



**Reducing the Harmful Use of Alcohol  
and Improving Road Safety:**

**AB InBev's Progress Report  
on its Global Smart Drinking  
Goals and contribution to  
United Nations Sustainable  
Development Goals 3 and 17**

**ABInBev**

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## Introductory Letter from Carlos Brito, AB InBev CEO

Beer has been part of cultures around the world for thousands of years, and at AB InBev we believe that every experience with beer should be a positive one. While we have made some progress, we know this is not yet the case. This is why we support the World Health Organization target of reducing the harmful use of alcohol by at least 10% in every country by 2025, and the United Nations Sustainable Development Goals ambition to strengthen the prevention of harmful use of alcohol globally.

As a company, we share these goals—we believe that harmful use of alcohol is bad not only for our consumers, colleagues, families and communities, but also for our business. We are building a company to last for the next 100 years and beyond, so we can continue to brew beers and build brands that bring people together for a better world. This relies on thriving communities across the globe where harmful use of alcohol no longer presents a social challenge.

That is why we created our Global Smart Drinking Goals and are investing heavily to shift norms and behaviors around harmful use of alcohol. We are focusing on moving beyond awareness-raising to drive real change in our company and the communities in which we live and work through evidence-based interventions.

But we know that we do not have all the answers and cannot rise to these challenges on our own. The problems caused by harmful use of alcohol are longstanding and will not be solved overnight or by any one entity alone. Real solutions require further collaboration, knowledge sharing and innovation across sectors. It is only through partnerships, rigorous independent evaluation of our efforts, and advancement of solutions that are proven effective, scalable and sustainable that we can achieve our goals.

We all live in this world together. We all drive the same roads. We all look for opportunities to enjoy the good things in life. So we are open and eager to work with those who have ideas to help us improve our Global Smart Drinking Goals work and contribute further to the reduction of harmful use of alcohol globally.

## AB InBev

At AB InBev, we take seriously our responsibility to help reduce and prevent the harmful use of alcohol across the world. We believe in and share the World Health Organization (WHO) ambition to reduce the harmful use of alcohol and the United Nations (UN) Sustainable Development Goal (SDG) 3 to ensure healthy lives and promote well-being for all. Through our efforts we aim to contribute to UN SDG target 3.5, to strengthen the prevention and treatment of substance abuse, including harmful use of alcohol; target 3.6, to halve the number of global deaths and injuries from road traffic accidents<sup>1</sup>; as well as Goal 17, to strengthen the means of implementation and revitalize the global partnership for sustainable development.

We established our Global Smart Drinking Goals in December 2015 to contribute to the reduction of harmful use of alcohol globally. We believe that evidence-based solutions and rigorous measurement and evaluation are key to progress on this front. Our Global Smart Drinking Goals are intended to serve as a laboratory to identify and test evidence-based programs, implement them in partnership with others, and ensure they are independently and transparently evaluated. Therefore, we are listening to those who have the expertise, experience and ideas about how we can accelerate and meet our ambitious goals.

*This report summarizes our progress on our Global Smart Drinking Goals, as well as our contribution to UN SDGs 3 and 17, to date September 2018.*

## AB InBev Foundation

To help advance the Global Smart Drinking Goals, the AB InBev Foundation was created in 2017 with an initial commitment from AB InBev of US \$150m over 10 years. The Foundation's mission is to reduce harmful use of alcohol globally by identifying effective, evidence-based programs and policies for public-private partnerships to advance positive social and behavior change. The Foundation works with AB InBev and supports academic and expert partners and researchers, as well as the communities in which the Global Smart Drinking Goals are being implemented. The Foundation currently funds program evaluations to assess the impact of the Global Smart Drinking Goals, and related initiatives, on reducing harmful use of alcohol. The Foundation does not fund research into the effects of alcohol on health.

The Foundation is led by a management team with expertise in public health and guided by a Board of Directors, the majority of which is comprised of eminent, independent leaders and practitioners in global health, medicine and policy<sup>2</sup>. Currently, experts from The Ohio State University, the University of Miami, Georgetown University, the University of Leuven, Tufts University School of Medicine and San Diego State University provide scientific leadership on programs to advance the objectives of the Global Smart Drinking Goals. HBSA is leading the measurement and evaluation of these programs.

## The Foundation's Three Key Principles



### TRANSPARENCY

Openly and effectively sharing with others what the Foundation does and what it learns.



### ACADEMIC INTEGRITY

Advancing the knowledge base by supporting independent, scientific experts who advise on implementation and measure and evaluate the programs. These experts are free to publish their own work and conclusions.



### LOCAL LEADERSHIP

Demonstrating multi-sectorial, community collaborations, empowered by evidence-based interventions and external experts.

