

# IT STOPS WITH ME



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# INTRO DUCTION

# A MESSAGE

## FROM IT STOPS WITH ME SPONSOR

We created It Stops With Me to tackle a shocking statistic; 9 out of 10 people have experienced (witnessed or been subjected to) harassment or discrimination within the drinks industry. For me, this means my colleagues, partners and consumers are all affected. Our campaign centres on our pledge, where we ask individuals to commit to speaking up and calling out harassment and discrimination when they witness it. It is time for us to take a stand to change our industry for the better.

Budweiser Brewing Group's journey has started internally - I know we still have a long way to go to create a safer workplace, but I'm proud to be taking concrete action to better our industry, with our employees' welfare at the forefront of our efforts. I'm grateful to my team who are creating more than a 'flash-in-the-pan' marketing campaign but

a true movement designed to be shared with the full industry, inspiring more positive and equitable workplaces. From the candid vulnerability of our Women in Beer team who shared their experiences of harassment and discrimination, to the teams who have continuously built, adapted and improved the It Stops With Me campaign; thank you.

As category captains, it's our job to make the category more vibrant, healthy, valuable and inclusive. I think we can all agree that we cannot achieve this mission unless we tackle this issue head-on.

But, it takes each of us to become all of us. As an industry-wide issue, we're calling for an industry-wide commitment to change so we need your support too. I must thank the 150+ of our

customers who have already taken their individual pledge during our recent Customer Conferences and now I invite everyone else to join us on this journey too.

Harassment and discrimination stop with me, and I hope with you as well.

- **Brian Perkins**

AB INBEV BU WEST PRESIDENT



# INTRODUCTION

## IT'S TIME TO RAISE THE IMPORTANT ISSUE OF HARASSMENT AND DISCRIMINATION WITHIN THE BEER / BEVERAGES INDUSTRY.

At AB InBev, we are working to build an inclusive environment where we collaborate to win together, as one team. That's why we are committed to putting our people above profit, always. We believe it is our responsibility to **take action** to support our employees and the industry as a whole.

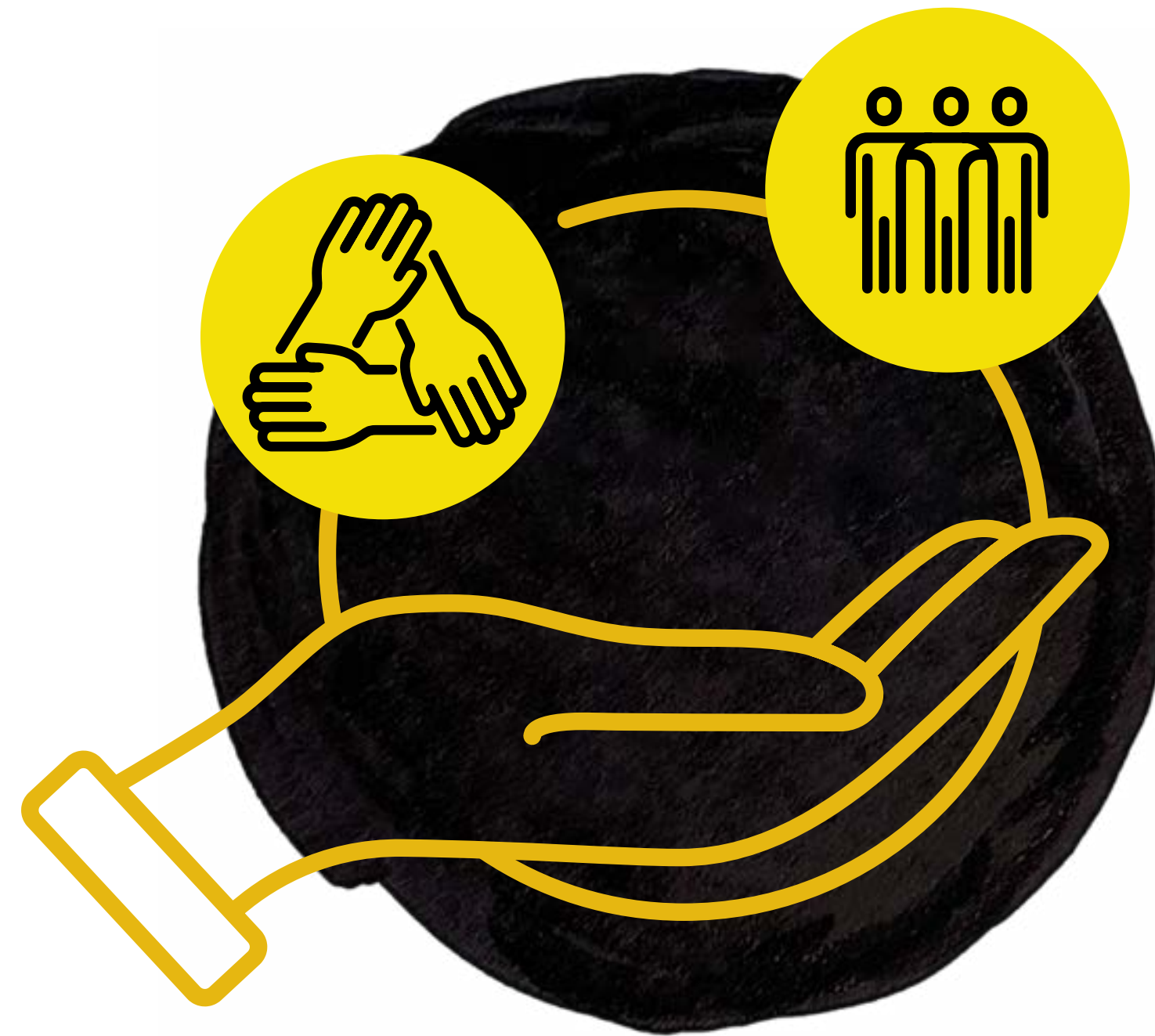
The purpose of this toolkit is to shed light on the issue and introduce our anti-harassment and anti-discrimination campaign, It Stops With Me. We will also provide the tools for participation through our key campaign measures and actions.

