# Driving sustainability change and creating a local impact in New Zealand

How do you make a significant sustainability impact as a new team member at one of the largest food companies in New Zealand?

Jennifer Evans, who had recently joined Mondelēz New Zealand, signed up for the Sustainability Leadership Programme (SLP) to find out.

Mondelēz NZ is the guardians of brands including Cadbury, The Natural Confectionery Co., Pascall, OREO, Philadelphia, Ritz and BelVita biscuits.

Embedded in the company's DNA is the commitment to make snacks the right way, doing what is right for the planet, and meeting the aspirations of consumers every day. Driving these initiatives locally is a significant part of Jennifer's remit.

"The course really pushed me to think about what what individuals and organisations can do in terms of sustainability. It challenged me to identify ways that we can impact change here in New Zealand, while also leveraging our global tools, resources, and expertise."

The snacking food company has a goal to make all its packaging recyclable by 2025. Currently, over 90% of its total packaging (both plastic and non-plastic) is designed to be recyclable. In New Zealand, the company works with the Packaging Forum and is a member of the Soft Plastics Recycling Scheme, which means that its soft plastics, once collected, are turned into new products such as fence posts and ducting.

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**Jennifer Evans - SLP graduate**

Corporate and Government Affairs Manager, New Zealand at Mondelēz International

SLP 2020

Jennifer says it is important to consider all packaging options and weigh their environmental impacts. Some packaging alternatives considered better for the environment can have a significant environmental footprint.

"By working with the Soft Plastics Recycling Scheme, we are finding new ways to reuse plastic and taking another step toward making single-use plastics a thing of the past."

Massive initiatives require collaboration, and Jennifer says the SLP programme gave her the tools to engage with internal and external stakeholders.

"Doing the SLP course encouraged me to connect internally with key stakeholders as well as our external partners to see what else we can do to raise visibility of the Soft Plastics Recycling Scheme."

Jennifer also says the hands-on and tactical approach of the SLP course gave her the opportunity to apply the learnings in real-time and then report back to the group on what worked, or what was less successful and could be changed.

As a new hire to Mondelēz New Zealand, Jennifer was already well-versed in the world of Fast Moving Consumer Goods (FMCG), but wanted to grow her network in the sustainability space.

"One of the biggest benefits of the SLP programme is that I was able to spend time in the big group, then engage closely with senior professionals through LeaderLabs – the smaller group that met regularly.

# "SLP really helped me identify what should be prioritised and in what order. Then, it gave me the tools to engage and influence others."

"Even now that the programme is finished, I can call up any of the people in my programme—or the wider alumni group—and ask a question. That's invaluable. The network of people you get to engage with and interact with on a regular basis is remarkable.

"I am so immersed in FMCG that I often can't see the forest for the trees, so it's nice be able to have a chat with someone from the energy industry, or automotive market, or public sector, and get their perspective. It's particularly helpful when you are solving for complex, multi-level sustainability challenges."

The Sustainability Leadership Programme is Australasia's most comprehensive sustainability leadership course. Run in partnership by the Sustainable Business Council and Catapult this short course gives you the tools and confidence needed to make a measurable impact. **Find out more**.