<sup>1</sup> <http://www.ab-inbev.com/news/our-stories/better-world/driving-towards-safer-roads.html>

<sup>2</sup> <https://abinbevfoundation.org/leadership/>

## Technical Advisory Group

In 2016, a Technical Advisory Group (TAG)<sup>3</sup> comprised of well-known experts in alcohol science, health communications, measurement and evaluation and other related areas was established to advise both the Foundation and AB InBev on the overall direction and architecture for achieving the objectives of the Global Smart Drinking Goals. This includes guidance on operational policies governing the technical and scientific work, and advice on how the Foundation and AB InBev can ensure that all activities to advance the objectives of the Global Smart Drinking Goals are evidence-based, follow the highest scientific and ethical standards and are conducted transparently.

The TAG is chaired by Dr. H. Westley Clark, Dean's Executive Professor of Public Health at Santa Clara University, Santa Clara, California, who concludes that: "A broad approach to addressing harmful use of alcohol could benefit from the contributions of the alcohol beverage industry as long as transparency, accountability, evidence-influenced strategies, and independent evaluations are promoted at the community level. The Global Smart Drinking Goals model turns on not only what AB InBev can do, but also what communities need and want in order to address alcohol-associated harms."

We believe the model we have established for how the Foundation, AB InBev and external researchers and advisors can work together to achieve the Global Smart Drinking Goals could be valuable to and replicated by others.

## THE GLOBAL SMART DRINKING GOALS

The aim of the Global Smart Drinking Goals is to work in partnership with public health bodies, civil society, governments and local communities to implement evidence-based approaches, discover ways to reduce harmful use of alcohol, and act upon them. We know that long-term success will only be achieved through the implementation and scaling of interventions that are embraced and owned by all stakeholders, and proven to be effective. Thus, rigorous, transparent and credible measurement and evaluation is critical to this work<sup>4</sup>.

Our intent is to use the knowledge generated by this work and the accompanying independent evaluation not only to improve our own efforts and business practices, but also to share our findings and experiences with others. Our Global Smart Drinking Goals consist of four commitments focused on changing behaviors through social norms and empowering consumers through choice, as shown below.

### Changing Behaviors Through Social Norms



#### City Pilots

**Reduce the harmful use of alcohol** by at least 10% in six cities by the end of 2020.

**Implement the best practices** globally by the end of 2025.



#### Social Norms

**Influence social norms and individual behaviors** to reduce harmful use of alcohol by investing at least US \$1 billion across our markets in dedicated social marketing campaigns and related programs by the end of 2025.

### Empowering Consumers Through Choice



#### No- and Low-Alcohol Beer

Ensure **No- or Low-Alcohol beer products** represent at least 20% of AB InBev's global beer volume by the end of 2025.



#### Alcohol Health Literacy

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.

The following pages describe our advancements across our four commitments thus far. More information on all four of our goals can be found on our website<sup>5</sup>.

<sup>3</sup> <https://abinbevfoundation.org/advisors-partners>

<sup>4</sup> Anderson P., Rehm J. (2016) Evaluating Alcohol Industry Action to Reduce the Harmful Use of Alcohol. Alcohol & Alcoholism.

<sup>5</sup> <https://www.ab-inbev.com/what-we-do/smart-drinking/smart-drinking-goals.html>



## CITY PILOTS

AB InBev's first Global Smart Drinking Goal is to reduce the harmful use of alcohol by at least 10% in six pilot cities. This goal is the cornerstone of our efforts to identify, test, and independently and rigorously measure and evaluate evidence-based interventions, that are implemented in partnership with others, to reduce harmful use of alcohol. The City Pilots will serve as laboratories for identifying not only initiatives worth scaling, but also those programs that are not effective at reducing harmful use of alcohol. The interventions within these pilots focus on addressing drinking and driving, underage drinking, binge drinking, or other issues of local relevance. This includes the provision of screening and intervention training for local health care providers which enables them to identify patients who are at risk of heavy drinking. We will not only use the knowledge and lessons generated from this work to share best practices with others, but also to change and improve our own company's efforts.

### City Pilot Selection and Structure

In initiating these pilots, we received guidance from public health experts to examine a combination of factors to determine where we could best make an impact. These include locations where (1) evidence suggests progress to reduce harmful use of alcohol in the city is lagging, (2) there is local political will to implement the necessary programs, (3) there are local organizations with relevant technical expertise to drive the public-private partnership and its decisions forward, and (4) we have a presence, aiming for representation from low-, middle-, and high-income countries. These criteria led us to select: Brasilia, Brazil; Zacatecas, Mexico; Johannesburg, South Africa; Jiangshan, China; Leuven, Belgium; and Columbus, Ohio.

Local knowledge and leadership are critical components of the City Pilot approach. In each region, a Steering Committee was formed with local stakeholders, including government, universities, non-governmental organizations (NGOs) and other community-based organizations. The role of these committees, with their staff support, is to set the direction of their city pilot; select the programs that appear to best meet local needs; manage execution of selected programs; and ensure coordination of all partners involved. See figure 1 below for more information.

