



Well-Being and Responsibility Online Forum

Highlights Report

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A Message from Carlos Brito, CEO, Anheuser-Busch InBev

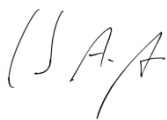
At AB InBev, we are committed to promoting responsible enjoyment of our products, and we recognize that delivering on this commitment cannot be achieved alone. We are dedicated to working with, and learning from, our stakeholders and partners to better understand the issues surrounding the harmful use of alcohol and how we can continue to be part of the solution.

That is why we created, in partnership with independent consultancy GlobeScan, the first ever Well-Being and Responsibility Forum. This online global dialogue was designed to foster a mutually beneficial conversation on well-being and responsibility, including the multi-faceted approaches necessary to make continued strides against underage drinking, drink driving, and excessive drinking. We were pleased that 25 experts and 240 participants from across 15 countries took time to engage in the discussion and share their best practices and approaches on these important topics.

As a global company, we know that cultural context matters – there is no one-size-fits-all approach to solving these issues. Behaviors and attitudes toward alcohol differ by culture, and prevention efforts must account for these differences in order to be successful. Through the Forum, we were able to better engage with local stakeholders and experts around the world and hear their insightful ideas to drive sustainable change in our collective approach to curb the harmful use of alcohol.

In the report, we have outlined what we heard from the discussions, including actions we may take as a company, as well as actions the broader community may take in helping drive continued progress. We were pleased to see that many of these actions are in line with the global responsible drinking goals that AB InBev committed to in 2011 and are tracking to achieve by the end of 2014.

We will take into account the insightful examples and ideas shared in the Forum as part of our ongoing strategy to help address the harmful use of alcohol, and we look forward to continuing our work in partnership with peer companies, regulators, law enforcement, consumers, parents, educators, retailers, community groups and others to drive sustainable social change.



Carlos Brito

A Message from GlobeScan

As part of our mission to help clients measure, understand and build valuable relationships with their stakeholders, and to work collaboratively in delivering a sustainable and equitable future, GlobeScan is honored to partner with Anheuser-Busch InBev to drive engagement and inspire innovative solutions, around and beyond their organization on the well-being of individuals and society.

Having worked with the brewing industry for several years, we understand the major challenges facing companies operating in this industry. We also know from decades of tracking public opinion across the world that expectations remain high in addressing irresponsible behavior such as drink driving, underage drinking and excessive drinking.

We believe the responsibility in addressing alcohol-related issues does not lie within a single entity and the involvement of a range of stakeholders is needed to find solutions to these multi-faceted issues.

We hope that the insight and ideas presented in this Highlights Report help shape the work of all stakeholders who work on these important issues.

The GlobeScan Team

Overview

On 17 September 2013, 240 experts, professionals and practitioners across NGOs, academia, government, businesses, retailers, law enforcement, health care and other stakeholder groups joined with Anheuser-Busch InBev in the Well-Being and Responsibility Forum. The Forum was held in advance of AB InBev's fourth annual Global Be(er) Responsible Day, on 20 September.

This online global dialogue, which was independently moderated by GlobeScan, was designed to elicit a wide range of perspectives on key issues, highlight best practices, and drive actions for tackling underage drinking, drink driving and excessive drinking.

This Highlights Report summarizes what we heard across the discussions, identifies best-practice examples and suggests what all stakeholders, including AB InBev and others in the alcohol industry, can do to further promote responsible drinking and make additional progress on addressing the harmful use of alcohol.

A Comprehensive, Integrated Approach

We heard a wealth of perspectives, best practice examples and ideas on each of the four main discussion topics: well being and responsibility, underage-drinking prevention; drink-driving prevention; and excessive-drinking prevention. While each discussion topic occurred separately, it is instructive to see how intertwined each of these multi-faceted issues are with each other. There were key cross-cutting themes that were raised in each discussion area that indicate the importance of a comprehensive, integrated approach to making progress.

