



# ambev

Continuous Sustainability & Innovation

**Global Packaged Summit  
Brussels 2022**



*“Do the  
Gemba  
Walk”*

## Danilo P. Silva

Packaging Sr.Specialist at AmBev  
ABInBev South America Zone



- ✓ 40 y.o
- ✓ Brazilian
- ✓ Born in São Paulo
- ✓ Current living in Rio de Janeiro

Since 2008 working at AmBev

- ✓ Quality, Environmental & Development Mger (Labels Vertical Operation – Grafica AmBev)
- ✓ Reg. Specialist for Quality & Development (Vertical Ops : Labels, Glass, Crowns, Shrink, CSD)
- ✓ Corp Specialist for Packaging Development (Secondary Packaging Brazil & Central America/Caribe)
- ✓ Lead of Packaging Development (Bblend : JV AmBev x Whirlpool)
- ✓ Specialist in Disruptive & Sustainability Innovation (Scouting & Projects)

- ✓ Printing & Graphic Arts Technician
- ✓ Business Management Bachelor
- ✓ MBA in Management & Mkt Intelligence/Project Management
- ✓ LSS Green Belt (DMAIC/DMADV)
- ✓ Materials Engineering Specialization

### Connect



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Danilo Pereira

Packaging Development Specialist @ Latin America





# Recap Last Summit

The plastic is the "youngest" among the packaging materials, we should take care and help this category development and improvement



In 2020 we launched a moonshot challenge... Eliminate 100% of plastic pollution from our packages by 2025.



The plastic doesn't need to end, it needs to circulate



# Agenda for today's session

- Overview
- Plastic – Reflections from UNEP
- Sustainability & Plastic – Our Mindset Way of Learn & Work in South America
- Drivers of Innovation in Sustainability and 2020/21 cases





# Our ESG strategy

GRI: 102-16

Our ESG strategy, goals and programs come down to a simple insight: By virtue of our integration in local communities, our beliefs and values, our people and our commercial scale, we have a unique ability to create a future with more cheers—one with shared prosperity.

Our strategy focuses on eight strategic priorities: Smart Drinking & Moderation, Climate, Water Stewardship, Sustainable Agriculture, Circular Packaging, Ethics & Transparency, Entrepreneurship and Diversity & Inclusion. We believe these priorities are where we can drive the greatest shared value for local communities and the planet.

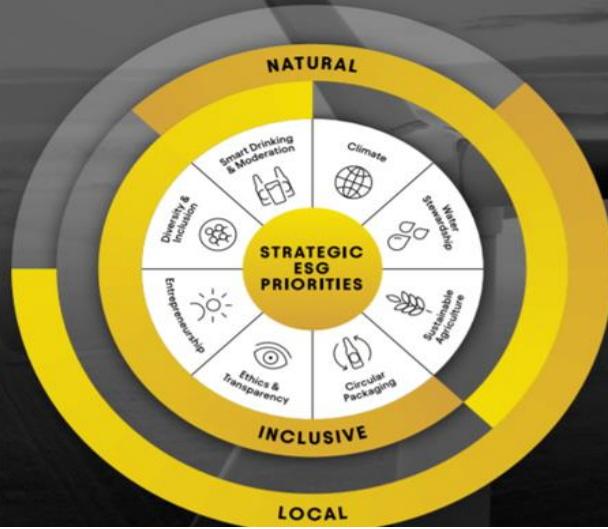
These priorities culminate in three cross-cutting themes that we feel capture the shared prosperity AB InBev brings to the world.

**Inclusive**  
From thousands of farmers, to millions of small retailers, to colleagues and consumers, we improve livelihoods and increase access to opportunity. Our inclusivity extends to our products. Going beyond an affordable and accessible category, we stand for better choices, which is why we promote moderation.

**Natural**  
We are a company based in nature. With products made from simple ingredients, we understand the true value of the planet's precious resources. We work with nature instead of against it, leveraging nature-based solutions to develop resilience where it is needed most.

**Local**  
With more than 500 local brands in our portfolio across nearly 50 operating countries, we are truly a global local company. We keep our supply chains short, our impact direct and our boots on the ground. We believe in the future of local economies and invest in their well-being and resilience.

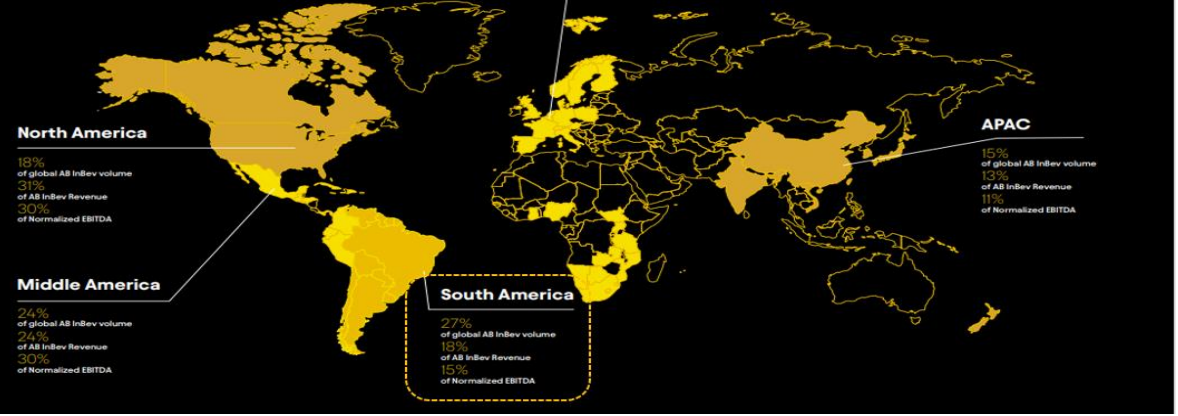
It is these three themes—inclusive, natural and local—that encapsulate who we are and how we will create shared prosperity. Across all our priorities, the power of these themes distinguishes us.



# Where we operate

GRI: 102-4, 102-6

We have a diverse geographic footprint spanning nearly 50 countries worldwide. Our portfolio of more than 500 iconic global and local brands represents one in every four beers sold.



# Our Ambition to Achieve Net Zero

2017 >>> 2025 >>> 2030 >>> 2040

## ACHIEVED 2017 ENVIRONMENTAL GOALS

- 100% renewable electricity
- 35% absolute emissions reduction (Scopes 1 and 2)
- 25% emissions reduction per hectoliter across value chain (Scopes 1, 2 and 3)
- 100% packaging either returnable or made from majority recycled content
- 100+ Accelerator identifying breakthrough solutions
- Supplier collaboration platform Eclipse
- 3 carbon neutral facilities in Brazil

## 2025 SUSTAINABILITY GOALS ON TRACK

- Reset short-term target
- Scale energy efficiency and renewable thermal energy solutions
- Scale renewable electricity in retailers
- Accelerate low-carbon packaging solutions
- Implement green logistics initiatives
- Expand regenerative agriculture practices

## CATALYZING ACTION ACROSS OUR VALUE CHAIN

- Advanced agtech solutions
- Alternative fuel fleet
- Integrated solutions with suppliers
- Innovative cooling solutions
- Nature-based solutions for remaining emissions

