



# Sustainability Report

## 2019

INTERNATIONAL  
BREWERIES PLC.

A proud part of the **ABInBev** family



**Driving Sustainability  
for a Better World**

# Quality Brands for all Occasions



SUSTAINABILITY REPORT 2019

# Driving Sustainability for a Better World

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T

Z  
E

W  
H

F  
E

Z  
O

O  
C

05

09

22

27

32

## INTRODUCTION TO OUR MAIDEN SUSTAINABILITY REPORT

- Who We Are
  - Our vision
  - Our mission
  - Our values
  - Our dream

## 2019 PERFORMANCE HIGHLIGHTS

- Awards and recognitions
- Words from Our Chairman
- Our CEO's Statement
- The Sustainability Team

## RESPONSIBLE BUSINESS

- Integrity is Our Watchword
- Anti-corruption and Compliance Policy
- Whistleblowing and Ethics
- Managing Business Risk
- Promoting Sustainable Procurement

## OUR 2025 SUSTAINABILITY STRATEGY AND 2019 PROGRESS

- Our Global Sustainability Pillars
  - Smart agriculture
  - Water stewardship
  - Circular packaging
  - Climate action
  - Responsible drinking

## OUR SUSTAINABILITY STORY – REPORTING WHAT IS IMPORTANT

- Progressing with Our Stakeholders
- Material issues to Our Business and Stakeholders
  - Identification
  - Prioritisation
  - Validation
- Material Topics Assessment
  - Identified material topics



# 41

## OUR CONSCIOUSNESS FOR OUR WORLD

- Water is Life
- Improving Our Environment
- Environmental Progress
- Energy Management and Efficiency
- Reducing Carbon Emissions
- Promoting Zero Waste
- Sourcing sustainably
- A Firm Driver of the Economy
  - Improved route to market
  - Responsible marketing
- Engaged and Happy People
  - Advancing people wellbeing
  - Improving workplace safety
  - Fostering employee wellness
  - Employee volunteering
  - Learning and development
  - An inclusive and diversified workforce
- Enabling Quality and Healthy Products
- Promoting Responsible Drinking
- Our Corporate Social Investments: The IB Foundation
  - Kickstart Entrepreneurship Programme
  - Educating with pride
  - Health is wealth
  - Supporting infrastructural development
  - Empowered communities

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**76 GRI CONTENT INDEX**

**78 ABBREVIATIONS**

**79 LIST OF FIGURES**

**79 LIST OF TABLES**



# NOURISHMENT — just — GOT BETA



THE ONLY WAY IS UP

# INTRODUCTION TO OUR MAIDEN SUSTAINABILITY REPORT

## Inside this section

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### Who We Are

- Our vision
- Our mission
- Our values
- Our dream

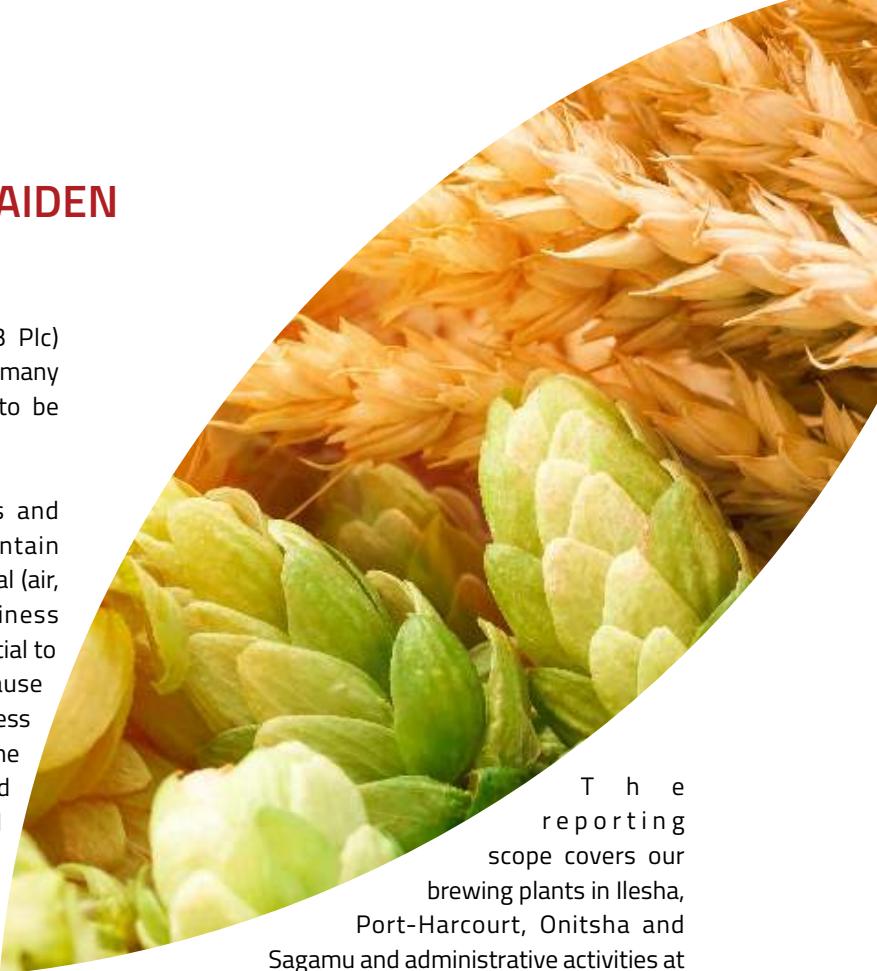
## INTRODUCTION TO OUR MAIDEN SUSTAINABILITY REPORT

Welcome to International Breweries Plc's (IB Plc) Sustainability Report 2019. This marks the first of many progressively impactful sustainability reports to be issued by IB Plc.

Sustainability is the efficient use of assets and resources to improve human welfare, maintain business profitability, and preserve natural capital (air, water, land, minerals, etc.) to ensure business continuity. The concept of sustainability is essential to the long-term prosperity of businesses because sustainability principles serve to maximise business opportunities, while consciously minimising the negative impacts of business operations and activities on the environment, the economy, and the communities where businesses operate.

This report essentially highlights our challenges and opportunities and the progress we made in 2019 on our most material sustainability in alignment with our global 2025 sustainability strategy and communicates our impacts – positive /negative and ultimately, contributions to sustainable development. Our report and progress made in 2019 is a demonstration of our commitment to ensuring that our business has positive effects on the economy, society and the environment, whilst driving business longevity.

This Report is a Global Reporting Initiative (GRI) Referenced Report and aligns with the requirements of other international guidance and framework on sustainability such as the United Nations Global Compact (UNGC) and the United Nations Sustainable Development Goals (UN-SDGs). As a forward-moving business, we hope to produce a GRI in accordance core report and assurance for our 2020 report.



The reporting scope covers our brewing plants in Ilesha, Port-Harcourt, Onitsha and Sagamu and administrative activities at our corporate head office in Lagos. Data and metrics included in this report cover our activities and performance in the fiscal year from January 1 to December 31, 2019.

We welcome feedback on our strategy and commitments to sustainability. If you have questions or comments on any information contained in this report, please contact:

**Temitope Oguntokun (Mrs)**  
**Director**  
**Legal and Corporate Affairs**  
**International Breweries Plc**  
**22/36 Glover Road**  
**Ikoyi, Lagos**

**“ Sustainability is the efficient use of assets and resources to improve human welfare, maintain business profitability, and preserve natural capital (air, water, land, minerals, etc.) to ensure business continuity. ”**

## Who We Are

 International Breweries Plc – a proud part of the world's largest brewer, Anheuser-Busch InBev (ABInBev) – was incorporated in December 1971 and listed on the floor of the Nigerian Stock Exchange in April 1995. The principal activities of the Company are brewing, packaging and marketing of alcoholic and non-alcoholic beverages and soft drinks.

Between 2008 and 2012, we entered several alliances which brought significant investments that transformed the company and provided us with a solid foundation for growth. Starting with just two brands – Trophy Lager and Betamalt – the Company has since 2010, introduced Grand Malt, Trophy Stout, Hero Lager, Castle Milk Stout, Castle Lite, Redds, Eagle Lager, Eagle Stout and most recently, our premium brand, Budweiser.

In 2017, the Company through a scheme of mergers, coalesced with Intafact Beverages Limited and Pabod Breweries Limited to optimise efficiency, leverage on economies of scale and enhance value creation. Our corporate head office is situated in Lagos with four production facilities located in Ilesa, Port Harcourt, Onitsha and Gateway in Ogun State. We have depots in six different locations across Nigeria to facilitate redistribution, including Ibadan, Lagos, Makurdi, Abuja, Benin, and Ilorin.

### Our dream: Bringing people together for a better world

Our Dream-People-Culture (DPC) platform is a unique strength of our company and guides our performance. The essence of our culture is embodied in Ten Guiding Principles. Our Ten Guiding Principles are a broad philosophy that encompasses our personal beliefs and values and guide us throughout our business activities in all circumstances, irrespective of changes in our goals, strategies and type of work. Through these principles, we have created a culture where everyone understands what is important at any given time.

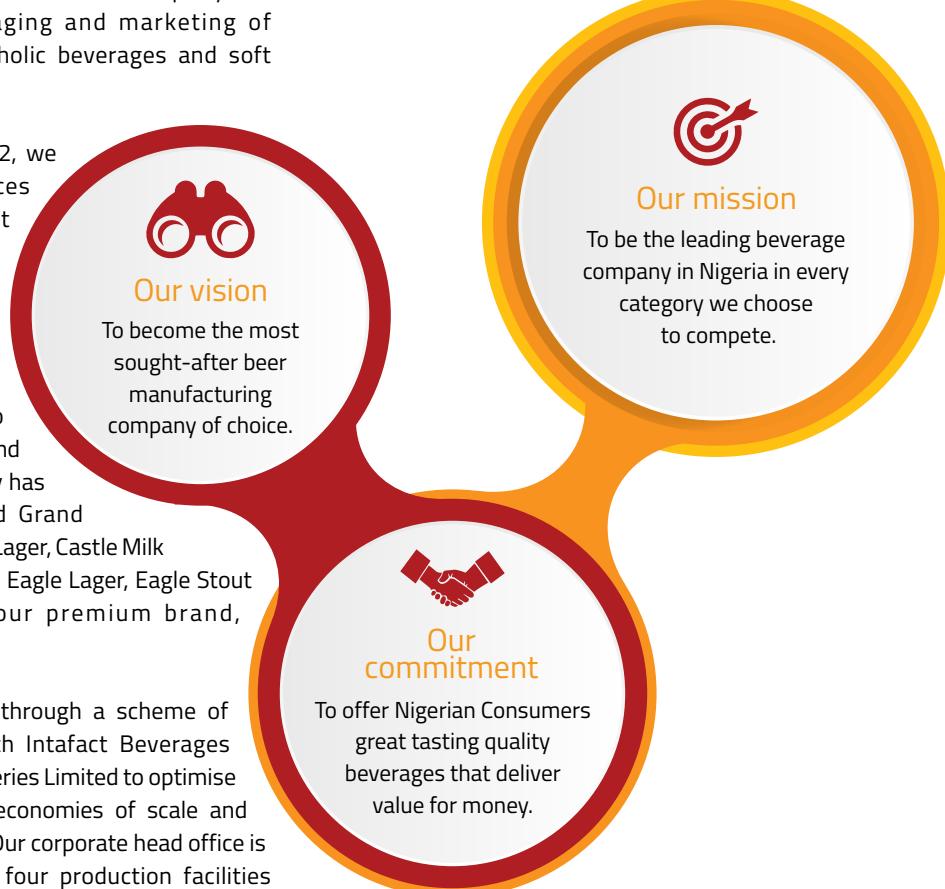


Fig. 1: Who we are

“The principal activities of the Company are brewing, packaging and marketing of alcoholic and non-alcoholic beverages and soft drinks.”



# ABInBev

# OUR

# 10

## PRINCIPLES

# DREAM

# PEOPLE

# CULTURE

- 
- DREAM 01**

We dream big. We are building a profitable, growth company.
  - PEOPLE 02**

Our greatest strength is our people. Great people grow at the pace of their talents and are rewarded accordingly. Great people deliver and transform.
  - 03**

We recruit, develop and retain people who can be better than ourselves. We are measured by the quality and diversity of our teams.
  - CULTURE 04**

We are a company of owners. Owners take results personally and lead by example.
  - 05**

We are never completely satisfied with our results. We embrace change, take smart risks and learn from our mistakes.
  - 06**

The consumer is our boss. We go where consumers go, because that is where growth is.
  - 07**

We strive to be the best at serving and partnering with our customers, who are the gateway to our consumers.
  - 08**

We believe in common sense and simplicity. We operate with excellence and efficiency in all we do, always having our customers and consumers in mind.
  - 09**

We manage our cost tightly to free up resources that will support profitable top line growth.
  - 10**

We never take shortcuts, integrity, hard work, quality and responsibility are key to building our company and our reputation.