Well-Being and Responsibility. It was clear from the comments shared throughout the Forum that the issue of responsible drinking must be part of the overall narrative of well-being. While there must be specific actions and strategies to address the issues of underage drinking, drink driving, and excessive drinking, each must be set within the wider topic of well-being. Solutions to these irresponsible instances of alcohol use may only be addressed effectively within comprehensive strategies to promote and improve well-being generally.

- **Collaboration.** Participants stressed the multi-faceted nature of each of the key issues and highlighted the need for collaborative approaches that bring together essential stakeholders from all backgrounds. This included collaborating with brewers and other alcohol companies as part of the solution.
- **Social Norms.** Across all discussion topics, the subject of normative behavior, or social norms, surfaced as important. For example, in some communities, underage drinking may not be considered a problem. Social norms, which can differ among cultures or social groups, must be taken into account in any attempt to tackle irresponsible drinking behaviors. Social

norms marketing, which is grounded in the research theory that individual's behaviors are influenced by their perception of what is "normal," can be used to drive positive behavior change.

- **Parental Involvement.** While the role of parents was a very significant discussion topic in the underage-drinking prevention sessions, it was also identified as an important factor on well-being, and drink-driving and excessive-drinking prevention. From modeling responsible drinking behaviors, to safe driving, to leading a healthy lifestyle, parent involvement was viewed as an important tool to help young people make smart choices.
- **Education.** In conjunction with the role of parents, formal education for young people in schools and universities on well-being and responsible drinking was also viewed as a key factor. These institutions have the ability to effectively reach large numbers of young people with information and communication aimed at helping them make responsible choices.
- **Positive vs. Negative Messaging.** In each of the Forum discussion sessions, participants highlighted the need for positive communication and messages. While communications that highlight and reinforce the negative consequences of irresponsible alcohol use were viewed as necessary, they should not be employed alone. Indeed, many participants argued that positive messages promoting responsible behavior are likely to be more effective than negative messages stressing the consequences, because individuals believe the negative consequences will never happen to them.



Well-Being and Responsible Drinking

This discussion began by examining the roles and responsibilities stakeholders have in helping to build a sense of well-being. The conversation then progressed to a discussion about the role of beer and other alcohol beverages in society and their contribution to well-being, as well as their ability to be misused. This included responsible drinking and how to reduce the harmful use of alcohol.

What We Heard in the Forum

An important opening to the well-being discussion revolved around its definition, highlighting the importance of 'balance' and 'moderation' in this context. There was broad agreement that a sense of wellness involves much more than physical health and includes emotional, intellectual, social, spiritual, occupational, financial, and other dimensions. It was mentioned that such a multi-faceted concept posed challenges for stakeholders involved in trying to promote and enhance well-being.

In discussing where responsibility for well-being resides, participants were in consensus about the importance of an individuals' own responsibility for their well-being. However, it was clearly pointed out that some individuals might want and need more help and assistance to improve their own level of well-being.

Beyond individual responsibility, participants felt that because of its multi-faceted nature, the promotion of and improvement of well-being requires a collaborative multi-stakeholder approach. Within the concept of well-being, participants highlighted the challenges involved in considering responsible drinking within the multi-faceted concept of well-being. While discourse on this topic can sometimes only focus on the negative consequences of excessive or irresponsible alcohol use, expert participants noted that a more complete discussion weighs the benefits of moderate consumption against the harmful impact of excessive consumption.

Participants cited studies that point to the positive health benefits for some individuals who drink in moderation, and to the benefits of responsible alcohol use within the wider definition of well-being, including social and emotional benefits.

However, some participants also highlighted that there are many factors that can have a negative effect on well-being, some which may be used by individuals as a reason to engage in irresponsible or excessive drinking. In this respect, in order to help reduce the incidence of irresponsible alcohol use, it is important to take a holistic view of well-being.



One key discussion thread revolved around how employers may help promote well-being among their employees through the reduction of stress, promotion of work-life balance, and workplace wellness activities. It was mentioned that this, in turn, can help to reduce excessive behaviors, including excessive drinking. One participant highlighted that high levels of stress (especially in the current economic climate) can be a contributing factor to excessive drinking.

Other threads considered the importance of wider social activities, including exercise, which can help promote well-being. Participants felt that where these activities are available, they further well-being and the incidence of excessive drinking is likely to be lower as a result.

