CEBA

CEBA Scope 3 Spotlight:

Scaling Value Chain Action

THE MARS PERSPECTIVE

This spotlight is part of a CEBA series highlighting innovative, scalable strategies to accelerate supply chain decarbonization. Here, we look at the success Mars has had with its Renewables Acceleration (RAcc) program.

ABOUT MARS

Mars is a privately held, family-owned business driven by the belief that the world we want tomorrow starts with how we do business today. With a diverse portfolio of pet care products, veterinary services, and snacking and food products, Mars is working to reduce its environmental impact beyond its own operations by decarbonizing supply chains and the broader value chain through initiatives like the Renewables Acceleration Program (RAcc) and participation in organizations such as CEBA.

KEY TAKEAWAYS FROM MARS' JOURNEY

1. **AGGREGATE DEMAND TO UNLOCK SCALE:** Centralized procurement can move markets. Mars has demonstrated that it can buy on behalf of its buyers to decarbonize at scale.
2. **USE YOUR PROCUREMENT POWER STRATEGICALLY:** Credit worthy buyers can enable energy projects that suppliers cannot access alone.
3. **PAIR INNOVATION WITH ENGAGEMENT:** Programs like RAcc complement — but don't replace — supplier partnership.
4. **GET STARTED:** Mars launched RAcc while key questions such as data and engagement were still evolving — **it doesn't have to be perfect to get started.**

MARS' APPROACH

In 2025, Mars announced a new program called Renewables Acceleration (RAcc) through which the company will procure large amounts of clean energy on behalf of its suppliers. **RAcc leverages Mars' buying power to achieve quick decarbonization of supply chains by procuring clean energy to cover the emissions from its suppliers.** RAcc gives Mars the opportunity to address around 10% of its total value chain footprint, amounting to more than **7 TWh**.

"RAcc is an innovative option for those sophisticated, large-scale, creditworthy buyers to extend their renewables procurement into their value chains and directly support the development and expansion of renewable generation. This is far faster and more efficient than asking those large buyers to convince all of their suppliers and customers to go source small amounts of **renewables**," said Kevin Rabinovitch, global vice president of sustainability at Mars.

RAcc is not a replacement for traditional supplier engagement. Mars continues to partner with key suppliers to address their Scope 3 emissions. **Pairing RAcc as a complementary strategy addresses challenges like buyer size and creditworthiness to support large clean energy projects** (large enough to cover 500 MW, 1 GW, or any chunk of their supply chain!) and to quickly boost the amount of clean energy being used to cover supply chain emissions.

WHY THIS AND WHY NOW?

RAcc helps Mars meet its goals faster and more efficiently. Mars has a goal to cut GHG emissions 50% by 2030 and to **reach net zero by 2050**. While making progress against their value chain GHG goals, Mars wasn't satisfied with the pace of progress. RAcc went live in 2025 and had immediate impact.

"There is no other single decarbonization strategy at this scale that we can execute as quickly as RAcc," Rabinovitch said.

For more than a decade, Mars has worked toward that goal by engaging its suppliers, collecting emissions data, and trying various strategies to reduce supplier emissions. Thousands of small companies make up the Mars supply chain. Having one-on-one conversations with these suppliers — who do not work directly with Mars — to educate them on clean energy was not realistic.

RAcc allows Mars to aggregate electricity demand in its supply chain while simultaneously focusing supplier sustainability efforts on areas where that are difficult to cover.

APPLY LESSONS FROM RACC TO YOUR OWN SUPPLY CHAIN DECARBONIZATION STRATEGY

1 **BUILD A COLLABORATIVE CROSS-FUNCTIONAL TEAM:** Making RAcc a reality required internal collaboration. Mars set up a **cross-functional team** to operationalize project planning and execution for RAcc, the forecasting process, greenhouse gas (GHG) and financial accounting, and internal and external communications.

2 **MAKE THE BUSINESS CASE:** The Mars team had to demonstrate to stakeholders across its own sustainability leadership, finance, and purchasing teams that the efforts made to convince suppliers and customers throughout its value chain to invest in renewable energy could be dramatically reduced and replaced by RAcc. Mars did this by building **financial forecast models** to show the range of costs and cost per kt of CO2e reduced.

3 **BUILD A PROGRAM TO BE FLEXIBLE AS LESSONS ARE LEARNED:** Mars' program was started in 2025 and continues to evolve. Mars continues to evaluate where it can apply RAcc to address its vast supply chain. How Mars procures clean energy, engages with suppliers, and communicates its findings is an **iterative process**, and Mars is open to learning from experience and its peers to make this program the best it can be.

THE RESULTS

Reaction to the program has been positive. While cost volatility can lead to forecasting and planning challenges, RAcc delivers significant GHG reductions for Mars. The company announced **its first deal to support RAcc** in September 2025. As of April 2026, there have been four deals announced and counting:

- **851 MW in Texas**
- **129 MW in Poland**
- **194 MW in Sweden**
- **158 MW in Lithuania**

These deals are delivering purpose through procurement beyond just the megawatts contracted. In fact, the European deal will support Poland's transition away from coal and is the largest multi-buyer renewable energy deal in Central and Eastern Europe. The project's scale is only possible thanks to the RAcc program.

> **"Many large companies are well on their way to sourcing renewable electricity for their own operations, but that's just a part of the picture. For Mars, Renewable Acceleration is a performance accelerator, cutting emissions at a scale and speed we could never achieve through traditional value chain engagement approaches. It lets us bring demand for all the electricity used in our value chain to the clean energy market in a highly efficient manner."**
>
> **— Kevin Rabinovitch, Global VP, Sustainability, Mars**