These insights and actions will be shared with both our **customers** and **competitors** to encourage an industry-wide culture of stepping up and calling out harassment and discrimination.

# WHY ARE WE MAKING THIS TOOLKIT?

## BECAUSE OF OUR PURPOSE

Our purpose is to create a future with more cheers - a world in which everyone is treated with the same level of respect and dignity.



## BECAUSE OF OUR PEOPLE

Harassment and discrimination can have a significant impact on an individual's physical and mental wellbeing. We are committed to always stepping up and putting our people before profit.

# WHAT YOU'LL FIND INSIDE

**OUR GOAL WITH THIS TOOLKIT IS TO EFFICIENTLY CONSOLIDATE INFORMATION, GUIDANCE AND ASSETS FOR OUR IT STOPS WITH ME CAMPAIGN SO THAT WE CAN ALL COME TOGETHER TO STOP HARASSMENT AND DISCRIMINATION.**

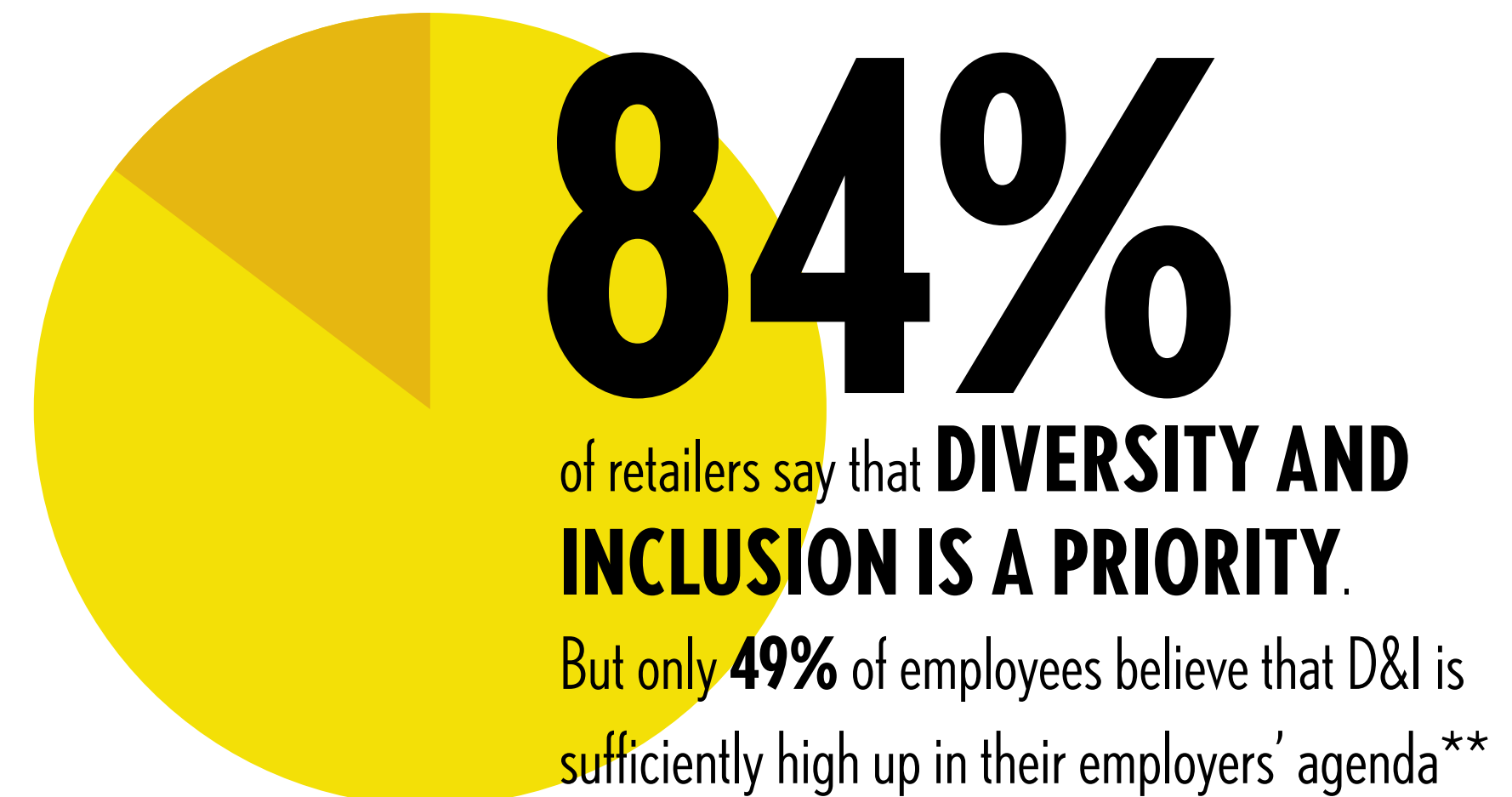
This will include:

- An outline of our zero-tolerance policy
- A call to action to create awareness and foster support
- A list of campaign assets and guidance

**SO LET'S TALK  
ABOUT  
HARASSMENT AND  
DISCRIMINATION**



# WHAT IS THE HARASSMENT AND DISCRIMINATION ISSUE WITHIN OUR INDUSTRY?



## THIS STOPS TODAY.

We want our industry to come together to stop harassment and discrimination.

\*Source: Anti-harassment and anti-discrimination survey AB InBev, 2021

\*\*Source: PWC: Diversity and Inclusion in UK Retail: Where are we now and what comes next?

