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WORLD ENVIRONMENT DAY: THE WORLD’S BIGGEST CONFECTIONERY MANUFACTURER INVESTS 1 BILLION USD IN A SUSTAINABLE FUTURE

***Prague, June 4, 2018* – Global confectionery and pet food manufacturer Mars marked a significant milestone last September announcing their Sustainable in a Generation Plan. The plan aims to tackle urgent threats facing the business and society they operate in, such as climate change, poverty in the supply chains and scarcity of resources. On the occasion of World Environment Day, they are drawing attention to the importance of greenhouse gas reduction, highlighting their goals, both achieved and to be achieved.**

Mars, a family-owned business founded in 1911 launched an approximately 1 billion USD investment called the Sustainable in a Generation Plan in September 2017 with several far-reaching ambitions according to the UN’s Sustainable Development Goals. The main activities of the plan include the reduction of environmental impacts, the improvement of working conditions of one million people in its value chain and supporting billions of people and their pets to lead healthier, happier lives advancing science, innovation and marketing.

**“We have to continue what we’ve started”**

Although Mars’ sustainability plan was launched last year, the company has already started to achieve their goals regarding energy efficiency and GHG reduction: they delivered a 25 percent reduction of GHG emissions from direct operations compared to 2015, which means that they accomplished a nearly one-third reduction since 2007. *“Humanity’s greenhouse gas emissions have changed the composition of our atmosphere and the climate that surrounds us. Around the world, people are beginning to feel the effects. In order to take serious steps, our experts looked at the best-available science. It tells us we must reduce globally the total GHG emissions across our value chain by 27 percent by 2025 and 67 percent by 2050 compared to 2015 levels, to do our part to keep the planet from warming beyond two degrees”* ‒ told Zuzana Lošáková, Corporate Affairs Director at Mars Multisales CE. *“We are really proud of the figures which we’ve already delivered as a group and across our value chain, but we must continue what we’ve started and fully deliver the ambitious goals we set ourselves to protect our environment.”* – added Zuzana Lošáková.

**The Path to Zero**

To achieve its GHG reduction goals, Mars operates two major wind mills: the Mesquite Creek Wind Farm in Texas, opened in the beginning of 2015 and the Scotland-based Moy Wind Farm. The Scottish facility, purchased in May 2016, contributes significantly to Mars’ effort to eliminate fossil fuel energy use and greenhouse gas emissions with its 20 turbines and 125.000 megawatt/hours performance: it produces enough electricity to fully cover Mars’ entire UK operation, including factories and offices, or to produce 1.8 billion Whiskas pouches. The Texas-based wind mill already covers 100 percent of Mars US’ operation, which is equal to power 61.000 average US households.

Mars is already using or purchasing renewable electricity to fully cover of its operations in Belgium, Brazil, Lithuania, the United Kingdom and the United States, more countries will be joining this initiative in due time.

**Mars in Central Europe**

Mars entered the Hungarian market in 1992. The Hungarian market is since 2016 organized under the roof of Mars Multisales Central Europe, connecting the Hungarian, Czech, Slovak and Romanian markets. With 540 employees (called Associates), the organization operates in three categories today: confectionery (chocolate, gum & confections), food (rice and sauces) and pet nutrition. In addition to this, Mars runs in region two of its biggest factories in segments, including a factory in Csongrád-Bokros Hungary, producing dry pet food and treats, and also a non-chocolate confections production facility including Mars’ confectionery development center in Poříčí nad Sázavou in the Czech Republic.

**Mars, Incorporated**

Mars is a family-owned business with more than a century of history making diverse products and offering services for people and the pets people love. With almost $35 billion in sales, the company is a global business that produces some of the world’s best-loved brands: M&M’s®, SNICKERS®, TWIX®, MILKY WAY®, DOVE®, PEDIGREE®, ROYAL CANIN®, WHISKAS®, EXTRA®, ORBIT®, 5™, SKITTLES®, UNCLE BEN’S®, MARS DRINKS and COCOAVIA®. Mars also provides veterinary health services that include BANFIELD® Pet Hospitals. Headquartered in McLean, VA, Mars operates in more than 80 countries. The Mars Five Principles – Quality, Responsibility, Mutuality, Efficiency and Freedom – inspire its more than 100,000 Associates to create value for all its partners and deliver growth they are proud of every day.

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