

GLOBAL SMART DRINKING GOALS



Beer has been part of cultures around the world for thousands of years, and we believe that every experience with beer should be a positive one.

We're a global company, brewing beers and building brands that will continue to bring people together for a better world for the next 100 years and beyond. This relies on thriving communities across the globe where harmful use of alcohol no longer presents a social challenge.

Our Smart Drinking commitments, and the beliefs that underpin them, will help make this vision a reality.

<p>City Pilots</p> <p>We aim to reduce the harmful use of alcohol by at least 10% in six cities by the end of 2020 and implement the best practices globally by the end of 2025.</p> 	<p>Social Norms and Social Marketing</p> <p>Influence social norms and individual behaviors to reduce harmful use of alcohol by investing at least 1 billion USD across our markets in dedicated social marketing campaigns and related programs by the end of 2025.</p> 						
<p>Our City Pilots test interventions to identify the programs that work – and those that don't. They currently exist in six cities around the world:</p> <table border="0"> <tr> <td> Johannesburg, South Africa</td> <td> Zacatecas, Mexico</td> <td> Brasilia, Brazil</td> </tr> <tr> <td> Leuven, Belgium</td> <td> Columbus, Ohio</td> <td> Jiangshan, China</td> </tr> </table> <p>- assessed through independent measurement and evaluation -</p>	 Johannesburg, South Africa	 Zacatecas, Mexico	 Brasilia, Brazil	 Leuven, Belgium	 Columbus, Ohio	 Jiangshan, China	<p>So far we've invested ~\$125m in dedicated campaigns that use social marketing best practices and evidence-based programs to reduce harmful use of alcohol.</p>  <p>Resources and tools: smart drinking e-toolkit</p>
 Johannesburg, South Africa	 Zacatecas, Mexico	 Brasilia, Brazil					
 Leuven, Belgium	 Columbus, Ohio	 Jiangshan, China					
<p>No- and Low- Alcohol Beer</p> <p>Ensure No- or Low-Alcohol beer products represent at least 20% of AB InBev's global beer volume by the end of 2025.</p> 	<p>Label and Alcohol Health Literacy</p> <p>Place a Guidance Label on all of our beer products in all of our markets by the end of 2020. Increase alcohol health literacy by the end of 2025.</p> 						
<p>We have introduced new no- and low-alcohol beers that deliver the quality and taste our consumers expect, and support better patterns of alcohol consumption.</p> <p>Some examples of our NABLAB brands:</p> 	<p>The AB InBev Foundation is supporting public health researchers at Tufts University School of Medicine to develop a consumer guidance labeling strategy for beer that will promote alcohol health literacy.</p> 						

BELIEFS



To guide our own progress and inspire others, we have established our Smart Drinking Beliefs, a set of principles and promises that underpin not only our Smart Drinking initiatives, but all of our work.

<p>We believe that harmful use of alcohol is bad for our consumers, our colleagues, our families, our communities, and our business...</p>	<p>...And that means, we take seriously our responsibility to help reduce and prevent the harmful use of alcohol across the world.</p>
<p>We believe in and share the World Health Organization and United Nations Sustainable Development Goals' ambition to reduce the harmful use of alcohol by 10% by 2025...</p>	<p>... And that means, we have set ambitious Global Smart Drinking Goals for ourselves and are investing heavily to measurably shift social norms and behaviors around harmful use of alcohol.</p>
<p>We believe in evidence-based solutions and that independent measurement and evaluation are key to progress...</p>	<p>... And that means, the AB InBev Foundation is promoting evidence-based approaches through the public health experts and independent evaluators they are working with, who will have full autonomy as they publish their results in reputable journals.</p>
<p>We believe that providing consumers with high quality No- and Low-Alcohol beers (NABLAB) can play an important role in reducing harmful use of alcohol...</p>	<p>... And that means, we are developing a NABLAB marketing strategy that will give consumers choices and support better patterns of alcohol consumption.</p>
<p>We believe when you drive you should never drink...</p>	<p>... And that means, we fully support all targeted legislation and enforcement measures that have been shown to reduce impaired driving, including strict mandatory BAC limits in every country.</p>
<p>We believe in helping consumers understand why and how alcohol should be consumed within limits...</p>	<p>...And that means, we are working with partners to develop and implement evidence-based means of increasing alcohol literacy among consumers.</p>
<p>We believe the way we market our products matters and must be responsible...</p>	<p>... And that means, we work hard to ensure our marketing does not target underage consumers, reflects good taste and decency, and does not idealize harmful use of alcohol or behaviors.</p>
<p>We believe that our products are not to be consumed by under-aged drinkers...</p>	<p>... And that means, we promote, support and implement programs, public policies and campaigns to prevent, discourage, and reduce underage drinking.</p>
<p>We believe there is more work to do and that we don't have all the answers...</p>	<p>... And that means, we collaborate with public health experts, governments and other partners who are willing to work with us, and listen to those with ideas for how we can accelerate or improve our progress.</p>