

FOSTERING COMMUNITY WELL-BEING ACROSS THE GLOBE

The Mondelēz International Foundation believes that well-being is holistic and the health of individuals, communities and the planet are inextricably linked. Through collaboration with our partners across the globe, we're striving to address obesity while making a positive impact on overall community well-being. This includes a \$50 million, multi-year commitment to community programs.

OUR STRATEGIC APPROACH

Deliver school-based programs for children under 12 to adopt life-long healthy habits



Promote healthy lifestyles by



Offering nutrition education



Encouraging active play



Providing access to fresh foods

Share best practices among community health leaders and NGOs



Track global healthy lifestyle metrics



Improve knowledge of proper nutrition



Increase consumption of fresh vegetables and fruit



Active 30+ minutes daily



Achieve BMI in normal range

REACH & IMPACT

Impact some of the world's **2.1 BILLION** overweight and obese people



Partnerships in **80%** of top 10 countries with highest obesity rates¹



Partner with leading NGOs and organizations in **14** countries worldwide

INNOVATION IN ACTION



Community Youth Leaders

Mentor children with Magic Bus and Save the Children India



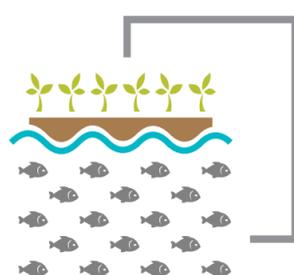
Online Platform

Alicia Foundation's online resource for healthy lifestyle information used in Spanish schools



Smoothie Bike

UK Life Education West Midland's students combine new foods with exercise



Aquaponic Systems

INMED South Africa enhances school meals with protein-rich fish and nutritious vegetables

PARTNERSHIP RECOGNITION

The Foundation's efforts are a major step in the right direction towards improving community health programs, processes, oversight and outcomes.

Dr. Rafael Perez-Escamilla, PhD
Professor of Epidemiology & Director, Office of Public Health Practice, Yale School of Public Health

We're proud to partner with the Foundation because it recognizes, appreciates and nurtures the strong and deep collaborative partnerships between local governments, NGOs and communities.

Linda Pfeiffer, PhD
President and CEO, INMED Partnerships for Children

This programme is what other food companies should be doing – a genuine focus on education for all sections of the community about healthy lifestyles with not one mention of the brands sold by the business.

Eleanor McGee
Public Health Nutrition Lead, Birmingham Community Healthcare NHS Trust

REFERENCE

Global, Regional, and National Prevalence of Overweight and Obesity in Children and Adults During 1980–2013: A Systematic Analysis for the Global Burden of Disease Study 2013. The Lancet. Vol. 384. August 2014.