## OUR VISION FOR A SUSTAINABLE FUTURE

# Our 2025 Sustainability Goals

## Smart Agriculture

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

## Water Stewardship

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

## Circular Packaging

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

## Climate Action

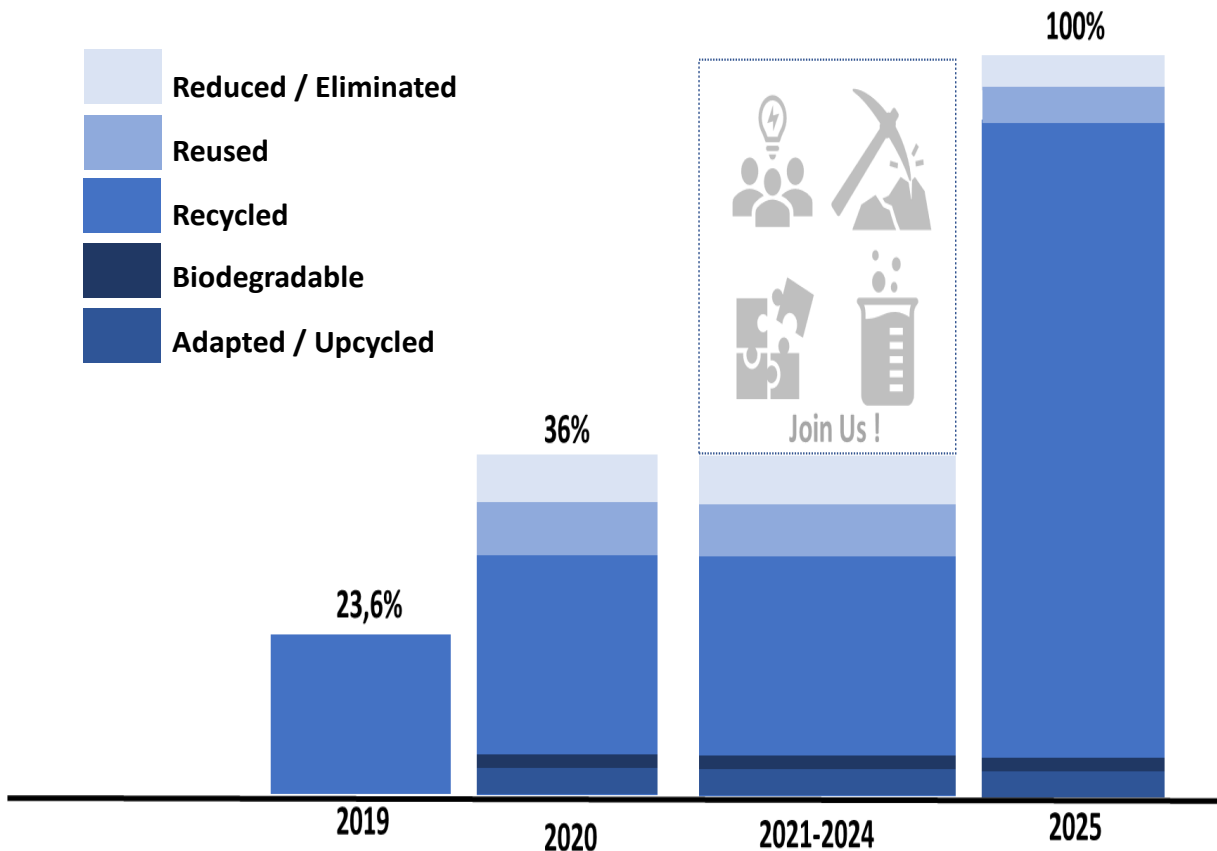
Our Goal: By 2025, 100% of our purchased electricity will be from renewable sources and we will have a 25% reduction in CO2 emissions across our value chain.

Our ambition to achieve net zero across our value chain by 2040

# We Dream Big to Create a Future with More Cheers

# Sustainable Packaging Monitoring Targets

We're track & monitoring the actions to neutralize 100% of plastic pollution that is generated by the year of 2025



Plastic Pollution Neutralization 2025 Challenge

## Circular Packaging

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

Progress

36.4%

volume in returnable packaging in 2021

55.6%

recycled content in cans

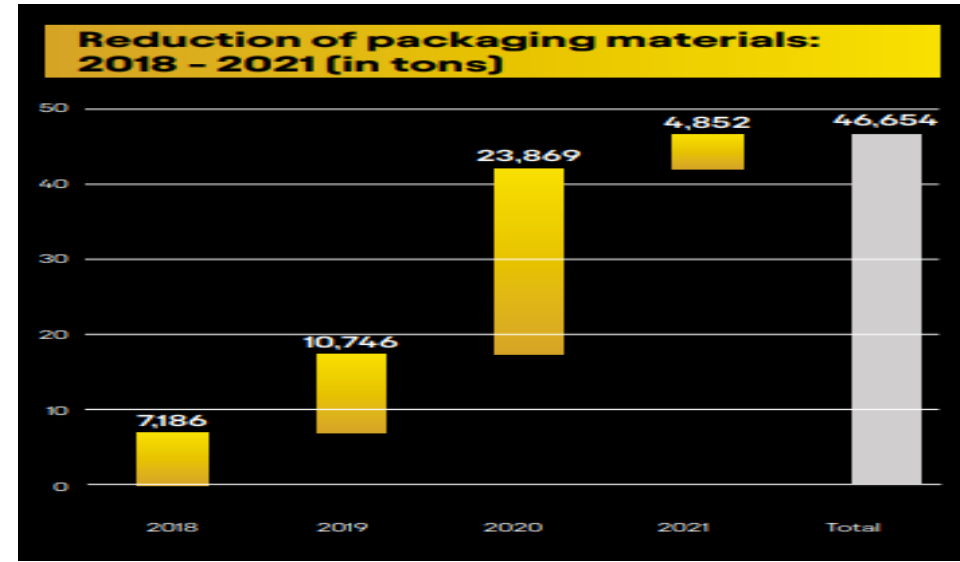
43.8%

recycled content in glass

20.0%

recycled content in PET

## Material Reduction





# Actions and Opportunities Across Our Value Chain

## Agriculture

- Increase crop productivity with new, more resilient varieties
- Work in partnership with farmers for low carbon processes
- Advance nature-based solutions for carbon removal
- Agtech development in partnership with academia, research centers, and other partners
- Incentive to family, local and sustainable agriculture

## Conversion of brewing ingredients

- Increase energy efficiency in manufacturing processes
- Shift of heat fuels for low emission sources
- Energy cogeneration
- Install photovoltaic panels

## Packaging

- Increase recycled content
- Scale low-carbon solutions
- Increase nature-based innovation
- Implement lightweighting solutions
- Partner for reverse logistics and foster a returnable culture

## Brewing Operations

- Renewable energies in all units
- Near-zero to landfill production waste from manufacturing processes
- Scale biomass and other low carbon solutions
- Implement energy, refrigerant, and heat recovery processes

## Logistics

- Continue load optimization
- Improve routing efficiency and reconfigure modes of transportation
- Implement alternative fuel vehicles (electric, hydrogen, biofuels)

## Product Cooling

- Implement more efficient and innovative refrigeration
- Scale access to renewable electricity to retailers
- Scale energy efficiency services to our value chain and to any company in the country

## End of life

- Promote local recycling
- Reduce waste through use of recycled content and lightweighting initiatives in packaging
- Partner for innovation in reuse, and recycling













