

AB InBev 2016 Better World Report; Bringing People Together for a Better World

Anheuser-Busch InBev has published its 2016 Better World Report, which reports on progress against its Better World strategy, which was updated last October following its combination with SABMiller to align its environmental, social and alcohol responsibility efforts around three core pillars:

- A growing world;
- A cleaner world; and
- A healthier world.

The strategy aligns well with the UN Sustainable Development Goals (SDGs), which present opportunities to both strengthen its business as well contribute to society. The report demonstrates how AB InBev is advancing towards achieving the SDGs, and where it faces challenges and needs to work in partnership with others to find and implement solutions.

A Growing World highlights: supporting small businesses across the value chain

- AB InBev has worked with more than 4,500 growers to cultivate the highest quality barley with the best yields at the lowest cost
- In Latin America, AB InBev's 4e small retailer support program has helped over 20,000 shopkeepers in six countries develop the skills they need to improve their business sustainability and quality of life; and
- In Africa, AB InBev is working to make beers that are an affordable alternative to unhealthy illicit alcohol by brewing beer from local crops grown by smallholder farmers in a number of countries.

A Cleaner World highlights: early delivery of 2017 Environmental Goals

- AB InBev recently committed to securing 100% of purchased electricity from renewable sources by 2025. This will make AB InBev the largest corporate direct purchaser of renewable electricity in the consumer goods sector globally and will reduce its operational carbon footprint by 30%;
- Continuation of Stella Artois' Buy a Lady a Drink program with water.org, which aims to tackle the global water crisis and has helped provide clean water to nearly 800,000 people in the developing world. This partnership was recently extended to provide access to safe water to 3.5 million people by 2020; and
- Delivery of many of its 2017 Environmental Goals early has helped the business reduce its water usage and lower carbon emissions across its value chain since 2012.

A Healthier World highlights: making progress on Global Smart Drinking Goals

- Progress on AB InBev's Global Smart Drinking Goals, empowering consumers to make smart drinking choices and change behaviors by shifting social norms;
- One of the goals is to have low and no-alcohol beer products represent 20% of its global beer volumes by 2025. In 2016, no-alcohol varieties of several brands were launched, including two 0.0% ABV global brands: Budweiser Prohibition in Canada and Corona Cero in Mexico; and
- The AB InBev Foundation has been launched with a commitment of 150 million USD over a 10 year time period to help address harmful alcohol use and spread ideas for advancing broader health and social issues.

AB InBev's ambition is to build a company to last. As it does this, it looks forward to extending its reach and resources to help ensure that day-by-day it is helping create a Better World for everyone. Please join the conversation on the Better World section of ab-inbev.com or email betterworld@ab-inbev.com.

About AB InBev

Anheuser-Busch InBev (AB InBev) is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with secondary listings on the Mexico (MEXBOL: ANB) and South Africa (JSE: ANH) stock exchanges and with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). Its Dream is to bring

people together for a better world. Beer, the original social network, has been bringing people together for thousands of years. It is committed to building great brands that stand the test of time and to brewing the best beers using the finest natural ingredients. Its diverse portfolio of well over 500 beer brands includes global brands Budweiser®, Corona® and Stella Artois®. Geographically diversified with a balanced exposure to developed and developing markets, it leverages the collective strengths of approximately 200,000 employees based in more than 50 countries worldwide.

Media Contact:
betterworld@ab-inbev.com

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