### Intervention Selection, Evaluation and Knowledge Sharing

To equip the City Pilot Steering Committees with the knowledge and practical resources to deploy relevant and effective evidence-based interventions, the AB InBev Foundation supported experts from the University of Southern California, San Diego State University, and The Ohio State University to develop an Evidence-Based Alcohol Harm Prevention Toolkit. The Toolkit is an actionable resource that compiles key principles from social marketing, behavior change, and implementation science; key findings from harmful use of alcohol prevention research; and guidance on effectively establishing, managing and leveraging Steering Committees for impact.

To complement this Toolkit, two other practical resources are being tested in the City Pilots: an Initiative Planning Tool and an Initiative Selector Tool. The Initiative Planning Tool was developed by external experts with McCann Global Health to help Steering Committees identify, through a step-by-step process, the key issues they want to address in their communities, ultimately helping them optimize their use of the Evidence-Based Alcohol Harm Prevention Toolkit. McCann Global Health, with guidance from The Ohio State University, is developing a dynamic web-based platform to aggregate these tools and forthcoming resources to help Steering Committees, and other users, access them in a user-friendly way.

In the pilot cities and in matched comparison sites, HBSA is collecting multiple years of pre- and post-intervention survey data from cross-sectional samples of adults and youth, as well as archival data. HBSA will then use this data to measure the contributions of the interventions that are being implemented. To date, surveys have been completed in four of the six pilots, with the other two in progress.

HBSA is responsible for managing and executing the Global Smart Drinking Goals Information Sharing Policy, and is safeguarding the confidentiality, security, and integrity of the data collected as part of this initiative.

To enable other researchers to replicate or use the Global Smart Drinking Goals studies, HBSA will make data from its independent evaluation, including the surveys mentioned above, accessible via scientific request. This will help to advance knowledge, science, and public health. HBSA has full publication freedom, including full editorial control over the content of its publications.

FIGURE 1



## The Six City Pilots

Although the final results will not be available for a few years, there are initial indicators of progress:

In **Brasilia, Brazil**, a screening and brief intervention program has been piloted in two primary health care centers. Community health agents have been trained to undertake screening during home visits, using the Alcohol Use Disorders Identification Test (AUDIT)-C instrument<sup>6</sup>. They identify, give advice to, and follow up with those who are moderately at risk, and refer those who are at high risk to the local primary health care center or specialized care. As of August 2018, 3,245 full screens had been completed, with 86% of those screened at low risk, 10% at moderate risk and 4% at high risk.

The Brasilia City Pilot is also serving as a laboratory for implementing, testing, and evaluating a program to improve road safety. This program includes support for the development of a data management system, which consolidates data from civil police recurrence reports, state morgue death declarations, and the Health and Public Safety Secretaries in order to identify trends related to the number of fatalities per month and their locations.

This data has informed a plan of approximately 200 actions across a wide range of categories, including: road refurbishments, reduced speed limits, communications, a campaign to eliminate drinking and driving, a campaign to reduce mobile phone use while driving, and enforcement of road safety laws at critical locations. Half of these measures are already complete.

Independent evaluations of the screening and brief intervention and the road safety programs are underway to assess their contribution to reductions in negative health outcomes. The evaluation team will independently analyze and publish the results.

In **Zacatecas, Mexico**, the City Pilot is engaging government, academic, community and other stakeholders to develop and undertake actions in three areas: underage drinking, road safety and binge drinking.

In the area of underage drinking, the Zacatecas Steering Committee is planning to implement an evidence-based intervention to prevent underage consumption of alcohol. A promising mystery shopper program, which aims to reduce sales to minors by spot-checking rates of identification checking at retail locations and providing guidance to proprietors, has been in place since 2016 and started with a sample of 81 retail locations.

The program involves visits to the stores to measure their compliance with the law that requires checking a shopper's identification before selling alcohol, to ensure they are of legal drinking age. The program is being scaled-up to 322 points of sale in Zacatecas with the help of CONADIC (Comisión Nacional contra las Adicciones), and COFEPRIS (Comisión Federal para la Prevención contra riesgos sanitarios), and an independent evaluation will be undertaken, with initial results expected in late 2018.

In the area of road safety, the City Pilot is working with local authorities to improve road safety through the donation of 20 breathalyzers to support law enforcement and implementation of drinking and driving checkpoints. A social norms media campaign related to drinking and driving will also be launched in September 2018.

Finally, in the area of binge drinking, the City Pilot is enabling the collaborative identification of potential legislative reforms that could help reduce harmful use of alcohol at the local level. Reforms to the Law on Alcoholic Beverages for the State of Zacatecas were approved in March 2018. The reformed law addresses a variety of factors including sales, licenses, and bar closing times. Before these changes, closing times were indiscriminate; now bars are required to close no later than 2:00am.