Fig. 2: Our 10 Principles

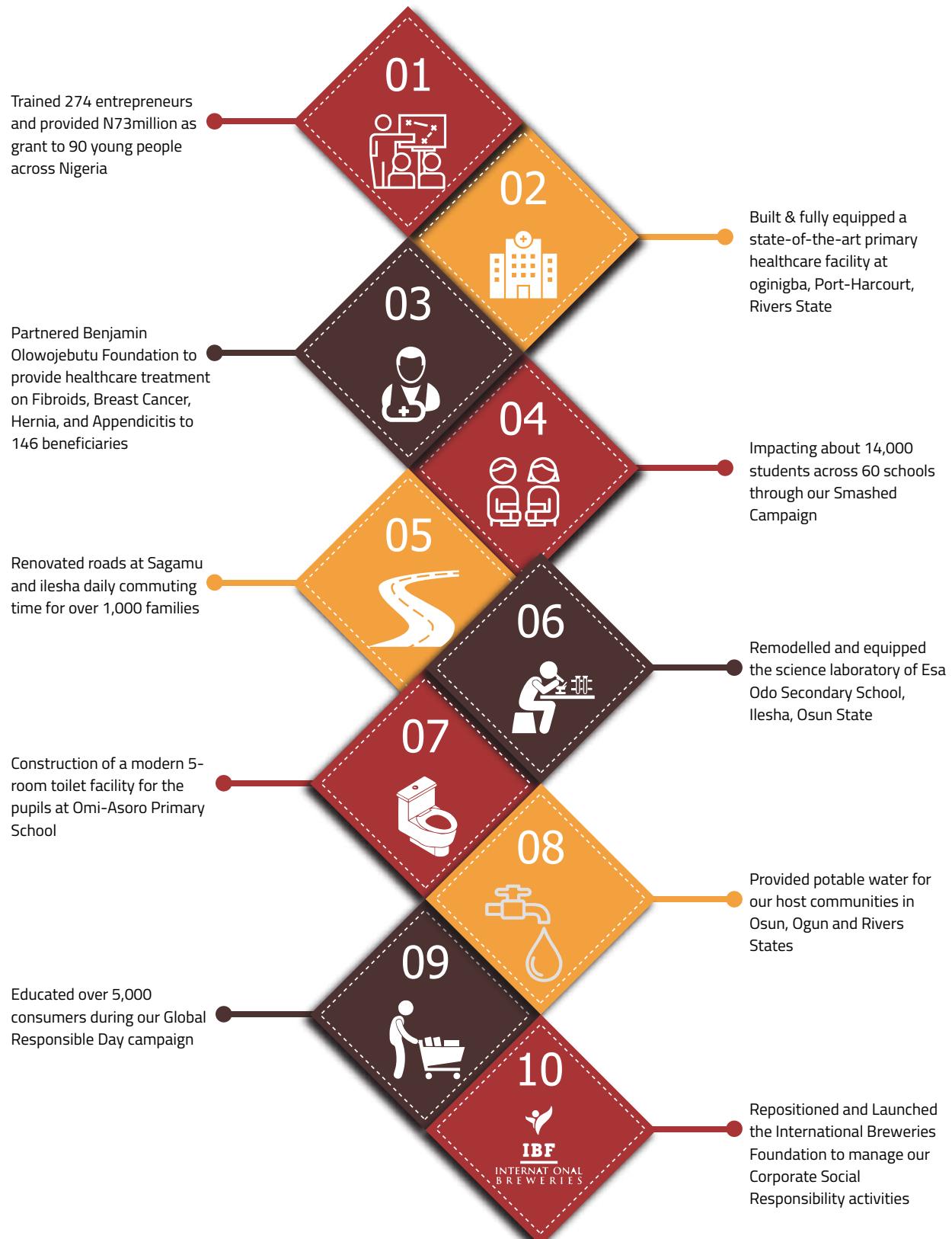
# INTRODUCTION

## Inside this section

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- 2019 Performance Highlights
- Awards and Recognition
- Words from Our Chairman
- Our CEO's Statement
- The Sustainability Team

## Social Investment Performance



## Sustainability Performance (2025 Global Goals)



01

### SMART AGRICULTURE

- Supplied valuable and uncontaminated by-products such as spent grains to community members at significantly reduced prices to reduce cost of animal farming
- Supporting rural agriculture through provision of water via community irrigation project



### WATER STEWARDSHIP

- Reduced water usage and optimising wastewater treatment
- Introduced water saver for brewing and packaging process
- Protected shared water resources
- Raised awareness for the sustainable use of water
- Cleared riverbanks to enhance ease of access to water,
- Supported our communities with access to clean water
- Achieved significant improvement towards reaching our water consumption target



02

### CIRCULAR PACKAGING

- Achieved a 7.5% increase in recycling efforts from the previous year, amounting up to 90.54% of total materials recycled in 2019
- Began a recycler packaging initiative to achieve complete recyclable or reusable packaging
- Sourced over 80% of all our raw and packaging materials locally



### CLIMATE ACTIONS

- Installed a 150KWP Grid Tied Solar Power System with a daily average capacity of 2,400 kw/day to support our climate action goal at Gateway Sagamu Brewery, making us first fully powered plant in Nigeria
- Operates 100% gas-powered forklift at the Gateway Brewery, Ogun State.
- Installation of energy saving light bulbs
- Championed the first fully solar-powered plant in Nigeria



03

### SMART DRINKING/RESPONSIBLE DRINKING

- Impacted over 5,000 people through our Global Beer Responsible Campaign
- Impacted about 14,000 students across approximately 60 schools through the Smashed Campaign targeted at under-aged drinking
- Partnership with Federal Road Safety Corps on road safety programmes to impact over 8million people

# AWARDS AND RECOGNITION

Our dream of bringing people together for a better world, which guides all we do, is helping us to make impacts that matter. In this regard, we are honoured to be the recipient of numerous local and international awards and recognitions in 2019. These awards and recognitions are testament to our performance, leadership, and impacts and convey a resounding message of our contributions to the Sustainable Development Goals (SDGs) Agenda 2030.

## SERAS CSR Awards - Best Company in Provision of Clean and Affordable Energy

IB Plc emerged the *Best Company in the Provision of Clean and Affordable Energy* at the 13th SERAS CSR Awards Africa 2019, making us the first recipient of this award category. The company achieved this feat via its Gateway Brewery, which is the first green brewery in Nigeria.

The SERAS CSR Awards initiative is a prestigious corporate and social responsibility and sustainability recognition platform that aims to lead the drive towards the actualisation of the UN SDGs in Africa by promoting the contributions of private sector, governments and non-governmental organisations (NGOs) towards achieving the SDGs.



The SERAS Awards that was won by IB Plc. in 2019



Some of our leaders at the 2019 SERAS Awards Ceremony

## **2019 LAPRIGA Awards - Best Company in Environmental Sustainability**

We were recognised for our Innovation and Excellence in Environmental Sustainability at the 2019 Lagos PR Industry Gala and Awards (LaPRIGA). The LaPRIGA is organised by the National Institute of Public Relations to recognise excellence and boost professionalism of practitioners, corporates and industry stakeholders.



Our Corporate Affairs Director receiving the award for Excellence and Innovation in Sustainability at the 2019 LAPRIGA Awards



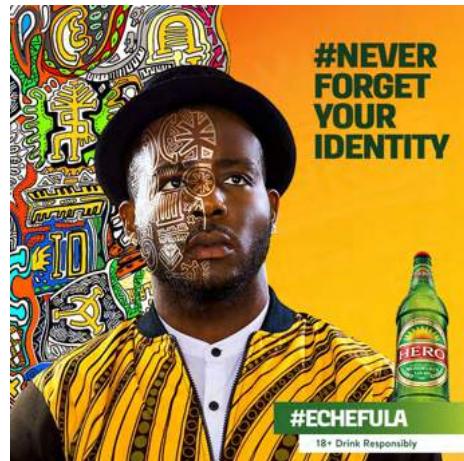
The IB Plc team at the 2019 Nigerian Legal Awards Ceremony

## **Nigerian Legal Awards 2019 – Manufacturing Legal Team of the Year**

Our legal team was recognised as the Manufacturing in-house team of the year at the 2019 Nigerian Legal Awards. The Nigerian Legal Awards event is hosted annual to recognise lawyers who have made notable contributions to the Nigerian economy.

## 2019 ADVAN Awards for Marketing Excellence – Marketing Creativity Award for the HERO Echefula Campaign

Our marketing team was awarded the Marketing Creativity Award for the Echefula Campaign at the 2019 Advertisers Association of Nigeria (ADVAN) Awards. The ADVAN Awards for Marketing Excellence is a platform set up to acknowledge and reward marketing professionals that have made outstanding contributions to the profession.



## 2019 Monde Selection: Gold Award

Our two flagship beer products: Hero and Trophy won the Gold award in the 2019 Monde Selection.

The Monde Selection is oldest quality institute and international body that evaluates, tests and awards consumer products with its unique quality label. Every year, the organisation receives 70 international experts to independently taste and test products from all over the world and grant Quality Awards to certify the quality of the products for consumers.





## BOARD AND MANAGEMENT COMMITMENT

Our Board of Directors play a strategic role in helping us live our vision of being a company of owners. Comprised of diverse, experienced, and qualified Directors with strong leadership credentials, our Board takes a well-tailored approach to decision-making that aims to improve our business and for the collective good of the environment and society.

The Board establishes corporate policies, sets strategic objectives and direction, and oversees management, which is responsible for our day-to-day business administration and operations. Through their function, the Board aims to foster the Company's long-term success and provides strategic direction to help us achieve meaningful results throughout our operations in Nigeria. The Board is guided by our Code of Business Conduct and

provides strategic direction for the Group's 2025 sustainability goals. The Board has a Risk and Sustainability Committee (RSC). RSC members review all significant policies, processes, and commitments, and receive frequent updates from the sustainability team on progress against key performance metrics.

The Board is aware of the new National Code on Corporate Governance (NCCG) and has begun the application of the 28 principles as enshrined in the Code. In fulfilment of the Security and Exchange Commission (SEC) Code and the National Code of Corporate Governance, the Company has appointed an Independent non-executive director.

The Board comprises of the chairman, six executive directors and seven non-executive directors.

**“ Our Board of Directors play a strategic role in helping us live our vision of being a company of owners. ”**



## Words from Our Chairman

“ Sustainability to us is about implementing meaningful change in our organisation, consciously supporting our communities, creating social change, pursuing environmental stewardship, and driving economic value.”

**Dear Stakeholders,**  
**Welcome to our maiden sustainability report.**

The Board's desire to ensure the creation of long-term stakeholder value that focuses on the ethical, social, environmental, cultural and economic dimensions of doing business, and to communicate IB Plc's impact – positive and negative – and contributions to sustainable development, has led us to the establishment of a sustainability committee, the implementation of a sustainable business strategy that supports our sustainability ethos, and the development of this sustainability report.

Sustainability to us is about implementing meaningful change in our organisation, consciously supporting our communities, creating social change, pursuing environmental stewardship, and driving economic value. It is also about helping our consumers be as healthy and productive as possible by offering quality, yet affordable products; the premise on which our 2025 Sustainability Goals were established.

Although we have long worked at embedding sustainability into our business strategy and delivered value across board, this is our first attempt at dissecting and communicating our sustainability efforts publicly. We believe that rigorously scrutinising our actions whilst openly communicating our wins and challenges, would demonstrate our commitment to driving ethical business and solving social and environmental problems that may arise from our business. As a business of mergers, our work is cut out to foster a unifying culture across the Group.

2019 came with a lot of uncertainties as it was an election year. And as it is with other countries around the world, Nigeria experienced a combination of economic and political challenges. Growth averaged at 2.01% for the first half of 2019, but despite this, domestic demand remained constrained by stagnated private consumption in the context of high inflation. Also, the increase in the demand for foreign exchange for importation, high energy cost, high cost of borrowing, frail consumer demand, scepticism by investors, logistic bottlenecks and high cost of importation continue to affect business performance in 2019.

2019 was another step forward in our company's transformation journey, however, as we recorded many successes; but also faced many challenges. Our flexibility, unique operating model, risk management approach, determination to innovatively look for solutions to our industry's biggest challenges, the successful review of wages and improvement in consumer confidence and

demand, and an increase in market penetration of our core brands enabled us to successfully scale through these challenges, leading to moderate business performance.

Seeing the progress that we have achieved following our merger and integration processes, I urge all our stakeholders to continue believing and supporting the dream of IB Plc. We have the mettle to become number one in this market and I strongly believe that our commitment and renewed strategies will define our business in the coming years. We know that the future is bright, and we believe in our ability to contribute to a more sustainable world by achieving the targets set in our 2025 Sustainability Goals.

I thank all our employees on behalf of the Board; you are our greatest asset, and your inspiration and energy are indispensable to making IB Plc thrive. Dreaming big is in our DNA and together, we firmly believe that with our commercial strategy, consumer loyalty, increasing geographic footprint, bent for inclusion and, most importantly, our strong pipeline of committed and talented people, we can deliver on the new phase of our objectives now and in the future.

This report signifies the public commencement of our journey towards a sustainable world and I hope that you are prepared to embark on this promising, yet challenging journey with us.