# BUT WHAT EXACTLY *IS* HARASSMENT AND DISCRIMINATION?

It is important to clarify what we mean by harassment and discrimination before we can all come together to call it out.

## HARASSMENT

Includes all **INAPPROPRIATE CONDUCT** that creates a disrespectful, intimidating, hostile, degrading or offensive environment.

## DISCRIMINATION

The unfair **DENIAL OF EQUAL TREATMENT** based on characteristics such as race, gender, religion, sexual orientation, nationality or disability.

## SEXUAL HARASSMENT

Includes unwelcome **SEXUAL ADVANCES, REQUESTS FOR SEXUAL FAVOURS,** and other verbal or physical conduct of a sexual nature.

# REAL CASES OF HARASSMENT AND DISCRIMINATION

*“If you go out with me, I’ll make sure to order more beers from your portfolio.”*

Quid pro quo sexual harassment. **‘THIS FOR THAT’** in which this person will offer a perk in exchange for a sexual favour.

*“Can you send a white sales representative instead?”*

This person is discriminating against a person because of their **ETHNICITY** and making **STEREOTYPICAL ASSUMPTIONS** about them.

*“Why are they sending me such a drama queen. I’d rather work with a straight guy!”*

This person is making a **DISCRIMINATORY REMARK ABOUT SOMEBODY’S SEXUALITY** and insinuating that they cannot work with the person due to a personal characteristic.

*“Women shouldn’t be selling beer. It’s a man’s game!”*

This person is discriminating against a person because of their gender. This person is insinuating that the person **ISN’T CAPABLE DUE TO A PERSONAL CHARACTERISTIC.**

*“I can’t believe he can’t speak Dutch properly. It’s disgusting. He should just go back where he came from!”*

This person is making a **RACIST REMARK** about someone. This falls under a racial slur which constitutes discrimination.

# OUR INSIGHTS INTO ANTI-HARASSMENT AND ANTI-DISCRIMINATION

In creating this toolkit, we knew it was important to begin by looking internally. In 2021, we conducted an employee survey which focused on unacceptable behaviour. From the results, it's clear that we have work to do.

## 28%

faced unacceptable behaviour from a customer, ranging from sexist comments to discriminatory behaviour.

## 31%

faced unacceptable behaviour and felt unsafe visiting a customer.

## 33%

faced unacceptable behaviour from customers in the on trade, followed by **26%** in the off trade.

## 45%

faced unacceptable behaviour and communication that made them uncomfortable.

## 69%

reported unacceptable behaviour to their line manager.

## 30%

believe that AB InBev **CAN DO MORE** to protect them.

## 72%

would like a **CLEAR STRUCTURE AND PROCESS IN PLACE** to tackle harassment and discrimination.

**WE KNOW HARASSMENT AND DISCRIMINATION HAPPENS  
IN OUR INDUSTRY.**

WE NEED **EVERYONE TO JOIN US** IN CALLING IT OUT.

**WE WILL NOT  
TOLERATE IT.  
THIS STOPS TODAY.**

**THE**

**CAMPAIGN**



# **OUR CORE IDEAL**

**TOGETHER WE CAN  
STOP HARASSMENT AND  
DISCRIMINATION.**



# MY PLEDGE



Harassment and discrimination  
**STOPS WITH ME.**

Laughing off hurtful 'banter'.  
Worrying about being a lone woman in trade.  
Assuming the man makes the decision.  
Made to feel too young or too old for the job.  
**IT STOPS WITH ME.**

I will take action. Wherever it happens and whoever it is.  
I will speak up and call it out  
**BECAUSE IT STOPS WITH ME.**

Because only when all of us take responsibility will this stop.  
**AND IT TAKES EACH OF US TO BECOME ALL OF US.**

So this is my pledge to show everyone that harassment and discrimination of any kind will not be tolerated.

