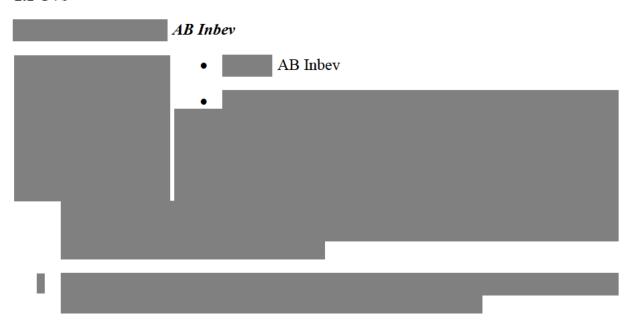
Line to Take

- The current food system is broken, that our current way of consumption and production is not sustainable, and that R&I needs to step-up to futureproof it. Examples of systemic issues: the food system represents 25% of EU final energy consumption and 30% of GHGs; 2 in 10 Europeans are obese; 50% of freshwater is used for agriculture.
- State that this is why you proposed to double the budget for the cluster 'Food and natural resources' under Horizon Europe;
- Express your interest in AB Inbev's sustainability programme, which deals with smart agriculture, water stewardship, circular packaging and climate action; and in their Open Innovation program, and tech incubator.
- Stress that collaboration is key, and that the FOOD 2030 R&I framework is intended to engage and align between stakeholders, citizens, academia and policy makers; State that you believe that in this context the private and public sector need to find areas to collaborate on pre-competitive R&I, for mutual benefit, and with a view to restoring citizen's trust in the food system;
- Explain that Horizon Europe will incorporate policy missions with clearly defined targets; an R&I for food and nutrition will be increased post-2020;
- Invite AB Inbev to engage with your service on the role private companies can play in future proofing food systems.

2. BACKGROUND NOTES

2.1 CVs



2.2 AB Inbev

Anheuser-Busch InBev SA/NV (abbreviated as AB InBev) is a multinational drink and brewing holdings company based in Leuven, Belgium. It is the world's largest brewer and is considered one of the largest fast-moving consumer goods companies in the world. The annual sales for the company in 2017 were US\$56.4 billion. The company is expected to have a 28 percent market share of global volume beer sales in 2017. It has approximately 500 beer brands in over 100 countries. AB InBev was formed through InBev (itself a merger between Interbrew from Belgium and AmBev from Brazil) acquiring Anheuser-Busch and SABMiller. Anheuser-Busch InBev SA/NV is a publicly listed company. They employ more than 180,000 people.

2.3 Research and innovation at AB Inbev

AB Inbev has dedicated **research labs and technology centres** across the to allow them to stay ahead of the curve. Their Global Innovation and Technology Centre (Leuven, Belgium) partners across their company, innovating alongside our packaging, product and process development teams.

In addition, AB Inbev are scaling their existing capabilities in **data**, **analytics**, **automation** and AI, and exploring emerging technologies such as blockchain and VR. These new capabilities provide them with unprecedented insight into the needs of their consumers and customers, helping them to create new occasions and experiences, and supporting the growth of the beer category.

Innovation touches drives many facets of their business: commercial strategy, supply chain, people team processes and recruitment, and also helps them to **build a sustainable business to improve lives in communities** around the world. Recently they launched a **tech incubator**, and launched an **open innovation program** (called "Hack the World") aimed at fostering an innovation community around the globe.

AB Inbev is **not part of the EIT Food consortium**.