In **Leuven, Belgium**, the City Pilot Steering Committee has been established, with representatives from the City of Leuven, the University of Leuven, the Academic Hospital of Leuven, AB InBev and local NGOs. The Steering Committee is developing a program focusing on those who are underage, college students and those in the population who are at risk for harmful use of alcohol. The program will include a social norms campaign to address heavy drinking among the student population, monthly events, and an interactive training.

The AB InBev Foundation is also supporting the University of Leuven to implement a program designed to provide screening and brief advice training to general medical practices to help reduce the harmful use of alcohol. The work of general practitioners will be enhanced by a range of municipal-based programs and support systems. Over an 18-month implementation period, the project will measure the number of patients who are screened for heavy drinking and the number of screen-positive heavy drinking patients who receive advice or referral to treatment. The project will compare the results in Leuven with a second similar city in which only training is provided, and with a third similar city in which practice as normal continues.

In **Jiangshan, China**, the City Pilot is testing the effectiveness of implementing screening and brief intervention based on the AUDIT instrument via a mobile information and advice van, which toured 25 locations during a 60-day period. The screening instrument was completed by 14,190 adults. Learnings from this evaluation will inform future program development, including the potential for a secondary pilot in primary health care centers and outpatient clinics in order to reach a high-risk population.

In **Columbus, Ohio**, the City Pilot Steering Committee implemented a partnership with local law enforcement, the Columbus Police Department, and the rideshare company Lyft to decrease the likelihood of impaired driving. The program provided coupons for free round-trip safe rides (the largest-ever such effort within a U.S. city), while increasing high-visibility police patrols in key drinking areas. The four-month initiative was amplified with a social media and outdoor campaign that targeted drinking occasions and venues and highlighted the increased levels of enforcement. The campaign reached an estimated 1,054,309 people in the greater Columbus area with a total of 19,649 safe rides taken. HBSA is analyzing the impact and effectiveness of this program.

In **Johannesburg, South Africa**, a Memorandum of Understanding was signed with the City of Johannesburg in April 2018; the City Pilot will focus on the district of Alexandria. The Steering Committee has been established and meetings are taking place once a month. The AB InBev Foundation has contracted with the Global Social Enterprise Initiative at Georgetown University's McDonough School of Business to support the design and implementation of underage drinking interventions, including programs designed to change social and cultural norms so as to reduce harmful use of alcohol. The City Pilot will also include a road safety initiative that will focus on education and awareness; reducing road accidents, fatalities and injuries; and enhancing law enforcement visibility on the roads to reduce drinking and driving.

These programs and the other City Pilot initiatives continue to progress, and we are committed to sharing the findings as they advance.

6 Jonas DE, Garbutt JC, Brown JM, et al.: Screening, Behavioral Counseling, and Referral in Primary Care To Reduce Alcohol Misuse [Internet]. Comparative Effectiveness Review No. 64. Rockville MD: Agency for Healthcare Research and Quality; 2012



## NO-ALCOHOL AND LOW-ALCOHOL BEER

One important way we can help reduce harmful use of alcohol is by providing consumers with no- and low-alcohol beer choices. As a result, one of our Global Smart Drinking Goals is to ensure that no- or low-alcohol beer products make up at least 20% of our global beer volume by 2025<sup>7</sup>. As of the end of calendar year 2017, no- and low-alcohol beer made up approximately 6.7% of our beer portfolio by volume<sup>8</sup>. We have applied the same robust sales tracking tools to our no- and low-alcohol beers to identify opportunities for growth and help us get closer to achieving our volume goal.

Our ambition is for existing drinkers to integrate no-alcohol beers and beer with 3.5% alcohol by volume (ABV) or lower into their current drink choices, reducing their total alcohol intake. To make this ambition a reality, we are investing to make our no- and low-alcohol products an available and appealing choice for current consumers of beverage alcohol.

We are making encouraging progress towards our goal. As of the end of 2017, six of our markets — China, Colombia, Australia, Panama, Honduras and Ecuador — already had no- and low-alcohol beer representing more than 20% of their beer volumes. Our commercial teams are identifying and sharing lessons learned and best practices from the markets across the rest of the company.

### No-Alcohol Beer

It is important to note that all of our no-alcohol beers must comply with our Responsible Marketing and Communications Code, which means they are not for sale, nor are they targeted, to any person under legal drinking age. They offer existing beer drinkers an option for not consuming alcohol at all if they are driving; and for those who are not driving, they can be a choice to moderate their drinking by practicing 'pacing.' Pacing is a smart drinking strategy in which a consumer substitutes some of their alcohol consumption for alcohol-free beverages, thereby lowering their intake of alcohol over longer periods.

We have launched no-alcohol beers in many of our key markets, including Brazil, Mexico, South Africa, Canada, Belgium, and the United Kingdom (UK). This includes the launch of Castle Free, the first alcohol-free beer to be brewed in South Africa. The launch delivered the Public Interest Commitments SAB and AB InBev made to the South African government during the business combination process at the end of 2016. Together, we have made a substantial investment to develop and brew Castle Free in South Africa, using the same local ingredients as the original Castle Lager. It is being distributed to more than 4,800 taverns and 554 counter serve outlets. In addition, around 800 taverns across South Africa will be upgraded with Castle Free branding.