**IT STOPS WITH ME.**

# AHAD CAMPAIGNING VIDEO



CLICK SCREEN TO PLAY VIDEO

**WHATEVER YOU WITNESS,  
WHOEVER IT IS.  
SPEAK UP AND CALL IT OUT.**

# CAMPAIGN ACTION

# OUR AMBITION

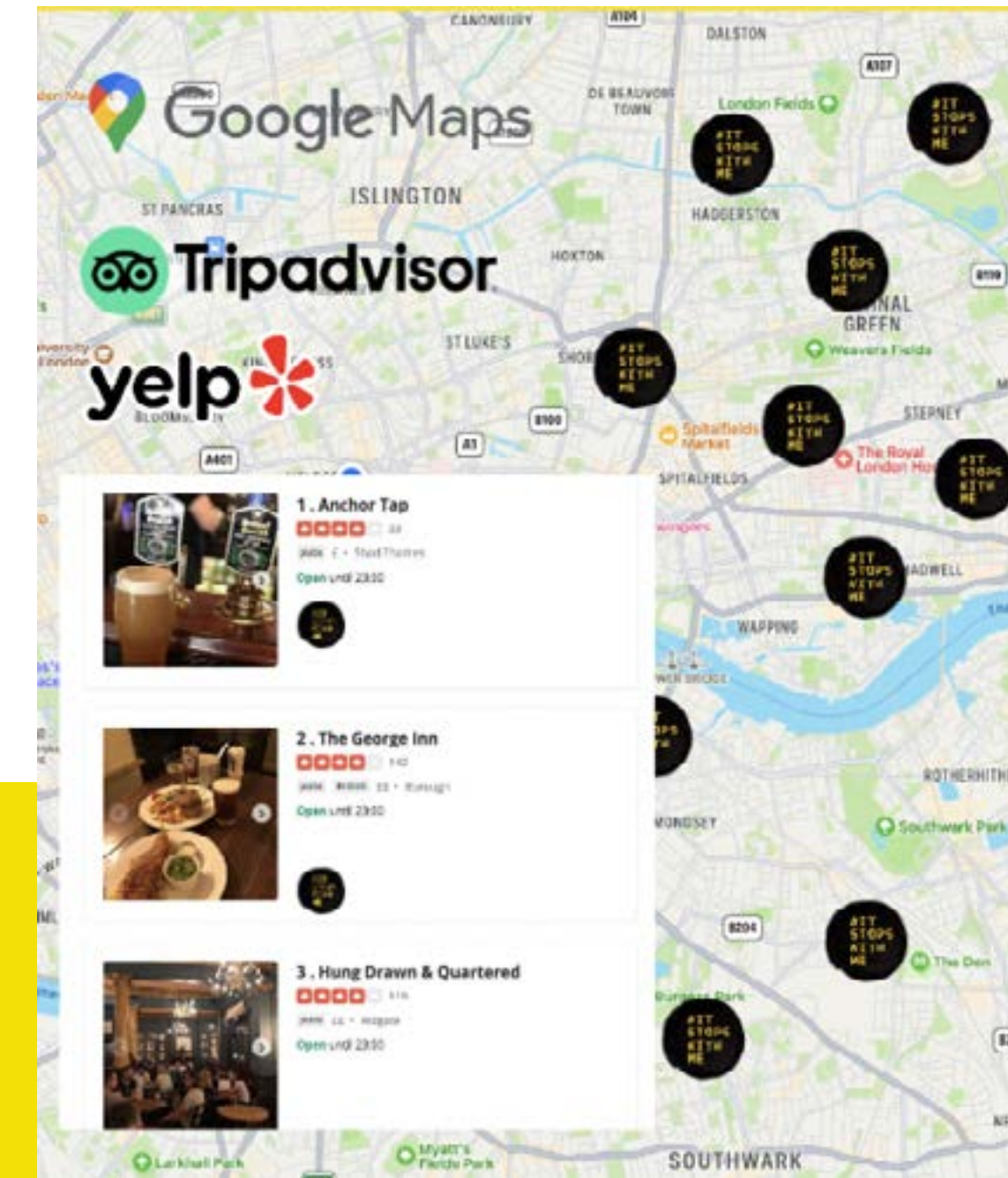
To create a symbol that becomes an  
**ICON**



An icon that becomes a  
**MOVEMENT**



A movement that becomes a  
**CHANGE**





# INTRODUCING OUR ONLINE HUB



## ItStopsWithMe.net

A one-stop hub to call out harassment and discrimination and access resources and support.

Our peers in the hospitality industry can download a version of this toolkit via the website.

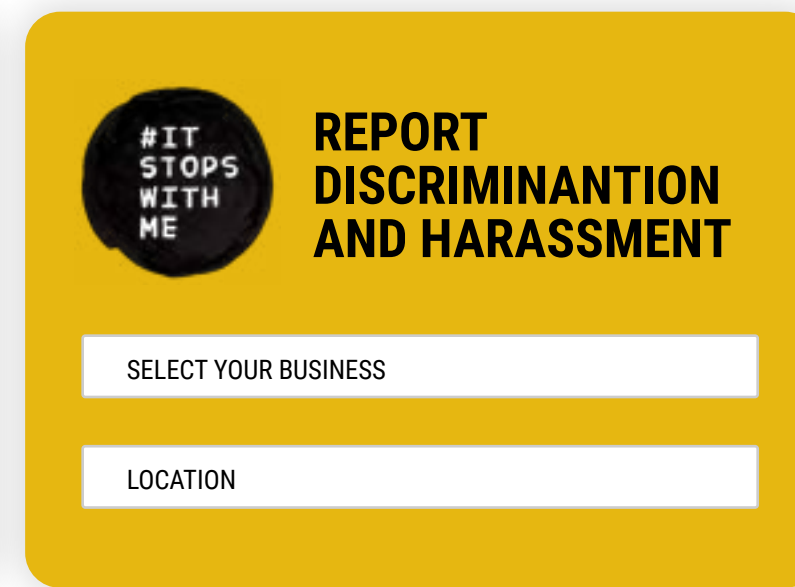


# IT STOPS WITH ME WEBSITE



## REPORT AN INCIDENT

We can open a part of our report system to make it available for the whole industry.  
*For AB InBev internal use only.*



## GET SUPPORT

*For AB InBev internal use only.*





# IT STOPS WITH ME WEBSITE



## TAKE THE PLEDGE

Employees from these companies have already signed the pledge to share their support for ending harassment and discrimination in the beverage industry.





