Wellbeing for Generations

The Heart of our Future







Why Wellbeing?

The quality of our being affects the quality of our doing. Our well being and our well doing are interrelated and at the heart of a thriving future. To arrive at a better future, we fully embrace wellbeing as a vital ingredient. Why wellbeing? Because it is multi-dimensional and each one matters— our physical, social, environmental, emotional and educational experience— all are as individually powerful as they are connected to uplift our ability to thrive as people, as a society, all together on our giving planet. That is why we are proud to launch **Wellbeing for Generations.**



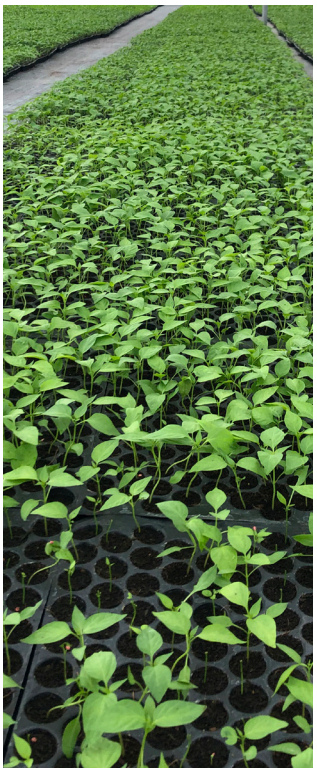
Why Now?

We stand side by side at a pivotal moment at which health, happiness and well have been redefined by a world flooded with unprecedented challenges. The world must solve multiple problems simultaneously – hunger, chronic disease, obesity, and mental illness – while drastically reducing damage to the environment. An interconnected ecosystem must be front & center with unlikely partnerships to improve public health (physical and mental) and reduce the environmental crises. **Supporting wellbeing is not a charitable gesture, it's a global imperative that calls for us to change how we resolve meaningful challenges with how we do business.** It starts with thinking differently about our role as a change agent in this landscape.

We proudly stand behind our iconic nostalgic brands that for decades delivered waves of positive emotion like joy, belonging, surprise, and empathy to cultures all around the world. As time has shifted what people want from a treat or snack, we shifted, too. As we learn about the needs of the planet, we increasingly committed to improving sustainability. We continue to be responsible in how we market our products and services, innovate and bring awareness and problem solving these interrelated global challenges. We could not be more motivated by emerging solutions and partnerships that help all of us progress. We're committing to adopting a systemic holistic wellbeing approach that will drive how we bring these solutions forward.

Our Focus

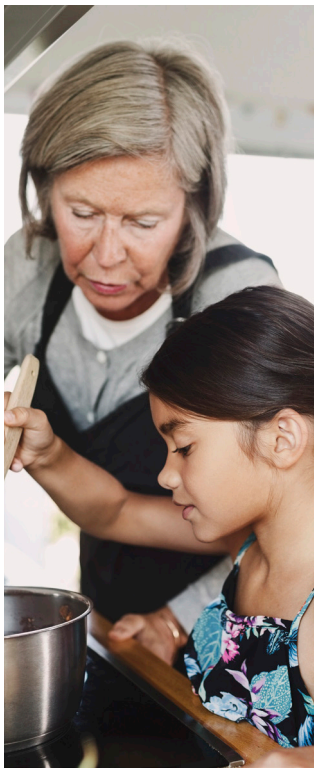
The shift from a one-dimensional nutrition focus to a multi-dimensional holistic wellbeing approach is a conscious decision. This approach more aptly reflects how all of us engage with the world and allows us to meet peoples' broader needs and their overall relationship with food. We are anchored in the areas below, partnering with experts and learning from case studies as we guide Wellbeing for Generations.



Sustainable Nutrition

Wellbeing for the future means nourishing the health of both people and planet, which is why sustainable nutrition is the foundation of our ambition. As indicated by the Food and Agriculture Organization of the United Nations, sustainable foods and diets include four distinct but interconnected domains: nutrient-rich, affordable, culturally acceptable, and sparing of natural resources and the environment.

Each of these domains will inform how we move forward.



Eating Patterns

We know that products and services play different roles in people's lives, depending on the occasion – from satisfying between-meal hunger to marking celebratory occasions.