In 2016, we launched Budweiser Prohibition Brew, a no-alcohol version of our global brand Budweiser, in Canada. Thus far, the brand has both achieved and sustained commercial success. First-year sales targets were achieved in 2016, and in 2017 brand sales grew 40% over the previous year. As of May 2018, Budweiser Prohibition has grown 10% over 2017 in Canada.

This growth required some effort and ingenuity. In particular, our sales and marketing teams in Canada made it a priority to overcome consumers' perception of the no-alcohol beer category, which centered principally around taste.

To achieve this change, key brand messaging for Budweiser Prohibition has focused on its taste, with ad spots describing it as "a non-alcohol beer that actually tastes like beer," noting that it pairs equally as well with food as regular strength Budweiser; and identifying Budweiser Prohibition as an alternative that allows consumers to enjoy the flavor and satisfaction they expect from beer while reducing their alcohol intake.

Budweiser Prohibition has also been featured in campaigns in Canada. On video screens in on-premise restrooms, 15-second ad spots identify Budweiser Prohibition as the smart choice for those who will be driving.

## Low-Alcohol Beer

We introduced new low-alcohol beer products in Canada, South Africa, Australia, and multiple European markets. In addition, we have made further strides through the reformulation of our existing products. Corona Light is now at 3.4% from 3.9% ABV in Mexico. Additionally, in March 2017, we launched Bud Light in the UK at 3.5% ABV, a lower ABV than Bud Light sold elsewhere at 4.2% ABV.

Based on initial market analysis six months after the launch of Bud Light in the UK, consumers have in some cases purchased Bud Light in place of higher ABV beverages, such as higher strength lagers, white wine, and whiskey. Bud Light has also had good consumer reception among legal drinking age 18-25 year-old consumers in the UK and a strong repeat purchase rate, indicating that the right product with the right marketing approach can help consumers drink less alcohol.

Continued measurement and evaluation of the impact of our no- and low-alcohol beer products is critical and we encourage independent analysis of their contributions by the public health community. We recently attended a roundtable hosted by Imperial College Business School in London, which focused on the evaluation of industry-led actions to reduce the harmful use of alcohol<sup>9</sup>. We look forward to the outcomes generated from this roundtable.

I truly believe that providing consumers with high-quality no- and low-alcohol options has the potential to play a crucial role in reducing harmful use of alcohol.

In Europe we have invested significant amounts in introducing new products to market, a mix of alcohol-free beers, as well as lower alcohol options at 3.5% ABV or under. For instance, Jupiler 0,0 in Belgium is one of our most successful innovations ever.

Last year, we launched both Budweiser Prohibition (0.05% ABV) and Bud Light (3.5% ABV) in the UK, and they are both faring well. We have a big opportunity as a brewer to offer our consumers choice in these areas, but it is also crucial that we can work with relevant stakeholders to create a favorable climate in which to innovate and bring no-alcohol and low-alcohol beers to market.

**- Stuart Macfarlane,**  
**AB InBev Europe Zone President**

<sup>7</sup> We define No-Alcohol products as having an alcohol by volume (ABV) of 0.0%-0.5% and Low-Alcohol products as having an ABV between 0.51% and 3.5%

<sup>8</sup> Due to seasonality, end-of-year data figures are best for accurate comparison and analysis, for the purpose of this report

<sup>9</sup> <https://www.imperial.ac.uk/business-school/department-news/centre-for-health-economics-policy-innovation/alcohol-roundtable/>



## SOCIAL NORMS AND SOCIAL MARKETING

At AB InBev, we believe the way we market our products matters and must be responsible. All of our marketing and communications are subject to not only industry codes of conduct, but our own Responsible Marketing and Communications Code, which we updated and enhanced in October 2017. At the same time, we recognize that responsible commercial marketing alone is not enough to reduce and prevent the harmful use of alcohol. That is why as part of our Global Smart Drinking Goals, we've committed to investing at least US \$1 billion across our markets by the end of 2025 in dedicated social marketing programs and campaigns to influence social norms and individual behaviors to reduce harmful use of alcohol.

This goal is not just about spending a specified amount, but rather spending with impact, which requires the development and implementation of evidence-based campaigns and programs grounded in social norms and social marketing theory. Social Marketing is the utilization of commercial marketing techniques and approaches to develop campaigns and programs designed to influence behavior and improve the personal welfare of target audiences and that of their society<sup>10</sup>.

We have partnered with experts in this field to gather and consolidate the latest social marketing knowledge and best practices, and apply them to the promotion of smart drinking. Specifically, we are shifting from campaigns focused just on responsibility and awareness-building, to campaigns and initiatives aimed to drive effective behavior change.