# HOW TO TAKE ACTION



**GATHERING  
QUANTITIVE  
DATA**



**LISTENING  
SESSIONS**



**REPORTING  
PROCESS**



**WELFARE  
FLAG**



**COMMITMENT  
CLAUSE**



**SIGNING  
THE PLEDGE**



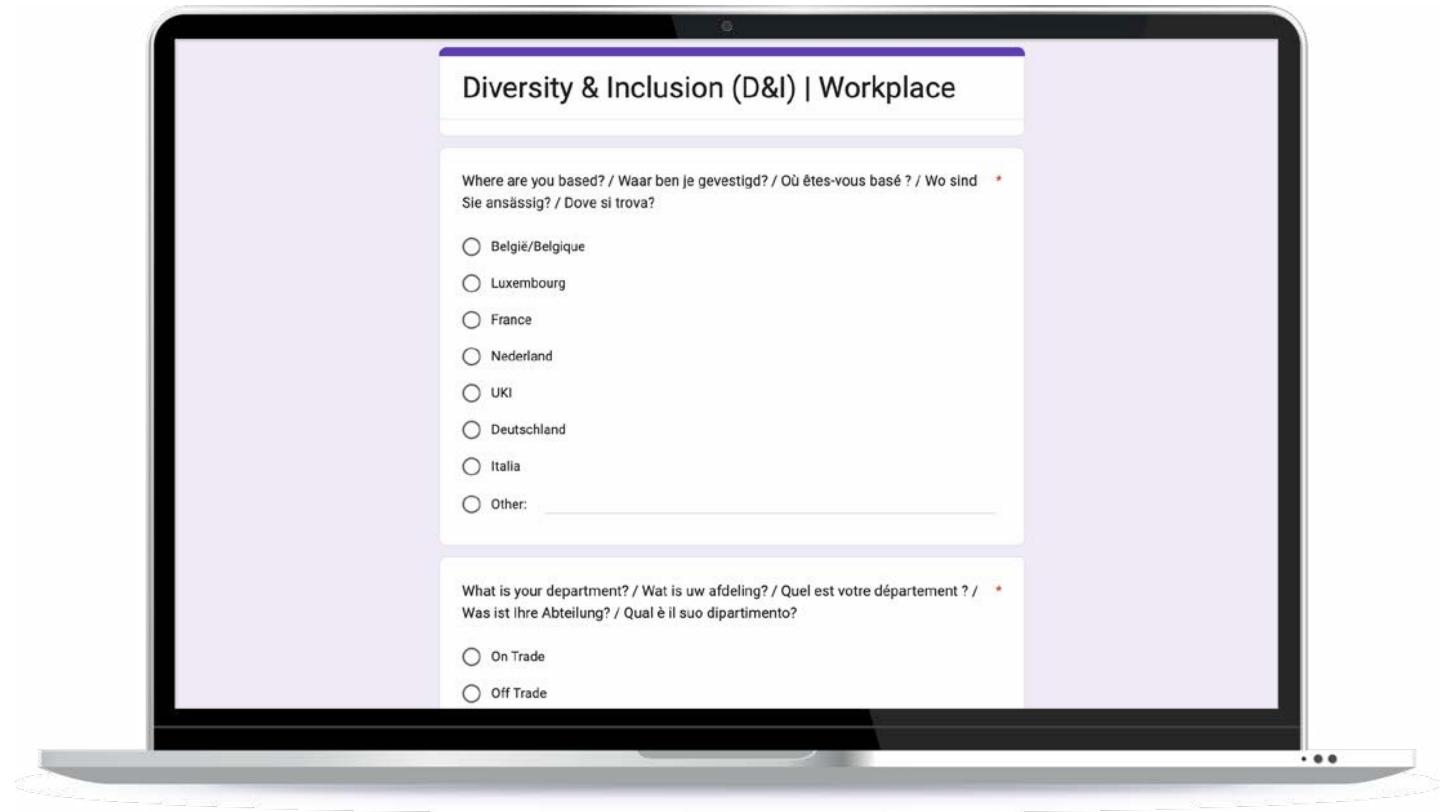
**INTERNAL  
SUPPORT**



# GATHERING QUANTITATIVE DATA

Let's go back to the beginning.

We started our ambition to create a more inclusive workplace by opening a survey, where we gathered quantitative data on harassment and discrimination.



AHAD Survey

[CLICK HERE](#)



# LISTENING SESSIONS PILOT: HOW WE GOT STARTED

We then partnered with our Women in Beer employee network to host a series of listening sessions. These events were to help us understand any barriers that prevented women from joining or remaining within our sales team. We used feedback from these to develop actionable solutions.

**For example, when asked what attributes of the sales function were not attractive, some responses included...**

*“Male orientated, all actions must be checked by the male in the room/team.”*

*“Lack of female role models within team, male dominated conversations in team meetings.”*

*“Heavily male dominated. Feels like there’s an increased pressure and responsibility on the few women at a senior level because they are so under-represented.”*

*“Can be intimidating, alpha culture.”*

*“Lack of diversity in thought and communication style.”*

*“Walking into pubs/bars on your own with no idea who you might meet.”*



# LISTENING SESSIONS PILOT: HOW WE GOT STARTED

Through this open and honest feedback, we uncovered these significant problem areas:



**THE LACK OF FEMALE  
ROLE MODELS IN SENIOR  
POSITIONS**



**LACK OF SENIOR  
LEADERSHIP ALLIES**



**DISCRIMINATION  
AND HARASSMENT**

We used these as insights for our proposed actionable solutions that include:

- 1 SAFETY TRAINING FOR SALES TEAMS**
- 2 SENIOR LEADERSHIP ALLYSHIP**
- 3 FEMALE LEADERSHIP AND MENTORSHIP PROGRAMMES**
- 4 OUR IT STOPS WITH ME CAMPAIGN**

# LISTENING SESSIONS PILOT: HOW TO ORGANISE YOUR OWN

1

## SEND AN INVITATION

Send an invitation to engage your employees.

2

## COLLATE FEEDBACK

Use online tool to collate all feedback and viewpoints from attendees - including those who wouldn't feel comfortable contributing vocally.

3

## ENSURE EFFECTIVE MODERATION

Establish purpose, boundaries and roles for the session and ensure effective moderation.

4

## HIGHLIGHT TRENDS

Collate the responses into an easy to digest presentation that highlights common themes or concerns.

5

## SOLUTIONS

Propose actionable solutions and gain leadership support.





# HOW TO REPORT A CASE: THE REPORTING PROCESS

From listening to our employees, it became clear that there was a lack of understanding about where colleagues could report any harassment or discrimination. A key part of the campaign needed to make sure that our compliance support was easily accessible. Now, as part of the It Stops With Me website, there is a user-friendly section dedicated to reporting an incident that you witness or experience yourself.

