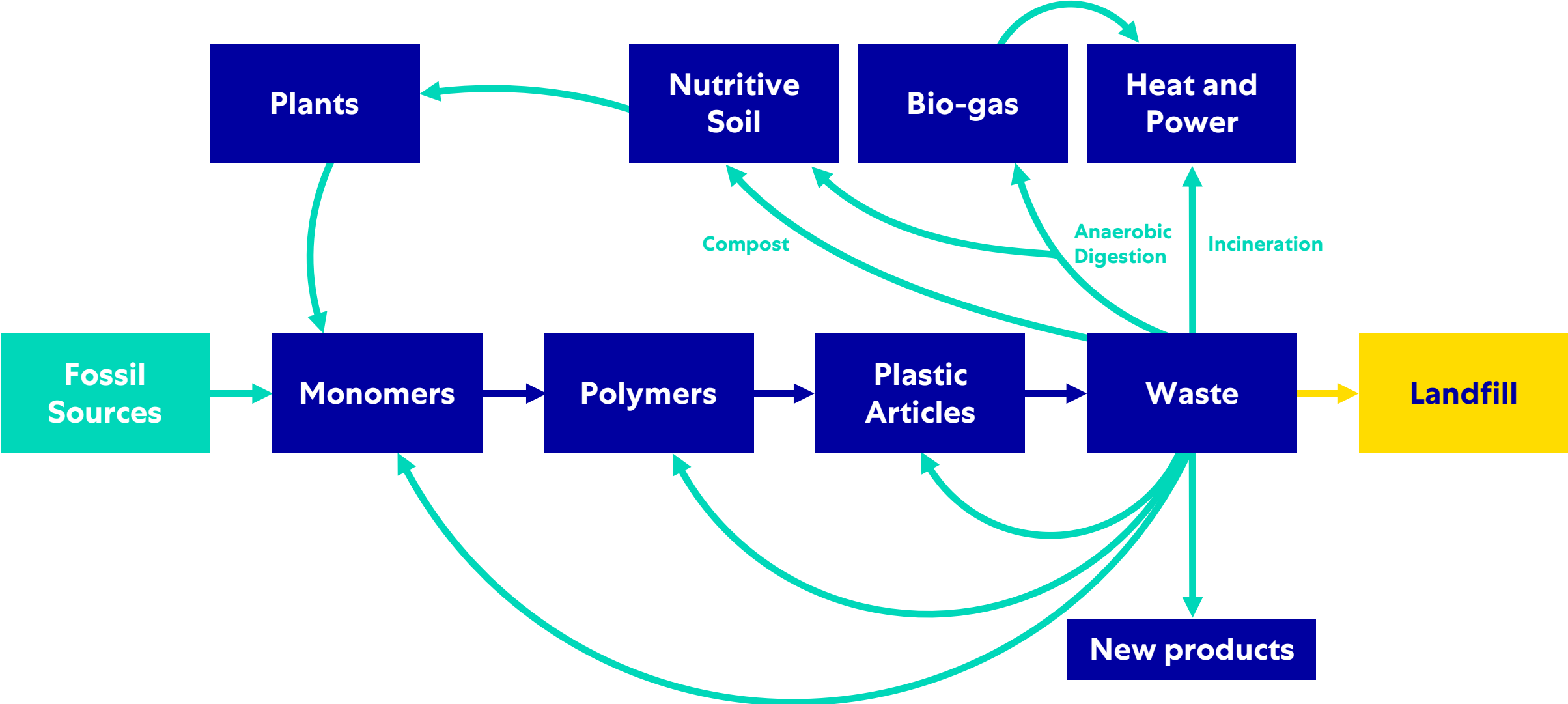
**Drive bold, novel and
breakthrough solutions**

**Go beyond
recyclability**

The world needs global solutions



Thinking beyond recyclability



The challenge with flexible packaging



New material / packaging design requirements



**Question of
durability and
quality**



**Multilayer
materials**



**Application
specific design
and recycling
mechanisms**

Tomorrow's solutions require different thinking today

Our current capabilities



Investment versus
value outcome

An integrated ecosystem of industry

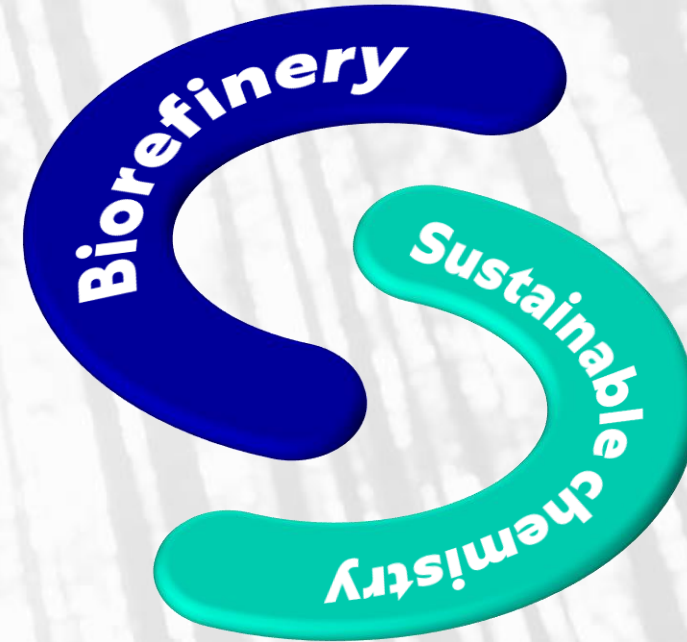


Viewing waste and recycling
as a resource sparks an opportunity
for high value products

Biodegradables: a solution or another problem?



Are the additives that degrade littered plastics adding to the environmental **problem**?



Is there a **solution** emerging in developing food/organic waste and biorefinery?

The future opportunity

**Holistic, fact-based
thinking approach**

**From recyclability
to environmental
sustainability**

**Solutions across
technology and
social change**

There is not one solution.



We believe there is no such thing as a sustainable product in unsustainable packaging.



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want tomorrow
starts with how we
do business today**

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Thank you