

ABInBev



Progressing towards 100% circular packaging

12 December 2019

Wilco Heiwegen

ABInBev

100+

Agenda



ABInBev

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Sustainability
agenda



Packaging
challenges and
opportunities



Q&A

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Q&A



**Do you know our key brands in
The Netherlands?**

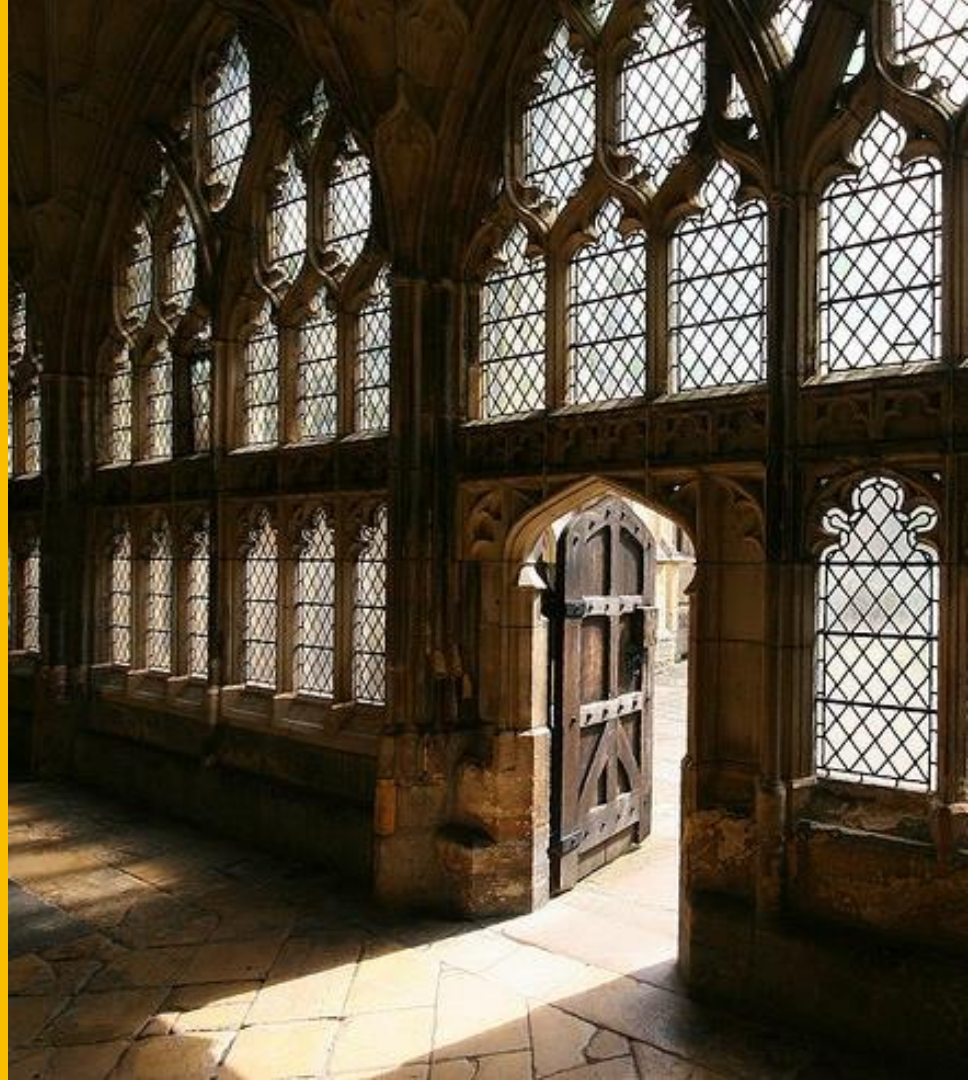


UIT LIEFDE VOOR BIER





ALWAYS WELCOME





WIJ HEBBEN DOMMELSCH



**GEBROUWEN AAN
DE DOMMEL**



**NU OOK
ALS 0.0%**
BIER ZONDER
ALCOHOL



Corona

Jupiler®





KING OF BEERS

Bud

Proud member of the global AB InBev family

500+

BRANDS

~200.000

COLLEAGUES

~100

NATIONALITIES

181

BREWERIES

100+

MARKETS

~5.5m

JOB (DIRECT EN
INDIRECT)