**HRM Nnaemeka Alfred Achebe MFR Mn  
Agbogidi  
Chairman of the Board  
International Breweries Plc**



## Our CEO's statement

“ Our commitment to diversity is reflected in every facet of IB Plc and makes us the First West African company within the AB InBev group to employ female forklift ”

I am delighted, on behalf of International Breweries Plc, to share with the world, our first sustainability report that showcases our impacts and contributions towards advancing sustainable development in Nigeria in 2019. Our success in 2019 was hinged upon our strong business model, vision to be the most sought-after beer manufacturing company of choice, core values, leadership and our dream of bringing people together for a better world. We delivered great results, improved our margins from previous years, improved our relationship with stakeholders and increased our impact, and consolidated our presence as a leading beverage company in Nigeria.



## The Sustainability Team

In partnership with the Board of Directors and Executive Leadership Team at Africa zone and country level, our sustainability team directs the design, development, execution and continuous improvement of our sustainability goals and initiatives. The team comprises of leaders in various departments and functions and across the organisation in Nigeria and supported by the Africa zone.

The sustainability team engages with key stakeholders regularly, including employees, consumers, communities, regulators, distributors, shareholders/investors, and vendors/contractors across our facilities and head office to understand and establish their interests and concerns and seek ways to harmonize and align stakeholders' concerns with the Company's interest.

In 2019, the sustainability team can be credited with promoting well-being of employees, customers, communities, and other stakeholders, and supported environmental conservation through promoting sustainable sourcing practices.

The 2019 IB Plc Sustainability Team consists:

Andrew Whiting, Director, Corporate Affairs, Africa (excluding South Africa)  
Otunba Michael Daramola, Director, Legal & Corporate Affairs, Nigeria  
Temitope Oguntokun, Country Lead, Sustainability and Stakeholder Mgt.  
Eniola Alli-Faweya, Corporate Affairs Manager, Ilesha Brewery  
Marian Reginald-Ukwuoma, Corporate Affairs Manager, Port Harcourt Brewery  
Stella Sawyerr, Corporate Affairs Manager, Gateway Brewery  
Chuma Umunna, Corporate Affairs Manager, Onitsha Brewery

Function Support Team:

Florence Justus-Oni, Procurement  
Ramoni Emmanuel, Supply  
Kunle Niniola, People  
Muyiwa Ayojimi, Legal  
Alfred Obeten, Supply  
Olajumoke Okikiolu, Marketing  
Blessing Stephen-Dada, People  
Teresa Umekunne, Legal  
Adeyemi Adetoye, Legal

I believe we have a critical role as a responsible business to contribute positively towards improving our planet, our people and ensuring prosperity for all. As a proud part of the ABInBev Group, IB Plc is aware of the enormous global challenges facing the world, ranging from climate change and resource scarcity to inequality and malnutrition. This was why, following the Group's release of the 2025 Sustainability Goals in 2018, we were spurred to make tremendous progress in our sustainability targets.

The consumer is the heart of our business. Therefore, we are inspired to produce the best beverages that not only promote consumer wellbeing but that improve the quality of their lives. By acting on consumer trends, we apply our strategy in a manner that meets the diverse needs of our consumers and customers, thus enabling us to rapidly grow our business and expand the reach of our products, whilst promoting responsible drinking. Our responsible sourcing practice has contributed to improving not just the health of our consumers, but the environment where these valuable resources are sourced from.

We are trusted by our investors and shareholders to deliver strong financial returns and consistent performance. Through business innovation and our focus on capturing growth and building a sustainable future, we are committed to delivering long-term, sustainable benefits to our investors and shareholders. We experienced a revenue growth of N132,351,500 in 2019 through our different Plant Optimisation programmes and the dedication of our workforce.

The wellbeing and safety of our people is always our priority. Through our leadership commitment, we continue to improve our safety performance throughout our business operations. We strive to improve diversity and inclusion in all our facilities and across our team. We welcome diversity because our diverse workforce is our greatest strength, and we believe that diversity can contribute to solving complex problems more efficiently and creating opportunities for business growth, profitability, and sustainability. Our commitment to diversity is reflected in every facet of IB Plc and makes us

the First West African company within the AB InBev group to employ female forklift operators.

We are passionate about playing a positive role in society and in the communities where we operate, by driving growth and fostering the wellbeing of community people.

In 2019, we made significant progress on our sustainability goals and targets, including surpassing our targets for water use, waste management, packaging, and energy efficiency across our facilities. We hope to improve on our measurement systems to better capture our sustainability impact and numbers.

Our dream is to create a model company where everyone loves to work, that makes a real difference in the society through efficient use of natural resources, that promotes symbiotic relations with stakeholders and long-term planning. As a result, we will continue to improve our systems and overarching corporate strategy to reflect our commitment to sustainability in the coming years.

I wish to express immense gratitude to my colleagues, our customers, partners, suppliers and most importantly, our shareholders, for making 2019 a successful year. I look forward to our 2020 Sustainability Report with the strong assurance that together we can overcome our common challenges and deliver sustained growth for a better society.

**Hugo Dias Rocha**  
**Chief Executive Officer**  
**International Breweries Plc**

**“In 2019, we made significant progress on our sustainability goals and targets, including surpassing our targets for water use, waste management, packaging, and energy efficiency across our facilities.”**

Three men are standing in front of a blurred green stadium background. They are all wearing green shirts except for the man in the center who is wearing a white shirt. Each man is holding a green bottle of Trophy Honourable beer. The man on the left has a beard and is smiling. The man in the center is wearing round glasses and a gold chain, and is also smiling. The man on the right is also smiling. The overall theme is celebratory and patriotic.

# RAISE A TROPHY

## TO NAIJA'S HONOUR

Brewed with Honour



Drink Responsibly. Not for Sale to Person Under the Age of 18.

# RESPONSIBLE BUSINESS

## Inside this section

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- Responsible Business
- Integrity is Our Watchword
- Anti-corruption and Compliance Policy
- Whistleblowing and Ethics
- Managing Business Risk
- Promoting Sustainable Procurement

## RESPONSIBLE BUSINESS

### Integrity is Our Watchword

At IBPlc, we conduct our business ethically and transparently. Our values and the Principles enshrined in our Code of Business Conduct (Code) guide our interactions with employees, consumers and customers. Guided by the Code and our Policies, the Group, Zone and Business Unit leadership consistently ensure that we conduct business in an ethical manner.

Our code sets out high ethical standards for all our employees, and forms part of the wider programme of policies and procedures throughout the Company. All our employees are trained on the Code and are required to uphold it by conducting business in a fair, ethical manner and within the framework of applicable laws and regulations. We organise mandatory training on the Code for new employees complete this training as part of their onboarding.

All employees are required to certify their understanding of the training and agreement to abide by the codes principles.

At change of control, we adopted AB InBev's Global Code of Business Conduct (GCBC) which forms the foundation of our corporate policies and procedures.

### Whistleblowing and Ethics

Our commitment to high ethical standards and integrity is further demonstrated in our robust whistleblowing

system which enables employees and other related parties to report unethical behaviours and activities that may affect the Company. This system is hosted and managed by KPMG, an independent organisation, for the purpose of confidentiality, safety, and the security of whistleblowers.

All reports are thoroughly investigated to establish veracity of the reported activities. In all cases, the Company reviews reports made with a view to identify any improvement actions that may be required.

To further demonstrate our commitment to ethical practices, the Global Risk Management team conducts proactive reviews of our processes, identifies gap areas and implement robust actions to close those gaps. We also have a team of forensic investigators responsible for conducting all internal investigations that come through the whistleblowing channels.

### Anti-corruption Policy

Our Anti-corruption policy stipulates a zero tolerance for bribery and corrupt conduct in any form. Requesting, soliciting, agreeing to receive, or accepting a bribe, kickback, influence payment, or any other improper or unlawful indictment, benefit or advantage is prohibited in IB PLC.

On a quarterly basis, the Zone Compliance Committee (ZCC) reviews all cases that were logged on the platform with particular focus on cases that involved senior managers. Mitigation



“All our employees are trained on the code and are required to uphold it by conducting business in a fair, ethical manner and within the framework of applicable laws and regulations.”

actions are decided, implemented, and tracked till completion.

All our operations are assessed for corruption risks. All our operations, investments are assessed for corruption risks. The assessment guides our activities. Communication and training on anti-corruption policies and procedures have been conducted for all our board members, employees, touch-point vendors and new employees.

There were three cases of discrimination that were

officially reported during the period under review. Other reports were through informal channels. Management worked with the parties involved and ensured that the matters were resolved satisfactorily. All construction and brand promotion activities have been subjected to human rights reviews as well as human rights audits.

Due diligence is conducted on all our touch-point vendors for corruption risk purposes. Our general vendor onboarding process is in line with our Global responsible sourcing policy.



## Managing Business Risk

Risk management is an integral part of doing business and is supported by governance at IB Plc. Our Senior Directors and Board executives have expertise in risk advisory and management. Our approach to risk management ensures that we identify and address the risks that we encounter in the course of working to achieve our business goals. Effective management of our risks increases the likelihood of achieving our business strategies and ensures that management decision is made in line with our risk appetite.

The Board oversees and assesses effectiveness of our risk management approach while the executive management assists the Board with mitigating, monitoring, and reviewing our risk culture. Risk management is part of our executive conversations and is embedded in our processes; it benefits our decision-making, and is essential to creating and preserving long-term value for our stakeholders.

Details of our exposure to price risk, credit risk, liquidity risk and cash flow risk are contained in our annual report (note four of our financial statement).

## Promoting Sustainable Procurement

Sustainability is at the heart of our business at IB Plc. We promote sustainable procurement practices by integrating social, ethical, and environmental performance factors into the process of selecting our suppliers. We work with suppliers that demonstrate strong commitment to sustainability and help us to achieve our sustainability goals. Our target is to fully localise



our raw and packaging materials.

We understand that building relationships with our suppliers is critical to creating a resilient supply chain made up of the appropriate mix between small, medium and large suppliers that are necessary to contribute towards our sustainability goals and ensure profitability and business success. We uphold our principles of fair working conditions, environmental protection, and ethical conduct and communicate same to our suppliers.

To further our sustainability agenda, we organise monthly/quarterly business reviews with our key suppliers to ensure that they continuously provide us with access to high-quality raw materials and support our effort to deliver innovative, high-quality products and services to our consumers. This is also to ensure that our business objectives are met, and the relationship is headed in the right direction.

Guided by our mandate to deliver on our 2025 sustainability agenda, our sustainable procurement practices have enabled us to cut cost, increase value, reduce waste, improve competitiveness and build a lasting business reputation. Our primary goal year-on-year is to reduce cost and increase value and we achieve this goal by managing our costs tightly, to free up resources that will support sustainable and profitable top line growth.

“Sustainability is at the heart of our business at IB Plc. We promote sustainable procurement practices by integrating social, ethical, and environmental performance factors into the process of selecting our suppliers.”



...enrich your uniqueness

# OUR 2025 SUSTAINABILITY STRATEGY ALIGNS WITH THE UN SDGs



## OUR 2025 SUSTAINABILITY STRATEGY AND 2019 PROGRESS

At IB Plc, we have embedded sustainability in our corporate strategy in order to reduce risk, increase operational efficiency, and enhance product development in a manner that maximises value for our business, while working in harmony with our communities and the environment. Our

commitment to a zero-emission production line in our breweries is a demonstration of the possibility of a circular model in manufacturing, the viability of a green economy in Nigeria, and the rise of environmental responsible companies in Africa.



Our 2025 sustainability strategy also aligns with the Nigerian Stock Exchange Sustainability Disclosure Guidelines (NSE-SDGs) and Nigeria's sustainable development agenda through the building of resilient supply chains, supporting healthy and productive communities and fostering a healthy environment.

Because we are committed to building a company that will improve our society, the environment and last for the next

100+ years, we have made sustainability a core part of our operations and activities by introducing our most ambitious, yet measurable goals that will have positive impact on our business, the environment, and our communities – our 2025 Sustainability Goals – **Smart Agriculture, Water Stewardship, Circular Packaging, Climate Action and Responsible Drinking.**

**“At IB Plc, we have embedded sustainability in our corporate strategy in order to reduce risk, increase operational efficiency, and enhance product development in a manner that maximises value for our business.”**

## Our Global Sustainability Pillars



### Smart Agriculture

Our Goal: By 2025, 100% of our direct farmers will be skilled, connected, and financially empowered.

As part of a global brewer, we depend on high-quality crops to brew our beers. That is why we support the livelihoods of farming communities to grow natural ingredients that allow us to brew the best beers.

By supporting our direct farmers to be skilled, connected and financially empowered, we are helping them improve their productivity, profitability, and efficient use of natural resources, such as soil and water. We believe research, knowledge, technology, and financing are the key to transforming agriculture at scale. We leverage this to advance agricultural development and measure our impact through yields, resource-efficiency, soil health, and smallholder incomes.



**Through our sustainability commitment and goals, we completed an irrigation project that supplies treated water to farmers at our Ilesha Brewery. This has greatly improved the farmer's yield.**



### Water Stewardship

Our Goal: BY 2025, 100% of our communities in high-stress areas will have measurably improved water availability and quality.

Water is a key ingredient in our products and a critical resource for the economic, social, and environmental well-being of our communities. Our goal is to ensure water access and quality for both our communities and breweries. To achieve a secure water access for us and our communities, we have made significant investment to improve water use, as well as treat and reuse wastewater in all our breweries at IB Plc.



### Circular packaging

Our Goal: By 2025, 100% of our products will be in packaging that is returnable or made from majority recycled content.

