

OUR COMMITMENT TO A BETTER WORLD

At AB InBev, we are building a company to last for the next 100+ years, and we know that brewing great beers depends on a resilient natural environment and thriving communities. We are committed to creating a better world for all our stakeholders, including our colleagues, consumers, communities and ecosystems where we live and work.



Aspirational objective 7:
Smart Agriculture

100% of our direct farmers will be Skilled, Connected and Financially Empowered by 2025

Aspirational objective 4:
Water Stewardship

100% of our communities in high stress areas will have measurably improved water availability and quality by 2025

Aspirational objective 4:
Circular Packaging

100% of our products will be in packaging that is returnable or made from majority recycled content by 2025

Aspirational objective 3:
Climate Action

100% of our purchased electricity will be from renewable sources and we will reduce our carbon emissions by 25% across our value chain by 2025

Aspirational objective 1:
Marketing to Change Social Norms

Invest EUR 840 Mio (1 billion USD) across our global markets in dedicated social marketing campaigns and related programs by the end of 2025

Aspirational objective 1:
Voluntary Labeling

Place a Guidance Label on all of our beer products in all of our markets by the end of 2021. Increase alcohol health literacy by the end of 2025