International, with strong Dutch roots

Dommelsche Bierbrouwerij

SINDS 1744



Local brewing



Our portfolio and culture are our strength

Organisation NL



Office in Breda



2 Breweries:
Dommelen &
Arcen



11 warehouses

People



Sales
150



Support
40



Breweries
280

Core brands



Other key brands



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Ambitious global 2025 sustainability goals



Packaging

We're closing the loop to eliminate waste – our product will be in packaging that is returnable or made from majority-recycled content. Our responsibility extends beyond the last sip of beer.

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Agriculture

We're supporting nearly 50,000 farmers across 5 continents with access to tech, skills and finance, to help them grow the best ingredients for our beer.

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Climate

By 2025, 100% of our purchased electricity will come from renewable sources.

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Water

Water is the #1 ingredient in beer. That's why we're improving water access and security in the communities where we live and work.

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Sustainability: Two-fold approach



1. Embedding sustainability in our entire **supply chain**



2. Amplifying **brand power** to increase consumer awareness and action

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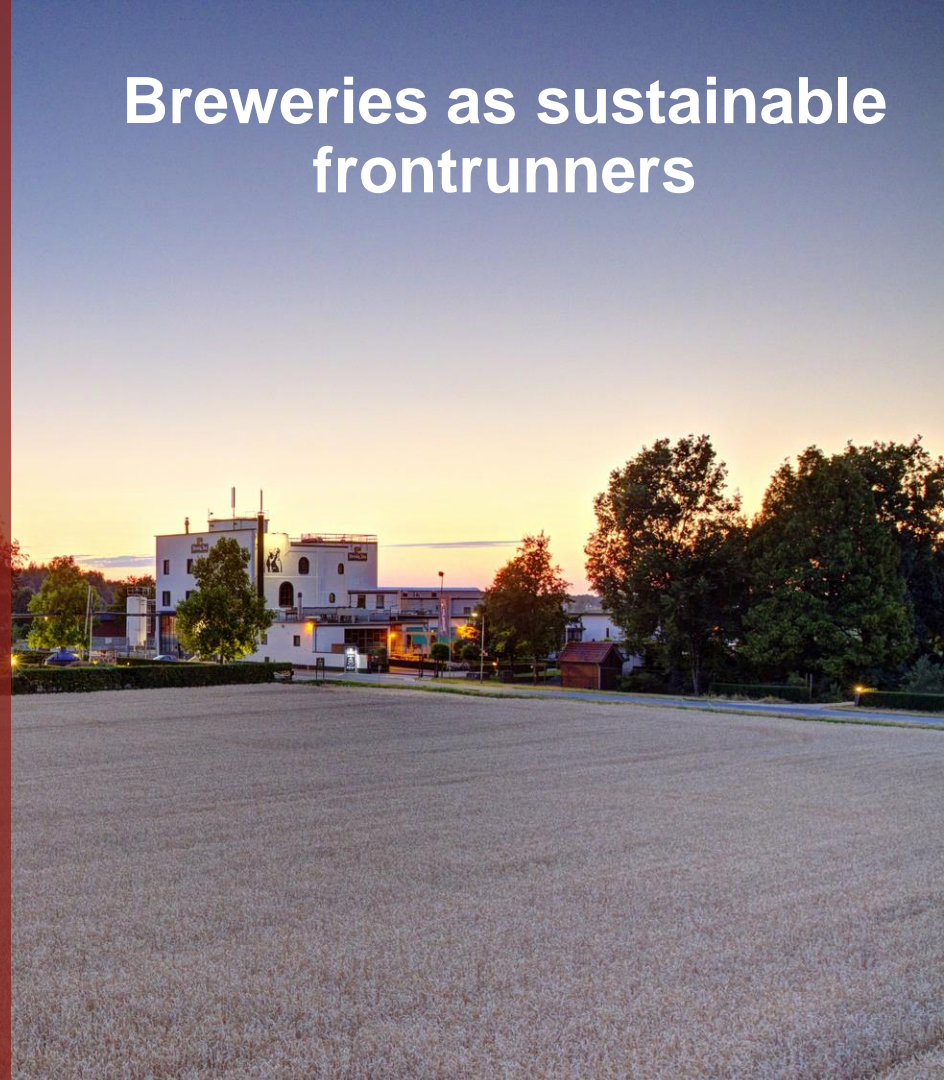
Embedding sustainability in our entire supply chain



