

**Mondelēz**  
International  
SNACKING MADE RIGHT

**MONDELĒZ UK**  
**MAKING THE**  
**RIGHT IMPACT**

ECONOMIC AND SOCIAL  
IMPACT REPORT



## FOREWORD

Mondelēz International has been making treats for nearly two hundred years, from chocolate and biscuits, including baked snacks like croissants to meals-based products such as Philadelphia cream cheese, which are loved and trusted by millions of households across the UK.

Today, our company is a global giant in the food industry, but its story in the UK begins in the early 19<sup>th</sup> century with the opening of a modest grocer's shop in Birmingham. In 1824, at the age of 22, John Cadbury founded his business under the family name, which became one of the most trusted and respected consumer brands of all time. Cadbury was a shrewd businessman — but he was also a philanthropist who believed businesses had a duty to nurture the community.

200 years on, we're still motivated by the same values, evident in the significant impact we have on the economy and communities in the UK as a whole. We have a long, proud history in the UK of adapting to change, enabled by our scale around the world, which has secured the enduring success of our business and our brands, from Cadbury to Maynards Bassetts to Oreo.

The UK plays a significant role in our global growth strategy, with a strong export pipeline to countries all around the world, from France to Australia, fuelling further regional growth in the UK. To continue to grow successfully, all our decisions have to be rooted in what those who love our brands need and want.

Our products can be found in households throughout the UK and multiple generations have grown up with our snacks — so we recognise our responsibility to consistently deliver products that taste great. That's why we put our research and development teams at the heart of our enterprise. Every new chocolate product Mondelēz International makes in 150 countries starts its life with our Global R&D team in Bournville in the West Midlands — the original home of Cadbury.

We are committed to careful, long-term decision making, because we know that decisions we make today will have an impact in a decade's time. Everything we do must protect our heritage while also adding value for the future.

As we prepare for the 200<sup>th</sup> anniversary celebrations of Cadbury, we wanted to look at the ways in which we have continued to drive growth in the UK, and therefore around the world, while remaining true to the principles of social responsibility embodied in the Cadbury name.

### Louise Stigant

Managing Director,  
Mondelēz UK Limited



## EXECUTIVE SUMMARY: OUR UK IMPACT



**£933 MILLION**  
TOTAL GROSS ECONOMIC  
VALUE ADDED IN 2021



**£15.5 MILLION**  
INVESTED VIA THE CADBURY  
FOUNDATION SINCE 2011



**96 APPRENTICESHIPS**  
FUNDED IN 2021



**£272 MILLION**  
INVESTMENT IN UK  
MANUFACTURING  
FROM 2012-2021



**129**  
CHARITIES SUPPORTED  
BY 'YOUR CHARITY YOUR  
CHOICE' SCHEME SINCE 2015



EVERY NEW CHOCOLATE  
BAR SOLD IN  
**150 COUNTRIES**  
BEGINS AS AN INNOVATION  
IN OUR GLOBAL R&D  
CENTRE IN THE UK



**£112 MILLION**  
WORTH OF EXPORTS  
GENERATED IN 2021



**13 PHD PARTNERSHIPS**  
ONGOING WITH RESEARCH  
INSTITUTIONS ACROSS  
THE UK



**19,000**  
TONNE REDUCTION  
OF CARBON THROUGH  
SWITCHING TO RENEWABLE  
ENERGY AT SIX OF OUR  
PRODUCTION SITES  
IN 2021



**4,231**  
JOBS DIRECTLY PROVIDED  
BY MONDELÉZ UK IN 2021



**6,141**  
JOBS INDIRECTLY SUPPORTED  
BY MONDELÉZ UK IN 2021



# CONTRIBUTING TO THE ECONOMY

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WE PRODUCE 1.8 MILLION BLOCKS OF CHOCOLATE, 400 MILLION CHOCOLATE BUTTONS AND 1 MILLION WISPA BARS IN A SINGLE DAY AT BOURNVILLE.