The social setting in which alcohol consumption takes place was raised as another key condition. Participants highlighted that while moderate alcohol consumption within a wider social setting may have positive benefits, it can become problematic when the primary or sole focus for a gathering is to consume alcohol. A particular example of this was cited in Eastern European countries where street kiosks selling alcohol become social focal points because of a lack of other night-life alternatives. In this and other examples, urban planning becomes a key factor (as is the case with drink-driving prevention).

Key Action Points

AB InBev and the Industry

- Help promote overall well-being through efforts to promote moderate and responsible drinking.
- Engage communities to come together and focus constructively on the sale and promotion of alcohol beverages.
- Partner with authorities/governments to help improve people's well-being by encouraging the use of social spaces for a variety of activities and discourage a narrow focus on drinking in these social spaces.
- Help build stronger activation of responsible serving training and certifications, leading consumers to frequent establishments that achieve high standards.

All Stakeholders

- Engage in early education and interventions before more negative or excessive behaviors take root. These need to occur in multiple environments, including home, school and the workplace.



- Promote and enable a culture of well-being within the workplace (e.g. work-balance, workloads, stress reduction and workplace wellness programs).
- Provide financial incentives as part of workplace wellness programs –completion of online health assessments, discounts for gym memberships, and general encouragement of work-life balance.
- Share insights on well-being from researchers to inform not only on the positive and negative aspects of drinking, but also on the broader approach to well-being.
- Use social marketing techniques to influence what people perceive to be “normal,” thereby driving positive behaviors, and draw on learning from behavioral economics.

Key Quotes:

- *“Well-being entails a sense of moderation and balance (moderate drinking, moderate eating, physical activity, good work-life balance, sense of fulfillment). In today’s society, most feel pressured to go beyond their limits, be achievers or over-achievers, which then may also have repercussions such as excessive behaviors.”*
- *“The workplace is a good place to start. Stress is now the leading cause of sickness absence in most developed countries, manifesting itself in excessive drinking, physical and mental ill health...and is the leading cause of premature retirement from work. Employers need to develop a more resilient workforce and a culture of well-being, minimizing long hours, getting more socially skilled managers in place and ensuring greater work-life balance, i.e. flexibility.”*
- *“Balance is what it is all about. Passionate views for or against alcohol tend to obscure the need to find a ‘normal’ place for drinking in everyday life.”*
- *“Although drinking can provide the social lubricant for communications, it becomes dysfunctional when people are engaged in it for its own sake. In these cases the provider must take some responsibility, the individual and his/her friends as well, but ignoring someone’s excesses is no answer.”*
- *“The drivers of [societal norms] are, of course, complex, but the private sector can no doubt help shape evolving norms in a way that contributes to well-being. This is a long-term effort which will not always satisfy political tastes for quick fixes, but it may be among the more worthwhile things to do.”*
- *“I believe when it comes to ensuring responsible drinking, the biggest impact will be delivered by a coalition/partnership working towards the same goal. In today’s world, working in isolation will not always translate into significant impact.”*

Underage-Drinking Prevention

The sessions opened with discussions of the main reasons why people under the legal drinking age chose to drink. From understanding some of these underlying causes, the discussion then examined what actions various stakeholders can take to help prevent underage drinking. A key element of the discussion was education, both of young people and others, and how stakeholders can help young people make responsible choices.

What We Heard in the Forum

Participants discussed several contributing factors that might lead someone under the legal drinking age to drink. These included negative peer pressure and social stigma, “right of passage,” risk-taking, experimentation, social norms, and learned behavior.

Parental involvement surfaced as the most significant factor in the discussion about how to reduce underage drinking. This not only includes the frequency and type of communication between parents and their children, but also the education of parents themselves. There was widespread acknowledgement that this can be a very difficult issue for parents to discuss with their children. However, participants stressed that a more open and positive approach has been shown to be more effective than using scare tactics or not engaging in any discussion at all. In this regard, there have been a number of successful family-based programs that emphasize active parental involvement to promote competence and a “lead by example” framework (e.g. AB InBev’s *Family Talk*).