- Generating own bio-gas from waste water (generating 40% of our own energy demand)
- **NL market leader** based on water- and energy use (per liter beer)
- 99,9% recyclingrate (ingredients and packaging)
- 100% green electricity



Breweries as sustainable frontrunners



Reducing CO2 emissions by accelerating investments in sustainable transport

Accelerate together with logistical partners



Invest in electric transport



2400 E-trucks ordered worldwide

Support initiatives reducing CO2 emissions



Efficient loading



Sustainability: Two-fold approach

1. Embedding sustainability in our entire **supply chain and action**

2. Amplifying **brand power** to increase consumer awareness and action

**We believe the power of our
brands can increase awareness for
important issues and inspire
people to take action**

Corona is committed to reduce plastic pollution



**100 ISLANDS
PROTECTED BY 2020**

Corona was born at the beach, surrounded by ocean. We believe that life is better lived with salty air in our lungs and sand beneath our toes; it's where we feel at home. But today, that home is in grave danger from plastic. This material we use every day is drowning our oceans, killing our wildlife and destroying our beaches. That's why we are teaming up with Parley for the Oceans to protect 100 islands by 2020.

Creating awareness for the plastic soup issue across the globe





Budweiser

Budweiser

RENEWABLE
[100%]
ELECTRICITY™



CHEERS... AND LOVE YOUR EARS!

Maak kans op oordoppen op maat t.w.v. €119,-



PARTYNIUWS

NIEUWS OVER FEESTEN, EVENEMENTEN, UITJES EN WORKSHOPS

[HOMEPAGINA](#)

[CONTACT](#)

Jupiler en Alpine Hearing Protection bundelen krachten



GEPOST DOOR: PARTYNIUWS 8 MAART 2018

Landelijke campagne roept jongeren op gehoorbescherming te dragen op festivals

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CIRCULAR PACKAGING

2025 GOAL

100% of our products in packaging which will be returnable or made from majority recycled content

ACTIONS

Promote and protect returnable bottle infrastructure and consumer behavior

Increase recycled content in glass, aluminum and PET

Implement glass recycling initiatives in vertical glass plant cities

HOW WE WILL ACTIVATE WITH BRANDS



The sustainable packaging vision expands beyond the 2025 goal



2025 Packaging Vision

GOAL ACTIONS



RECYCLE

- Increase **recycled content** in one way packaging through supplier collaboration
- Increase supply of RC **through post-consumer waste recovery programs** in partnerships with brands, NGOs and recycling cooperatives

RECYCLED

SECONDARY

JUPILER 0,0 IS NOW
SOLD IN SHRINK WRAP
THAT IS MADE FROM
100% RECYCLED
CONTENT.

USING THOUSANDS OF
KGS OF RECOVERED
PLASTIC IN THE
PROCESS



The sustainable packaging vision expands beyond the 2025 goal



2025 Packaging Vision

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REUSE

- Promote and protect **returnable packaging operations** in key markets; shared effort with commercial and local teams

INVEST IN RESUABLE CUPS



Join the Movement & make a Plastic Promise

Klaar om een pionier te worden op het gebied van verantwoordelijk plasticgebruik? Sluit je aan met een Plastic Promise om plasticgebruik binnen jouw organisatie of op jouw event aan te pakken. Welke doelen onder jouw Plastic Promise vallen, dat bepaal je zelf. Zolang ze maar binnen drie jaar haalbaar zijn én echt een impact hebben.