From the very beginning, we have been proud of our contribution to the UK economy, and in recognition of our achievements we were granted our first Royal Warrant in 1854 for Cadbury. As you can see, our commitment to prosperity and innovation in the UK continues to this day:

IN 2021 ALONE, WE CONTRIBUTED **£933 MILLION** TO THE UK IN OVERALL GVA\* AND FROM 2012-2021 WE HAVE INVESTED **£272 MILLION** IN OUR UK MANUFACTURING SITES. ON TOP OF THIS:



**4,231**  
JOBS WERE  
DIRECTLY  
SUPPORTED BY  
MONDELÉZ UK  
IN 2021



**6,141**  
JOBS WERE  
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**£112 MILLION**  
WORTH OF  
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WERE  
PROVIDED  
IN 2021



## INVESTING IN MANUFACTURING

To meet consumers' ever changing needs, we know we must constantly challenge ourselves to develop new ideas and approaches. This means building on the strong foundation we've established in recent years, and staying true to our values.

Therefore, from 2012-2021, we have invested more than £270 million in our UK manufacturing sites to ensure they are competitive now and in the future.

Cadbury Dairy Milk is the number one brand in the UK, which is our second largest market after the United States, and accounts for 40% of our European revenue. We produce 1.8 million blocks of chocolate, 400 million chocolate buttons and 1 million Wispa bars in a single day at Bournville.

\* Gross Value Added to the UK economy

## OUR MONDELÉZ UK LOCATIONS

Our offices, manufacturing and research sites are located across the UK, directly supporting 4,231 jobs and playing a central role in the communities where we operate.



# INVESTING IN OUR PEOPLE

Our people are at the heart of our success, so our commitment to investment goes far beyond production capacity. By investing in employee wellbeing and supporting skills development, we empower our people to make a positive contribution to our business and society at large.

## EMPLOYEE INCLUSION

To support the growth and inclusion of our people we have 8 established Affinity groups, all driven by passionate colleagues keen to make a difference and supported by our leaders in Mondelēz UK.



These Affinity Groups act as an open forum for employees from different backgrounds to discuss their experiences while celebrating their identity through workshops and events. From our LGBTQ+ Network to our Mental Health Ally programme, we believe that when our people feel empowered, our culture — and by extension, our business — benefits.

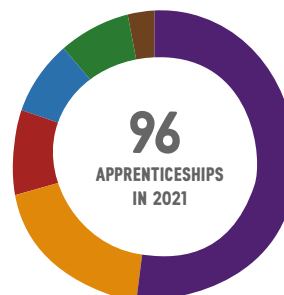
## BOOST WELLBEING



Established in 2018, our BOOST wellbeing programme empowers and supports our employees to optimize their health and well-being through education, health checks, fitness facilities, counselling services, special interest groups and digital services. As part of BOOST, we have trained nearly 200 Mental Health Allies and 70 Cancer Ambassadors, facilitated better support for employees experiencing menopause and introduced an EAP (Employee Assistance Programme) which helps employees on various topics, from counselling to financial support.

## EARLY CAREERS

We are committed to nurturing the next generation of talent in the UK, whether through our graduate rotation schemes, our year-long industrial placements, or our apprenticeship program, into which we've invested £2.5 million since 2017.



- 50 **ENGINEERING**
- 18 **FINANCE AND MANAGEMENT**
- 9 **SCIENTISTS AND TECHNICIANS**
- 8 **PROJECT MANAGEMENT AND LEADERSHIP**
- 8 **FOOD INDUSTRY TECHNICAL MANAGERS**
- 3 **MAINTENANCE AND OPERATIONS**



## CASE STUDY: KATE ROSE, RESEARCH AND DEVELOPMENT (R&D) APPRENTICE



Kate is the first person in the UK to graduate at the Level 3 standard of the Food Technologist Apprenticeship. She went on to study at Nottingham Trent University for her Level 6 qualification. Along the way she has picked up two prestigious awards: Nottingham Trent's 'Outstanding Apprentice of the Year' in 2021 and the Food Manufacturer award for 'Apprentice of the Year' in 2022.

Kate's final assessment project for Level 3 was an investigation of natural alternatives to sugar. Not only did this represent a distinguished start to her career, her work also contributed to the launch of Cadbury Dairy Milk 30% reduced sugar.