Along with parents, educational institutions are also a very important stakeholder, and participants felt it is crucial that institutions work together with parents to inform and educate children on the issue. It is also important for educational institutions to work with parents to enhance young people’s life skills and confidence necessary to make sensible choices about drinking. Proactive partnerships between schools and parents were identified as vital. It cannot simply be a disciplinary relationship after “incidents” occur.

Schools and other educational institutions are important venues for initiatives designed to tackle underage drinking (or aimed at improving young people’s well-being broadly). It is here that solutions can be brought to scale, especially where there is collaboration among stakeholders (parents, community groups, law enforcement, health care providers, the alcohol industry).

Peer pressure was also considered to be a significant factor, and participants engaged in a constructive dialogue on the most effective way to buffer young people from succumbing to negative peer pressure and fear of social stigma. There was discussion around the importance of this issue to the wider well-being of young people, including physical and psychological well-being. It was felt by some that when young people feel a sense of security and encouragement, it helps to bolster self-esteem and good decision-making. This, in turn, can help reduce underage drinking.

Participants felt that it is essential for stakeholders to view the alcohol industry as part of the solution to reducing underage drinking, rather than the problem. Participants from different perspectives pointed out that the industry can work effectively with other stakeholders to make progress on this issue, particularly through funding and supporting family- or school-based initiatives to help address the issue.

The industry also can play an important role in bolstering enforcement activities in venues and with retailers. While it was acknowledged that young people under the legal drinking age are able to obtain alcohol through other people (e.g. parents and friends), the strict enforcement of ID checks can help to reduce the incidence of underage drinking. Participants mentioned that venues and retailers need to be held accountable for breaking the law if they sell alcohol to those underage. However, it was also mentioned that brewers, for instance, could help by providing or funding responsible server training to help empower servers to enforce the law more effectively.

Participants mentioned the significant impact the industry can have through its advertising, and whether such advertising may influence young people to drink. Others pointed out that the industry has the responsibility not to glamorize drinking. Representatives from the industry pointed out the careful scrutiny and self-regulatory efforts they apply in marketing their products to help ensure advertising is directed to those of legal drinking age.

Key Action Points/Solutions

AB InBev and the Industry

- Collaborate with educators to support and promote early education programs to help young people make smart choices.
- Partner with the retail community to provide training and help ensure that effective ID-checking schemes are in place and support local agencies in enforcing underage-drinking laws.
- Continue to avoid glamorizing irresponsible drinking behavior in advertising campaigns via strong self-regulatory systems

All Stakeholders

- Make education programs available to both young people and parents, as awareness of both groups is essential for reducing underage drinking. An online classroom that is accessible and informative for parents was promoted as one of the best options to educate parents on the negative effects of underage and abusive consumption.
- Reduce the degree to which negative peer pressure exists by implementing social norms marketing campaigns via social media to counter the perception of underage drinking as “cool.” Marketing campaigns and education programs should encompass both positive and negative communications: making young people aware of the consequences (physiological, psychological and social) of underage drinking, as well as providing them with the tools to make good choices.
- Incorporate credible health care providers (e.g., doctors, nurses, firefighter/, paramedics) into education programs and have them communicate about the direct consequences of underage drinking and how to make smart choices.
- Evaluate the effectiveness of programs and initiatives in the prevention or delay of the onset of underage drinking.
- Enforce compliance with regulations on sales of alcohol beverages to individuals of legal drinking age.



Key Quotes:

- *“Whether or not an underage person chooses to drink, it is highly likely that at some point in their high school/college careers, they will face situations where alcohol is being consumed. They may face scenarios involving alcohol abuse, underage drinking or drunk driving, and incidents that can lead to property damage, alcohol liability, and human tragedy. Young people need strategies for creating safe, responsible and socially enjoyable campus environments.”*