## 1

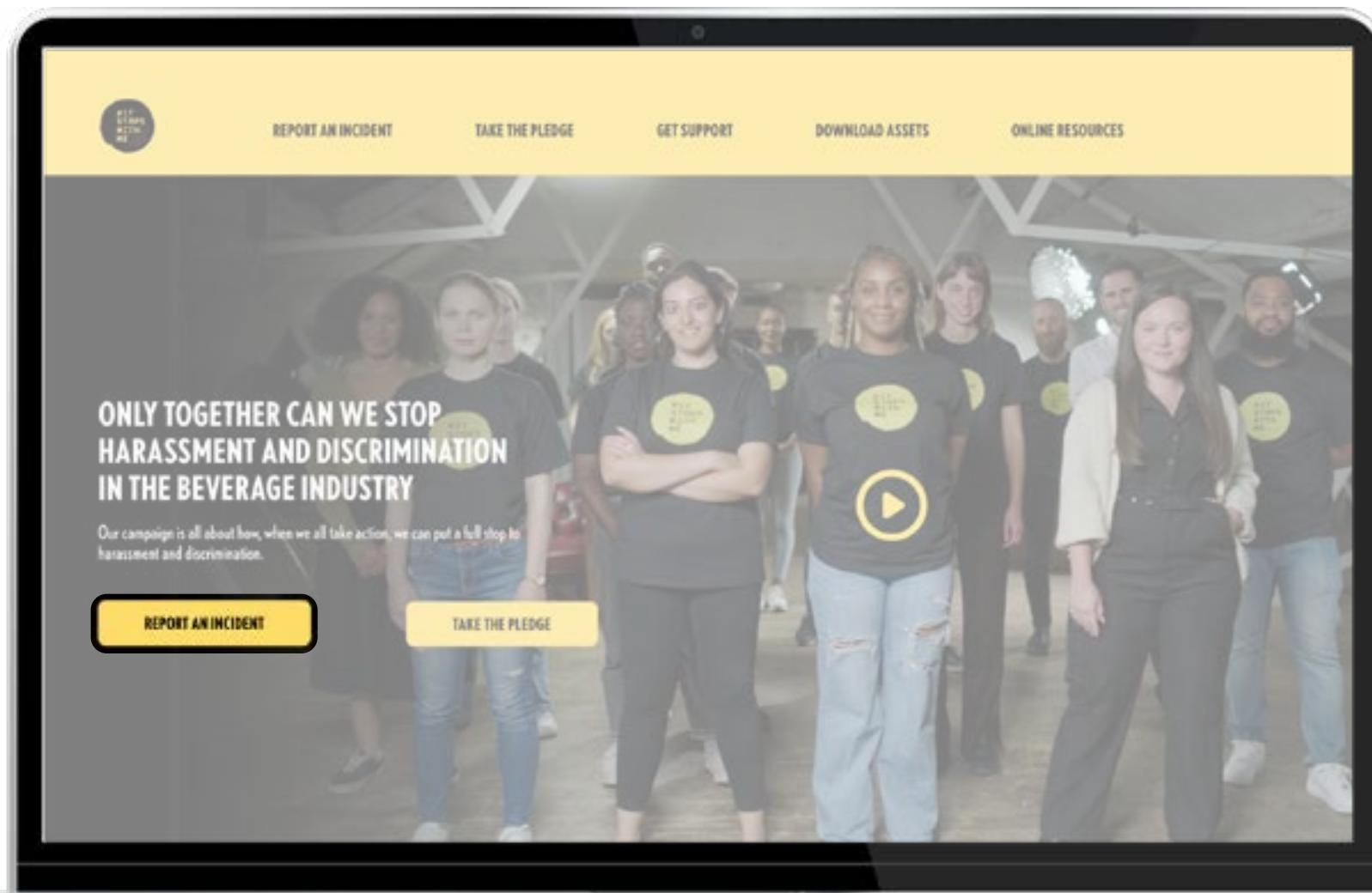
Click on the 'Report an Incident' section.

## 2

Find your organisation in the dropdown and click 'next'.

## 3

You will be navigated to your organisation's compliance site where you will be able to input formal information relating to the incident.



### Report an incident

This confidential and anonymous system makes it easy to report an incident about workplace issues like financial and auditing concerns, harassment, theft, substance abuse and unsafe conditions.