We are aware that responsibility for our product goes far beyond the last sip. Hence, our commitment to driving sustainable packaging is demonstrated by constantly looking out for ways to increase the volume of recycled material, to increase recycling rates through the recovery and reuse of materials, reduce the amount of material we use in our packaging, and educate consumers as a means of creating awareness on the importance of recycling.



### Climate action

Our Goal: By 2025, 100% of our purchased electricity will be from renewable sources and we will have a 25% reduction in CO2 emissions across our value chain.



### Responsible drinking

Our Goal: By 2025, 20% of our products will be made up of low or no-alcohol beer.

We understand that our ability to produce our products depend on a healthy, natural environment, as well as on thriving communities. That is why we are striving for a world where natural resources are preserved for the future. In our commitment to championing low carbon technology in Nigeria, we have introduced renewable electricity use, brewing efficiency, green logistics programme and innovation.

**Through our 2025 sustainability goals we are contributing to the global sustainable development agenda while building resilient supply chains, productive communities, and a healthier environment. Also, a significant part of our Gateway Brewery is powered by solar energy.**

**In 2019, we planted 38 trees amounting to 0.912 tons of Co2 and reduced our emissions through improved efficiency in our operations.**

The World Health Organisation (WHO) has set a target to reduce the harmful use of alcohol worldwide by 10% by 2025. Also, the harmful use of alcohol remains an issue of significant concern to us because negative drinking culture remains a complex social problem that can have detrimental effects for individuals, their families, and the society. We believe alcohol, when consumed in moderation, can be part of a well-balanced lifestyle. While the issues and causes are complex, we are encouraging and supporting a healthier drinking culture and lifestyle.

At IB Plc, we are committed to eliminating irresponsible drinking through our packaging, marketing, sponsorships, partnerships, and campaigns designed to educate our stakeholders and the public on the harm caused by alcohol abuse, thereby contributing to a positive drinking culture and lifestyle that ensure our products are enjoyed in a moderate and responsible way.

**In 2019, we embarked on responsible drinking campaigns tagged 'I Commit' and various partnerships with Federal Road Safety Corps (FRSC) and underage drinking programmes under the Beer Sector Group (BSG) to promote responsible drinking.**

**“ As part of a global brewer, we depend on high-quality crops to brew our beers. That is why we support the livelihoods of farming communities to grow natural ingredients that allow us to brew the best beers. ”**

# **CASTLE LITE**

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# **MADE FOR EXTRA COLD**

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## **NEW TECHNOLOGY**

**ICE-PROOF  
LABEL**



**UNLOCK EXTRA COLD REFRESHMENT**



**Not for Sale to Persons Under the Age of 18.**

# OUR SUSTAINABILITY STORY – REPORTING WHAT IS IMPORTANT

## Inside this section

**Progressing with Our Stakeholders**

**Material issues to Our Business and Stakeholders**

Identification

Prioritisation

Validation

**Material Topics Assessment**

**Identified Material Topics**

# OUR SUSTAINABILITY STORY – REPORTING WHAT IS IMPORTANT

## Progressing with Our Stakeholders

Stakeholder engagement opportunities enable us prioritise areas of interest to us and our key stakeholders and inform our commitment and approach to sustainability. In our bid to foster mutually beneficial

relationships with our key stakeholders and position our business to respond to the concerns and interest of our stakeholders, we had direct/indirect, open and constructive dialogue with our key stakeholders.



For the purpose of this Report, we identified topics that are specific to our sector and engaged our stakeholders to foster understanding and alignment where possible, as well as in order to get their input across identified topics.

These engagements allowed us to identify and carefully consider the environmental, economic, and social issues that are of greatest concern to our stakeholders and that could have significant impact on the long-term success of our business. The results of our engagements highlighted areas of opportunity for us to improve our performance.

“For the purpose of this report, we identified topics that are specific to our sector and engaged our stakeholders to foster understanding and alignment where possible, as well as in order to get their input across identified topics.”



## Material Issues to Our Business and Stakeholders

Our primary focus is to publicly report on topics that are priority for both our business and our key stakeholders.

Our list of GRI Standards material topics represents the matters that we plan to manage, measure, and report on. These are the sustainability-related topics that we believe are currently the most relevant not only to IB Plc, but also to our stakeholders.

In 2017, AB InBev conducted a materiality assessment to drive our global sustainability strategy and goal setting. The

assessment allowed us to identify and carefully consider the environmental, economic, and social issues that are of greatest concern to our stakeholders and could have an impact on the long-term success of our business.

The result of this assessment was updated in 2019 through a stakeholder engagement exercise held for a variety of our stakeholders across our four plants – Gateway, Ilesha, Onitsha and Port-Harcourt and our head office in Lagos to identify our material issues.

“Our list of GRI Standards material topics represents the matters that we plan to manage, measure, and report on. These are the sustainability-related topics that we believe are currently the most relevant not only to IB Plc, but also to our stakeholders.”



Fig. 5: Materiality 3-step process

## Identification

We identified 35 industry-specific and other sustainability topics for prioritisation, based on industry research, a benchmarking analysis of peers and competitors globally and locally, and stakeholders' input.

## Prioritisation

We prioritised the 35 identified topics based on feedback from key internal and external stakeholders through townhall meetings, interviews, surveys, and review of source materials. We went deeper to interview knowledgeable internal and external stakeholders to

gather their diverse insights into topics where our operations and activities have significant impact and topics that influence stakeholders' view of IB Plc.

## Validation

After analysing stakeholder input, we narrowed the list of 35 topics for prioritisation to 10 topics which are specific to our business. We validated the results during a workshop with members of our Sustainability, Corporate Affairs and Governance leadership teams before disseminating them more broadly.

The advertisement features two young men in a social setting. One man is smiling and holding a glass of beer, while the other is drinking from a can. A bald eagle is shown flying in the background. Two bottles of Eagle Extra Stout beer are displayed in the foreground. The main text reads "NOTHING BEATS THE TASTE OF HOME" in large, bold letters. Below it, a smaller line says "... savour the satisfying taste of home". At the bottom, there is a 18+ age restriction symbol and the text "FOR PEOPLE OVER THE AGE OF 18 ONLY" followed by the website "www.tapintoyourbeer.com".

**Eagle Extra Stout**  
7.5% ALC VOL  
Full Flavour • Full Strength

**NOTHING BEATS THE TASTE OF HOME**

... savour the satisfying taste of home

18+ FOR PEOPLE OVER THE AGE OF 18 ONLY  
www.tapintoyourbeer.com

Table 1: Stakeholder engagement grid

Stakeholder	Why we engage	Type of engagement	Frequency of engagements	Issues/Concerns raised	Our response/target
Employees	To understand and respond to the concerns of employees  To provide strategic direction and keep employees informed about our activities  To keep employees happy and productive	Town hall meetings  Training and capacity building  Email Intranet  Employee engagement surveys  Employee volunteering	Daily  Continuous  Ad hoc	Prompt response to issues raised  Improvements of welfare  Request for issuance of company's products to be extended to retirement	Our employees are our greatest assets and we are convinced that achieving success in our business begins with ensuring the growth and wellbeing of our people  In 2019, we provided diverse platforms to build the capacity of our employees, including training, one-on-one sessions, and an environment conducive for growth  We recently upgraded our HMO package following feedback from our annual employee engagement survey  Our global management trainee programme has fast-tracked the careers of the brightest, most driven university graduates through a 10-month rotation that offers in-depth exposure to our business operations and global projects
Shareholders /Investors	To optimise shareholder/investor relations  To enable shareholders/investors express their concerns and gives us the opportunity to learn about shareholders/investors' priorities  To ensure that we secure their buy-in and support for our strategic plans	Shareholder surveys  Phone calls  Annual General Meeting	Quarterly	Requests by shareholders on dividend/bonus payments  Change in records on administration of Estate queries.	Working with our investor relations desk and the Company Registrar on sensitization and prompt response  Guidance notes to shareholder requests.  Hosting of investor relation calls to keep shareholders/investors abreast of the Company's activities.
Consumers/ Customers	To build and maintain customer loyalty  To identify, understand and respond to the concerns of our customers  To provide a high-quality customer experience	Customer surveys  Adverts on traditional and new media  Information on product label	Daily  Ongoing  Ad hoc	Product complaint  Timely delivery of products  Extension of credit facilities	There is an established consumer complaint framework- dedicated number with real time response to consumer. The Company takes its customers/consumers feedback seriously as consumer is king
Communities	To create partnership and mutually beneficial relationship  To identify areas of mutual benefits to us and our communities  To identify areas and opportunities to improve the socio-economics of communities and retain our license to operate  To ensure reduction of impact of our operations	Community surveys meetings  In-person and phone meetings  Emails and letters	Ongoing  Ad hoc	Creation of employment opportunities for youth  Creation of skills acquisition centres  Ensuring that community youth are shortlisted and that they benefit from Project Kickstart  Blockage of access roads by trucks and other vehicles  Resuscitation of the brand product known with old Pabod Brewery	We currently have an apprenticeship programme in one of our plants basically for technical skills acquisition, which has really impacted several community people, especially the youth, since 2013.  Our kickstart entrepreneurship initiative provided grants, training, and mentoring to 90 youths across Nigeria  We promote local content by employing indigenes and contractors/vendors from our host communities.  Social investment in our host communities

Regulators	To foster honest, transparent, and positive relationships with our regulators  To understand and address the concerns of our regulators  To provide adequate and timely feedback	Direct engagement In-person and phone meetings	Meetings Ad hoc	Continuous prompt payment of tax  Continuous compliance with policies and regulations	We continue to work on expediting tax remittances and are working on internal systems to drive compliance  Engagement and training sessions to understanding the workings of regulators. Continuous adherence to rules and regulations governing the smooth operation of the company
Vendors/ Contractors	To ensure timely supply of goods and services that are needed  To discuss possible support towards delivering efficient and quality products and services	Supplier guiding principles  Supplier surveys  Supplier audits  In-person and phone meetings	Daily Ad hoc	Improvement in the welfare of contract staff  Provision of health and safety equipment for contract staff  Prompt response to requests and complaints	Our contractors are an integral part of our business and we ensure the improvement of their welfare. In the recent contract reviews of labour contractors across our four breweries, the Terms and Conditions of their services were improved, thus  1. No contractor earns below the minimum wage. 2. Provision was made for them to be covered under the Employee Compensation Act (ECA) in cases of Injury at work. 3. Provision was made for Life Insurance cover Provision was made for pension. 4. Provision was made for pension.
Distributors	To understand and respond to challenges that have to do with product distribution  To provide support aimed at easing challenges associated with timely delivery of products	In-person and phone meetings	Daily Ad hoc Continuous	The deplorable state of roads  Demand by the Company to act as its agents during product distribution  Lost time occasioned by the poor state of the roads	IB Plc cannot unilaterally solve this issue and will continue to support government efforts at developed standard road networks

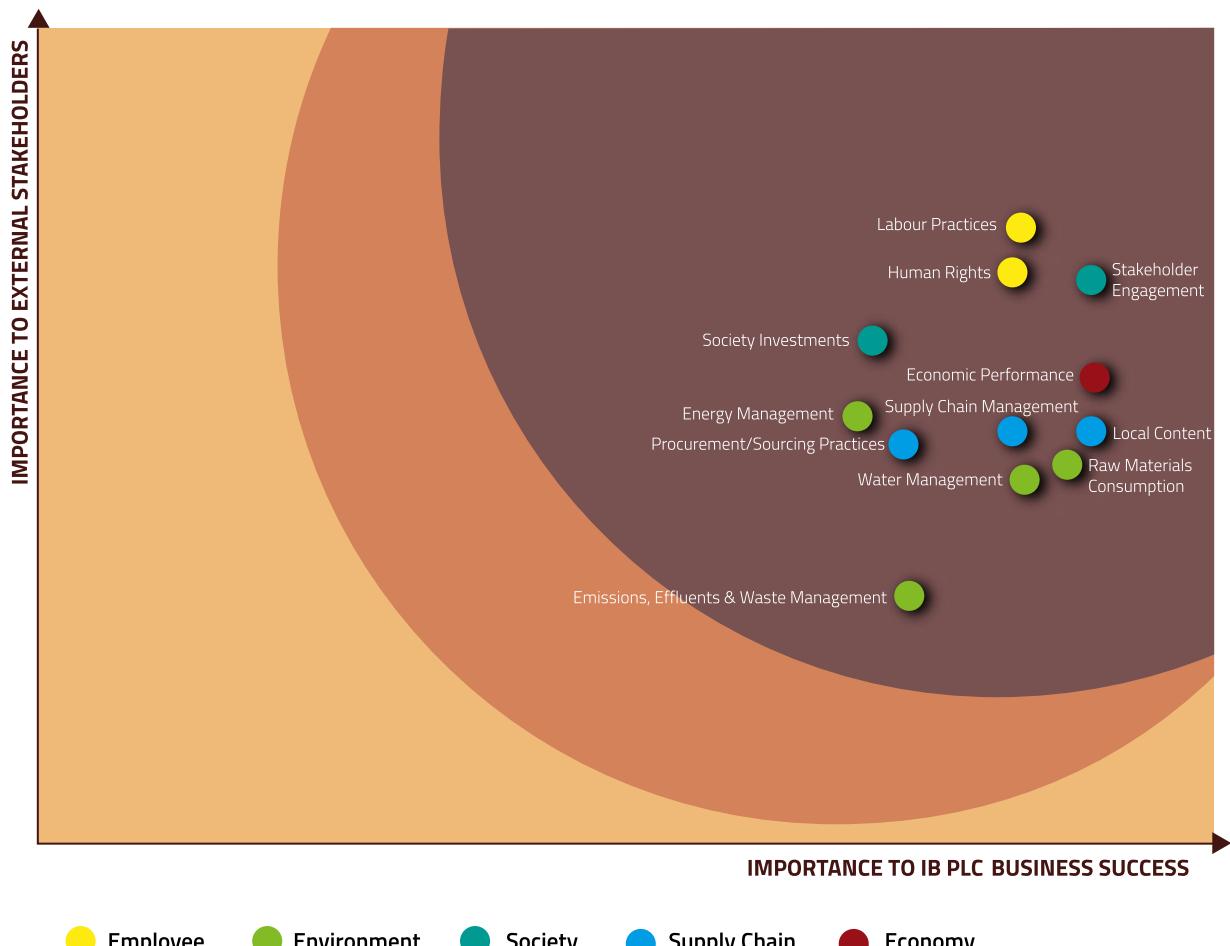
## Material Topics Assessment

We conducted the materiality assessment with our key stakeholders to identify, assess, and extract potential environmental, social, economic, and governance issues that have the potential to affect our business and/or

stakeholders. The results highlight areas of opportunity and risk to help focus our overall strategy and improve our performance.