- *“Each individual’s personality characteristics also impact the decision to drink. The transition between childhood and adult life is a time of risk and opportunity. Sometimes, teenagers cannot discern between one and the other. So, it is very important that parents talk about the subject with their children.”*
- *“In my experience, a fear-based model of messaging can lead to a dead end. Many teens do not respond to this, as they dismiss the idea that anything could happen to them.”*
- *“The challenge is in creating a positive attitude in teens to sustain their choice of not drinking and not being excluded or stigmatized in their social network. The issue is not only forbidding, but creating a new paradigm and social behavior that is capable of promoting a different relationship of the under-aged with drinking. This is a social challenge that involves multiple partners.”*
- *“In my opinion, the question of sense of belonging is strategic to understand why we tend to abuse alcohol drinks. Kids with a strong sense of community and school belonging tend to be more resilient towards addiction.”*
- *“The private sector and governments have an important role to play in empowering parents, families, schools and institutions with the means to tackle underage drinking. Education and awareness of the issue and its consequences, and how to curtail underage drinking, should form the basis of any collaborative program for these stakeholders.”*
- *“Convincing the vendors to be in compliance with the law is certainly one of the main important issues in order to avoid underage drinking.”*

Drink-Driving Prevention

This discussion began by exploring some of the main reasons individuals engage in drink driving, including social norms that may lead to this behavior. The discussion then examined the role of different types of stakeholders in tackling this issue. Two key elements of prevention were discussed: the role of education; and enforcement of existing laws and regulations.

What We Heard in the Forum

Multiple reasons were highlighted for why people drive when intoxicated. These include people’s awareness of their level of intoxication, mistakenly increased confidence, inability to make rational decisions, belief they will not be caught, general disregard for risks, habitual reckless behaviors, social norms, and the perception of lack of other alternatives to get home.

Participants felt there is no single solution to this issue because of the multiplicity of factors involved. A multi-faceted approach is needed that will require the cooperation and collaboration of diverse stakeholders.

Changing social norms was highlighted as a key challenge. Altering the perception that impaired driving is an acceptable behavior is crucial to drink-driving prevention. In doing so, it is important to understand how social norms differ across countries, cultures, communities, and generations.

Education and information sharing is a vital prevention solution, and participants pointed out that communications should blend both positive and negative messaging. On the negative side, reinforcing the consequences of drink driving is an important part of the overall solution. Effective examples of where first responders and health care providers are used to convey the consequences were provided (e.g. Street Smart presentation).

On the positive side, reminding adults about the alternatives to drink driving is important. This includes education about blood alcohol content (BAC) levels to help ensure people do not consider driving when intoxicated. The content of this positive messaging should be targeted at empowering individuals to be able to make smart decisions.

One key discussion point revolved around the use of designated drivers. Participants stressed the need to position the designated driver in a positive vs. a negative way. Positioning the designated driver as the smart choice or as “cool” is important. This is particularly the case for young people, where age-appropriate peer-to-peer communications via social media is paramount (e.g. BOB in Europe, and the language of Des in Australia and the UK).



While the availability of taxis and public transport can be a broader issue, respondents acknowledge that lack of transport options in many places is a significant barrier. Communicating the availability of safe transportation options is crucial. Participants discussed the use of smart phone apps that provide this information, as well as the importance of venues and servers promoting this information.

In addition to communicating safe transport options, participants also highlighted the important role that servers can play in helping prevent drink driving. Ensuring that drink-driving

prevention is included in comprehensive server training is important, and participants felt alcohol companies can play a leading role in this area.

On the enforcement side, participants raised the issue that the “threat” or “fear” of being caught driving over the legal limit is currently not a sufficient deterrent, even though illegality is well known and penalties can be stiff. Therefore, efforts to increase the likelihood of offenders being stopped is important to ensure that people seriously consider the consequences before choosing to drive while intoxicated.

Key Action Points/ Solutions

AB InBev and the Industry

- Empower people to be designated drivers and feature the actions as “heroic” or “cool” through advertising and marketing channels.
- Promote alternative and safe modes of transport through advertising and marketing channels.
- Collaborate with and help educate and train owners, licensees and servers on ways to help reduce drink driving.
- Collaborate across industries (e.g., brewers, auto, technology, insurance, manufacturing, etc.) to more effectively develop and implement technology that helps to tackle the issue (including breathalyzers, car ignition interlocks, smart phone apps to provide information on BAC levels, safe transport options, etc.).
- Provide and promote desirable non-alcohol beverage options.

