

**Meeting with** [REDACTED] **AB Inbev**

**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 futureproofing food systems.

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