# Bright Network: Business, Operations and Marketing Assignment.

## Nestle

Looking into the Kit-Kat website (<https://www.kitkat.co.uk/nestle-cocoa-plan>) the Nestle brand has already highlighted some of its environmental and social challenges that Nestle is currently addressing being the sustainability of resources including cocoa and to tackle deforestation of landscapes via responsible sourcing and restoring lost trees with partnership with the Rainforest Alliance.

Nestle have also introduced programmes to train, empower women and children through education and provide farmer households an incentive to participating families. This would help reduce and possibly eliminate women and child labour by providing everyone in poverty an education they deserve.

Another issue that would need to be highlighted on the Kit-Kat brand is how the sustainability of water is being addressed. There have been reports of Nestle extracting large volumes of water from land reservations, leaving small amounts to the local communities. Perhaps the website should showcase stories in how Nestle have began resolving this issue through sustainable resourcing and reducing its plastic use in packaging.

One of the main concerns at present is increase in global warming and environmental pollution due to greenhouse gas emissions and plastic waste typically from food products. This proposes additional challenges to Nestle as there have been negative articles about Nestle draining resources from countries and majority of littered plastics have come from Nestle products.

Companies including Cadburys have pledged to reduce the carbon footprint through its operations by educating its suppliers and farmers to produce in a more environmental friendly manner. This includes reduction of pesticides use and sourcing 100% of its fields. Cadburys has also undertaken to maintain 100% RSPO palm oil, traceable to mill from suppliers. Procurement of 100% cage-free eggs by 2025 is another goal that has been set by the company.

However, Nestle is focusing on another environmental issue that is the amount of plastic being used in its products, which if not disposed correctly can impact the environment and organic life. Nestle is trying to address this issue by aiming to make all their plastics packaging 100% recyclable. Nestle is looking to address the issue via Global Partnership with Danimer Scientific that can replace the plastic material with biodegradable material such as Nodax polyhydroxyalkanoate (PHA).

The message that Nestle Kit-Kat brand should try and get across to its consumers is how the Brand and the Company are helping those in poverty and to provide them with essentials using the profits they have obtained from their product sales. This can be done with use of visualisations of statistics and story boards showcasing Nestle volunteers and their activities.