Identified  
material  
topics

Fig. 6:





# EVERYONE IS A HERO

Enjoy Hero Lager in new limited edition designs with the same great Hero taste.



THE BEER FOR HEROES

Drink Responsibly. Not for Sale to Persons Under the Age of 18.

# OUR CONSCIOUSNESS FOR OUR WORLD

## Inside this section

- Water is Life
- Improving Our Environment
- Environmental Progress
- Energy Management and Efficiency
- Reducing Carbon Emissions
- Promoting Zero Waste
- Sourcing sustainably
- A Firm Driver of the Economy
- Engaged and Happy People
- Enabling Quality and Healthy Products
- Promoting Responsible Drinking
- Our Corporate Social Investments: The IB Foundation

## OUR CONSCIOUSNESS FOR OUR WORLD

“ Managing our internal footprints is critical to ensuring that we monitor and measure our business demands on nature with reference to resources that are needed to support the production of our beverages from seed to sip. This demand can be positive or negative and is based on the size of our footprint. Through our 2025 sustainability strategy we are determined to significantly reduce negative footprints while improving our positive footprints on the environment and society. ”



## Water is Life

### Optimising Water Use

Our products rely on water availability in large quantities because water is an essential ingredient for us. It nourishes the crops used to make our products is the main ingredient in all our beverages and is useful for cleaning before, during and after the brewing and other processes.

Also, water systems that are fundamental to growing human population and keeping those ecosystems thriving are becoming stressed, necessitating the need for preserving water sources and promoting the efficient use of water. Hence, our water stewardship efforts start with our own operations. We monitor, track and collaborate with our internal teams to reduce water use, improve water efficiency, treat and reuse wastewater and share best practices with teams across our plants.

### Positive water impact

Current trends show that by 2025 two-thirds of the world's population may face water shortages and ecosystems will be under stress. We are achieving this by:

- Reducing water usage and optimising wastewater treatment
- Introducing water saver for brewing and packaging process
- Working to protect shared water resources
- Raising awareness for the sustainable use of water
- Clearing riverbanks to enhance ease of access to water, and
- Supporting our communities with access to clean water.

### Water Consumption

The average daily water consumption across our facilities in 2019 stands at 3.48hl/hl, while the target for 2019 was 3.2hl/hl. We were regrettably unable to reach our water consumption target for 2019 due to circumstances beyond our control. One of the reasons for our inability to achieve our water use target in 2019 was the flooding of our effluent treatment plant at the Onitsha Brewery from river Niger.

This disrupted production for two days as we had to flush out the muddy water before we could commence operations. The flooding is believed to have been caused by climate change. We are working to support global climate efforts through our climate action goal.

### Water Treatment

At IB Plc, we treat wastewater and reuse the treated water for cleaning, small-scale fish farming and irrigation, as a

way of reducing our water consumption and ensuring increased water efficiency.

Wastewater originating from can rinsers, washers, pasteurisers and other packaging processes are captured and transferred to an Effluent Treatment Plant known or a Biological Treatment System (BTS), which uses microbes to disintegrate organic matter present in effluent, thereby generating methane gas which is trapped and channelled to methane-powered boilers for heating water used in beer-making process and to sterilise tools and equipment that are used to brew delicious batches of beer

At our Ilesha Brewery, the treated water is used to irrigate farms and for rearing fish. The fishes are sold at reduced price to our people and communities. Another use of wastewater in all our plants is for floor cleaning.

By 2025, we aim to improve water-use efficiency at our four breweries to reach a 2.7 hl/hl water-to-beer ratio as part of our contribution to SDG 6 – Water and Sanitation. To ensure continuous progress towards reaching this target, we measure our water performance by the intensity of water used per unit of beer and malt produced.

In 2019, we achieved an average water-use ratio of 3.48 hl/hl across our facilities, against an internal annual target of 3.2 hl/hl. Reductions in water usage were driven by people and process improvements throughout our plants and regular inspection and maintenance of water channel and supply facilities to detect, tag and fix leakages. Some steps that were taken in 2019 to promote water efficiency include:

- Introduction of water hose nozzles to reduce water use
- Introduction of rainwater tanks and use of Activated Carbon Filter (ACF) to prevent growth of microbes every three days
- Capture and treatment of wastewater
- Distribution of wastewater to smallholder farmers as well as internal use for floor and other cleaning activities
- Use of treated wastewater for fish farming
- Reintroduction of rainwater to commence soon.

### Enhancing water access

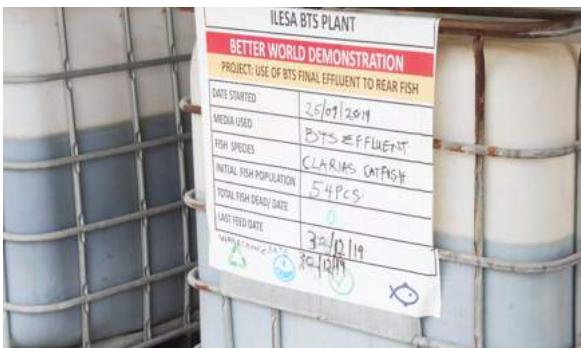
We are aware of water scarcity in different regions and the fact that climate change is increasing the pressure on water resources globally. Some estimates indicate that by 2025, two-thirds of the world's population will live in water-stressed regions.

To protect water resources and support long-term, sustainable water security for all users, we are using our expertise and partnering local stakeholders to identify opportunities for collaboration to address local priority areas.

To this effect, we have drilled boreholes to increase access to water for the communities in areas where we operate, including one borehole each for communities at our Pabod, Ilesha and Gateway breweries.

### Water preservation and security

During our 2019 Sustainability Week held across all our plants and head office, we created awareness on the importance of water security through our employee volunteering activities. In commemoration of World Water Day, employees from our plants participated in various activities to commemorate the day. Volunteers from our Port Harcourt Plant cleared the bushes surrounding the community river and cleared the debris on the paths to the river to ensure access to water. Our Ilesha Plant made similar significant investments towards the community rivers where our water is sourced from.



## Improving Our Environment

Protecting our planet is essential not only to our business sustainability, but our continued existence as people. Hence, managing our footprint, reducing resource needs, and minimising our impact today will significantly contribute to ensuring the continued availability of natural resources for future generations. We are focused on being a good environmental steward by challenging ourselves to be efficient users of resources. We are also working with our distributors to minimise our footprints across our value chain.

To effectively manage our environmental footprints, we are guided by our global environmental policy set by ABInBev Group. All 27 breweries across the world look to the Group Environmental Policy (GEP) for guidance. Through the GEP, we focus our effort where we have the most opportunity to make a difference in our environment: water stewardship; energy management; waste reduction; sustainable packaging; particulates control; and sustainable sourcing. Through our environmental performance, we are helping protect the environment and caring for our earth's natural resources. Our environmental performance is monitored internally by our environmental experts and externally by environmental regulators. These audits are conducted to ensure that we meet quality, safety, and environmental requirements.

## Environmental Progress

We continue to invest in innovation as well as partner our suppliers to promote a circular economy. We have integrated systems in place to manage compliance and report progress made to the ABInBev Africa zone. In the event of an environmental release of any harmful by-product, we take immediate steps to restore the situation and prevent any future occurrence. This includes holistic investigations with senior leadership and environmental experts to understand the immediate and root cause of such release and implement corrective actions to prevent



future releases. We recorded two non-compliance related to effluent management at our Gateway and Ilesha breweries in 2019. Non-compliance on final effluent stands at 44.75%. These non-compliances have been resolved and we are committed to preventing future non-compliance.



“ We dedicated the 2019 World Environment Day to creating awareness on the need to protect and preserve the environment and tree planting across our breweries to combat climate change, purify the air, increase the availability of oxygen and for energy conservation. ”

We dedicated the 2019 World Environment Day to creating awareness on the need to protect and preserve the environment and tree planting across our breweries to combat climate change, purify the air, increase the availability of oxygen and for energy conservation.. In the year under review, we planted 38 trees, amounting to 0.912 tons of Co<sub>2</sub>.

We are zealous about significantly reducing our environmental impacts by 2025. Part of our initiative to achieve this feat is to optimise our packaging process in a way that every package has value and life beyond its initial use and should be recycled into another package or for other beneficial use. This is because more than one-third of our environmental impacts comes from packaging.

We work responsibly, seeking to make the right choices now, in a sustainable way, for future generations. Our commitment is focused on where we have the most opportunity to make a difference: sustainable packaging; water stewardship; energy management and climate protection; biodiversity and responsible sourcing.

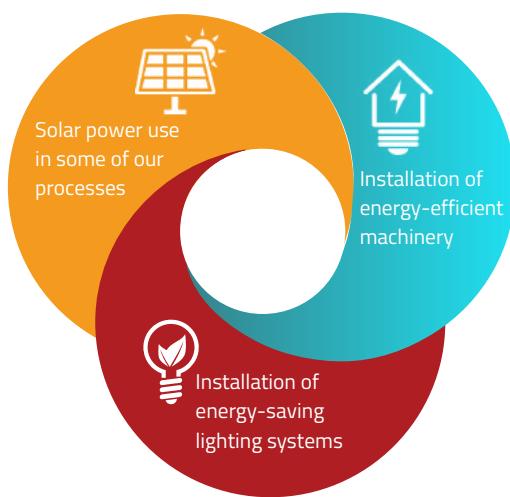


Fig. 7: Energy innovation within IB Plc

## Energy Management and Efficiency

Through our sustainability strategy, we continually focus on reducing our overall energy consumption from operations as a result of improved process control and execution. We are investing in technology to increase our efficiency and introduce renewable energy across all our breweries.

In 2019, we implemented multiple process improvement projects to optimise our supply network and completed some investments in energy efficient technologies.

To improve energy efficiency in our breweries, we make sure that most of our energy needs come from the national grid, while our independent power generating effort compliments our major source of energy. We measure our energy performance based on the intensity of energy consumed within the organisation per given time.

And to improve efficiency, we introduced modulation systems to regulate all taps and valves that supply energy in all production lines that are not scheduled to run to prevent wastages.

## Reducing Carbon Emissions

Climate change is fast changing how we live, relate with one another, and do business globally. The rapid warming of our planet is likely to worsen and will continue to adversely affect weather systems, increase water scarcity, and soil quality loss; thereby negatively affecting food production. Therefore, reducing our emissions footprint across our breweries is important to us and we are committed to identifying ways to efficient processes that will result in reduced emissions and are open to continuous improvement.

Our priority is, therefore, to curtail climate change by reducing greenhouse gas (GHG) emissions across our value chain and strengthen resilience and adaptive capacity to climate-related challenges. In this regard, we have built 2,000 square metres of solar panels for power generation at our Gateway Plant and plan to replicate this feat across our other plants in the coming years. This investment in green innovation makes us the first company in Nigeria to fully power its plant with solar as well as one of the most energy efficient breweries in the AB InBev Africa Group.

**“To improve efficiency, we have introduced modulation systems to regulate all taps and valves that supply energy in all production lines that are not scheduled to run to prevent wastages.”**

We are working to improve the energy efficiency of all our breweries since 2018. Our product carbon footprint is made up of the CO2 emitted by all activities involved in the making and selling our products from seed to sip. We are aware that this is not good for the environment. Our priority going forward is design and incorporate systems that will enable us to effectively calculate the volume of CO2 generated and released from our fleets in all areas of the company's

operations. Once we are able to determine our CO2 emission, we will set goals and targets towards reducing our carbon footprint.

We have achieved significant progress in reducing GHG emissions and improving operational efficiency across our breweries in the following ways:

Fig. 8: Reduction of GHG emissions



Emissions from other forms of GHG such as nitrogen oxide and ammonia are recycled and are seldomly released to the environment in significantly negligible quantity.

