

<b>Client</b>	Wrigley	<b>Project</b>	Go Green
<b>Version</b>	4	<b>Date</b>	November 7, 2010

<u>VIDEO</u>	<u>AUDIO</u>
FADE UP on opening animated sequence.	Music up.
FADE OUT.	Music fades.
FADE UP.	Fast-paced music.
Succession of quick shots highlighting Go Green projects from around the world.	
	<u>WOMAN – CHICAGO</u> Go Green!
	<u>TWO WOMEN – GAINESVILLE</u> People, Planet, Performance!
	<u>MAN – RUSSIA</u> Sustainability at Wrigley.
Succession of quick shots highlighting additional Go Green projects from around the world.	Fast-paced music.
Shots or illustrations to support the below.	<u>NARRATOR (VO)</u> In 2010, Go Green has spread across Wrigley locations worldwide, with an enthusiasm that's nothing short of remarkable. Every office that signed on to the project has embraced its mission ...  Associates in the Philippines hosted a rally to drum up interest in the program.  In Chicago, a Go Green Team, working with building management, implemented green cleaning methods and offered closed loop recycling products. The bottom line for the environment: all shredded paper is recycled into toilet paper and paper towels.  And in Barcelona, a Go Green team interrupted their Annual Sales Meeting so that associated could clean up a local park.  Combined, nearly 50 sites around the world are now committed to the Go Green program, a huge leap from the initial four pilot sites that successfully launched the program in 2009.  And whether it's conserving paper by printing double-sided, installing motion sensor lights in break rooms to save on energy, or cleaning up trash as part of an Earth Day celebration, every bit is making a difference and bringing us closer to realizing our vision of making sustainability second nature in everything we do ...
Globe with dots that reference the 4 pilot sites and animation as the dots populate the participating Wrigley sites around the world.	

Visual to show breakout of projects?	<u>NARRATOR (VO):</u> Go Green programs fall under three categories, each reflecting their environmental impact: People, the Planet, and Performance.
<b>PEOPLE</b>	
<b>SUPER:</b> Go Green People Programs CU of kids' drawings of eco themes.  B-roll of German path	<u>NARRATOR (VO):</u> People programs are those that impact communities and workplaces, like in the Shanghai office, where the kids painted sustainability-themed pictures.  Or in Munich, Germany, where associates created a sensory path where local children could walk barefoot.
<b>SUPER:</b> [Name + City/Country]	<u>KAI – GERMANY</u> Many voluntary helpers donated their manpower and time to work on the barefoot path.  <u>NARRATOR (VO):</u> The finished path includes stone, tile, wood, dirt, and gravel, natural, sustainable materials that provide a sensory reward for handicapped children in the community as they experience first-hand the outdoors.
<b>SUPER:</b> [Name + City/Country]	<u>RICARDA – GERMANY</u> It was a really rewarding experience for the kids to see how something develops, literally from the first groundbreaking cut right through to the finished structure.
<b>SUPER:</b> [Name + City/Country]	<u>NARRATOR (VO):</u> And it wasn't just local kids who benefited from Go Green. The Wrigley associates involved took away memories they will cherish for a lifetime.  <u>DAGMAR – GERMANY:</u> The work made me sweat, but I could have done it for the whole week.
Shots or illustrations of the Barcelona project.  People planting trees.  FADE OUT.	<u>NARRATOR (VO):</u> In Barcelona, associates visited a forest preserve during their Annual Sales Meeting, where they cut dead trees, planted new ones, and then used the dead wood for building birdhouses.  Combined, People programs represent about 20% of total Go Green projects worldwide.
<b>PLANET</b>	
FADE UP.  <b>SUPER:</b> Go Green Planet Programs	<u>NARRATOR (VO):</u> Planet programs are those that minimize the impact of business operations. The contributions in this area have been widespread, all with a focus on minimizing environmental impact.

<p><b>SUPER:</b> [Name + City/Country]</p>	<p>For instance, at the Wrigley factory in the Phillipines, associates installed a vending machine and introduced reusable cups.</p> <p>No more environmentally unfriendly plastic bottles there, a distinction that every associate appreciates.</p> <p><u>ROCELI – PHILLIPINES</u> Go Green program for me has changed the way I work. It's making me more sensible at the factory and at home.</p>
<p>Air blade in restroom.</p>	<p><u>NARRATOR (VO)</u> In Chicago, after installing water filters on break room sinks, they discontinued offering commercially bottled water and instead furnished each associate a reusable water bottle.</p> <p>Additionally, they installed projectors in conference rooms, which encourages paperless meetings.</p> <p>And they installed hand dryers in the restrooms, eliminating the use of paper towels.</p>
	<p><u>WOMAN 1 – CHICAGO RIVER NORTH</u> I think going green is each of us making small changes everyday that are going to make a big difference in the future.</p>
	<p><u>NARRATOR (VO)</u> In Sydney, they perform energy audits on Friday, ensuring computers are shut down and the lights are turned off.</p> <p>Others in the office now ride their bicycle to work.</p>
	<p><u>LINDY – AUSTRALIA</u> To me, Go Green means to live a sustainable way, therefore I choose to ride my bike to work everyday. Riding my bike to work everyday isn't only an economical option, it also reduces my carbon emissions on my way to work.</p>
<p>Footage or illustrations to support the following.</p>	<p><u>NARRATOR (VO)</u> The list goes on. The Ukraine initiated a paper recycling program ... Moscow collects used batteries from walkie talkies to make sure they get recycled ... And after reducing paper waste by 10 tons, Gainesville has expanded its recycling program to include plastic, aluminum and cardboard.</p> <p>Wrigley associates everywhere are truly making a difference.</p>