# INVESTING IN OUR ROOTS

Even though it's over 110 years since the Bournville bar was launched, we are still committed to investing in where we came from. Created in 1908, Bournville took its name from the village founded by Cadbury in the south west of Birmingham to house the people who worked in the factory.

In 2021, Mondelez International committed £15 million to the Bournville factory: £11 million for an upgrade to Dairy Milk tablet production and £4 million to expand overall capacity. In 2014, production costs at Bournville were three times more than those of similar factories in Germany and other European markets. As a result of significant investment at the site, production efficiency has increased by more than 30%.

From the opening of John Cadbury's Birmingham grocer's shop in 1824 to the major upgrade of our production facility in Bournville, we have demonstrated a clear dedication to the communities of the West Midlands.

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**IN 2021, MONDELEZ INTERNATIONAL COMMITTED £15 MILLION TO THE BOURNVILLE FACTORY: £11 MILLION TO UPGRADE DAIRY MILK TABLET PRODUCTION AND £4 MILLION TO EXPAND OVERALL CAPACITY.**

”

**IT'S GOOD TO SEE MONDELEZ MAKING THIS COMMITMENT GIVEN CADBURY'S BIRMINGHAM ROOTS. BY INVESTING IN BOURNVILLE, MONDELEZ IS CREATING JOB OPPORTUNITIES FOR LOCAL PEOPLE AND I LOOK FORWARD TO SEEING THE NEXT GENERATION OF TALENT BENEFITTING FROM THE APPRENTICESHIP PROGRAMME IN THE MONTHS AND YEARS AHEAD.**

Andy Street, Mayor for West Midlands

Photo: The Cadbury Factory  
in Bournville



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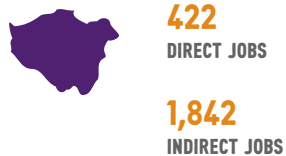
INVESTING IN OUR ROOTS

As our business has expanded, so has our commitment to regional prosperity. Beyond our far-reaching employee network, we make further impact via our supply chain. For example, despite currently having no sites in the North West, we contribute nearly £86 million and 1,314 jobs to the local economy through supply chain procurement and positive effects on regional income.

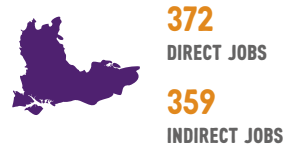
MONDELÉZ INTERNATIONAL SUPPORTS **10,372 JOBS** ACROSS THE UK, WITH **4,231** DIRECTLY IN OUR FACTORIES, OFFICES AND R&D FACILITIES.

EMPLOYMENT — WHERE IS MONDELÉZ CONTRIBUTING MOST?