All Stakeholders

- Increase education on BAC levels and provide clear examples of the amount of alcohol it takes to reach the legal limit.
- Encourage all interested parties to stop using the term “accidents” in conjunction with drink driving, as accidents are not predictable and preventable, but drink-driving *crashes* and their outcomes are.
- Work collaboratively to change social norms, where applicable, to ensure that drink-driving is never viewed as acceptable behavior.
- Increase drink-driving enforcement visibility and actions.
- Disincentivize drink driving in collaboration with insurance companies.

- Promote drink-driving prevention messages via employee campaigns (all industries) and provide safe-ride options for employees.

Key Quotes:

- *"None of these things are mutually exclusive. The four groups – law enforcement, brewing, government and public interest groups – all play in different lanes of the highway, but they must be viewed as interlinked elements in order to achieve balanced social norm progression."*
- *"You know whenever you are traveling at 55 MPH. But I'd venture to say that most drinkers don't know their BAC level."*
- *"Making it 'cool' to have a designated driver – I've seen progress in this direction, but not nearly enough." And having more millennials and less baby-boomers script the 'cool' message."*
- *"I feel that many people don't have the confidence to turn down a beer when offered one, and many people also think it's 'un-cool' to have a non-alcoholic alternative."*
- *"AB InBev has a huge opportunity to reach owner operators and servers with compelling messages and possibly even training that promotes responsible beverage service."*
- *"For as good as server training, enforcement and education are, you still need a safety valve in the form of alternative modes of transportation for persons to safely get home at an evening's end."*
- *"The more we can increase the real likelihood of detection, as well as perceptions among drivers that they are likely to be stopped and detected, the more effective we can be at deterring drinking and driving."*



Excessive-Drinking Prevention

The sessions began by exploring the definition of excessive drinking, what roles different organizations can play in addressing it, potential education and collaborative solutions, as well as fiscal measures such as increased taxes, that may help reduce the harmful use of alcohol.

What We Heard in the Forum

Participants noted that while a majority of the public drink responsibly, a small proportion does not, and they have the potential for harming themselves and others, which must be considered and addressed.

Participants agreed there is little consensus among various stakeholders on the definition of excessive drinking, which can vary depending on country, region, culture, etc. Some participants felt this lack of consensus on the definition posed a challenge in addressing the issue. Others noted that greater effort was needed to understand why some people resort to excessive drinking.

Participants felt there is little evidence that education in isolation is enough to reduce the harmful use of alcohol. Overall, participants said that addressing the issue requires an integrated approach that includes industry support, harm reduction education, responsible drinking education, social norms marketing, regulatory action by government with enforcement, and environmental management (particularly in bars, clubs and restaurants). Some experts demonstrated progress being made in addressing high-risk drinking as a result of social norms marketing initiatives, especially on university campuses in the U.S.

Transparency, trust and commitment were essential to the formation of successful networks and partnerships among academics, the industry, government and civil society. Participants noted there can be a perceived conflict of interest of sellers and servers of alcohol beverages (as well as the industry overall) in that they make money by selling alcohol beverages. Yet, retailers are crucial in ensuring responsible drinking and not selling to intoxicated individuals.

Participants also argued that one of the barriers to progress is the difficulty of partnering with certain authorities and NGOs, as some are not likely to support the view that “some alcohol is okay.” Despite this, good examples were shared demonstrating that private and public sectors have been able to come together with an integrated approach, specifically examples in China, U.S. and Scotland.

Participants expressed that higher prices in the form of taxes may be an “unfair approach” that may only impact a certain socio-economic group of drinkers, but not address the excessive-drinking problem.

Key Action Points

AB InBev and the Industry

- Continue and increase support for programs that encourage responsible serving and selling of alcohol beverages
- Extend support and funding for social norms marketing and health education programs on university campuses
- Use social media to communicate messages to young adults on the importance of being responsible and avoiding excessive, high-risk drinking
- Partner with doctors and other healthcare providers to encourage, support and further enhance “brief interventions” and other initiatives aimed at preventing excessive drinking
- Ensure advertising does not glamorize or portray irresponsible drinking.