MELD JE AAN



Nederlandse festivals strijden samen en met AB InBev tegen wegwerpplastic

AMSTERDAM 17/10 16:39 (ANP)

Op het Amsterdam Dance Event (ADE) is woensdag de campagne Plastic Promise gelanceerd, om verantwoord plasticgebruik binnen de even. Het doel van Plastic Promise is op evenementen binnen drie jaar minimaal 50 procent van alle plastic wegwerpartikelen zoals bекers, borden, I zich op organisatoren van festivals, sport- en zakelijke evenementen, drankmerken en andere leveranciers. Bedrijven kunnen zich aanmelden y



The sustainable packaging vision expands beyond the 2025 goal

2025 Packaging Vision

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BROADER ACTIONS



REDUCE

- Reduce the amount of material we put into the market by **setting the standard on light weighting**
- Reduce our **carbon footprint** through recycled content and returnable packaging



Runner-up Award for Multinational Category

ALSO FOCUS ON SUPPLY CHAIN

PROTEUS SOLUTION
IMPLEMENTED IN THE
NETHERLANDS

ABInBev

Bierbrouwer AB InBev test 'duurzame displays' bij Plus



AB InBev en IT-bedrijf APP slaan de handen ineen voor duurzamere displays in Nederlandse supermarkten. De partijen starten een pilot met displays voor promotionele acties, met als hoofddoel om 85 procent karton te besparen.

AB INBEV | BIER | PRODUCENT
SUPERMARKT

🕒 25 juli 2018 om 16:10

SWITCHING TO ALTERNATIVES

FOR PLASTICS





The sustainable packaging vision expands beyond the 2025 goal

2025 Packaging Vision

GOAL ACTIONS



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RETHINK

- Embed packaging sustainability into Marketing Excellence Program & ABIU trainings
- Explore the use of **alternative materials, technologies and designs** for adverse materials
- **Repurpose** spent grain and other materials to remain a leader in innovation

THE
CIRCULARS
2019

Runner-up Award for
Multinational Category

INVEST IN INNOVATIVE PACKAGING

**CORONA
COMMITTED TO
100% PLASTICS
FREE PACKAGING**



But also plenty to think about

We don't have all the answers. We're committed to working with our supply chain, partners, government and academia to do what's right



INTERIOR PLASTIC LINER

Oxygen Barrier

A liner profile that actually acts as a barrier to any external contamination such as odor and oxygen ingress into the glass bottle.



INTERIOR PLASTIC LINER

Oxygen Scavenger

A special liner that absorbs the oxygen remaining in the bottle neck finish, decreasing the beer or beverage oxidation. Oxygen scavenger liners provide extra freshness, better taste and extended shelf life. That's why they are strongly preferred by premium beer brands and craft breweries.



INTERIOR PLASTIC LINER

Twist Off

A single lip liner profile, mainly used in USA and Canada. Doesn't need bottle opener but requires extra lubricated and softer type of liner to meet the opening torque specs. Most common profiles are 917 and 912.