LONDON



SOUTH EAST



SOUTH WEST



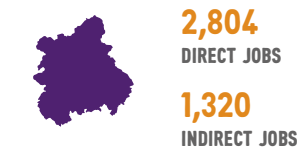
YORKSHIRE & THE HUMBER



WALES



WEST MIDLANDS



NORTH WEST

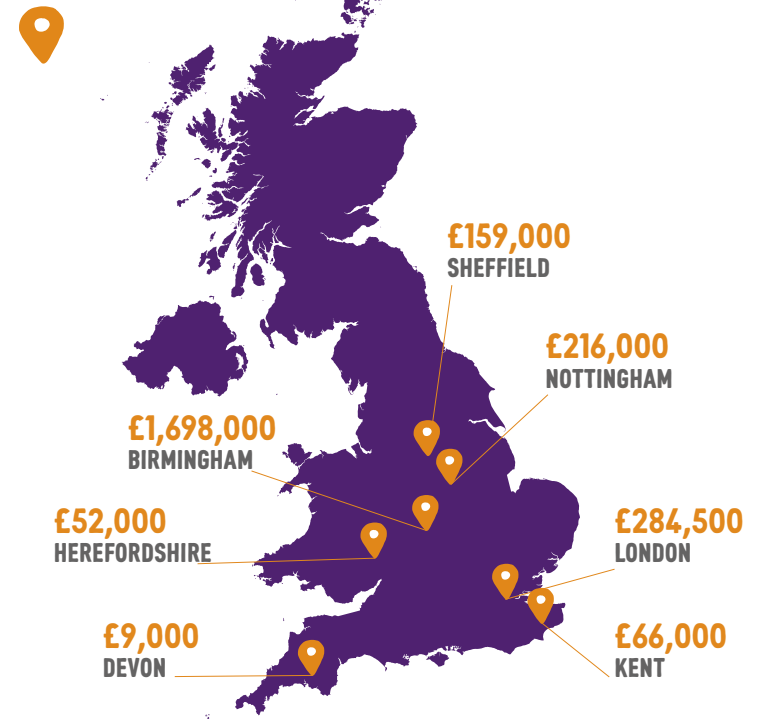


OVERALL TOTAL



OUR INVESTMENT IN UK APPRENTICESHIPS AND TRAINING BY REGION

CITY OR COUNTY



\* Indirect jobs refers to roles indirectly supported by Mondelēz International via supply chain or income multiplier effects.



## CONTINUED INVESTING IN OUR ROOTS

**“ WHEN MONDELÉZ INVESTS IN MANUFACTURING IT’S GREAT NEWS FOR CHIRK IN CLWYD SOUTH, WHERE COCOA BEANS ARE PROCESSED. WE ARE VERY PROUD OF THE ROLE OUR PART OF WALES PLAYS IN HELPING MAKE SOME OF THE NATION’S MOST ICONIC PRODUCTS. ”**

Simon Baynes MP, Clwyd South, Wales

Photo in bottom left: Simon Baynes MP



### CASE STUDY: THE MCCREEDYS — THREE GENERATIONS OF CADBURY

Roy McCreedy Jnr is the third generation of the McCreedy family to work at Bournville Manufacturing, following his grandfather, Alex, and his father, Roy. Alex worked in Bournville for more than 35 years and Roy Snr for over 39. Roy Jnr has worked in the factory for more than 17 years and is hopeful of making a family total of 100 years of service.

Alex came to the UK from Co Donegal in Ireland, when he was 20. After working on a building site he landed a job at Cadbury.

On leaving school at 16, Roy Snr joined Cadbury, working in the original Wispa plant. Roy was delighted to see Wispa make a come-back in 2007 and helped to recommission the plant to bring Wispa back to the market. After 40 years, Roy Snr left the company but still lives close by in a Cadbury House in Heath Close in Bournville, part of the Bournville Village Trust.

His son, Roy Jnr, was persuaded by his father to take a 6-week temporary job at Cadbury World in July 2005 — and 17 years later he has packed in lots of experience! He completed an apprenticeship in confectionery manufacturing, worked at several of Bournville’s production facilities including the Milk Tray factory and has recently been working on the OPM 7 line of the future which uses Integrated Lean



Photo: Roy McCreedy Jnr and Snr

**“ EVERYONE GETS EXCITED WHEN YOU TELL THEM YOU MAKE CADBURY CHOCOLATE! ”**

Roy McCreedy Jnr

6 Sigma – a production method which aims to eliminate losses at our plants while achieving zero safety incidents through fully engaged and empowered employees.

The McCreedys have always been proud to work at Cadbury. Roy Jnr says: “Everyone gets excited when you tell them you make Cadbury chocolate!”



## CONTINUED INVESTING IN OUR ROOTS



Photo: adi Group

**5,462** JOBS ARE ESTIMATED TO BE SUPPORTED THROUGH MONDELEZ UK'S SUPPLY CHAIN PROCUREMENT, INCLUDING **1,694** IN LONDON, **1,228** IN THE NORTH WEST AND **1,050** IN THE WEST MIDLANDS.

### OUR SUPPLY CHAIN

The support of a reliable supply chain is essential for our production. Our partners include thousands of small businesses in farming and logistics, as well as countless retail employees. In the dairy industry alone we work with more than 70 British farms who provide us with about 500,000 litres of fresh milk every day. Over the years we've built valuable long-term relationships with our suppliers all over the UK.