**Some Reflections from UNEP about Plastic**

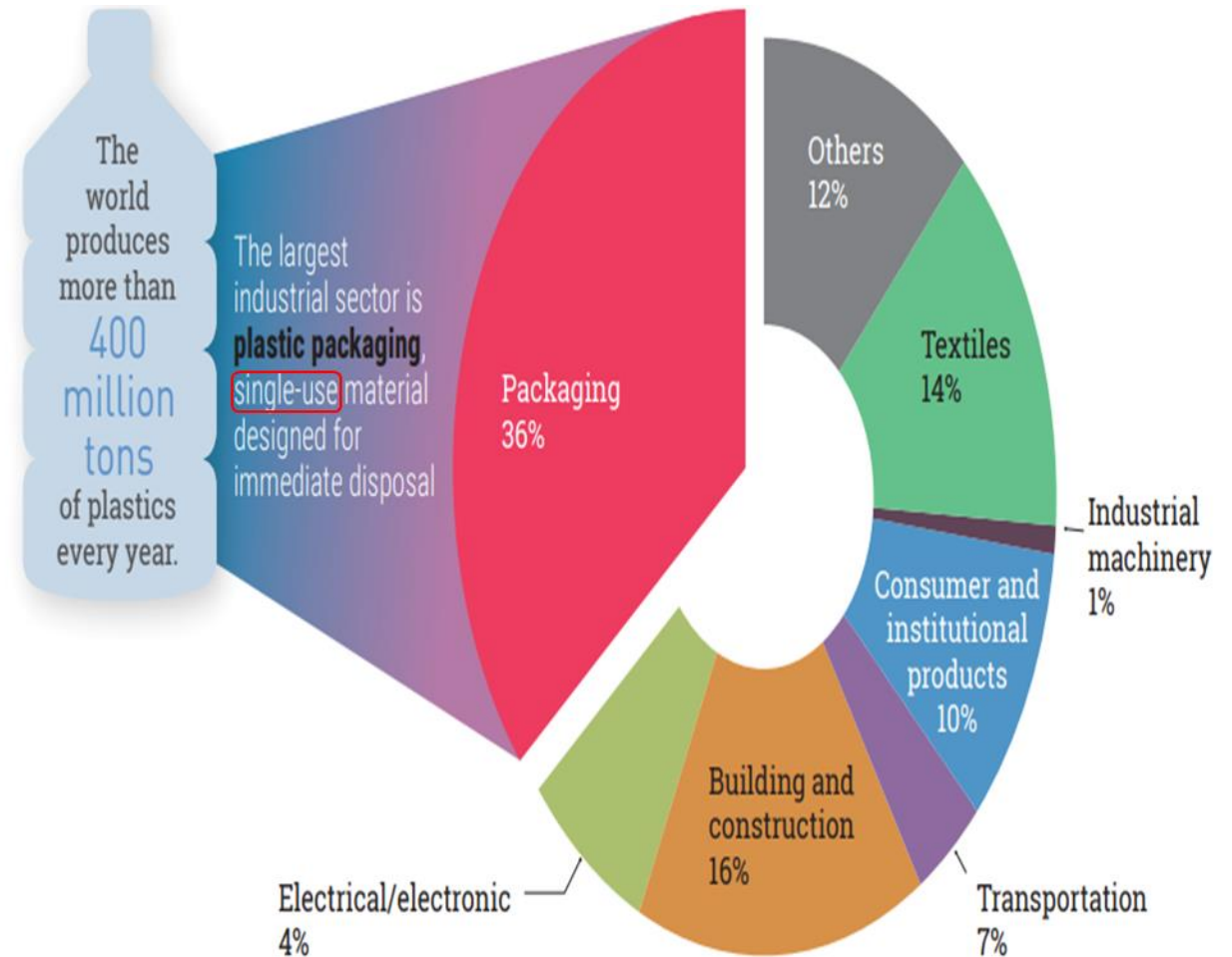


# Plastic Usage



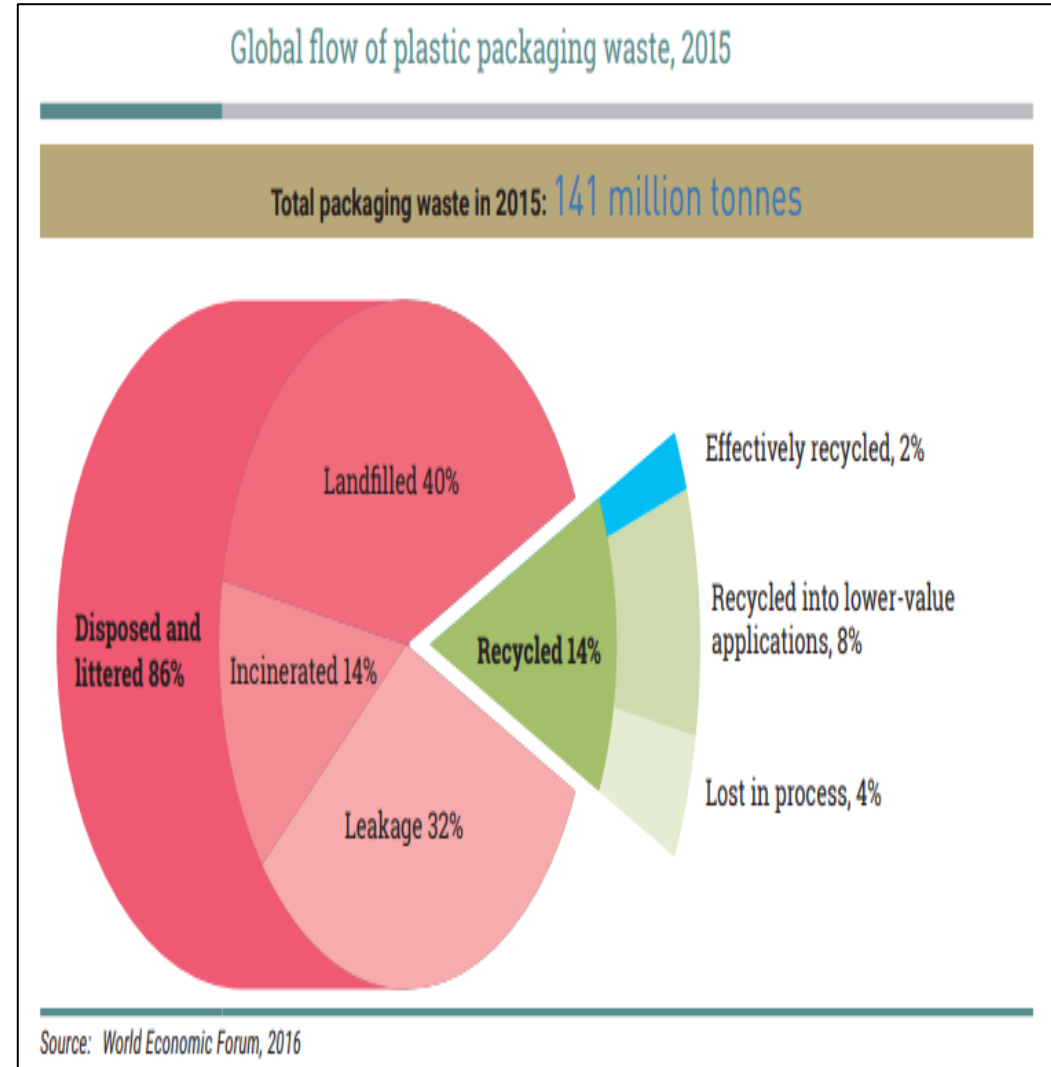
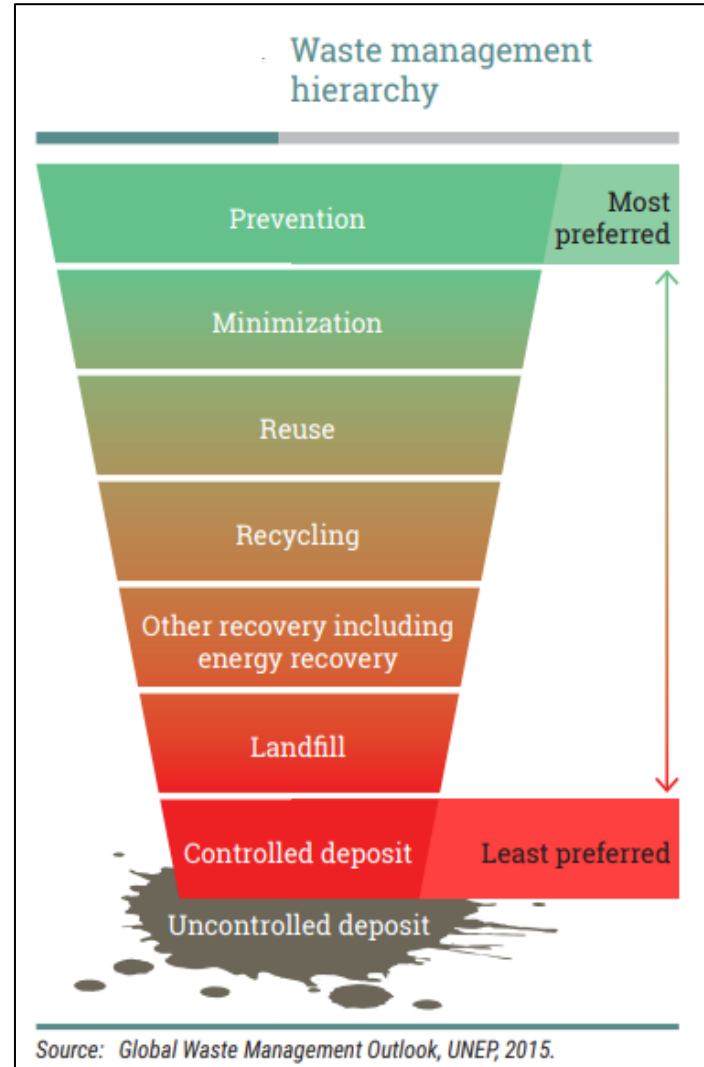
## Plastics replacing the traditionally used materials

