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Kraft Foods Wins Excellence in Economy and Ecology Award

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PCCI Confers Award to Company for "Go Green" Program

Kraft Foods Philippines' (KFP) "Go Green" Program was recently recognized at the Excellence in Ecology and Economy (E3) Awards last October 13, 2011. "Go Green" is an improvement initiative which continuously looks for ways to save on the use of energy and water, and reduce CO2 emission and material waste.

Given annually by the Philippine Chamber of Commerce and Industry (PCCI), the E3 honors companies for their innovative and outstanding environmental performance. At the awarding ceremony held at the Manila Hotel, the PCCI E3 recognized companies like Kraft Foods who have shown that environmental sustainability is an important part of any business.

"Our 'Go Green' Program has been creating significant improvements for our sustainability since we began in 2008," shares Sudip Mall, Kraft Foods Philippines' General Manager. "We have worked hard to contribute to preserving the environment in our own way. It is a great honor to see how we have evolved in the last three years and to know that the efforts of our people are being recognized and rewarded."

Go Green: From a Dream to Reality

There's a lot of talk about taking actions to live a 'greener' life. From reusable shopping bags to environmentally-friendly cleaning products, people are making choices that fit their lives. Kraft Foods' Operations Director Gautam Pal explains that "Sustainability is all about meeting the needs of the present without compromising those of the future generation. It's about conducting business in a way that is environmentally, socially and

economically responsible.”

Pal continues “We have a robust roadmap based on our three R’s: Reduce, Reuse and Recycle. Some of our sustainability initiatives are considered as “best in the industry” and are being adopted globally within Kraft Foods.”

Today, Kraft Foods is on its way to achieving 5% year-on-year reduction for its water and energy usage, and carbon emissions in 2013. It’s because of “Go Green” that Kraft Foods has been able save enough water to fill 5 Olympic-sized swimming pools annually and reduced enough CO2 emissions equivalent to 500 round-trips from Manila to the USA.

You can find simple ways to live a more environmentally-friendly existence too. Like saving money in the bank, being green is simply about saving up for your future.

It’s about Actions that Impact You

To plan ahead, you need to know what your assets are. Do you have buckets where you can save water from the shower or dishwashing duties? Think of the amount of water you use every day, and how you can save some of it to use for other things like flushing the toilet or cleaning the garage.

Kraft Foods invested on assets which recycle treated water and for rainwater harvesting. These help the Company reuse and recycle this very precious resource for other purposes.

For energy, the Company invested in energy efficient motors, environmentally-friendly boilers, an innovative cooling technology, intelligent illumination systems, and route optimisation.

There is also a culture of energy saving evident among employees. It has become part of everyday life as offices use Solatubes, LED lamps and street lights, which use solar technology. For Kraft Foods and you, saving means meeting the needs of the present without compromising those of the future. So, start saving water and energy to enjoy a delicious tomorrow too.

Find out more about Kraft Foods’ Go Green program and other activities that make a delicious difference by visiting www.kraftfoods.ph.