**OUR PARTNERSHIP WITH MONDELÉZ COVERS EVERYTHING FROM MAINTENANCE AND FACILITIES SUPPORT AND CAPITAL INVESTMENTS (NEW PLANT AND EQUIPMENT INSTALLATIONS), TO WORKING WITH THE COMMUNITY AND SO MUCH MORE. OUR RELATIONSHIP HAS GONE FROM STRENGTH TO STRENGTH, AND CONTINUES TO GROW AND FLOURISH — WE ARE EXTREMELY PROUD OF THIS PARTNERSHIP.**

Alan Lusty, CEO, adi

### ADI

adi, like Mondelēz UK, is a Birmingham-born enterprise, with group headquarters barely a mile down the road from our Bournville facility. They also work at our Sheffield site.

adi Group has a £120 million turnover and supplies c. 60 technicians and engineers to Mondelēz — and has values that align with our own. They understand our business — our needs, our culture and our expectations. For our part, we actively participate in adi's apprentice scheme, creating the experts of the future.

### THE SELKEY VALE MILK GROUP

Founded in 2006, the group is a registered co-operative of dairy farmers in Wiltshire and Gloucestershire. Virtually every farm in the group is family run and many of them are multi-generational businesses.

In 2022 Mondelēz UK started a system of grants to support co-operative members in the reduction of carbon emissions. Projects are both direct and indirect, including renewable energy, livestock management and welfare and tree-planting. This funding is to support and accelerate the great reductions the group have already realised — the equivalent of taking 6,336 cars off the road or 2,953 flights around the world.

Over the next 3 years, we're making grants available starting from £5,000 to partially or fully finance projects with a carbon reduction focus. We will closely monitor the impact

of this investment as part of our emissions audits and all findings and data generated will be third-party verified.

### CULINA

The Culina Group is one of the leading logistics providers for the UK's food and drinks industry and we have enjoyed a successful relationship with them for 18 years. Operating from Skelmersdale in the north and Minworth in the West Midlands, Culina handles 65% of our confectionery distribution from factory to shop as well as managing our entire UK chilled portfolio from Milton Keynes. The Culina network moves 180 million cases of Mondelēz product within the UK every year. Together we've faced down the unprecedented challenges of Brexit and Covid-19.



**WE HAVE A LONG-TERM SUCCESSFUL RELATIONSHIP WITH MONDELÉZ UK, FOUNDED ON MARKET LEADING SERVICE, COLLABORATIVE SPIRIT AND A CULTURE OF OPENNESS. WE PRIDE OURSELVES ON THE STRENGTH OF THE RELATIONSHIP WE HAVE AND LONG MAY THAT CONTINUE.**

Dan O'Hare, Operations Director, Great Bear Distribution.\*

\*Great Bear is a sub-division of Culina

# MAKING A DIFFERENCE TO OUR COMMUNITIES

**SINCE 2011, OUR SPENDING ON REGIONAL COMMUNITIES HAS TOTALLED OVER £15.5 MILLION WITH £7 MILLION USED TO SUPPORT THOSE MOST IN NEED DURING THE PANDEMIC.**



Photo: The Booker & Forecourt team volunteering at Selly Oak Nursery in Birmingham

We established The Charitable Brothers Trust in 1935, with the objective of helping to create the prosperous, enterprising, and inclusive communities Richard and George Cadbury set out to support. The Charitable Brothers Trust eventually became The Cadbury Foundation, and continues to provide financial support to British communities at a value of more than £15 million over the past 10 years.

## THE CADBURY FOUNDATION HAS THREE CLEARLY DEFINED AREAS OF OPERATION:



### HEALTH AND WELL-BEING

Encouraging local communities to adopt healthier lifestyles through cooking, growing food, physical activity and social cohesion.



### SKILLS

Inspiring the next generation of talent by developing their transferable skills and maximising their chances of success in the workplace.



### COLLEAGUE PASSIONS

Supporting local charities that are close to our employees' hearts through our 'Your Charity Your Choice' and 'Cashmatch' programmes.