Product	Previous typical packaging material	Current typical packaging material
Milk, edible oil	▶ Glass, metal 	▶ 3 or 5 layer film pouches 
Toiletries (soap/shampoos)	▶ Paper, glass 	▶ Plastic pouches or films 
Cement, fertiliser	▶ Jute 	▶ PP/HDPE woven sack 
Toothpaste	▶ Metal 	▶ Plastic lamitube 



Source: Adapted from Geyer, Jambeck, and Law, 2017

# Plastic Waste Destination

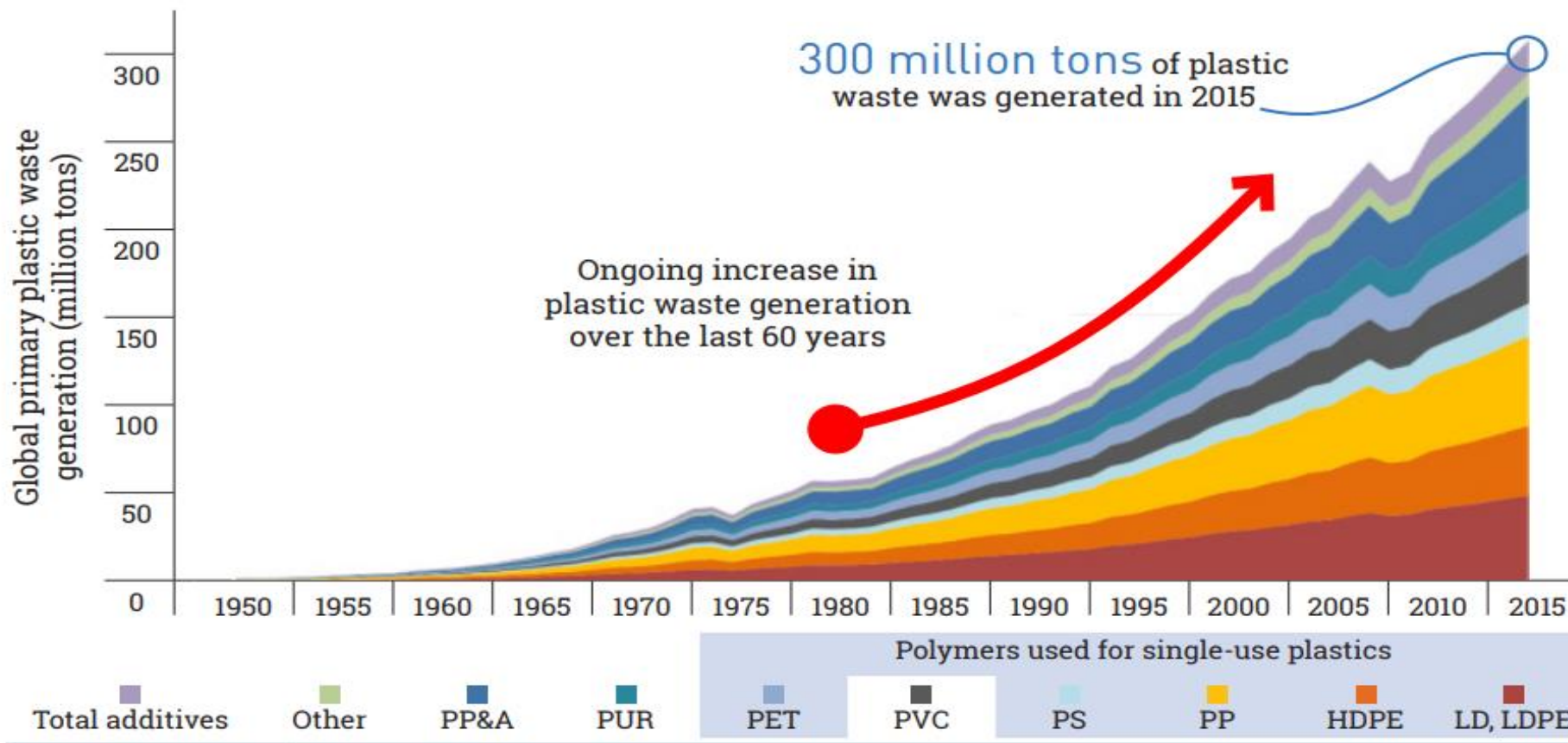






# Plastic Waste Generation evolution

Global primary plastics waste generation, 1950 - 2015<sup>16</sup>