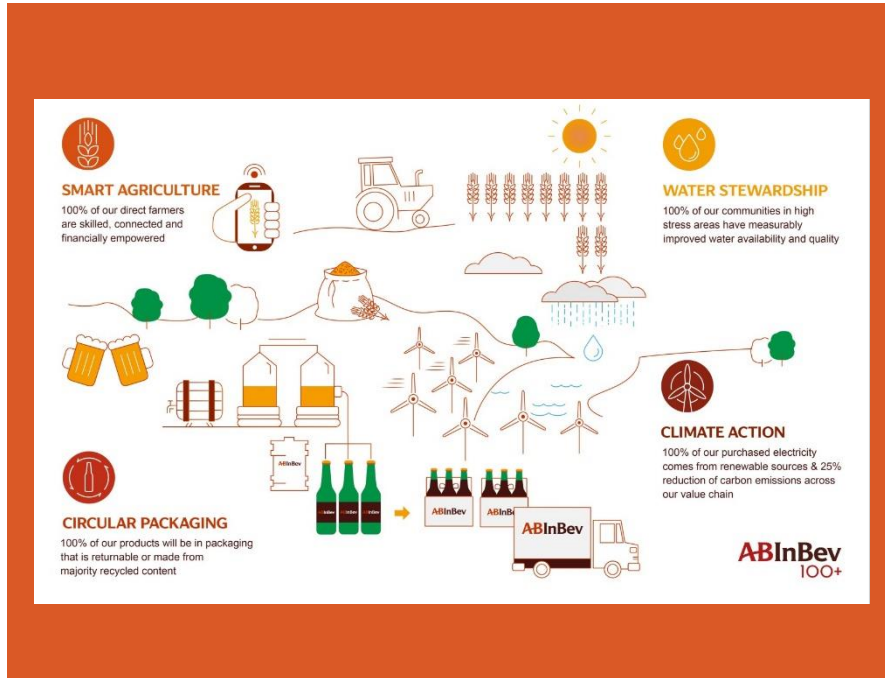
INTERIOR PLASTIC LINER

Pry Off

The classic, worldwide popular crown corks with double secure sealing lips. Pry off crown corks make excellent sealing with glass finish. Most common profiles are 916 and 923.

We cannot do it alone

We set our 2025 Sustainability Goals knowing we could find the answer to 80% of the challenge. 20% remains unknown



100+ Accelerator, the AB InBev Global Sustainability Program

[Learn More](#)

Visit: 100accelerator.com

Program Highlights

- 6-month program structured to accelerate the traction and growth of our cohort companies
- Access to a mentor network including: NGOs, venture capitalists, successful entrepreneurs as well as our own AB InBev experts and executives
- Ability to start a corporate pilot/partnership with AB InBev in October 2018
- Opportunity to land a commercial contract
- Up to \$100k investment upon selection
- Opportunity for follow-on investment from AB InBev and its partners at Demo Day in March 2019

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Embedding sustainability:
Supply chain perspective



Embedding sustainability:
Amplifying brand power



Q&A



An aerial night view of a city with a red neon outline and the text 'Thank You!' in the center. The city is illuminated with warm lights, and the buildings are reflected in the water below. The red neon outline is a stylized, jagged shape that follows the general outline of the city's main area. The text 'Thank You!' is written in a large, white, sans-serif font in the center of the image.

Thank You!

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We support UN Sustainable Development Goals



UN Goal: **3 GOOD HEALTH AND WELL-BEING**

Our contribution: Our city pilot in Sao Paulo reduced road fatalities by 65% through 2017



UN Goal: **5 GENDER EQUALITY**

Our contribution: Supporting programs to empower women retailers to grow and thrive in Colombia, Peru and Ecuador



UN Goal: **6 CLEAN WATER AND SANITATION**

Our contribution: Reduced our water use by 46% in major U.S. breweries over the last 10 years



UN Goal: **7 AFFORDABLE AND CLEAN ENERGY**

Our contribution: Next year, 100% of our purchased electricity for our operations in Mexico will be renewable

THE GLOBAL GOALS
For Sustainable Development

1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS	THE GLOBAL GOALS For Sustainable Development



UN Goal: **8 DECENT WORK AND ECONOMIC GROWTH**

Our contribution: Created a secure income stream for 20,000 farmers in Uganda



UN Goal: **12 RESPONSIBLE CONSUMPTION AND PRODUCTION**

Our contribution: Achieved recycling rates of at least 99% in our breweries around the world



UN Goal: **13 CLIMATE ACTION**

Our contribution: Working to reduce CO₂ emissions by 25% in 2025



UN Goal: **17 PARTNERSHIPS FOR THE GOALS**

Our partner: The Nature Conservancy
We've teamed up with TNC to protect the Cache la Poudre watershed

Key principles in our sustainability strategy



**1. Set
ambitious
goals**

**2. Scale up
via
procure-
ment team**

**3. Brands
take a
stand**

**4. Every
colleague
owns
agenda**

**5. Team up
with
partners
and
customers**