All Stakeholders

- Work in transparent partnerships with industry and encourage, support and further enhance initiatives aimed at preventing excessive drinking.
- Provide intervention programs at university and college campuses.
- Continue to employ “brief interventions” in the health care setting to help identify and treat excessive drinking and the harmful use of alcohol
- Continue research to further define excessive drinking and identify best practices treatments.
- Activate religious communities to help promote responsibility and ensure help is available for those in need

Key Quotes:

- *“Education that is focused on harm reduction and based on responsible consumption messages rather than health terrorism or fear tactics can be powerful.”*



- *"I feel that education has to take an inclusive approach. There is little evidence a 'fear-based' approach of showing very negative consequences of alcohol use actually works. People dismiss these very extreme consequences as being unlikely to happen to them – and, in fact, they are correct."*
- *"Could money be a motivator? Is it effective to say to clubs that the fewer people they have getting very drunk, the less money they will have to spend on cleaning and door security?"*
- *"Taxation does appear to be effective, but in my view it is an unequal way of reducing alcohol use as it disproportionately affects people in different socioeconomic groups."*
- *"I would challenge stakeholders (beverage industry, government agencies, and educational institutions) to be more specific when defining 'responsible use.'"*



How the Forum Worked

The Well-being and Responsibility Forum was an invitation-only event. More than 360 stakeholders registered for the event with 240 participants from 15 countries on the day. Two moderators from GlobeScan led the discussions that featured 25 expert contributors.

Forum discussions were held across a total of six hours, split across a morning and an afternoon session in order to accommodate participants in the widest possible range of time zones. Discussions were held simultaneously in two virtual “solution” rooms with questions being posed to participants in each 90-minute discussion. Contributors from AB InBev, including CEO Carlos Brito, helped drive the discussions towards specific solutions.

A total of 1,340 comments were posted over the six hours of the Forum – more than three posts every minute, or a post every 16 seconds on average throughout the Forum. The Forum website, <http://responsibilityforum.ab-inbev.com>, had received a total of 2,915 unique page views at the time of the writing of this report.

About Anheuser-Busch InBev

Anheuser-Busch InBev is a publicly traded company (Euronext: ABI) based in Leuven, Belgium, with American Depositary Receipts on the New York Stock Exchange (NYSE: BUD). It is the leading global brewer, one of the world’s top five consumer products companies and recognized as first in the beverage industry on FORTUNE Magazine’s “World’s Most Admired” companies list. Beer, the original social network, has been bringing people together for thousands of years and our portfolio of well over 200 beer brands continues to forge strong connections with consumers. We invest the majority of our brand-building resources on our Focus Brands - those with the greatest growth potential such as global brands Budweiser®, Corona®, Stella Artois® and Beck’s®, alongside Leffe®, Hoegaarden®, Bud Light®, Skol®, Brahma®, Antarctica®, Quilmes®, Michelob Ultra®, Harbin®, Sedrin®, Klinskoye®, Sibirskaia Korona®, Chernigivske®, Hasseröder® and Jupiler®. Anheuser-Busch InBev’s dedication to heritage and quality originates from the Den Hoorn brewery in Leuven, Belgium dating back to 1366 and the pioneering spirit of the Anheuser & Co brewery, with origins in St. Louis, USA since 1852. Geographically diversified with a balanced exposure to developed and developing markets, Anheuser Busch InBev leverages the collective strengths of its approximately 150,000 employees based in 24 countries worldwide. In 2012, AB InBev realized 39.8 billion USD revenue. The company strives to be the Best Beer Company in a Better World. For more information, please visit: www.ab-inbev.com.



About GlobeScan

For 25 years, GlobeScan has helped clients measure and build value-generating relationships with their stakeholders, and to work collaboratively in delivering a sustainable and equitable future.

Uniquely placed at the nexus of reputation, brand and sustainability, GlobeScan partners with clients to build trust, drive engagement and inspire innovation within, around and beyond their organizations.

www.globescan.com