## HEALTH FOR LIFE™

Health for Life™ is our award-winning, evidence based community investment programme. Launched in Birmingham in 2011, it engages both children and adults in growing food, physical activity, healthy eating awareness, and cookery. Celebrating its 10th anniversary in 2021, the initiative has reached nearly 250,000 local residents.

We have invested £4.5 million to date and with delivery partners Services For Education and The Conservation Volunteers, enabled over 200 schools across the city to invest in long-term resources for healthier lifestyle activities benefitting 70,000 pupils and families. In addition, 17 community food growing spaces have been developed with activities involving 6,000 local people whilst more than 1200 of our employees have volunteered practical support to enhance the programme.



Photo: Students at a Health for Life™ cooking competition



# OUR CONTRIBUTION TO UK HEALTH AND WELLBEING



## CONTINUED

# MAKING A DIFFERENCE TO OUR COMMUNITIES

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**THIS GENEROUS DONATION MEANS A LOT TO US AND MAKES US FEEL A LOT MORE CONFIDENT ABOUT OUR FUTURE, SO A BIG THANK YOU TO CADBURY AND ARSENAL.**

Murat Eric, joint-owner of the Little Wonder Café



### THE TRUSSELL TRUST

With its ambition of ending the need for food banks in the UK, the Trussell Trust couldn't be clearer about its ambitions. In 2021, we donated over 100,000 bars of chocolate to over 150 Trussell Trust food banks at Christmas and Easter, helping them to fill emergency food parcels and provide dignified support during key seasonal moments.

Key to this was the Cadbury Secret Santa campaign which encouraged individuals to send a free bar of chocolate to someone special with the pledge that Cadbury would match the gift by sending another to a food bank. Over £140,000 has also been donated to support the Trussell Trust in helping people faced with hardship and working toward a future where everyone can afford life's essentials.

### YOUR CHARITY, YOUR CHOICE

Every year, we ask our UK employees to apply for grants — from a fund of £55,000 — for charitable organisations. Among the recipients to date are a not-for-profit studio that promotes mental and physical well-being through exercise and creativity, a hospice for people with life-limiting illnesses and a charity that provides help to families in need.

In keeping with The Cadbury Foundation's commitment to local communities, in 2020 Age Concern Crediton was chosen as one of the recipients of a £5,000 grant, which was nominated by a local employee who appreciates the invaluable support they provide the local elderly community.

### CADBURY FOOTBALL PARTNERSHIPS

Clubs are the beating heart of UK football. That's why we support the communities and fans behind some of the nation's favourite teams – helping small businesses, local projects, foundation initiatives, and much more. To date, Cadbury has supported over 550 local businesses, positively impacted 150,000 individuals and raised £175,000.

The Little Wonder Café, on the doorstep of Arsenal's Emirates Stadium is a great example. Normally enjoying roaring business on match days, during lockdown it saw trade fall by 85 per cent. Cadbury supported the business by donating meal vouchers to Arsenal fans, redeemable at the café. In addition, we replaced Cadbury's branding with The Little Wonder's own branding on print campaigns and in social media posts, which gave the business a reach of 6.2 million.





# OUR CONTRIBUTION TO UK COMMUNITIES





## PROTECTING OUR PLANET

Though communities are central to our company values, our mission at Mondelez International to make the 'right snack for the right moment made the right way' applies not only to making our snacks right for individuals but also for the planet – from more sustainable sourcing of the raw materials we rely on, to striving to reduce our impact on the environment.

### OUR GLOBAL SUSTAINABILITY STRATEGY HAS FOUR KEY FOCUS AREAS:

- Increasing the sustainable sourcing of ingredients used to make our much-loved brands.
- Fostering economically and socially resilient communities.
- Achieving net zero carbon and resilient landscapes.
- Pursuing net zero pack waste and a circular economy.

In 2020 we launched our global goal to reduce further our environmental impact by joining the Science Based Targets initiative, setting reduction targets for greenhouse gas emissions that are consistent with requirements to keep global warming well below 2 degrees Celsius. This will reduce emissions by 10% across our value chain, over and above the impact of business growth – from farm to shelf – by 2025. In 2021 we took another key step forward by launching our global ambition of net zero greenhouse gas emissions across our full value chain by 2050.