## Case Study One

### Sagamu Solar Power Project



*Climate Action Goal: By 2025, 100% of our purchased electricity will come from renewable sources*

Driven by our climate action goal and our desire to significantly reduce our impact on the environment and achieve clean, affordable, safe, inexhaustive and independent energy, IB Plc installed a 150 kWp Grid Tied Solar Power System comprising 465 PV Panels, 10 Combiner boxes and 5 25kW Inverters at Gateway facility in Sagamu.

With a daily average capacity of 2,400 kw/day, the solar power system serves as a booster to support electricity mains, this help to reduce the overall cost of purchased electricity and further demonstrates our firm commitments towards **SDG 7**

**-Affordable and Clean Energy.**

## Promoting Zero Waste



A major factor in our overall environmental footprint is the creation and disposal of waste throughout the lifecycle of our products. Our goal is to achieve zero waste to landfill at all our brewing plants. We operate a strict adherence to 100% waste segregation, effluent treatment and recycling of bottles and by-product. Proportion of total waste recycled was about 83.04% in 2018 and was improved to 90.54% in 2019. Only 9.46% waste (mostly organic) goes to the landfill and we are committed to achieving zero waste to landfill across our breweries.

All types of liquid waste such as waste or spent oil and bad beer are treated to acceptable limits before disposal. Bad beer is dunked (disposed) into designated drains whilst observing daily dumping limits set by the Ministry of Environment. We collaborate with the Ministry to obtain government approval (certificate) before bad beer can be dunked. Spent oil is collected in a designated bin and is safely disposed of by our environment unit.

In 2016, we installed a spent grain silo where we collect all spent grains. Periodically we sell spent grains at a reduced prices to vendors who use them for livestock feed.



Occasionally, we visit these vendors to ensure that this by-product is used for the purpose intended. All damaged crates are smashed and cut into pieces before being bagged and sold to vendors who recycle and use them to make new crates and other products.

To achieve minimum waste to landfill, we promote waste segregation towards onward collection and recycling, and ensure constant training and retraining to enforce compliance. Crates are smashed and cut into pieces before being bagged and sold to vendors to avoid reuse.



“So far, we achieved 90.54% recycling and circular economy performance compared to 83.04% in 2018. Also, as a member of the Food and Beverage Recycling Alliance (FBRA), we contributed significantly to the industry achievement of recycling 669,068kg of plastics waste in 2019 as against 14,900kg in 2018. ”

Dust is generated when retrieving fresh grains from silos for production. Dust particles are trapped by dust extractors working with a suction system to suck out dust and compress and store the compressed dust in a sack/bag. This is sold to vendors together with spent grains.

We carry out routine maintenance of machines to ensure optimum performance in order to reduce waste. Both preventive and corrective maintenance activities are carried out periodically by trained personnel.

### Innovative product packaging

We want to work and cause no harm to the environment at IB Plc and one way we aim to achieve this is by promoting circular packaging. Our goal is to ensure that 100% of our products will be in packaging that is returnable or made from majority recycled content by 2025 and we are working to achieve this goal.

One benefit of our effort to achieve this goal is the optimisation of our packaging lines to ensure that we avail our esteemed consumers with healthy and quality product that is packaged in environment-friendly materials. We have reassessed our packaging to identify where more sustainable improvements could be made and are focused on actively increasing recycling and reuse of our packaging materials across our operations in all our breweries. We have redesigned of our cork to reduce leaks, optimised the cleaning process in brewing and packaging and introduced



biodegradable labelling.

We know that our consumers have the right to know what is in our product in order to make informed choices, and we are proud to tell them what is in our products. Our product labels now provide information on the ingredients and nutritional values and carries 'drink responsibly' text to discourage irresponsible drinking.

### Reduce/Replace

We have continued to minimise packaging use through improved design, reduced weight and replacing non-recyclable materials with recyclable ones in both our primary packaging (cans, bottles, and PET) and secondary packaging (cartons and labels).

### Recyclability and Recovery

Through our recycler packaging initiative, which began in 2019, most of the materials used for our packaging – PET, glass, cans, damaged crates, shrink fins and cardboard – are either completely recyclable or reusable. We have entered partnerships with different organisations in all the areas where we operate to collect and recycle all our packaging materials. Recycled materials are purchased at agreed prices and used for packaging of new products. We are committed to increasing the collection of used packaging materials and continuing to support recycling to improve opportunities for the packaging circular economy to flourish.



Participation in the post-consumer waste programmes under the Food and Beverage Recycling Alliance (FBRA)"

We made significant progress driving energy and water efficiency through investment in new technology, reducing carbon in our value chain, including sustainable packaging innovations, and promoting responsible consumption. Our circular packaging initiative aligns with the SDG 12.

### Sourcing Sustainably

Producing quality and healthy beverages starts with responsible sourcing of raw materials. As a company, we are mindful of keeping our consumers at the center of decision making. Also, we are committed to exploring new opportunities to produce healthy beverages that meets consumers' needs. At IB Plc, we work with our suppliers to ensure that materials are sourced sustainably. We leverage our relationship with AB InBev to source barley – a key ingredient in our alcoholic beverage outside Nigeria, while we source rice (used in the production of our premium brand, Budweiser), maize, sugar, and sorghum from northern Nigeria.

What causes our products to stand out and be widely preferred among Nigerian consumers is our unwavering

commitment to sourcing the best ingredients and using only the highest quality of raw materials for our alcoholic and non-alcoholic beverages. Our resolve to give our consumers the best and highest quality of products brewed from high-quality raw materials has helped us to maintain top-selling points in all the locations where our products are sold.

Sustainably sourcing the ingredients used in producing our beverages is as important as protecting the environment and society and offering our consumers high-quality products for us to remain profitable and in business for the longer time. Therefore, we promote sustainable sourcing as a means to protect the environment, our society, and our business.

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“Our resolve to give our consumers the best and highest quality of products brewed from high-quality raw materials has helped us to maintain top-selling points in all the locations where our products are sold. ”

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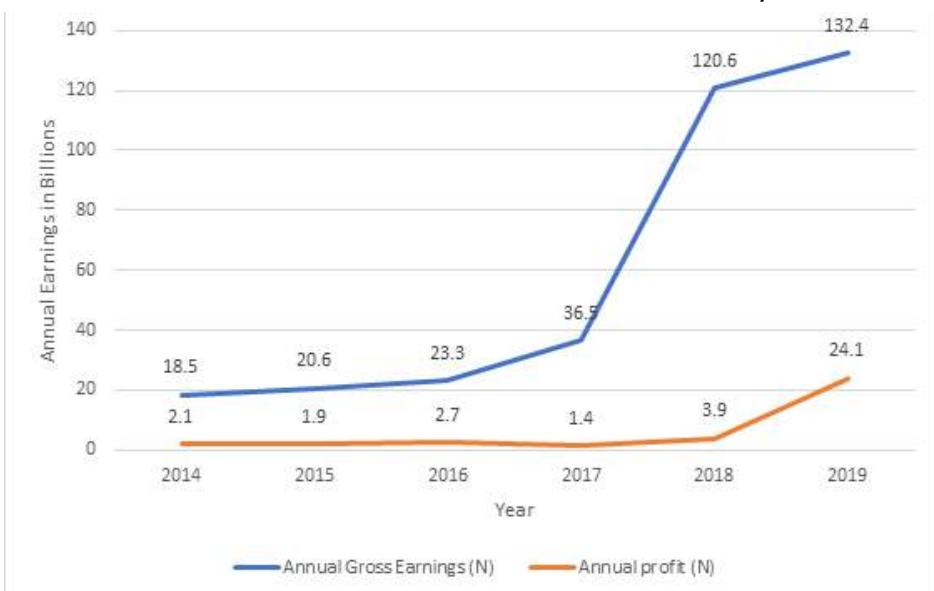


## A Firm Driver of the Economy

Businesses play a vital role in the economic development and wealth of a country. Therefore, we believe that the success of our business translates to economic well-being, job creation, increased earnings from small and medium enterprises and improved quality of life not just for our people, but for the larger society. As economic contributors and drivers of the society, we continue engaging with our suppliers, customers, partners, and government to ensure our broader economic impact is fully maximised.

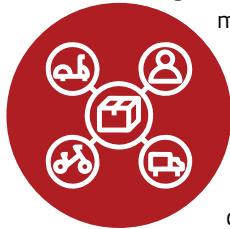
Furthermore, the taxes we pay as a responsible business is a significant part of our economic contribution to the areas in which we operate and the country at large. We are fully compliant with all tax laws and regulations and our tax payments for 2019 is up to date. Details of our separate economic contribution can be found in our 2019 Annual Financial Report that is available on the International Breweries Plc website.

**IB Plc's 2014 - 2019 Financial Statement - Summary**



## Improved route to market

It is our vision to make our regional brands into national brands. To achieve brand distribution, volume, and profit growth, we have designed an effective route-to-market strategy, that determines which distribution channels to use to deliver our products to our target customers and consumers. To this end, our Gateway Brewery stands at a vantage point to aid in the delivery of our products to distributors and finally to the end-users in the most efficient and effective way. It also possesses the capacity to significantly increase our production capacity, as we continuously strive to satisfy our teeming consumers, whilst creating additional incomes for families, taxes for the government, and profit margin for our shareholders. In 2019, we continued to improve on our strategy to get our products to our consumers across Nigeria.



## Responsible marketing

Responsible marketing remains a key consideration for us because our consumers are at the heart of our business and we aim to positively impact the society.



To ensure that our brands remain relevant and consistent across different places and occasions, we use consumer insights and high-end and innovative marketing to identify trends that enable us to build and sustain strong brands that meet diverse consumer needs and deliver locally relevant products that drive business growth and play a positive role in society.

Our marketing promotion targets investments in product marketing that not only promote our high-quality products, but also discourage irresponsible and underage drinking by consciously including responsible drinking messages across our brand channels.



## People and Culture

### Advancing people wellbeing

Throughout our value chain from seed to sip, we rely on the support and commitment of our farmers, employees, customers, governments, retail partners, communities and many others contribute to our collective growth and business success. As a result, we are committed to advancing UNGC's principles on human rights and promoting people's well-being and happiness and supporting inclusiveness at IB Plc. We are genuinely interested in the success of all.



The Pension Reform Act of 2014 governs and regulates the administration of the contributory pension scheme in Nigeria. Employer's percentage of salary contribution is 10% while employee's percentage of salary contribution is 8%. About 76% (1,563) of our employees are covered by collective bargaining agreement.

### Improving workplace safety

**We are committed to promoting a safe and healthy work environment because our employees are our greatest assets.**

The safety of our employees is our top priority because their health and wellness are significant to their and our ability to achieve our business objectives. We demonstrate our resolve to provide a safe and healthy work environment for all our employees through continuous training, education, and awareness to promote safe behaviours among employees and demonstrate a high level of leadership commitment that fosters ownership of safety by everyone working with us. We are also committed to providing a safe, healthy, and secure workplace for everyone who visits any of our facilities.

We have a Health, Safety, Security and Environment (HSSE) Policy which is part of the global AB InBev safety policy that comes from the zone and is signed by the African president. Our HSSE Policy guides our approach to managing health and safety. Through our HSSE Policy, we aim to achieve and maintain a zero-harm workplace where safety is everyone's responsibility. Our safety experts take a proactive step to identify, evaluate and control all work-related risks. We are committed to continuously improving our safety performance through methodologies that aim to prevent workplace injuries and illnesses and reduce the environmental impacts of our operations and products.

Our safety unit has been strengthened over the past year in terms of personnel, tools, and training to ensure adherence to best practices. Improvement in our safety KPIs is an evidence of our commitment and drive to enhance workplace safety and health. We have delivered. Every Day we work to ensure that everyone goes home safely. We plan to do more to improve safety at our production facilities, office environments and on the road, as bad roads and road safety issues are a great threat to us.

Because of the inherent risks in our business and due to our responsibility to protect our employees, besides safety trainings and education, we provide signages that inform every one of the nature of the hazards and risks in a particular location and compulsory safety and control measures to be taken when accessing such locations. For high-risk activities, we have provided training and the appropriate personal protective equipment to be worn, as well as monitor to enforce compliance.



We play significant role during World Safety Day as well as our Safety Week by embarking on safety initiatives for each of our plants.

### Fostering employee wellness

We support our employees' health and well-being because it has direct impact on their ability to thrive at work and be productive. To this end, we provide healthcare cover for all our eligible employees and ensure that medicals and healthcare for non-eligible employees is negotiated as part of their engagement contract.

### Employee volunteer programme





We are aware that implementing an employee volunteer programme is a great way to help employees build new skills, improve communications in the workplace, boost employee morale, enhance the overall culture within the organisation and contribute to social and environmental development.

In 2019, we commenced our Employee Volunteer initiative named Better World Champions through various activities in our host communities. We:

- Renovated roads at our Ilesha and Sagamu breweries
- Cleaned a section of the Onitsha market
- Volunteered our time to enhance people's livelihoods at Sagamu and

- Cleared the bushes at Oginigba river in Port Harcourt created awareness for the protection of the environment and planted trees throughout our facilities and organised responsible drinking campaign as part of our contributions to the wellbeing of our consumers and the society.

The employee volunteering initiative, which aligns with our vision to "Bring People Together for a Better World", availed employees the opportunity to gain a unique sense of purpose by contributing meaningfully to the development of our communities as well as towards a more sustainable world.