	<p><u>NARRATOR ( VO):</u> But the program does not affect just on-the-site behavior. The real strength of Go Green is reflected in the program's enduring effects on associates and their <i>everyday</i> behaviors.</p>
<b>SUPER:</b> [Name + City/Country]	<p><u>ROCELI – PHILLIPINES</u> At home, I started my own go green manifest to my children and husband for them to understand their responsibility to the environment.</p>
<b>SUPER:</b> [Name + City/Country]	<p><u>RAMIL – PHILLIPINES</u> Go Green program for me is taking that one step forward and ensuring a livable, habitable earth for my children and for the other generations to come.</p>
<b>SUPER:</b> [Name + City/Country]	<p><u>MICHELLE – PHILLIPINES</u> Everyone, everybody is empowered to make a difference through this program.</p>
FADE OUT.	
<b>PERFORMANCE</b>	
FADE UP.	
<b>SUPER:</b> Go Green Performance Programs	<p><u>NARRATOR (VO)</u> Finally, there are Performance programs, those that boost efficiencies at the workplace. These are typically implemented by facilities management and involve infrastructure or production modifications.</p> <p>For instance, in Monterey Mexico, management installed factory skylights that provide brighter working conditions and also reduce the amount of energy consumed.</p> <p>They also organized their recycling program with designated areas for PVC, wood pallets, plastics and cardboard, a more efficient and accessible process.</p> <p>And they began working with local farmers to grow the red peppers needed in their production line. The move provided a huge boost for the local community, shipping and therefore packaging was reduced, an environmental savings, and the office trimmed their overall shipping costs. A true win-win-win scenario.</p> <p>Facility-wide, Monterey has reduced water consumption by 50%, gas consumption by 40% and electrical consumption by 20%.</p>
FADE OUT.	<p><u>GABRIEL – MEXICO</u> We will continue working on sustainability projects in order to reduce the energy consumption and try to take care of our planet.</p>
FADE UP.	<u>NARRATOR (VO)</u>

	Together, the 47 sites now touched by Go Green have launched 128 projects that positively impact People and Planet through Performance. Some truly inspiring stories and achievements, with genuine commitments that have made huge strides in developing an environmental consciousness that has become almost second nature, with everyone focused on real goals and progress.
<b>SUPER:</b> [Name + City/Country]	<u>JONI – CHICAGO</u> The objectives of the Go Green program are to help drive the company by creating a sustainable culture.
<b>SUPER:</b> [Name + City/Country]	<u>SOKSANA – UKRAINE</u> I'm happy to take part in an optimistic project, uniting Wrigley associates from around the globe to protect the environment for people by their own forces.
	<u>JEN – AUSTRALIA</u> I am passionate about doing things the right way for now and future generations.
<b>SUPER:</b> [Name + City/Country]	<u>WOMAN – RUSSIA</u> To Wrigley, sustainability means driving business performance, while advancing the well being of people and the planet now and for future generations.
<p>Animated globe with dots popping up indicating all of the Wrigley locations worldwide (perhaps the dots can include names of the places, too, depending on space—though just the relative spacing of all of the dots should provide the saturation reference necessary to indicate the project's scope).</p> <p>Montage of people from the Go Green clips representing all nationalities.</p>	<p><u>NARRATOR ( VO):</u> But that's still just a start.</p> <p>By 2012, Go Green will reach all Wrigley facilities, with every Wrigley employee empowered to join the cause.</p> <p>Many of you have responded above and beyond our call to Go Green, and it is with your help that we will continue to grow and make even greater changes, both tomorrow and long into the future.</p> <p>You're truly making a difference.</p>
	<u>MAN – RUSSIA</u> Sustainability at Wrigley.
	<u>TWO WOMEN – GAINESVILLE</u> People, Planet, Performance!
	<u>WOMAN – CHICAGO</u> Go Green!
	<u>NARRATOR (VO)</u> A world of difference.
<b>FADE OUT.</b>	Music up.  Music fades.