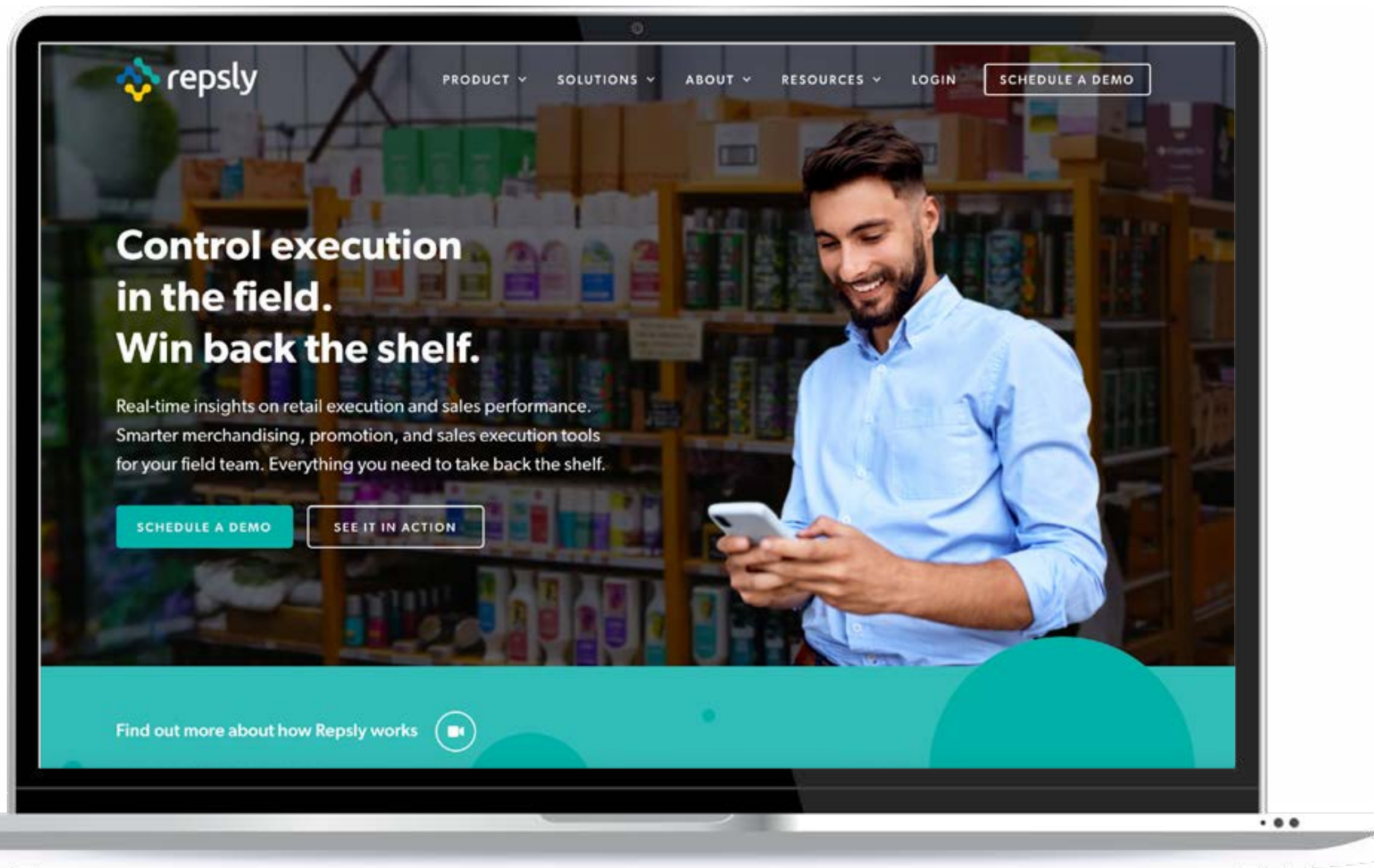
#### First, find your organization

Begin typing the name of your organization below. After you select the organization we'll ask you a few questions about the incident.

# HOW TO REPORT A CASE: REPSLY AND WELFARE FLAG

Welfare Flag on the Repsly app is a valuable resource that empowers our employees to report harassment and discrimination. Welfare Flag acts as a reporting system for ABI employees when they're visiting the trade. It allows us to track and manage POCs (Points of Consumption) where employees have concerns and to ensure there is a considered resolution.

*AB InBev internal use only.*



## HOW TO USE WELFARE FLAG

1. Navigate to the relevant POC on the Repsly app.
2. Click on the button that says 'contact,' and scroll down to 'more info'.
3. Click on edit and amend the status of the POC from Active.
4. Attach a note to the relevant POC with 'Welfare Flag' written and then continue to outline what happened.
5. Reports are monitored by Exec teams and decisions are made on how to continue partnerships using a tiering system and four-strike rule.



# CREATING CHANGE: COMMITMENT CLAUSE

ISWM

Our clause is an **individual agreement** we have included with all of our new customer partnerships.

By creating a formal agreement, we **commit to uphold an inclusive culture** for everyone with **zero tolerance for unacceptable behaviour.**

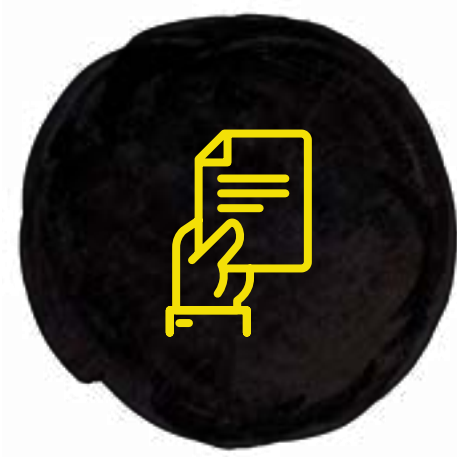
## ABI INBEV'S CLAUSE IN THE CONTRACT AND JOINT BUSINESS PLAN

# ANTI-HARASSMENT & DISCRIMINATION

"The Customer shall comply at all times with AB InBev's Anti-Harassment & Discrimination Policy and other relevant policies attached to this agreement. In particular, the Customer agrees that discrimination based on race or sexuality, sexual harassment and any other types of harassment are unacceptable behaviors, will take proactive measures to prevent such behavior, and will report any potential occurrence of such incidents related to AB InBev personnel on the official compliance reporting line in 5 business days from learning about the incident. If Customers' non-compliance with AB InBev's Anti-Harassment & Discrimination Policy persists even after notice and opportunity to remedy, then AB InBev reserves the right to take appropriate measures to protect its employees, including terminating this agreement.

The Customer hereby confirms that it has read, understood, and accepted AB InBev's Anti-Harassment & Discrimination Policy."





# CREATING CHANGE: FORMALISING OUR COMMITMENT

ISWM

As well as our commitment clause, we have also formalised a commitment with BBPA, UK Hospitality and Brewers of Europe. Further information about this partnership can be found on the It Stops With Me website.

## UK HOSPITALITY

UK Hospitality has teamed up with the Equality and Human Rights Commission to provide the tools to help ensure teams are protected from sexual harassment in the workplace.

### PREVENTING SEXUAL HARASSMENT

## BREWERS OF EUROPE

AB InBev led the creation of a Diversity and Inclusion workstream as part of the Brewers of Europe. This industry group will curate resources and training for the benefit of its 12,000 partners across Europe.