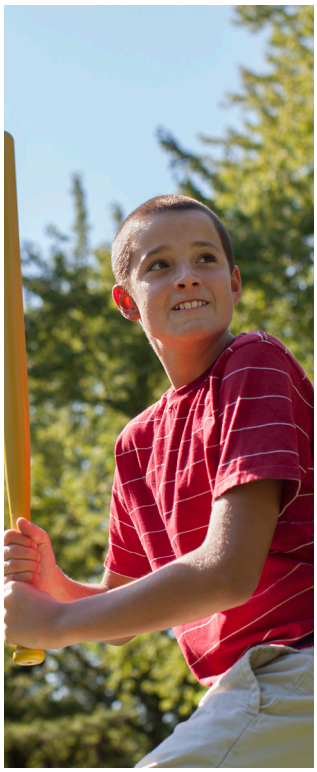
Our portfolio and how we bring it to life can and will become more intentional, to positively change consumer behavior.



Global Food Ecosystems

The global pandemic illuminated all too clearly that the problems we aim to solve cannot be addressed by any single company, sector, or government alone. That is why we aim to connect our efforts to key platforms like the inaugural 2021 United Nations Food Systems Summit, which inspired commitments from governments, advocates, communities, and businesses to transform our food system to become more inclusive, resilient, and sustainable.

True impact is only possible with collaborative action, so we must cultivate unlikely partnerships to co-create towards collective impact within the Snacking Ecosystem.



Wellbeing Dimensions

We recognize that there are many facets of wellbeing. At its core, wellbeing goes far beyond nutrition and physical health to improve quality of life and personal fulfillment. The World Health Organization shares that "Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity."

Moving forward, we will focus on delivering products, services and experiences that support not just our physical wellbeing, but also our social, emotional & environmental wellbeing. Across all of these dimensions, education is the link that will catalyze behavioral change in consumers.