**“We are committed to promoting a safe and healthy work environment because our employees are our greatest assets.”**



Our volunteers, IB Plc's **Better World Champions**, came together at our various facilities to give back to the society and communities in which we operate. Please see our volunteering impact across our facilities below:

#### Lagos Head Office



#### Port Harcourt Brewery



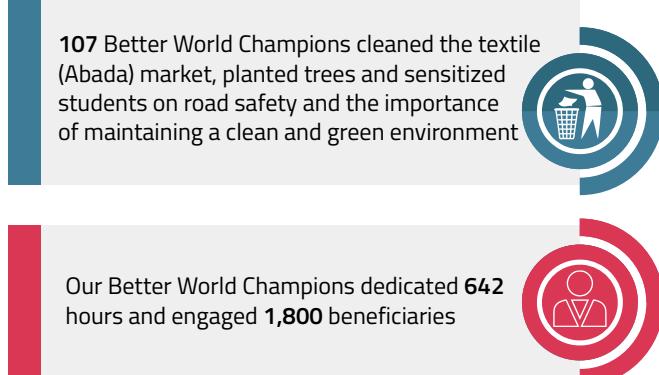
#### Gateway Brewery



#### Ilesha Brewery



#### Onitsha Brewery



## Learning and development

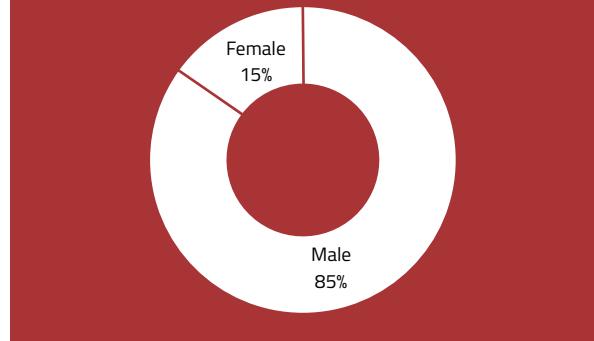
Improving the skills and competence of our people to excel on the job is important to our business. We organise training and development programmes for all our employees according to their needs and whenever there is an expansion or a new equipment or technology. Employees who wish to embark on personal development are supported and our actions are guided by our rules of engagement. The average hours of training undertaken by employees in 2019 was 16,242 hours, including hours spent on 'Managing at ABI' training and 'LinkedIn Learning Opportunities'. All 2,059 employees were trained in 2019.

## An Inclusive and diversified workforce

We understand that everyone is unique and recognise that our differences – race, ethnicity, gender, etc. can be a driver of creativity, innovation, and growth for our business. We are, therefore, committed to creating a diverse culture that values inclusion and recognises the unique contributions of our people. We strive to foster a work environment that embraces differences and the unique values that our employees bring to our business. All our employees can therefore pursue their career goals and life's ambition while working for us.

Due to the nature of our business, our workplace is male-dominated, with men constituting 85% of our total workforce. We understand that this does not reflect our position on diversity. That is why we are committed to encouraging and supporting more women to take roles that are male dominated. A good example is our female forklift drivers – the first of its kind in Africa.

Fig 9: Total number and percentage of workforce by gender



## Case Study Two – Female Forklift Drivers

First West African company to employ female forklift operators



*First West African company to employ  
female forklift operators*

Diversity at IBPIc means fair and equitable representation, remuneration and promotion of women and men across our facilities and in all our operations. As a true leader in our industry, we are aware that a gender-diverse workplace provides wider industry knowledge, helps attract and retain talented women and enables better problem-solving. As part of our goal to foster diversity in the workplace, we have engaged nine female forklift drivers in a bid to promote gender diversity and demonstrate women's unlimited abilities to contribute to sustainable development in any sector and remove stereotypes that limit the role of women both in business and the society.

Prior to their engagement, these exceptionally talented women were trained and tested and were confirmed to have performed excellently well on the job. This has reinforced our commitment to diversity, which is reflected in every facet of the Company and makes us the first West African company to employ female forklift operators. This is in demonstration of our commitment to SDG 5 – Gender Equality.

## IB Plc 2019 International Women's Day Celebration

IB Plc joined the rest of the world to mark the 2019 International Women's Day (IWD), themed '**Think Equal, Build Smart, Innovate for Change**', to celebrate the social, economic, cultural, and political achievements of women and to call for action towards accelerating gender equality.

In line with our 2019 IWD campaign themed [#BalanceforBetter](#), the women at Ilesha Brewery came together to celebrate one another and create awareness on gender equality and the importance of achieving a sense of balance mentally, at home, and in the workplace.

The celebrations, which lasted three days, started with a seminar themed '**Mental Health: Balancing Your Career**

**and Mental Health**', which was facilitated by Mrs. Ogunsumi (RN, BNSC), a Chief Nursing Officer at the Obafemi Awolowo University Teaching Hospital, Wesley Guild; and had over 100 staff (female and male) attend the event.

A night out to the cinemas was organised for female staff to foster personal relationships through informal interaction across all levels. Staff across the brewery also made pledges to create a "Balanced Word" and posted it across their social media handles as well as on the workplace platform. The three-day event ended with another seminar themed '**Balancing Your Career, Your Home, and Finances as a Woman**', which was facilitated by Mrs. Onibonoje, Co-founder of Potter and Clay (one of the foremost schools in Ilesha).



## Enabling Quality and Healthy Products

We incorporate ingredients that deliver on consumer health needs and gives customer satisfaction by improving our products and making them free from any deficiencies. To ensure the quality and safety of our products, we adhere to all required national and international food and beverage standards and provide our consumers with information about what is in our products to equip them with the right information and market responsibly.

We also comply with stringent health and quality requirements through our modern laboratories and are regularly audited internally to ensure that we do not compromise on standards and to keep our promise of delivering high quality alcoholic and non-alcoholic beverages to our consumers. We take steps to correct any quality issues whenever they arise before our products leave our premises, therefore making sure that our products are safe to consume at any given time.



## Promoting Responsible Drinking

As a company that plans to remain in business for the next 100 years and beyond, we are constantly seeking ways to promote the health and wellbeing of our customers by ensuring that our products are consumed responsibly.

### Global Beer Responsible Day

We understand the importance of responsible drinking to mean not just limiting yourself to a certain number of drinks, but not getting drunk and not letting alcohol control your life. Because the effect of over consumption of alcohol can impair a person's judgement and decision-making capacity and increase the risks, they put themselves and others, we are committed to promoting responsible consumption of our alcoholic beverages.

We want our products to be consumed in moderation, therefore, we support our highly esteemed consumers to

make smart choices by encouraging responsible drinking through advocacy, campaigns, and adverts on our product labels.

In 2019, 571 employees volunteered in the Global Beer Responsible and Smart Drinking Campaign for 1459 hours with a massive impact on 8,550,230 beneficiaries. To further demonstrate this commitment, 571 IB Plc employees spent 1459 hours on awareness campaign to educate consumers, traders, and the public on responsible drinking, through our Global Beer Responsible Day (GBRD) programme. During the GBRD 2019 event, our employees engaged in activities such as making pledges towards smart drinking goals, in-bar activations with our sales teams, street storms smart drinking quizzes and food pairing events. Over 8 million people were impacted by this initiative through the use of traditional media, social media and outreaches.



## Case Study Three – Smashed Campaign



As part of our Global Beer Responsible Day celebration, IB Plc collaborated with the Collingwood Learning Incorporated and Thespian Theatre to launch an underage drinking intervention programme tagged 'Smashed.' The programmes which were organised under the auspices of the Beer Sectoral Group (BSG) of the Manufacturers Association of Nigeria (MAN), is a theatre-in-education programme aimed at breaking the culture of underage drinking and reducing alcohol related harm among youth.

The Smashed programme delivered key learning objectives on the dangers of underage drinking and alcohol-related harm through drama and presentations, and engaged participants in a motivational learning environment, enabling them to explore the dangers and consequences of underage drinking while equipping them with the facts, skills and confidence to make responsible choices. The programme impacted about 14,000 students across approximately 60 schools within Nigeria.







**INTERNATIONAL  
BREWERIES  
FOUNDATION**

## On Corporate Social Responsibility: The IB Foundation



Some members of the IB Foundation Advisory Board

### International Breweries Foundation Launch

Giving back to the society and the communities where we live and work, gives us a sense of purpose and helps build our reputation as a responsible corporate citizen that is concerned about people's wellbeing. To this effect, we launched the International Breweries Foundation in 2019 to serve as the platform for executing all our CSR interventions. The main objective of the Foundation is to deliver impactful, developmental, and sustainable projects across Nigeria.

Our understanding of the significance and value of mutually beneficial relationships between our communities and IBPlc, have enabled us resolved to continuously support the communities where we live and work, by acting as a driving force for positive social change through developing corporate social responsibility (CSR) interventions that are relevant to our business and promoting community investments.

Our dream of bringing people together for a better world drives our vision to support communities across Nigeria through five CSR interventions areas: **Education, Entrepreneurship, Health, Infrastructural Support, and Responsible Drinking.**

Through our corporate social responsibility interventions, we aim to create and increase income opportunities, strengthen the agricultural sector, support education,

ensure water availability and accessibility and improve the health and wellbeing of members of the communities where we operate and beyond. We are determined to harmoniously work with governments, like-minded organisations, and communities to move society forward.

### Educating with Pride

At IBPlc, we recognise the important role of education as a facilitator of quality learning and an enabler of sound knowledge, skills, values, beliefs, and moral that are needed to support a quality life and promote a better world. In this regard, as part of our CRS intervention in 2019, we renovated and equipped a secondary school's science laboratory at Ilesha as part of our effort to promote quality education in our communities, in line with SDG 4.

### Health is Wealth

Enhancing the quality of life of people in our communities via the prevention, diagnosis, treatment, recovery and/or cure of disease, illness, injury, and other physical and mental impairments is important to us and forms part of our contributions to the United Nations Sustainable Development Goals: SDG 3 on Good Health and Well Being; SDG 6 on Clean Water & Sanitation and SDG 9 which addresses the impact of Industry, Innovation, and Infrastructure.



In 2019, we demonstrated our commitment to supporting government and communities in healthcare and infrastructure delivery, by constructing a state-of-the-art, fully equipped, and functional Primary Healthcare Centre in Oginigba, Port Harcourt, Rivers State, at the cost of N44 million which has since been handed over to Rivers State Primary Healthcare Management Board for proper management.

To effectively meet the health needs of the people in Oginiba and surrounding communities, the healthcare centre was equipped with medical facilities such as infant incubators and warmer, nebulizer, anaesthesia machine, suction machine, delivery beds, x-ray box, oxygen concentrator, facilities for the resident doctor, and autoclave machine amongst others.

We also partnered and supported the Benjamin Olowojobutu Foundation on health projects that were carried out in Rivers State. The project provided 146 beneficiaries with quality health care and treatment of health issues such as fibroids, breast lumps, hernia and appendicitis.

### Supporting infrastructural development

At IB Plc, we are aware of the critical role that infrastructure development plays as a key driver for progress and a critical enabler for productivity and sustainable economic growth, and are committed to contributing to infrastructure development through our CSR interventions to increase human development and poverty reduction. Investment in infrastructure accounted for over 70% of our CSR spending in 2019.

#### Some of our infrastructure interventions in 2019:

- Built and equipped a modern healthcare centre at Oginigba in Port Harcourt
- Remodelled and equipped the science laboratory school at Esa Odo, Ilesha
- Renovated Esa Odo Community Health Centre;

- Constructed a 5-room toilet facility for the pupils of Omi-Asoro School
- Renovated Oginigba Community Primary School boreholes
- Constructed four (4) boreholes at Port Harcourt and Ilesha
- Renovated roads at Sagamu and Ilesha to ease the plight and daily commuting time of over one thousand families.

### Empowered Communities

To achieve our objective of bringing people together for a better world, we work within the communities where we operate to contribute to their socio-economic development and livelihoods by collaborating with respected community representatives to identify areas of intervention for the common good of community members. Our social interventions are managed by Corporate Affairs and Sustainability Team who work with communities to identify, assess and execute projects.

Investing in our communities has helped us build trust, loyalty and credibility, and we will continue to engage and impact positively.

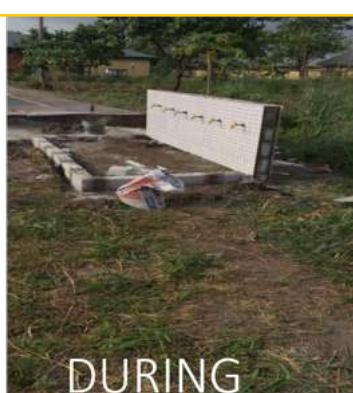
In 2019, we:

- supplied valuable and uncontaminated by-products such as spent grains to community members at significantly reduced prices to reduce the cost of animal farming
- supplied treated wastewater to farmers through our community irrigation project
- sponsored our Project Kickstart entrepreneurial initiative
- cleared bushes around the community river to enhance fishing activities in Port Harcourt

## Community Intervention in Pictures



BEFORE



DURING



AFTER

## Case Study Four - Kickstart Entrepreneurship Programme



*Since 2016, N325,135 million has been invested in empowering 274 grantees generate 571 jobs and N334,670 million in total revenue across Nigeria.*



Entrepreneurs play a vital role in economic growth and are essential for national self-reliance. Thus, supporting entrepreneurs is essential for sustainable socio-economic development in Nigeria. Mindful of the challenges confronting entrepreneurs in Nigeria, IB Plc initiated the Kickstart programme to support young, budding entrepreneurs with training, mentorship and start-up capital or funding for business expansion. Kickstart is our flagship entrepreneurial empowerment initiative. It consists of a five-day entrepreneurship bootcamp to train, mentor, and support budding entrepreneurs, as well as create a culture of entrepreneurship amongst young people and support young and ambitious entrepreneurs to succeed in a challenging and resource-constrained world.

