ABSTRACT
The objective of this paper is to enhance the understanding of a sustainable brand. A sustainable brand is one that has a meaning or purpose that goes beyond making money, instead seeking to increase the wellbeing of humanity and life on the planet. It sees people as creativists, not consumers. It understands the lifecycle and environmental impact of all its activities, so that it can seek to continuously innovate. Sustainability is a balance between the financial, human, and environmental factors. It is about living your values and acting with integrity, responsibility and generosity. It is about being in a community of discussion, dialogue and action – because no person or company is an island and everything is interconnected. This research is conducted on Mondelez International that produces Confectionery items and different types of chocolate products. Mondelez is a Multinational Company and its business is worldwide. Its global commitment is towards excelling in sustainability. The company globally has adopted Sustainability 2020 goals that focus on reducing environmental impact of its activities, preventing pollution and promoting the sustainability of the natural resources upon which it depends.

Keywords: Sustainable brand; Sustainability; Mondelez International; Sustainable development.

INTRODUCTION
Rapid economic prosperity in the last few decades has resulted in over consumption and exploitation of natural resources. The consequences of extensive environmental deterioration are global warming, ozone layer depletion, toxic waste, and life-threatening health hazards. With the growing awareness of global environmental and societal issues, consumers are gradually developing positive attitude and behaviour in the matters of consumption of products which are manufactured in a sustainable manner. Mondelez aims to stay at the forefront of the fight against climate change by setting science-based targets to reduce CO₂ emissions from its own manufacturing. The company also focuses on the efforts where it can make the biggest difference to reduce climate change by addressing deforestation in supply chain. As a food company, it is vital to secure sustainable supplies of key raw materials by empowering farmers and their communities to become more productive and climate-smart.
Mondelez focuses on the following areas where it can make the biggest difference: sustainable agriculture and reducing the environmental footprint of companies' own operations. Their updated sustainability goals for 2020 are an ambitious end-to-end approach. Mondelez International is focusing on areas where the company can have a significant impact on global societal issues. It's about making a positive change in the world – for people and the planet. The company has partnered with experts who can help it figure out innovative ways to make a difference. The company is committed to being open about the challenges they are facing and transparently reporting on the progress they are making. In Mondelez International, building positive impact for people and planet is at the core.

Mondelez knows that company’s future is rooted in helping people snack in balance and enjoy life with products that are safely and sustainably sourced, produced, and delivered. To realize this purpose, company empowers the well-being of colleagues, communities, farmers, and consumers while making smart and sustainable use of natural resources to reduce environmental footprint.

Above all, authenticity, integrity, and transparency guides the company in every aspect of business to create meaningful, lasting impact – for people and planet. The platform focuses company’s actions on delivering positive impact against two pillars of people and planet. Its core programs and initiatives holistically cut across both these areas as the challenges facing people and planet are inter-related; so the solutions must be as well. As the world’s largest snack company, company’s global reach and leadership position enables it to bring together diverse voices and identify new ideas to drive meaningful change on issues central to business and world.

In 2015, company reviewed its sustainability strategy and set new environmental footprint goals for 2020. As part of this process, company confirmed assessment of top environmental issues. Based on the assessment, below are the top environmental and social issues that the company is working upon:

- Consumer well-being: promote improved health and well-being through portfolio enhancement and community partnership.
- Supply security of key agricultural commodities and social challenges in supply chain.
- Environmental footprint of agriculture and their operations.
- Safety of people and planet.

OBJECTIVES

Strong sustainable brands have the power to ensure the balance between multiple interests of three, usually opposed sides - consumers, companies, and society. Thus, the objectives of this paper are:

- Consumer well-being: promote improved health and well-being through portfolio enhancement and community partnership.
- Supply security of key agricultural commodities and social challenges in supply chain.
- Environmental footprint of agriculture and their operations.
- Safety of people and planet.
Get an insight about Mondelez International as a sustainable brand, highlighting its importance from the standpoint of Planet, People and Profit.

Highlight its role in strengthening brand equity and describe strategies for implementation of sustainable values into the brand concept.

The paper is structured in accordance with the stated objectives. The main method used for addressing the goal is detailed examination of the results of research and analysis conducted by various researchers around this topic.

RESEARCH METHODOLOGY
The study has followed descriptive research. Secondary data has been collected from different sources to develop an understanding about the topic. The two key steps taken in this research are:

- From the literature review, it is realized that Sustainable brands make an effective impact on Business and Society.
- Mondelez specific activities and sustainability initiatives were studied and analyzed.

The primary objective of this paper is to understand the role of Mondelez International towards sustainability and to study the impact of company's initiatives on the performance of organization, society and planet.

SUSTAINABILITY ANALYSIS
Below mentioned heads define Mondelez International’s sustainability initiatives and their impact on the organization, society and planet:

1. Women Empowerment
Mondelez believes in gender equality. Women empowerment has been an important part of the program since the company is launched. To give women a voice, some actions the company is taking are: Increasing women’s access to farm inputs, land ownership and membership in farmer groups or cooperative unions; promoting leadership positions for women; ensuring equal representation and providing mentorship; helping women improve their livelihoods through access to finance and business training etc. To date, more than 70,000 people in Cocoa Life communities have participated in community savings schemes, of which 73 percent are women, and more than 74,000 community members have been trained on gender awareness.