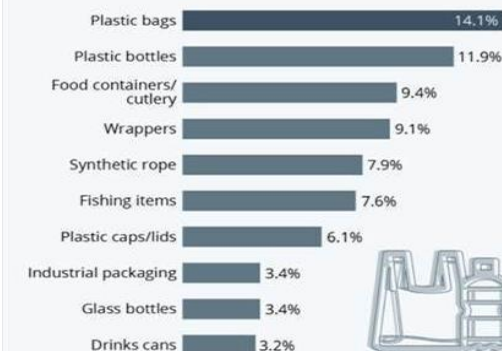


Source: Adapted from Geyer, Jambeck, and Law, 2017



## Ocean Garbage

The 10 most widespread waste items polluting the world's oceans\*

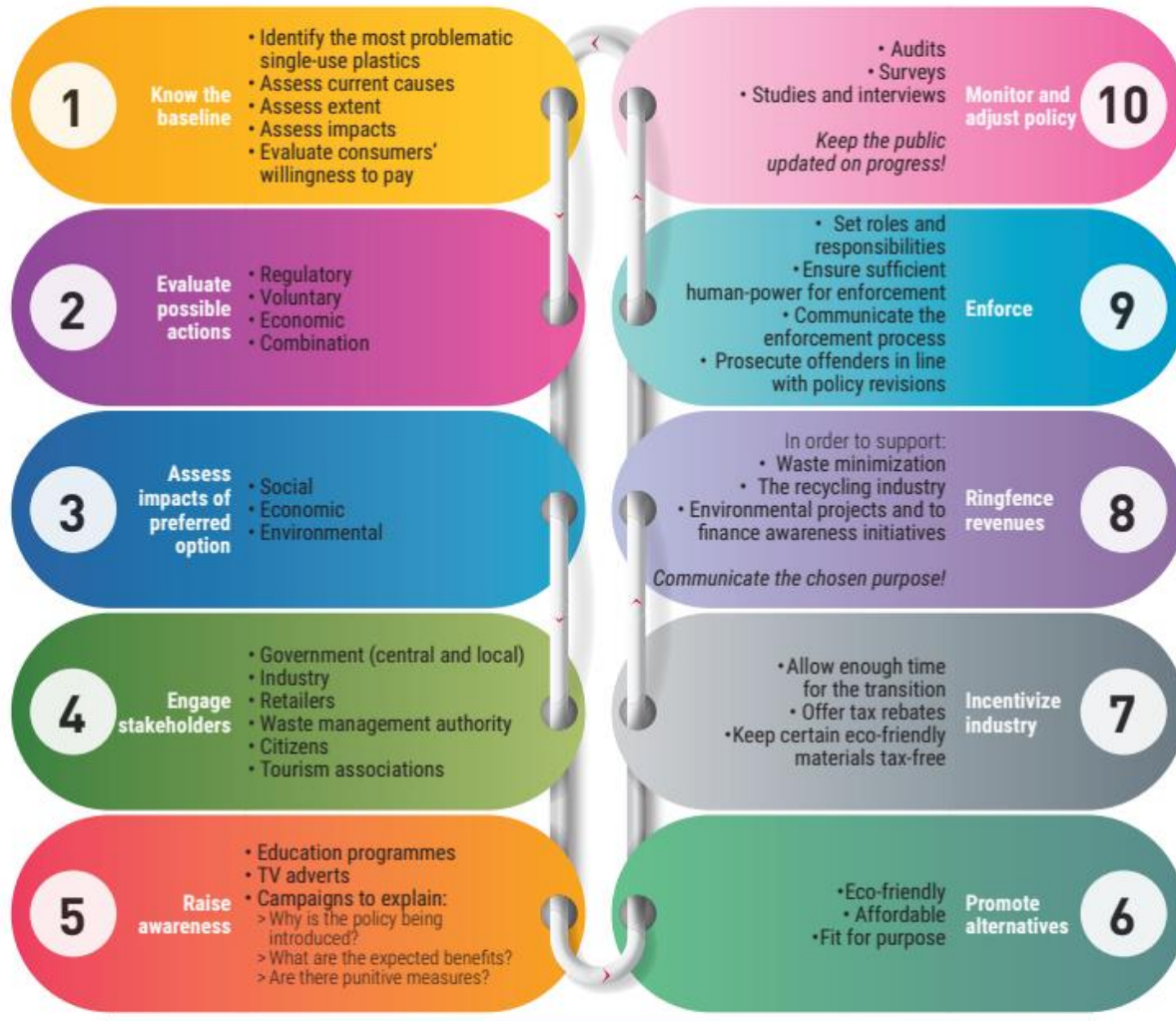


\* Based on waste items found in seven aquatic ecosystems globally. Source: Carmen Morales-Cacelles et al. (2021)

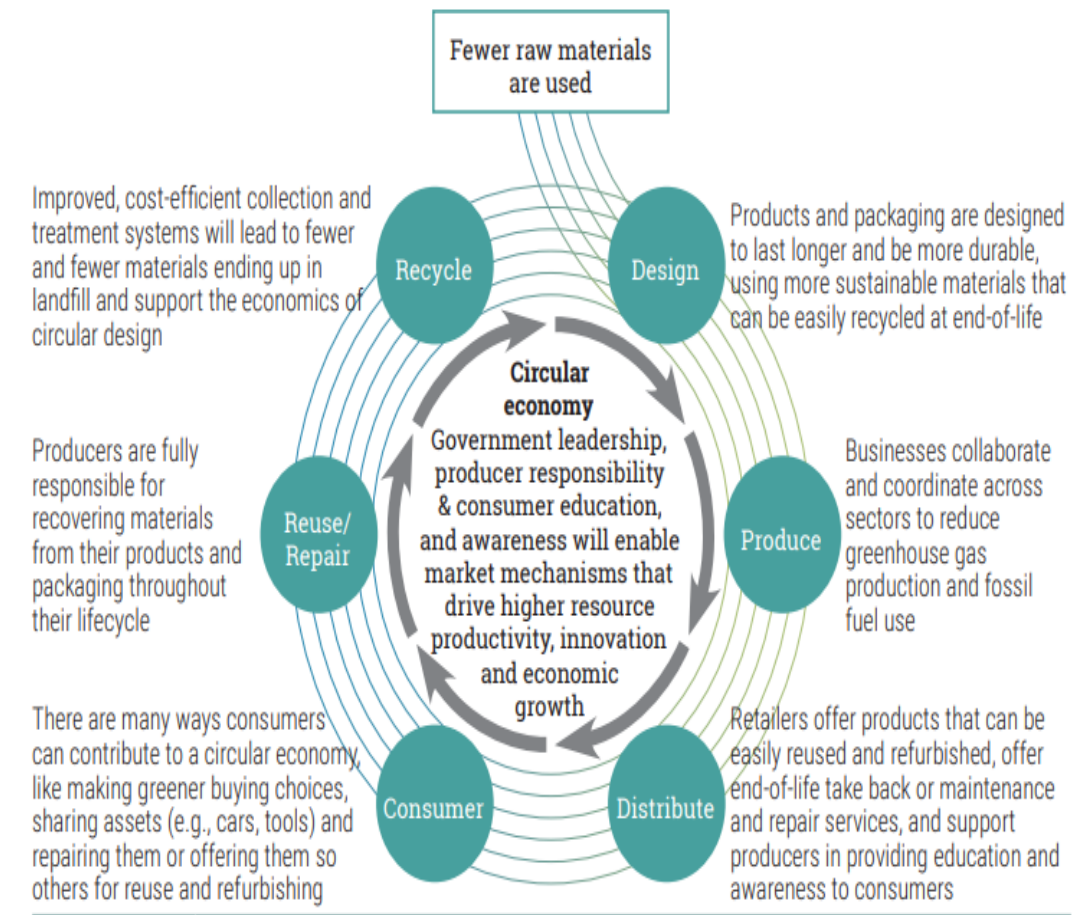
“The Bigger the problem, the bigger the opportunity for innovation”. Hamel, Gary