**IN 2021 WE TOOK ANOTHER KEY STEP FORWARD BY COMMITTING TO A GOAL OF NET ZERO GREENHOUSE GAS EMISSIONS ACROSS OUR FULL VALUE CHAIN BY 2050.**

[WWW.MONDELEZINTERNATIONAL.COM/  
SNACKING-MADE-RIGHT](http://WWW.MONDELEZINTERNATIONAL.COM/SNACKING-MADE-RIGHT)



## CONTINUED

# PROTECTING OUR PLANET

Our overarching global goals are:

- By 2025, to reduce end-to-end CO<sub>2</sub> emissions by 10%, reduce absolute water usage in priority sites by 10%, and reduce food waste in internal manufacturing by 15%, over the 2018 base.
- By 2025, to make 100% of packaging recyclable, reduce the use of virgin plastic by 5%, and of virgin rigid plastic by 25% over the 2020 base.

While working towards these overarching objectives we are taking actions effective immediately. These include:

- Progressing the transition of our company car fleet to electric vehicles. Currently 12% are electrified, up from 7% in 2019. 10% of these vehicles are fully electric, up from 2% in 2019.
- Pursuing our target, set in February 2020, to cut end-to-end greenhouse emissions by 10% by 2025 compared to our 2018 base.
- Continuing the introduction of renewable energy in six of our plants and distribution centres. This has already eliminated 19,000 tonnes of carbon: a reduction of 31%.
- Helping our dairy farmers in the UK and Ireland to track and reduce their own CO<sub>2</sub> levels by 10% by 2025.
- Reducing our use of water. Already in our Sheffield candy factory we have saved the equivalent of 5 Olympic swimming pools' worth of water every year. That's 12.5 million litres.
- Announcing the largest green bond ever issued in the Packaged Food and Consumer Goods industry, a month before COP26. Its value is €2 billion and the net proceeds will fund a considerable acceleration of our sustainability programme. The initiative is informed by the Sustainable Development Goals set out by the United Nations and adopted by world leaders in 2015.

## FLEXIBLE PLASTIC FUND

We have collaborated with Mars UK, Nestlé, PepsiCo and Unilever to form a £1 million fund to help make flexible plastic recycling economically viable for recyclers and easier for consumers. We've also contributed to the £2.9 million Flexible Plastic Fund: FlexCollect project, the largest pilot for household collections and recycling of flexible plastic packaging ever undertaken in the UK.

## PACK LIGHT AND RIGHT STRATEGY

Our Pack Light and Right strategy is an ambition to use less packaging overall and in particular virgin plastic; design our packaging to be recyclable and improve local systems so that all packaging can be collected, sorted and recycled at scale to support a circular economy.



# OUR RECENT CONTRIBUTIONS TO SUSTAINABILITY





## OUR ROLE IN RESEARCH AND DEVELOPMENT

The main Global R&D hub for Mondelez International is in Bournville in the UK, and we have more than 600 R&D colleagues based across the UK - the largest R&D population in Mondelez. Every new chocolate product we make in 150 countries starts its life in Bournville.

### UNIVERSITY PARTNERSHIPS

In addition to the apprenticeships, we have formed enduring PhD partnerships with 11 research institutions across the UK, including Bristol, Leeds, Reading, Glasgow, Queens Belfast and the Quadram Institute of Bioscience in Norwich.

We also have close links at the UK's biggest food science institution, Nottingham University, working on innovative research topics in alignment with Government and industry priorities.

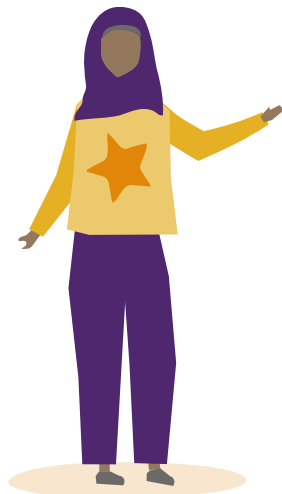
Our connections with higher education continue to benefit the wider industry, with 13 PhD students currently engaged in research into the future of snacking.