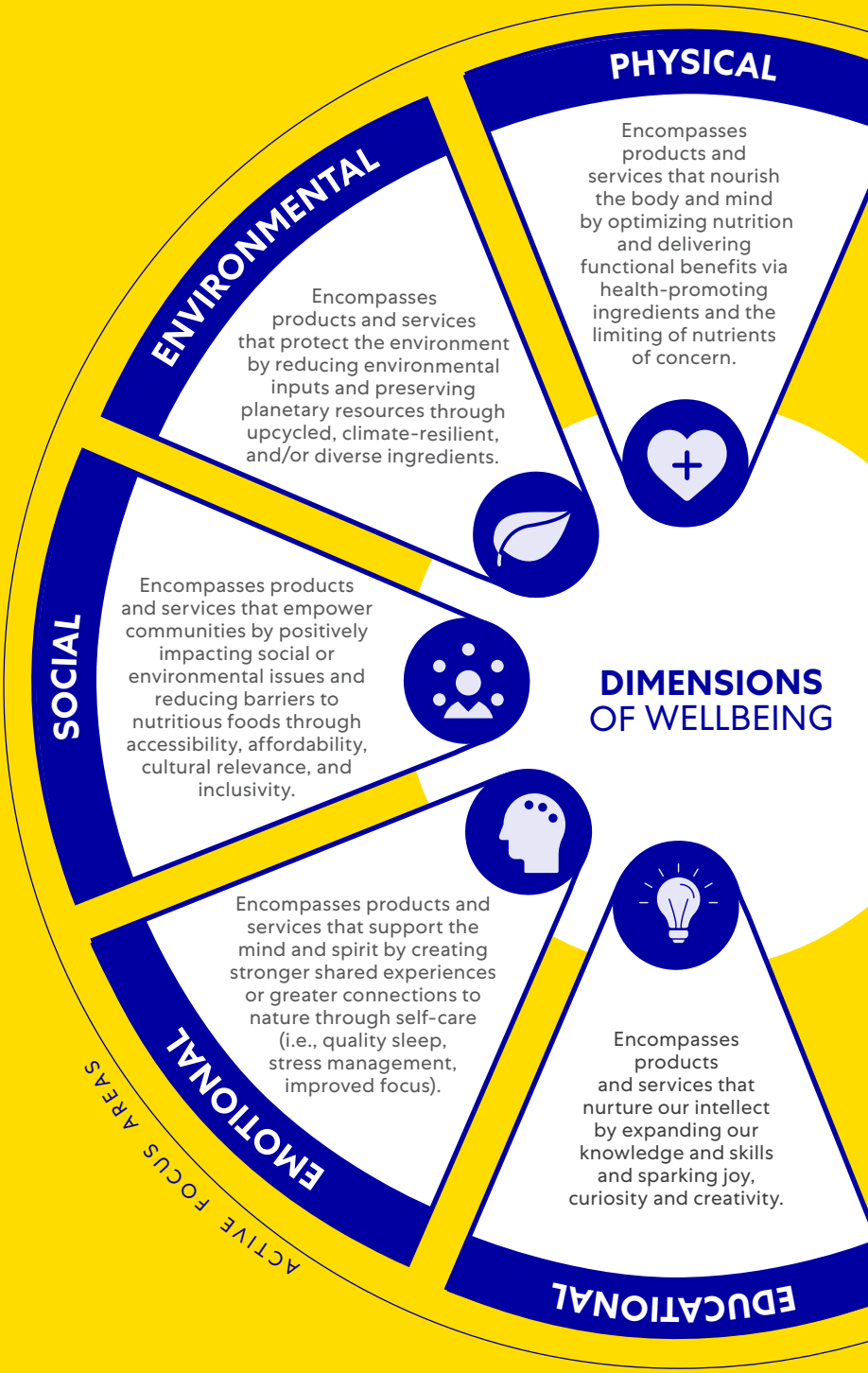
Our Intent

We are all in this together. Our first step taken is to recognize that we cannot be fully human alone. Our social connections orient us and bring mutuality to the forefront. Uncertainty drives the need to pivot and learn on the fly. We will bring a collective know-how and experience to advance solutions. We are asking better questions for how we might solve human problems by understanding thriving capacity which lies at the core dimensions of wellbeing.

To drive our impact on societal wellbeing, we are focusing initially on five core dimensions of wellbeing—each of which allow us to drive action (Figure 1).

Grounded in our defined wellbeing dimensions reflects a human-centric approach that will guide decision making to drive change through our portfolio and industry leadership. We know that the headwinds that currently threaten societal wellbeing require a holistic approach and unprecedented cooperation across geographies, sectors and the entire health and food ecosystem.

FIGURE 1: WELLBEING DIMENSIONS



Our Impact

An outside-in and future-back analysis using the Mars Wrigley Foresight Methodology identified foundational future change drivers. Layering these with external focus areas such as the United Nations' Sustainable Development Goals and the Food Systems Actions Tracks presented at the 2021 Food Systems Summit revealed five Impact Drivers for Mars Wrigley as follows:

Empowering Future Stewards Enable generations to bring about transformation

Enabling Systemic Change Address systemic social and cultural inequalities

Nourishing for Happiness Inspire joyful moments and connection with nature

Fueling Nature Positive Cycles Focus on preserving or regenerating our natural ecosystem

Incentivizing Lasting Shifts Nudge behavior shifts and build habits & rituals

Together, the Impact Drivers and the Wellbeing Dimensions give us the 5x5 matrix where the intersections highlight impact areas that can be translated to portfolio opportunities (Figure 2). This involves aligning internal and external strategies to form our 2030 roadmap for where we can credibly create impact.

