



SUSTAINABLE in a GENERATION plan

The new Sustainable in a Generation Plan from Mars features three interconnected ambitions – informed by science – that will allow the company to address significant environmental and social challenges facing our planet.

#GenerationforChange



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MARS

healthy planet

Our goal is to reduce our total environmental impact in line with what science says is necessary to keep the planet healthy.



Climate Action
Reduce the total GHG emissions across our value chain by 27% by 2025 and 67% by 2050.



Water Stewardship
Eliminate water use in excess of sustainable levels in our value chain.



Land Management
Hold flat the total land area associated with our value chain.

thriving people

Our goal is to meaningfully improve the working lives of one million people in our value chain to enable them to thrive.



Increasing Income
Everyone within our extended supply chain should earn sufficient income to maintain a decent standard of living.



Respecting Human Rights
Everyone touched by our business is treated with fairness, dignity and respect.



Unlocking Opportunities for Women
In our workplaces, marketplaces and supply chain.

nourishing wellbeing

Our goal is to advance science, innovation and marketing to help billions of people and pets lead healthier, happier lives.



Food Safety
Mitigate food safety risks around the world.



Product Renovation
Invest in science and product design to improve the nutrition and portions of our products.



Responsible Marketing
Market our products in ways that will help billions of people lead healthier, happier lives.