Conceived in 2016, the programme which went national in 2019, has provided grants of up to N252 million to 184 entrepreneurs across different business sectors, including agricultural, manufacturing and ICT amongst others. In 2019, out of the 300 beneficiaries that were shortlisted for the bootcamp phase, 90 entrepreneurs have emerged successful based on the three criteria namely: business feasibility, scalability, and ability to create additional jobs and impact their host communities. The successful applicants were awarded

over N73 million to kickstart their businesses. So far, N325,135 million has been invested in training and empowering 274 grantees generate 571 jobs and N334,670 million in total revenue across Nigeria. 274 young entrepreneurs were trained across Nigeria in 2019.

In an impact assessment, 97% of the entrepreneurs surveyed admitted that their participation in the five-day Kickstart bootcamp significantly improved their ability to run a business. 90% of these entrepreneurs rated the mentorship programme as 'good', 'very good' or 'excellent'. These real-life testimonies validate the Kickstart programme as a transformative model for entrepreneurship in Nigeria and provides a compelling case for future partnership with like-minded institutions.

Our Kickstart programme directly aligns with SDG 1 – No Poverty; SDG 2 – Zero Hunger; and SDG 8 – Decent Work and Economic Growth; and indirectly aligns with SDG 4 – Good Health and Wellbeing and SDG 5 – Quality Education.







**#NEVER  
FORGET  
YOUR  
IDENTITY**

**#ECHEFULA**

18+ Drink Responsibly



**WHAT IS YOUR  
IDENTITY?**

**#ECHEFULA**

**THE BEER FOR HEROES**

Drink Responsibly. Not for Sale to Persons Under the Age of 18.

## Case Study Five - Community Irrigation Project

Empowering Communities, Transforming lives



*The pilot phase of the project provides treated wastewater monthly to 4 farms across 7 acres of land*

Brewing our beer is dependent on a healthy and thriving community. Therefore, we are striving for a world where natural resources are preserved.

More than just a key ingredient in beer, access to water is a fundamental human right as water is a critical resource for economic, social and environmental well-being of communities. Bearing this in mind, International Breweries Plc., a proud member of the world's largest brewer, completed an irrigation project for farmers of Omi-Asoro Community in Ilesha, Osun State in 2019, which was launched in commemoration of World Water Day and as a sign of our commitment to achieving our 2025 sustainability goals on water stewardship and ensuring access to water by our host communities.

The pilot phase of Omi-Asoro Farm Irrigation Project was inaugurated in December 2019, providing 0.63hl/hl of treated wastewater monthly, to 4 farms across 7 acres of land to boost water availability and increase yield and agricultural productivity and further demonstrates our firm commitments towards SDG 2 - Zero Hunger; SDG 6 - Clean Water & Sanitation and SDG 13 – Climate Action.



# Case Study Six – Trophy Five Aside Campaign

Unifying Our People Through Sports



## Case Study Six – Trophy Five Aside Campaign

Unifying Our People Through Sports



*The football tournament was hosted in 4 states with 1080 teams recruited across accredited bars*

Premised on the unifying role of football in Nigeria, IB Plc kicked off a football tournament for the consumers of our Trophy brand called 'Trophy 5-Aside Field of Honour' in 2019, to showcase the strength of the Nigerian spirit, grow relevance and engagement among young consumers, and drive youth appeal for our brands. The football tournament was initiated to tap into the love and passion for soccer by Nigerians and create an opportunity for our customers to represent and celebrate their communities. The Trophy 5-Aside campaign was modelled after the successful Castle Lager 5-A-Side and have celebrities like Joseph Yobo, Femi Adebayo and Falz as brand ambassadors.

The football tournament was hosted in 4 states (Lagos, Ogun, Oyo and Osun) with 1,080 teams recruited across accredited bars and an increase in sales across 100 hubs. The tournament kicked-off with the teams representing their communities in a round-robin stage, after which winners proceeded to the knock-out stages. The 10-week-long campaign produced a final winner in Tanzania in May 2019. Four fans were selected nationwide through a raffle draw to accompany the Nigerian team to Tanzania for the finals. Key achievements of our Trophy-5-Aside campaign are listed below:

- IB Plc leveraged the tournament to connect with youth and engendered a strong appeal for our Trophy brand
- Sponsored 5 super fans on an all-expense paid trip to Tanzania for the Continental Finals
- Increased public relations mileage for the brand beyond Nigeria
- Created and/or increased bonding and connection between consumers and our brands
- Increased sales through the activation of thousands of bars for the tournament
- Empowered thousands of bar operators during the duration of the tournament
- Awarded cash and other prizes to the Nigerian team which won the continental competition.



**Table 2:**  
**GRI Content Index**

S/N	Disclosure	Number	Description	Pages	Topic
1.	General Disclosures	102-14	Statement from senior decision-maker	16, 18	Words from Our Chairman; Our CEO's Statement
2.	General Disclosures	102-15	Key impacts, risks, and opportunities	16, 18	Words from Our Chairman; Our CEO's Statement
3.	General Disclosures	102-1	Name of the organisation	06	Who We Are
4.	General Disclosures	102-2	Activities, brands, products, and services	06	Who We Are
5.	General Disclosures	102-3	Location of headquarters	06	Who We Are
6.	General Disclosures	102-4	Location of operations	06	Who We Are
7.	General Disclosures	102-5	Ownership and legal form	06	Who We Are
8.	General Disclosures	102-6	Markets served	06	Who We Are
9.	General Disclosures	102-7	Scale of the organisation	06	Who We Are
10.	General Disclosures	102-8	Information on employees and other workers	53	People and Culture
11.	General Disclosures	102-47	List of material topics	35	Material Topics Assessment
12.	Management Approach	103-1	Explanation of the material topic and its Boundary	37	Material Issues to Our Business and Stakeholders
13.	General Disclosures	102-40	List of stakeholder groups	33	Progressing Together with Our Stakeholders
14.	General Disclosures	102-42	Identifying and selecting stakeholders	33	Progressing Together with Our Stakeholders
15.	General Disclosures	102-43	Approach to stakeholder engagement	33	Progressing Together with Our Stakeholders
16.	General Disclosures	102-44	Key topics and concerns raised	33	Progressing Together with Our Stakeholders
17.	General Disclosures	102-50	Reporting period	05	Introduction to Our Maiden Sustainability Report
18.	General Disclosures	102-53	Contact point for questions regarding the report	05	Introduction to Our Maiden Sustainability Report
19.	General Disclosures	102-54	Claims of reporting in accordance with the GRI Standards	05	Introduction to Our Maiden Sustainability Report
20.	General Disclosures	102-55	GRI content index	76	GRI Content Index
21.	General Disclosures	102-18	Governance structure	15	Board and Management Commitment
22.	General Disclosures	102-19	Delegating authority	15	Board and Management Commitment
23.	General Disclosures	102-20	Executive-level responsibility for economic, environmental, and social topics	15	Board and Management Commitment
24.	General Disclosures	102-29	Identifying and managing economic, environmental, and social impacts	35	Material Issues to Our Business and Stakeholders
25.	General Disclosures	102-30	Effectiveness of risk management processes	25	Managing Business Risk

## GRI Content Index

26	General Disclosures	102-16	Values, principles, standards, and norms behaviour	06	Who We Are
27	Management Approach	103-1	Explanation of the material topic and its Boundary	37, 39	Stakeholder Engagement Grid; Material Issues to Our Business and Stakeholders
28	Indirect Economic Impacts	203-1	Infrastructure investments and services supported	68	Our Corporate Social Responsibility: The IB Foundation
29	Indirect Economic Impacts	203-2	Significant indirect economic impacts	39	Stakeholder Engagement Grid (Communities; Vendors/Contractors)
30	Materials	301-2	Recycled input material used	11, 45 48, 49	Circular Packaging; Reducing Carbon Emissions; Promoting Zero Waste; Recyclability and Recovery
31	Energy	302-1	Energy consumption within the organisation	45	Energy Management and Efficiency
32	Energy	302-4	Reduction of energy consumption	45	Energy Management and Efficiency
33	Energy	302-5	Reduction in energy requirements of products and services	45	Energy Management and Efficiency
34	Water	303-1	Water withdrawal by source	45	Water is Life
36	Water	303-3	Water recycled and reused	44	Water Preservation and Security
37	Emissions	305-1	Direct (Scope 1) GHG emissions	44, 45	Reducing Carbon Emissions
38	Emissions	305-5	Reduction of GHG emissions	44, 45	Reducing Carbon Emissions
39	Effluents and Waste	306-1	Water discharge by quality and destination	43	Water Consumption
40	Effluents and Waste	306-2	Waste by type and disposal method	43	Water Consumption
41	Occupational Health and Safety	403-2	Types of injury and rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities	53	Improving Workplace Safety
42	Training and Education	404-1	Average hours of training per year per employee	57	Learning and Development
43	Training and Education	404-2	Programs for upgrading employee skills and transition assistance programs	57	Learning and Development
44	Training and Education	404-3	Percentage of employees receiving regular performance and career development reviews	57	Learning and Development
45	Non-discrimination	406-1	Incidents of discrimination and corrective actions taken	23	Anti-Corruption and Compliance Policy
46	Anti-Corruption	205-2	Communication and training about anti-corruption policies and procedures	23	Anti-Corruption and Compliance Policy

## Abbreviations

### A

AB InBev – Anheuser-Busch InBev  
Activated Carbon Filter (ACF)

### B

BTS – Biological Treatment System  
BSG – Beer Sector Group

### C

CBC – Code of Business Conduct  
CBCE – Code of Business Conduct and Ethics  
CSR – Corporate Social Responsibility

### F

FRSC – Federal Road Safety Corps

### G

GBRD – Global Beer Responsible Day  
GEP – Group Environmental Policy  
GRI – Global Reporting Initiative

### I

IBF – International Breweries Foundation  
IB PLC – International Breweries Plc  
IWD – International Women's Day

### K

KIC – Keep Ilesha Clean

### M

MAN – Manufacturers Association of Nigeria

### N

NCCG – National Code on Corporate Governance

### R

RSC – Risk and Sustainability Committee

### S

SC – Smashed Campaign  
SDG – Sustainable Development Goals  
SEC – Security and Exchange Commission

### U

UNGC - United Nations Global Compact  
UN-SDGs - United Nations Sustainable Development Goals

### V

VPO – Voyager Plant Optimisation

## List of Figures

- Fig. 1: Who we are
- Fig. 2: Our 10 Principles
- Fig. 3: Our 2025 sustainability and the SDGs
- Fig. 4: IB Plc key stakeholders
- Fig. 5: Materiality 3-step proces
- Fig. 6: Materiality Matrix for our 2019 Sustainability Report
- Fig. 7: Energy innovation within IB Plc
- Fig. 8: Reduction of GHG emissions
- Fig. 9: Total number and percentage of workforce by gender.

## List of Tables

- Table 1: Stakeholder engagement grid
- Table 2: GRI index

# We Grow When Our Communities Thrive



Beer is a local business. From seed to sip, everyday, everything we do starts locally. We are committed to being part of the solution in communities where we live and work. Only together can we grow for 100+years to come. It is always a great opportunity to share our journey, learn from others and explore partnerships to build a more sustainable future.

Only together can we brew a better world.

## ***Enhancing Job Creation In Our Communities***



**INTERNATIONAL  
BREWERYIES PLC.**

A proud part of the **ABInBev** family





**ABInBev**  
100 +

# When our communities thrive, our business thrives

We believe our water stewardship efforts  
create shared value for our company and  
our stakeholders





## INTERNATIONAL BREWERIES PLC.

A proud part of the **ABInBev** family

[www.internationalbreweriesplc.com/](http://www.internationalbreweriesplc.com/)

#### REGISTERED OFFICE

Plot 5A, Abuja Street, Banana Island  
(Desiderata Building), Ikoyi, Lagos

#### CONTACT EMAIL

[international.breweries@ng.ab-inbev.com](mailto:international.breweries@ng.ab-inbev.com)

#### REGISTERED NUMBER

RC 9632

#### PLANTS

**Ilesha Plant**  
Lawrence Omole Way  
Omi-Asoro, Ilesha  
Osun State

#### Onitsha Plant

SABMiller Drive, Harbour  
Industrial Layout  
Onitsha  
Anambra State

#### Port Harcourt Plant

186/187 Trans-Amadi Industrial  
Layout  
Oginigba, Port Harcourt, Rivers  
State.

#### Gateway Plant

Km 3, Flowergate Industrial  
Scheme,  
Bara-orile Village, Sagamu-Abeo-  
kuta Expressway,  
Ogun State.