FIGURE 2 : WELLBEING IMPACT GRID

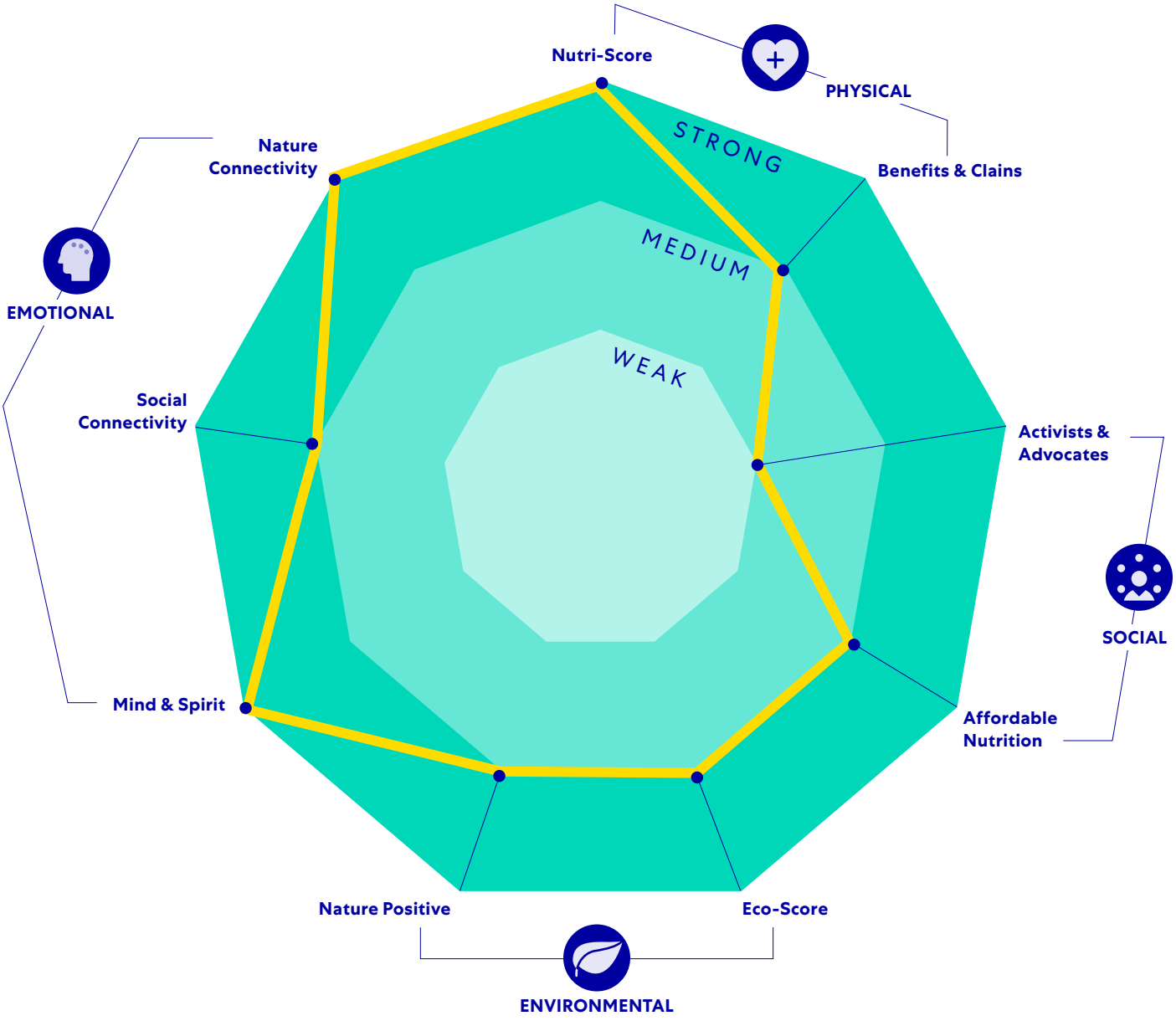


Path Forward

We have decades of experience in solving food system challenges as evidenced by our stakeholder engagement, industry leadership in self-regulation practices, and our recent efforts in acquisition, innovation, renovation, marketing practices and nutrition commitments. Now, we are asking about Wellbeing for Generations in the next 100 years. We are creating new tools and inviting new forms of collaboration to shift perspective as we build upon our strong foundation.

We have identified key benefits that are relevant today and for the future (Figure 3). These benefits are measurable by credible metrics and indicators – giving us a clear path for how to evaluate our portfolio today and future possibilities that could drive increased impact in the future.

FIGURE 3: PORTFOLIO WELLBEING ASSESSMENT TOOL



Wellbeing in Action Today

We have done much to be proud. In fact, our brands have already taken bold steps toward supporting Wellbeing for Generations. One example is Maltesers in the United Kingdom that launched a social media campaign around maternal mental health—a great example of how a brand can crediblyimpact emotional wellbeing.