# Whats perhaps is comming on...

## Roadmap for policymakers: 10 steps to consider when introducing bans or levies on single-use plastics



## Overview of a circular economy

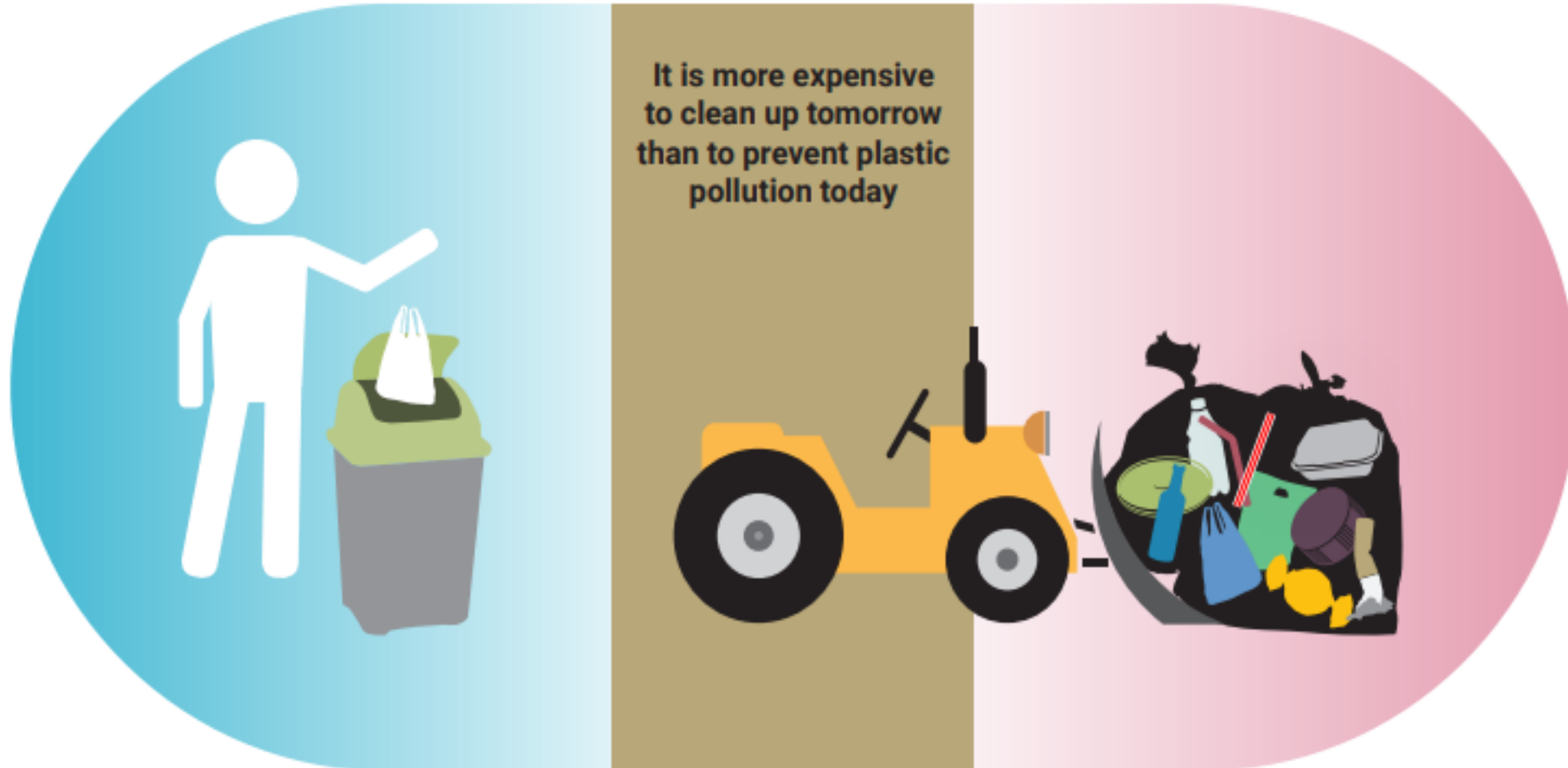


Source: 2017 strategy for a waste-free Ontario. Building the circular economy.  
<https://www.ontario.ca/page/strategy-waste-free-ontario-building-circular-economy>



## Plastic Mismanagement: the future cost

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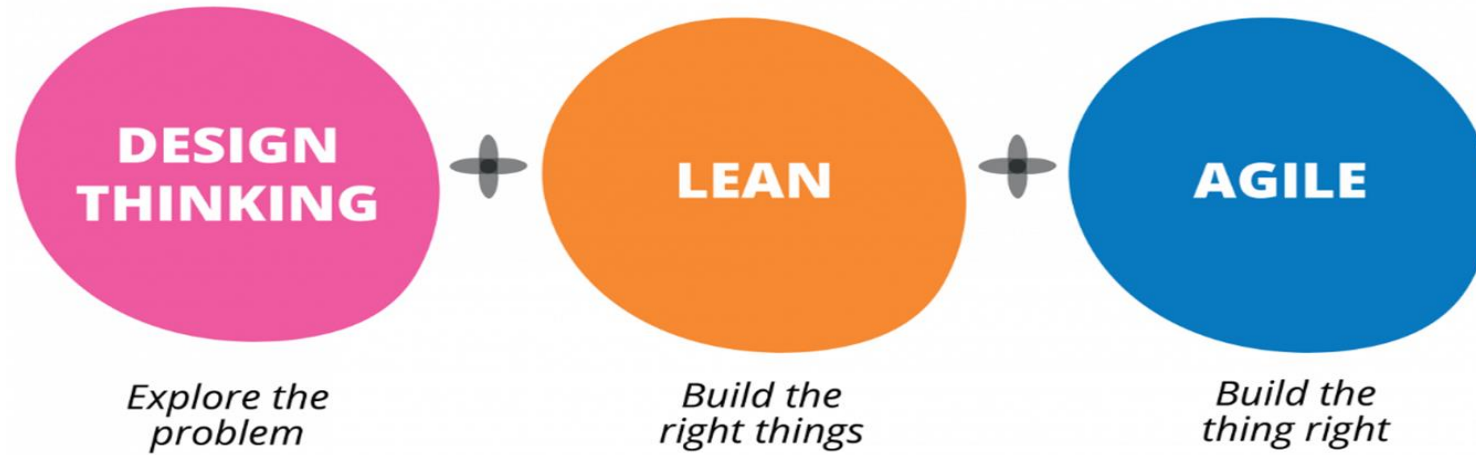




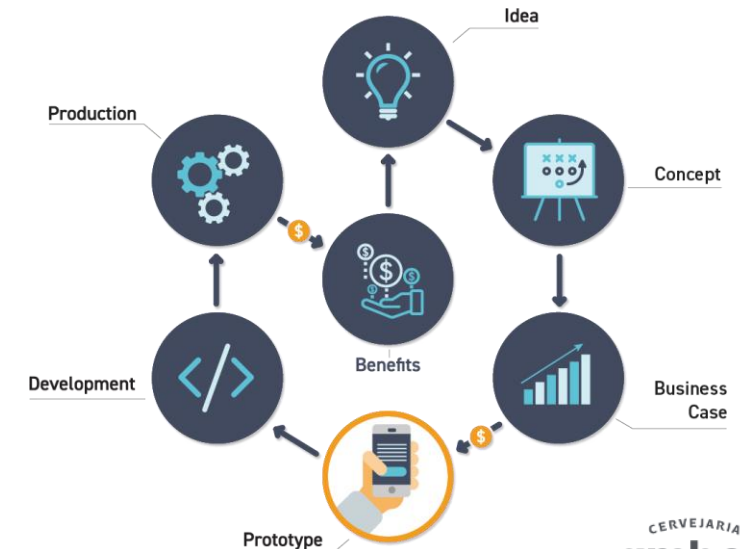
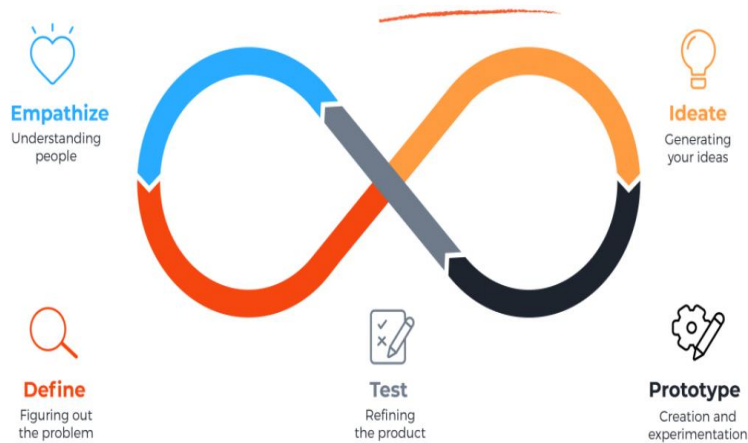
# **Sustainability & Packaging & Innovation**