We engaged McCann Global Health to produce a Social Marketing Toolkit for our marketing teams, in close collaboration with public health and behavior change experts. This Toolkit is a practical guide that collates and distills information about the Global Smart Drinking Goals, key behavior change, social norms and social marketing principles, and includes a comprehensive library of AB InBev alcohol harm prevention initiatives to date.

Upon release of the Social Marketing Toolkit, we facilitated a series of in-country workshops with marketing teams and partners from McCann Global Health to promote the Global Smart Drinking Goals, introduce key social marketing principles, and train teams to utilize the tools and resources within the Toolkit. After the trainings, we encouraged teams to set up consultation calls with behavior change and social marketing experts to further obtain coaching in applying Toolkit principles.

## Case Study #NOEXCUSE by Carling Black Label

The Social Marketing Toolkit and associated training and knowledge were implemented in South Africa, where our colleagues sought to develop an initiative to address a critical national issue: violence against women. We saw an opportunity to leverage Carling Black Label, the largest beer brand in the country, to raise awareness amongst the brand's largely male consumer base, in order to ultimately change behaviors, and help make progress towards putting an end to violence against women.

To tackle the issue, our AB InBev colleagues in South Africa developed the five-year #NOEXCUSE initiative in partnership with Takuwani Riime!, a consortium of organizations working with men who have come together to drive positive change among South Africans. #NOEXCUSE will release multiple campaigns and on-the-ground interventions that aim to drive behavior change and impart the message that domestic violence is never acceptable.

The initiatives deliberately reach out to men to engage them in the conversation, and in creating solutions. Andrea Quayle, AB InBev VP of marketing for Africa explained, "We are a beer brand and we've targeted the men who are used to hearing from us. We want to bring them on board, because gender-based violence is a man's issue."

#NOEXCUSE kicked off in November 2017 with '16 days of activism', including TV advertisements, a social media campaign and a Men's March. Based on data as of January 2018, 55% of the target audience reported that they were aware of the campaign; and of those who reported being aware, 74% reported being willing to spread the word that domestic violence is unacceptable.

As part of the partnership, we also produced the 'Soccer Songs for Change' campaign, which involved having an all-female choir change the words to a well-known football song before a major football derby in Soweto. The campaign took home the Grand Prix for radio and audio at the prestigious International Festival of Creativity awards in Cannes, France, in 2018.

Our marketing colleagues had the opportunity to put what they learned into action when we launched an internal social marketing campaign competition, which called upon marketing teams to leverage the newly released social marketing resources to develop the "Smartest Smart Drinking Campaign" for production and launch in 2018.

Drawing on guidance from AB InBev Corporate Affairs teams and coaching calls with social marketing experts, marketing teams around the world developed 30 unique and promising smart drinking campaigns. An external judging panel comprised of several judges, including William DeJong, Ph.D., and Jeff French, Ph.D., Professor of Social Marketing at Brighton University Business School, selected the winners from each zone. The winners received funding to implement their campaigns through the company's media investment policy as well as further coaching from external experts. Initiatives are in development and will be implemented later this year.

Finally, to track our progress towards this commitment, we developed an internal tool to track and categorize our investments based on agreed upon criteria. The tool is accessible to all our zone teams and enables multi-level review of investments and associated evidence files.

Over the past two years, we have invested approximately US \$135 million in social norms programs, social marketing and related initiatives. We are currently undergoing a third-party audit of our total investments thus far, and will publish the final results on the AB InBev website later this year.

<sup>10</sup> Andreasen, 1994



## LABELING AND ALCOHOL HEALTH LITERACY

We believe in helping consumers understand why and how alcohol should be consumed within limits. We are therefore collaborating with partners to identify and implement evidence-based means of increasing alcohol literacy among consumers.

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 and reflect the current evidence base for consumer labeling. As part of this work, Tufts conducted a review of the peer-reviewed scientific literature in which labeling effects were studied and held a consensus conference to review the evidence. The consensus conference, held in January 2018 in Boston, Massachusetts, was attended by external experts, representatives from Tufts, the TAG and observers from the AB InBev Foundation.

The labeling strategy proposed by the Tufts conference to advance alcohol healthy literacy is twofold: First, all existing product description labels should include, or be modified to include: (1) the percent alcohol by volume, and (2) the number of standard drinks in the container. Second, separate and distinct global alcohol guidance labels should be developed for placement on all containers. For more information, visit <https://globalguidancelabel.publichealth.tufts.edu/>

Susan Koch-Weser, ScD, who is leading the Tufts activities, noted, "Industry can play an important role in advancing health literacy by making the information consumers need to empower healthy choices available and understandable. This labeling strategy, with the rotating messages, will address critical aspects of alcohol health literacy, and if supported by coordinated social marketing campaigns to increase awareness and use of the labels, holds great potential to improve public health."