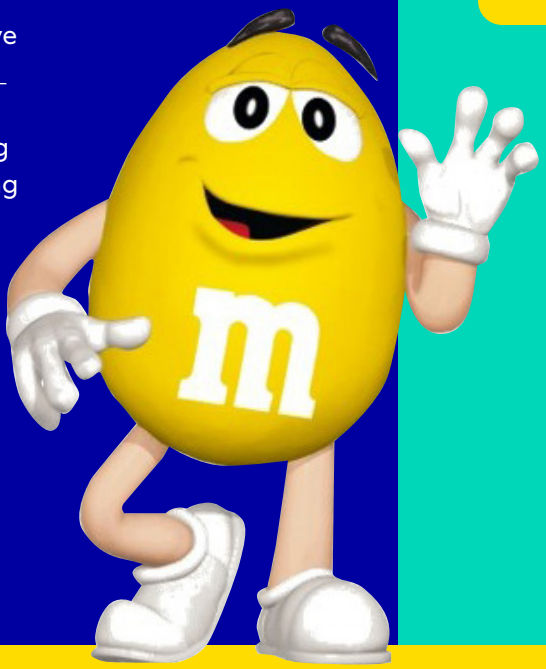


MALTESERS

Maltesers recognized **an emotional wellbeing need in women in light of the statistics around mental health issues during pregnancy and post-partum.** Maltesers then launched a social media campaign encouraging mothers across the UK to set a new tone and norm in the social environment. One where mums openly share the highs and lows of motherhood, and where maternal mental health is better understood and recognized. This campaign speaks to the emotional wellbeing dimension as well as some of the impact drivers, on which we've chosen to focus our efforts: nourishing for happiness and incentivizing lasting shifts. While Maltesers are a treat product in our portfolio, we know that all our brands can responsibly play a role in this ambition in various ways.

M&Ms

Looking at how people thrive at work, the United Nation's 2021 World Happiness Report had the most striking revelation that our belonging at work is the most important contributor to happiness (by far). M&M's plays a key role in this area and can become a steward of belonging as we look to the future.





Looking at Tomorrow

This shift in our business will be seismic and intentional. And we know that in order to have lasting impact on people, planet and society, we must be specific with our commitments, measure our progress, hold ourselves accountable, and continuously strengthen our actions as we evolve and uncover new opportunities. We'll start with the following targets (draft):

Transform **our portfolio** leveraging wellbeing and sustainable nutrition to enable a stronger shift on the Blueprint

Pioneer **a Wellbeing Collective,** a global platform with a humanitarian focus to advance wellbeing science and democratize wellbeing for all

Foster **the next wellbeing generation** by engaging with 20 million young people through wellbeing listening tours, campaigns and program sponsorships

Nudge **our nourishment of nature** by committing to using 5% planet-positive ingredients, such as upcycled, biodiverse or plant-based ingredients across key product lines

Our Accountability Measures

Today, we have envisioned our destination and created a preliminary path forward. To ensure we reach the ambition we've set, we know transparency and measurement precede impact. In this next step of our journey, we are committed to holding ourselves accountable by implementing measures that our senior leaders and associates will be responsible for meeting. Our vision of Wellbeing for Generations starts today, and we will share progress on our efforts annually from now until 2030.

Our metrics will evolve as the science around wellbeing evolves. However, at a minimum, we will track specific actions and targets that support our wellbeing dimensions and impact drivers moving forward. Our Portfolio Wellbeing Assessment Tool will be our yardstick in this process, as it includes evidence-based data indicators to help us objectively evaluate our current state and identify opportunities for where we can expand and improve.





Looking ahead

We have set our sights on a future in which people, planet and society are thriving, and where future generations are healthy, happy and well. Never before have we faced the challenges we're facing today. The time for change is now.

We know we have a responsibility to do our part, and that's precisely why we're approaching the decade ahead with a more holistic view of wellbeing than we've ever had before. This newfound focus and commitment will help us deliver products and services that support our physical, social, environmental, and emotional wellbeing, with learning opportunities every step of the way.

We know we can make a positive impact on the sustainability of the foods we eat, the empathy we show, the ecosystem we nurture, and the role we play in empowering young people. But we also know we can't do this alone. Big challenges require bold solutions and the power of collaboration.

Join us on this journey to achieve Wellbeing for Generations.