2. Reducing CO2 Footprint to protect Global Food Supplies
The company plays a critical role in helping to combat climate change and has increased its focus on ways to continually reduce CO2 emissions from manufacturing. Company adopted a science-based approach to reduce company’s absolute CO2 emissions from manufacturing by 15 percent until the year 2020. Since 2013, company reduced CO2 emissions from company’s factories by 10 percent, through improving energy management systems and investing in energy efficient technologies in factories. Companyis also cutting CO2 emissions by using low-carbon renewable energy sources. In Curitiba and Vitoria de Santo Antao (VSA) factories in Brazil, the companyis generating bioelectricity by burning sugarcane residues, saving an estimated 10,000 tonnes of CO2 emissions.

3. Preserving Water
When considering the various ways companies address sustainability issues around the world, nothing is more important than conserving the valuable resource of water. The company identified priority sites in areas where water is most scarce and targeted company’s reduction efforts in these locations. Company’s goal is to reduce absolute water use by 10 percent at priority manufacturing sites where water is most scarce. Company’s Gladstone factory in the U.S. reduced water consumption by 29 percent in 2018. In Peru, a project to reuse treated wastewater in company’s Lima factory has reduced annual water consumption by 2,400 cubic meters.

4. Eliminating Waste
Mondelez’s belief is that it’s better not to generate waste, to begin with. As most of company’s factories have already achieved zero waste to landfill, company has focused its efforts beyond recycling waste to reducing total waste in manufacturing. Company estimates that most of manufacturing waste is food waste. They are developing a baseline to determine what proportion of waste is food waste, as part of the Consumer Goods Forum’s resolution to halve food waste within company’s own operations by 2025. By adopting a zero-waste mind-set and empowering factory floor teams to run War on Waste methodology to identify, reduce and eliminate waste at the source, company have reduced total waste in manufacturing by 13 percent since 2013.

5. Using Less Packaging
As part of broader commitment to sustainable growth and reducing company’s overall environmental impact, companyhas developed programs to address the biggest sustainability challenge relevant to company’s business including- plastics, pollution and climate change.
Company is reducing the environmental impact of packaging and tackling plastic waste in three key ways: Reducing packaging material by optimizing packaging formats, while also minimizing food waste, continuing to simplify material choices and using innovative packaging materials to facilitate recycling in existing infrastructure (around 90 percent of packaging is already recyclable or recycle-ready), working in coalitions to support improved infrastructure and greater harmonization of packaging formats so that more waste is collected and can be recycled.

Using less packaging provides an economic as well as environmental benefit, not only in material costs but also in transportation and disposal. Globally, the company has hundreds of programs that contribute to packaging optimization and elimination. Highlights from 2018 include: In packaging for crackers in North America through optimization of material grade and size, 965 tonnes of packaging were eliminated across company’s Ritz, Triscuit, Premium and Wheat Thins brands. In company’s European biscuits business, new case packaging formats have been introduced, eliminating 1,325 tonnes of material in Oreo and belVita. To further deliver on company’s long-term vision for zero net waste packaging, company committed in October 2018 to make all of packaging recyclable by 2025. Two main objectives company is focused on are: i) making it easier for consumers to recycle packaging; and ii) supporting industry coalitions to improve recycling rates.

6. Scaling Up Community Impact
Since 2012, the Mondelez International Foundation (MIF), in partnership with leading community organizations, has been transforming the lives of 1.5 million children across 18 countries. Through its multi-year $50 million USD commitment, MIF has invested in and partnered with leading community organizations on programs to help children and their families adopt lifelong healthy habits. This is critically important as the WHO and other health authorities recognize the serious public health challenges related to childhood obesity. Partners develop and implement the programs, which are commonly school-based, reaching children ages 6-12, as well as their families and teachers. Programs are rooted in a three-pronged approach that is widely regarded as crucial for fighting obesity and improving children’s health: improving nutrition education, physical activity and access to nutritious foods, primarily fruits and vegetables. Each partner tracks and documents progress against a set of global healthy lifestyle metrics developed in partnership with public health experts from Yale School of Public Health. More importantly, each program implements these
common measures to ensure all programs are measured against the same global metrics. Certain programs also measure the Body Mass Index (BMI).

7. Volunteering to Make a Positive Impact
Employees of the company in every corner of the world take time out to help make #Impact4Good in their communities. That’s why company taps into its talent with opportunities that align with their passion to create positive change locally and globally. In 2018, they could make a positive impact for people and planet in big and small ways. 12,000 employee volunteers from 52 countries made a difference in the communities where they work and live, contributing 45,000 hours of service.