The next step in this project is the development of label prototypes and metrics that could be used to independently evaluate label effects. Implementation of the labeling strategy must also be in alignment with local regulations.



## ROAD SAFETY

At AB InBev we are committed to doing our part to improve the communities where we live and work and improving road safety is a key pillar of that commitment. Road safety is a deeply personal issue for us - our 180,000 colleagues and their families travel the world's roadways every day - and reducing road safety risks is a top priority.

We share the UN SDG's ambitious target of halving the global number of deaths and injuries from road traffic crashes by 2020. Most underlying road safety risk factors are ultimately within human control. Collective action to address these factors is critical to achieving the SDG target - and we believe industry has an important role to play. We also recognize that as the world's largest brewer and a significant global operator of roadway fleets, we have a unique opportunity to take a leadership role in bringing people together to improve road safety and make a significant positive impact on our communities.

Impaired driving is one of the important road safety risk factors to address. Eliminating drinking and driving is an essential component of our smart drinking commitments and our company Dream. We believe that when you drive you should not drink, so we fully support legislative measures that have been proven to reduce impaired driving. But our road safety initiatives do not stop with combatting impaired driving crashes. Our size, global reach and roadway presence provide us with the resources to help identify holistic solutions to a multitude of road safety challenges.

To capitalize on this potential, we spearheaded the creation of "Together for Safer Roads" (TSR) in 2014. TSR is a coalition of private companies tackling road safety issues by sharing knowledge, data, technology, and global networks. Since its founding, TSR has worked with local governments and NGOs to positively impact road safety around the world. In the state of Sao Paulo, Brazil, the government reports a 13% reduction in fatalities between 2015 and 2017, which translates into 496 lives saved<sup>11</sup>. In Shanghai, the Tongji University's Joint International Research Laboratory of Transportation Safety reports a reduction in fatalities on specific roads by 90%<sup>12</sup>. In Atlanta, the government, after analyzing private sector and public data, suggests that critical road interventions reduced crashes by more than 26%<sup>13</sup>.

In January 2018, we announced a two-year partnership with United Nations Institute for Training and Research (UNITAR) to spread AB InBev and TSR's insights and methodologies further and save even more lives. Working with UNITAR, we will create a road safety management toolkit that will be available in every city and country worldwide. We will test and continuously improve this toolkit through local projects in the Dominican Republic, India, South Africa, China, Mexico, and Brazil. We will also jointly organize three regional conferences in the Americas, Asia, and Africa with the aim of putting road safety at the top of the public agenda.

11 <http://www.infosiga.sp.gov.br>

12 <http://www.togetherforsaferroads.org/shanghai-china>

13 <http://www.togetherforsaferroads.org/atlanta-georgia-usa/>





## DRINKING AND DRIVING

As part of our Global Smart Drinking Goals, we are dedicating US \$1bn to help reduce the harmful use of alcohol. We are applying our knowledge of consumer behavior and our marketing expertise to help change social norms related to drinking. It is our goal to make impaired driving culturally unacceptable.

We know that brand and corporate communications can play a role in improving social norms related to drinking, but we recognize that effective change also requires the implementation and strong enforcement of effective legislative measures. For this reason, we support targeted legislation and enforcement measures that have been proven to reduce impaired driving, such as:

- Legislation specifying the blood alcohol concentration (BAC) limit that defines impaired driving in a jurisdiction
- Strong enforcement, including high visibility enforcement patrols
- Public education and awareness campaigns
- The use of technologies such as ignition interlocks and alcohol detection system

We support the enactment of mandatory BAC limits in every country. We agree with the World Health Organization that 0.05 BAC limit is generally considered to be the best practice at this time, however we defer to governments to determine the appropriate mandatory BAC limits in their respective jurisdictions.

We believe in bringing people together to work collaboratively to advance road safety. In conjunction with governments, law enforcement, public safety organizations, academia, other companies, civil society, and the UN we hope that our joint actions will help achieve the UN's Sustainable Development Goal target of halving the number of global road fatalities and injuries by 2020. Public-private partnerships can bring forward important evidence-based results and can accelerate progress.

We are eager to work with additional partners to achieve our shared vision of a safer, and more sustainable world.

## Conclusion

This report has provided a summary of our efforts and progress to date on the Global Smart Drinking Goals and our contributions towards UN SDGs 3 and 17. Across all our efforts, it is clear that the gathering of knowledge and data can bring people together for action.

We offer this report on our first two years of progress recognizing that while it is a good start, there is much more to do. There remain significant gaps to fill in order to achieve our, and the world's, goals. We believe that making no- and low-alcohol beers more widely available for consumers is a promising means of reducing harmful use of alcohol, but has been more difficult than we originally anticipated. The work on alcohol health literacy and consumer labeling has already resulted in the publication of valuable knowledge, but we expect implementation will be challenging given significant differences across markets. One of our company's principles is that we're never completely satisfied with our results, and in the case of smart drinking, we believe our efforts can only be strengthened by listening to and partnering with those who have ideas for how we can improve.