# Continuos Sustainable Innovation : How we work



Pic: @jonnyschneider



# Where is the **plastic** in our packaging?



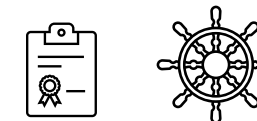
Define & Measure

Primary

Secondary

Distribution

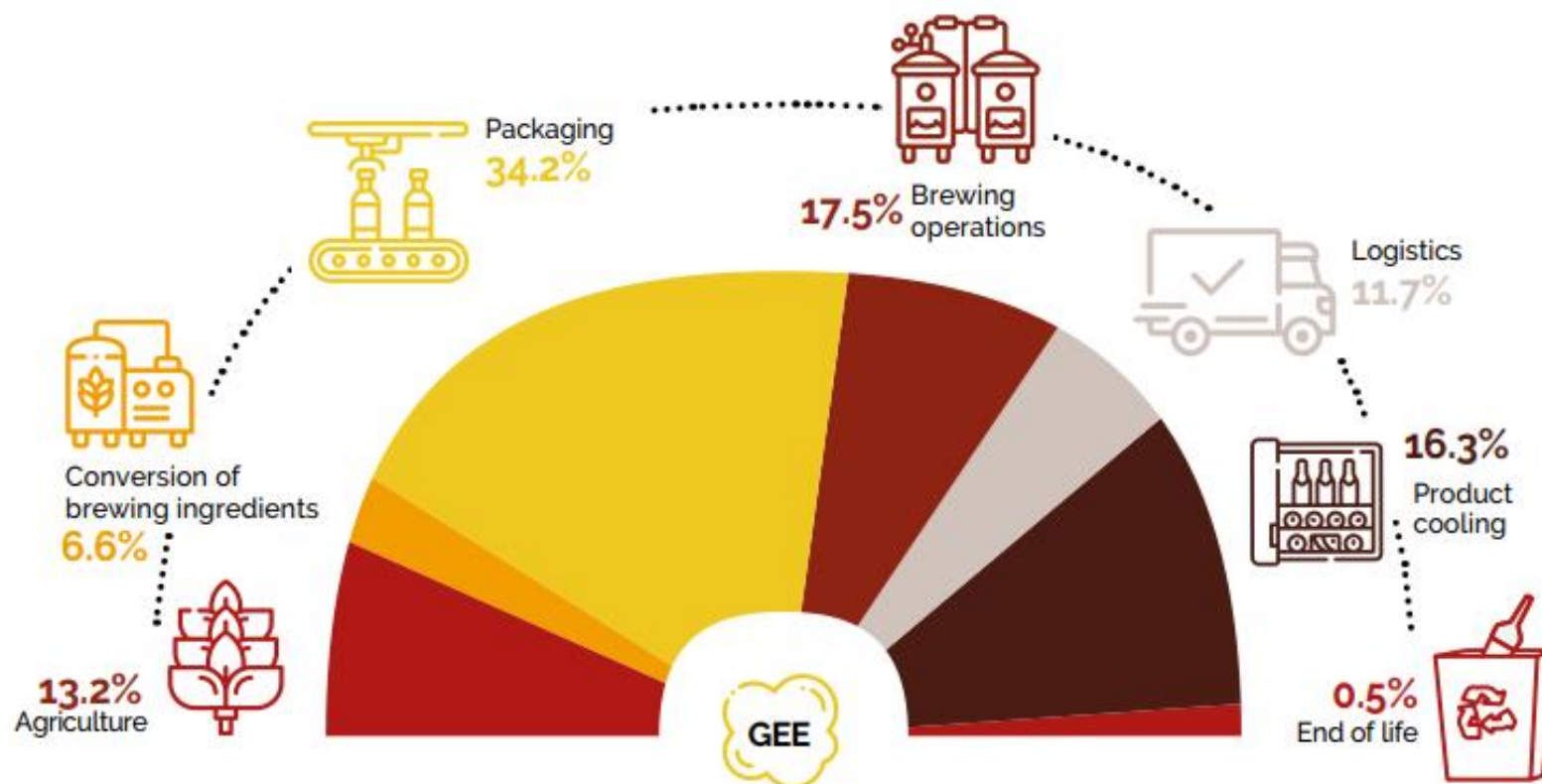
	PET	PET	58%
	SHRINK	LDPE	28%
	STRETCH	LLDPE	4%
	TAMPAS	HDPE PP	5%
	RÓTULOS	BOPP PET	2%
	OUTROS	PP, HDPE, Tetrapack	3%



## Analyze & Control

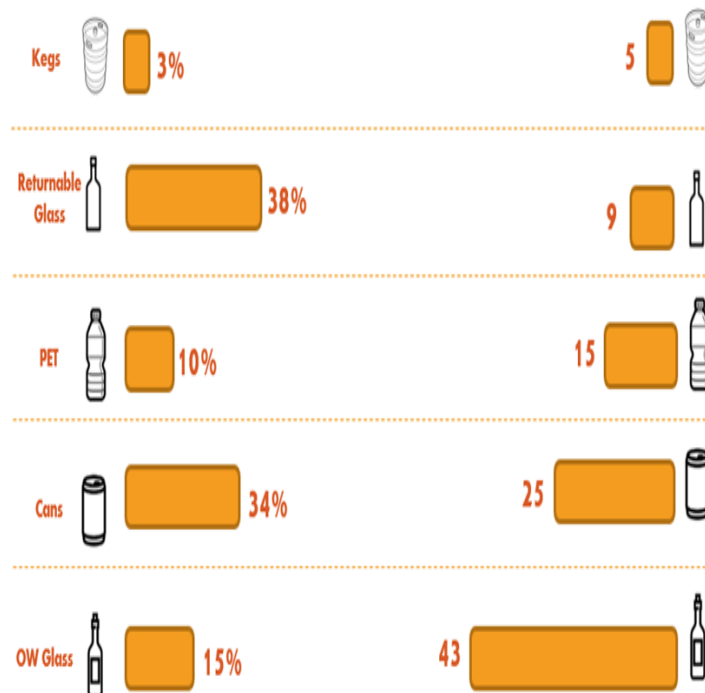
# Analyzing Our Carbon Footprint

We assess and calculate emissions from our entire value chain. In 2020, we estimated Scope 1 (12.6%) and Scope 2 (4.4%) emissions, with Scope 3 emissions representing approximately 83.0% of our total footprint. That's why we engage with our value chain partners to develop innovative solutions.



### Packaging Portfolio

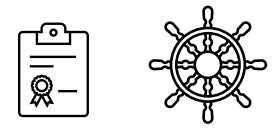
### kgCO<sub>2</sub>e/l by Pack Type





# Eco Score

What if we can quantify the impact of our package?