## CONTINUED

# OUR ROLE IN RESEARCH AND DEVELOPMENT

Our connections with higher education continue to benefit the wider industry, with 13 PhD students currently engaged in research into the future of snacking. Let's meet a few...



### WILLIAM BAIDOO

William grew up in Ghana where food safety can be a major problem and as part of his bachelor's degree explored methods of ensuring microbiological safety in fermented milk drinks. After further study in France and Ireland as well as employment as a food product developer he entered the Mondelēz UK scheme to investigate the effects of grain properties on digestibility and glycaemic responses to sweet baked products.



### TARAN BEDI

Taran is a third-generation chemistry student who is devoting his PhD research to understand why biscuits crack in order to reduce waste in the production process. As a Brummie, he has a particular connection to Cadbury's and relishes the opportunity to explore the snacks he grew up with at a chemical and physical level.



### ALISON SMITH

Alison was a teacher for 14 years before deciding to make a career change and pursue her passion for research, which led her to a Mondelēz UK-sponsored PhD focusing on the use of naturally occurring rare sugars as replacements for sugar. As with teaching, Alison is drawn to the fact that her work could make a real difference in people's lives.



### CATRIONA THOMSON

Catriona studied medicine at undergraduate level then completed an MSc in Human Nutrition. She is now studying for a PhD exploring the impact of dietary fibres on digestive tolerance and possible replacements for conventional sugar.

### READING SCIENCE CENTRE

Since the 1970s, the Reading Science Centre has been dedicated to the development of new products, ingredients and processes, with the support of colleagues in Europe and the US. It is one of the largest food research centres in the UK, with 290 scientists and food engineers designing the future of snack foods.

In 2019 Mondelēz International invested £4.7 million in its Reading Science Centre to create an extra 50 skilled positions and further develop a global network of state-of-the-art technical hubs. Among many successes from the Centre are Cadbury's ground-breaking 30% less sugar Dairy Milk.



**THE SORT OF COLLABORATIVE RELATIONSHIP THAT MONDELÉZ HAS WITH ACADEMIA AND RESEARCH IS NOT JUST IMPORTANT FOR INNOVATION WITHIN THE FOOD INDUSTRY BUT ALSO FOR NURTURING THE NEXT GENERATION OF GREAT SCIENTISTS.**

Taran Bedi, 3rd year PhD candidate

# METHODOLOGY

This report was commissioned by Mondelēz UK and the research was conducted by Development Economics in June 2022.

The material has been assembled from contributions provided by various teams within Mondelēz International.

Narrative and historical information has been drawn from press releases, internal documents, relevant websites and external media sources.

The key data used to support the findings in the report cover the following areas:

- Financial
- Procurement of raw materials and packaging
- Outsourced manufacturing and the purchase of services
- Exports and overseas markets
- Employment
- Apprenticeships
- Community Engagement
- Environment
- PhD student sponsorship

To quantify the diverse effects of Mondelēz UK's activities on both the regional and national economies of the UK, Development Economics developed an economic impact model to estimate two types of impact:

- **Indirect Effects.** These are the results of commercial activity and employment policies related to Mondelēz's procurement decisions as they affect other UK businesses. Jobs impacted include those concerned with the supply of ingredients, raw materials, equipment and services.
- **Induced Effects.** These are the influences on jobs in the wider economy which are attributable to the spending patterns of the Mondelēz UK workforce, funded by their wages, salaries and other earnings. Induced effects are also produced through the spending of the employees of Mondelēz's UK suppliers, where those jobs are substantially dependent on the relationship with Mondelēz UK.

The economic model is the work of Development Economics. It is based on coefficients which derive from data published by the Office for National Statistics. The ONS data covers issues such as business turnover, employment, procurement, investment and the employment costs for all sectors of the UK economy including food manufacturing.

These are the main data sets Development Economics used:

- The Annual Business Survey
- The Annual Survey of Hours and Earnings





**FIND OUT MORE ABOUT  
THE IMPACT WE'RE  
MAKING IN THE UK**

**CONTACT US**

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