Our continued advancement toward our goals relies on more collaboration, the rigorous measurement and evaluation of our existing efforts, and the collective advancement of proven solutions. We are eager to work with those who can help us improve the Global Smart Drinking Goals program. We invite open and productive conversations with all who are working towards reducing harmful use of alcohol.

***For more information, or to share comments or suggestions, please contact [smart.drinking@ab-inbev.com](mailto:smart.drinking@ab-inbev.com).***

### Letter from Ambassador (Ret.) Jimmy Kolker, Chair of the AB InBev Foundation Board of Directors

The AB InBev Foundation was established in 2017 as an independently-led non-profit organization to make sure the funds that AB InBev is providing to achieve its Global Smart Drinking Goals are used well: to identify and implement effective, evidence-based programs and policies, so that the Global Smart Drinking Goals make a meaningful difference. The Foundation's Board and leadership recognize the opportunity and potential advantages when the private sector partners with public sector stakeholders to play a constructive role in advancing positive social and behavior change in society. The activities that we oversee constitute the largest private sector-initiated effort to reduce the harmful use of alcohol globally. It was at the suggestion of the Foundation that the company prepare this interim report, to share progress made, challenges encountered and future strategies in achieving the Global Smart Drinking Goals timetables and measurable goals enunciated in December 2015.

At the Foundation, we have a responsibility to understand and articulate concerns about the harmful use of alcohol and elevate them on the world's agenda, using science and evidence to inform our recommendations. The Board members and the Technical Advisory Group provide substantial experiences, independent knowledge and scientific expertise in public health research, programs and policy, and we share a deep commitment to transparency and academic integrity in implementing and evaluating all that is done toward achieving the Global Smart Drinking Goals. The AB InBev Foundation plans to publish its own progress report that, along with this report, will help the Board, AB InBev, the public sector and interested communities to determine how we have done so far and how best we can make an important, sustainable, positive impact.

### Roles and Responsibilities in the Global Smart Drinking Goals City Pilots

#### AB InBev:

Deliver on the Company's 2015 Global Smart Drinking Goal commitments through provision of management, knowledge, human and financial resources, including the funding of the AB InBev Foundation as well as the services of a local AB InBev representative on each City Pilot Steering Committee.

#### AB InBev Foundation:

Provide City Pilots with:

- Funding for and access to international and local technical experts to support program design and execution.
- An evidence-based harmful use prevention toolkit that will be made publicly available.
- Funding and management support for Steering Committee Coordinators and Program Officers, as needed.
- Enable the work of the Technical Advisory Group, in providing expert guidance on the Global Smart Drinking Goals.
- Support and enable the independent evaluation of City Pilots with data and findings that will be publicly available.

#### Steering Committees:

Review program options and make final decisions on programs to be implemented in the local City Pilots.

#### AB InBev Global Corporate Affairs:

- Serve as a chief link to AB InBev Zone Corporate Affairs to support their role as ambassadors of the Global Smart Drinking Goals program within the City Pilot Steering Committees.
- Ensure the right management tools are available, and report to leadership on strategy and results.

#### AB InBev Zone Corporate Affairs:

- Be the focal point between the AB InBev Foundation and local government to guarantee local leadership and ownership of programs.
- Execute at a local level on social norms/social marketing, NABLAB, and labeling strategies, as appropriate in the City Pilot Programs (based on Steering Committee decisions).

### Roles and Responsibilities in the Other Global Smart Drinking Goals programs

#### AB InBev Foundation:

Enable the work of the Technical Advisory Group in providing expert advice and counsel on programs to advance the objectives of the Global Smart Drinking Goals as well as on these initiatives:

- Social Norms/Social Marketing Goal: Provide access to technical experts to support the design and execution of effective social norms and social marketing programs and related communications.
- Alcohol Health Literacy Goal: Provide support for the development of expert-driven recommendations for consumer guidance labeling that are publicly available.
- NABLAB Goal: Support dialogue with public health stakeholders regarding the potential role of NABLAB in reducing harmful use of alcohol.

#### AB InBev:

- Fund, develop and execute the social norms and social marketing initiative in the Zones in support of the Global Smart Drinking Goals.
- Develop and manage internal company tool for systematically tracking progress towards \$1B social norms commitment, as well as fund annual third party audit of achievement of \$1B commitment to social norms and social marketing.
- Develop and execute on a strategy to implement expert-driven recommendations for consumer guidance labeling on our beer packaging, as well as identify, develop, and implement other initiatives to increase alcohol health literacy among consumers, in line with the company's Global Smart Drinking Goals commitment.
- Develop and execute product innovation and commercial strategy to grow the company's NABLAB portfolio, and work with partners to identify credible methods of evaluating the impact of NABLAB growth on the harmful use of alcohol, in line with the company's Global Smart Drinking Goals.

# SMART DRINKING BELIEFS

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.