Analyze & Control

COMPARING PACKAGING WITH SCORE, FROM 0-100 (LOWEST, BETTER)



## KPIs

- Returnability
- Package Weight/ Volume
- Recycled content
- CO2 Emission
- End of Life
- Plastic Pollution

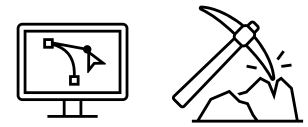
- 
- Primary packaging
  - Secondary packaging
  - Label
  - Cap

## BENEFITS

- More new sustainable products: Innovation aligned with strategy
- Review & Continuous improvement of current Packaging



# How to **neutralize** the plastic in our packages



**Design & Improve**

	<p>Lightweight, eliminate or replace by Other materials</p>	<p>LW: Shrink -12,5% Stretch -15%</p>	<p>LW Caps 6,5%</p>	<p>Snap Pack</p>	<p>1st water in can in Brazil</p>
	<p>Promote returnable packages instead one way</p>	<p>Avoid</p>	<p>LN RGB</p>		
	<p>Increase the recyclability and recycled content in our package</p>	<p>Tables 100% Chairs 70% Racks 100%</p>	<p>Guaraná 100%</p>	<p>Crates 100%</p>	<p>Recycled Shrink</p>
<p><b>Total Degradation</b></p>	<p>Total degradability and no microplastic – partnership with industry, startups and R&amp;D Solutions</p>	<p>GrowPack</p>	<p>Barley's Label</p>		
	<p>Partnership to remove the wastes that we generate → destinate for other oportuities</p>				

**Website**



[www.ambev.com.br/plasticos/](http://www.ambev.com.br/plasticos/)

# Drivers to **Innovation** in sustainable packaging



**Walking the Path to  
Zero-Waste**



**The World's Largest  
Circular Economy**



**A Commitment to  
Recycled Content**

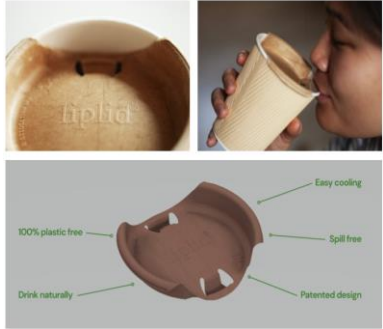


**Empowering Partners to  
Scale Innovative  
Solutions**



# Continuous Sustainability & Innovation

Exploit the power of analogy & inspiration in other Fields. Do not reinvent the wheel...improve it



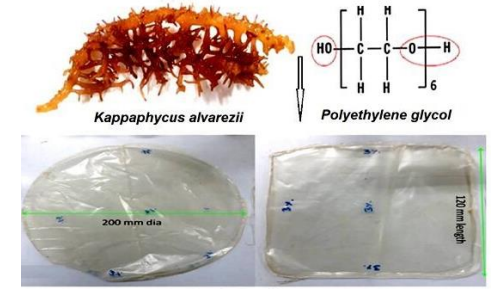
100% plastic free  
Easy cooling  
Spill free  
Drink naturally  
Patented design



Source: 3M

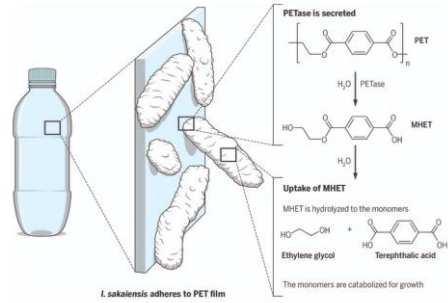


Source: Substrik



Bioplastics film

Source: Vigyanprasar



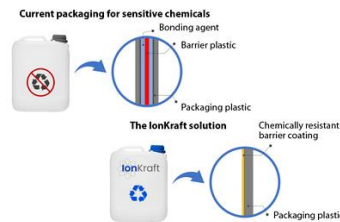
Source: Image for representation



Source: SIG



Source: Mondi Group



Source: IonKraft



※1 当社製3枚刃カミソリとの比較  
※2 ランス製造を販売した金属ヘッドと紙ハンドルからなるカミソリ（特許第6425162号）

Source: Kai Stone



Source: The Mill



# Packaging Sustainability in Practice – “Innovability” Cases

100% of projects here came from CrossFunctional Teams Projects



100% PCR PET for CSD Guarana



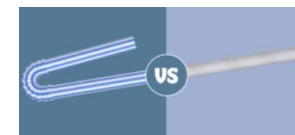
Keel Clip  
>70% Plastic Reduction



Snap Pack  
>70% Plastic Reduction



2Pack1- Promo Pack



Plastic Straw 200 years  
Paper Straw 120 days



GrowPack  
BioBased Pack  
Accelerator Program



By Product based Pack



LN RGB



Shrink MultiPack 100% PCR – Gold Award



-Design for sustainability (LW)  
-100% Recycled HDPE  
-6% UBQ Content



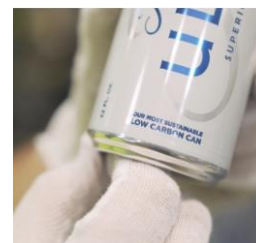
97,7% Recycled rate



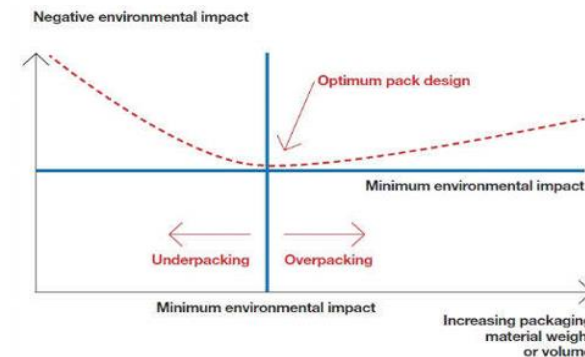
GreenMining  
Reverse Logistic  
Accelerator Program



100% Recycled Content Glass Bottle



UltraLowCarbon Can



Söras Curve for Packaging Design

# Wrapping-up

**Net Zero Ambitions is a must in the industry, merging BC and “Case for Sustainability”**

**Packaging Innovation plays a pivotal role to drive decarbonization**

**Where is the data? Objective approach is key**

**Ease of understanding and communication needed for cross-functional adoption of Sustainability principles**

**Packaging Sustainability not a 1 way road, but a complex matter.**



Right  
Now!!!



# CIRCUAR ECONOMY CHALLENGE

APPLY UNTIL MAY 26!

Powered by:



## TIMELINE

02-05-2022  
Application  
Open

26-05-2022  
Application  
Deadline

21-06-2022 –  
23-06-2022  
Demo Days

14-07-2022  
Final Event

Meet our Beer Garage:

Gal Ramot

Global Product Innovation Manager

<https://www.linkedin.com/in/gal-ramot-448220a6>

Meet the Experts in our GITEC:

Farida Bensadoun

Global Packaging FEI Specialist

<https://www.linkedin.com/in/farida-bensadoun-a0aa8129>

Massimo Venegoni

Global Sustainability Packaging Manager

<https://www.linkedin.com/in/massimo-venegoni>

ABInBev

We Dream Big to Create a  
**Future with More Cheers**

#FutureWithMoreCheers

**Welcome to:**

**Accelerator 100+ Program 2022 (Global & Local)  
Ideas Scouting Process (Submit your idea for DVF)  
Established Companies (Procurement & RD VA Workshop Process)**

Connect



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