8. Joy Ambassadors Serving, Sharing and Learning in Cocoa Farming Communities
Since 2013, company has been sending a group of colleagues to serve as Joy Ambassadors in cocoa farming communities in Ghana—the home of Cocoa Life, company’s sustainable cocoa sourcing program. This unique skills-exchange volunteer program gives colleagues the chance to learn first-hand about the challenges and opportunities in securing a sustainable cocoa supply; as well as help mentor and coach Cocoa Life community members. In 2018, 14 Joy Ambassadors from 10 countries journeyed to three cocoa communities in Ghana. They worked on farms, visited processing plants and schools, and met with local officials and other important stakeholders in the Ghanaian cocoa industry. Most importantly, they worked side-by-side with farmers and shared their unique business skills from marketing, manufacturing, finance, strategy and more with Cocoa Life community members.

9. Supporting Communities after Disaster
Contributions from Mondelez International Foundation (MIF), have helped communities affected by disasters around the globe. It is part of company’s tradition to help those in need with both financial and in-kind support. In 2018, company renewed funding support for the International Federation of Red Cross and Red Crescent Societies and the American Red Cross. The money is allocated to help provide food, water, shelter and other critical supplies quickly during times of disaster. In addition, Mondelez International colleagues provide on-the-ground, hands-on support to local Red Cross and Red Crescent chapters when disaster strikes.

10. Promoting a Culture of Safety
The safety of colleagues is a top priority at Mondelez. Every day, company strive to ensure all of its employees feel safe and comfortable, and are able to work in an accident free environment. Company’s goal is to build a safety culture that promotes goal of zero incidents and zero defects by eliminating risk across four key areas:

i) Occupational Health: To safeguard employees against long-term health issues related to their workplace.

ii) Personal Safety: To entrench safe working tools and standards that promote the personal safety of every individual within company.

iii) Process Safety: To improve the design, implementation, management and control of any identified hazardous process within company’s operations.

iv) Vehicle Safety: To improve driver safety and vehicle-related activities in all of company’s functions and operations.

11. Child Protection in Cocoa-Growing Communities

Respecting and promoting human rights is a key principle of Cocoa Life, as part of work to ensure cocoa communities are empowered and inclusive. Central to this are efforts to eliminate child labour and protect the rights of children. Company’s approach to eliminating child labour is three-pronged: it focuses on prevention, monitoring and remediation, with a heavy emphasis on addressing the root causes of child labour.

12. Animal Welfare

Company’s animal welfare position recognizes consumer, civil society, government and investor concerns about the health and welfare of farm animals and the link between animal welfare and the health of animals raised for food. A number of products include ingredients that come from farm animals, such as dairy and eggs in cheese, chocolate, biscuit and dressing brands. In 2018, company maintained level 4 ranking in the Business Benchmark for Farm Animal Welfare, the leading global measure of company performance on farm animal welfare.

13. Eggs

The company recognizes concerns for the welfare of laying hens and strive for 100 percent of egg supply globally to be cage-free. As outlined in Laying Hens Animal Welfare Approach, company plans to fully transition in the United States and Canada by 2020, and in Europe and the rest of the world by 2025, except for Russia, Ukraine, and China, where the supply chain will need more time
to develop and requires a longer period. At the end of 2018, 18 percent of eggs were cage-free. Recognizing limited influence in the market for egg products, company continues a dialogue with suppliers and stakeholders to encourage the availability of viable cage-free supplies and aim to establish timelines for Russia, Ukraine, and China as soon as possible.

14. Milk and Dairy

Milk and other dairy items are important ingredients for cheese and chocolate products. Since 2013, sustainability projects all over the world are coordinated by the Dairy Sustainability Framework (DSF), the dairy sector’s program to align, connect and demonstrate continuous improvement in sustainability. In Europe, company built its sustainability agenda by working with key suppliers and national initiatives on a principle of continuous improvement. In Germany, company supported the development of a new voluntary Quality Milk Standard and implemented it in 2016 and across Europe, company is engaging all of milk suppliers to build their sustainability roadmaps. Company tracks progress according to the proportion dairy ingredients are sourced from recognized industry standards. Currently, nearly 58 percent of total global dairy supply is sourced from suppliers following recognized standards, meeting aim to achieve majority by 2020.

CONCLUSION

Based on the research, it is clear that sustainability is one of the key consideration in every aspect of Mondelez International’s operations. The company has been quite successful in positively impacting- profit, people and planet and its updated sustainability goals for 2020 are quite ambitious.

Translating sustainable principles into real behaviour requires integrating it into society and business ideology as a core value. It takes time, investment and consistency in all stages and can be clearly seen in company’s operations at Mondelez.

Consumers who follow their favourite brands are willing to identify with the brand values, and to adopt messages and lifestyle that brand recommends. Mondelez is one such brand that is trusted by not only its consumers but people at large, as it is very different, innovative and appeals to people’s emotions.

Adopting sustainable behaviour should become the mission of each and every brand. More research needs to be carried out on sustainable branding practices, given that there are still not enough companies like Mondelez that have actually implemented the sustainability concept into their business model.
REFERENCES

1. https://in.mondelezinternational.com/newsroom/~/media/45A1AB95D1504AC88F1CB0B90D29002A.ashx