### BREWING TOGETHER



#### British Beer & Pub Association Diversity & Inclusion Charter

##### Charter's public statement of commitment:

The BBPA and pub and brewing companies who are signatories to this Charter believe in creating an open, diverse and inclusive sector and recognise the integral role this will play in ensuring sustainable growth of the industry. Signatories commit to upholding the commitments in this Charter, ensuring they are embedded within each of their organisations.

##### By being a signatory of this Charter we are committing to:

###### As an organisation:

- Placing Diversity & Inclusion on board-level agendas and ensure it forms part of our ongoing business and future strategy.
- Recognizing and championing the value of a diverse and inclusive workplace and in turn attracting and retaining a diverse workforce from all backgrounds.
- Appointing a senior leader of the business as a Diversity and Inclusion champion who regularly engages in training opportunities and events.
- Creating a culture and environment that fosters inclusion and provides a safe space for all employees.
- Taking a zero-tolerance approach to harassment and discrimination of any kind, in our business and at our venues.
- Ensure that all employees are aware of their personal responsibility to support diversity and inclusion

###### For our staff & publican partners:

- Creating a culture of inclusivity for all employees and ensure they are all provided with the necessary training and education.
- Creating a working environment that supports employees to be able to tackle and address any discriminatory or inappropriate behaviours by colleagues or customers.
- Ensuring the process for taking on new tenants and lessees is open and inclusive.
- Ensuring that our Diversity and Inclusion policies and principles are shared with our tenants and lessees.

###### For our customers:

- Ensuring that employees in our pubs do not display any discriminatory behaviours towards customers.
- Creating an inclusive environment where all customers visiting our venues feels welcome.
- Ensuring employees feel confident and supported to deal with any harassment or discrimination customers may experience in our venues.

The BBPA and companies who have endorsed the pub and brewing sector Diversity and Inclusion Charter will regularly review and refresh the commitments made.

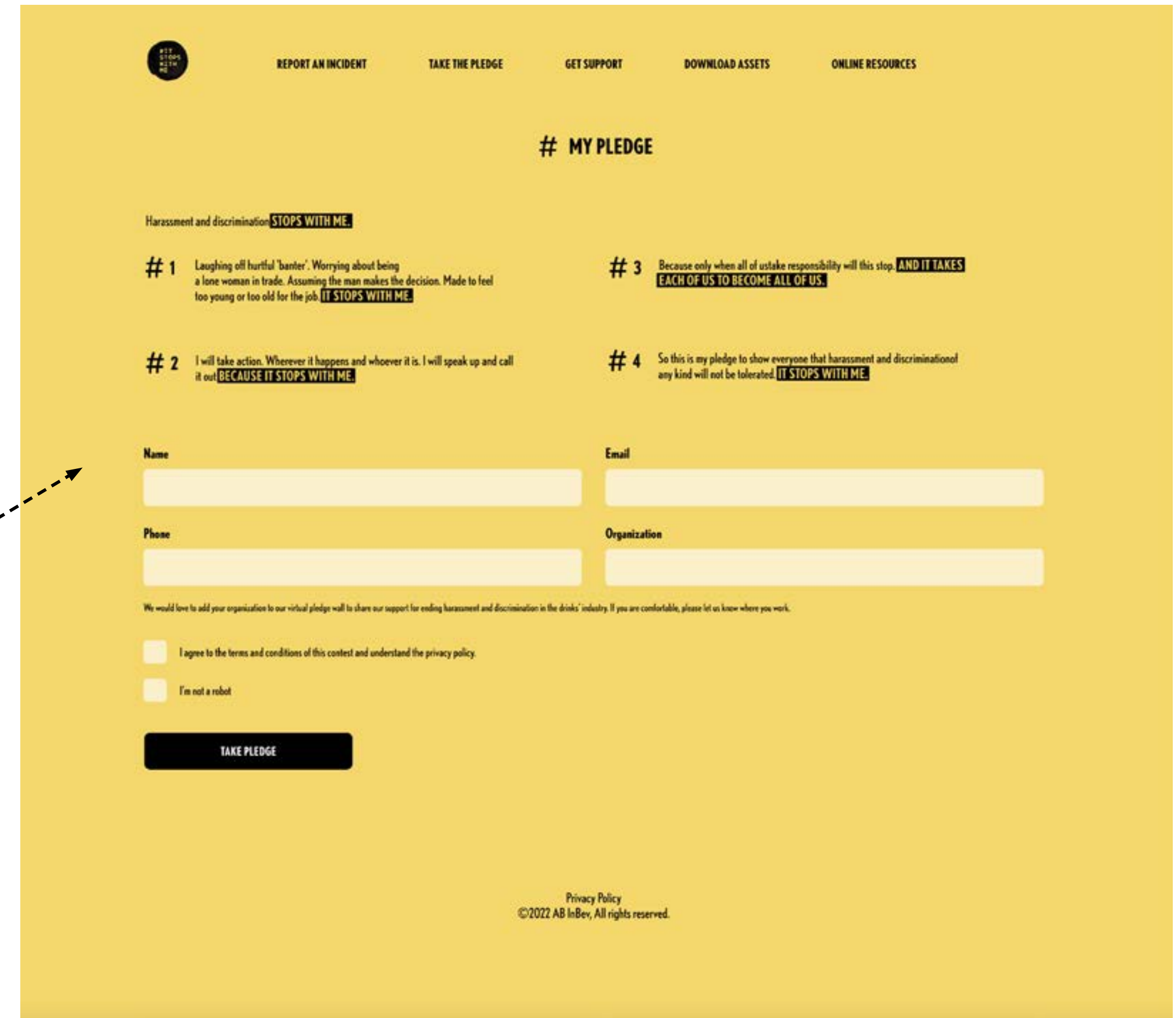
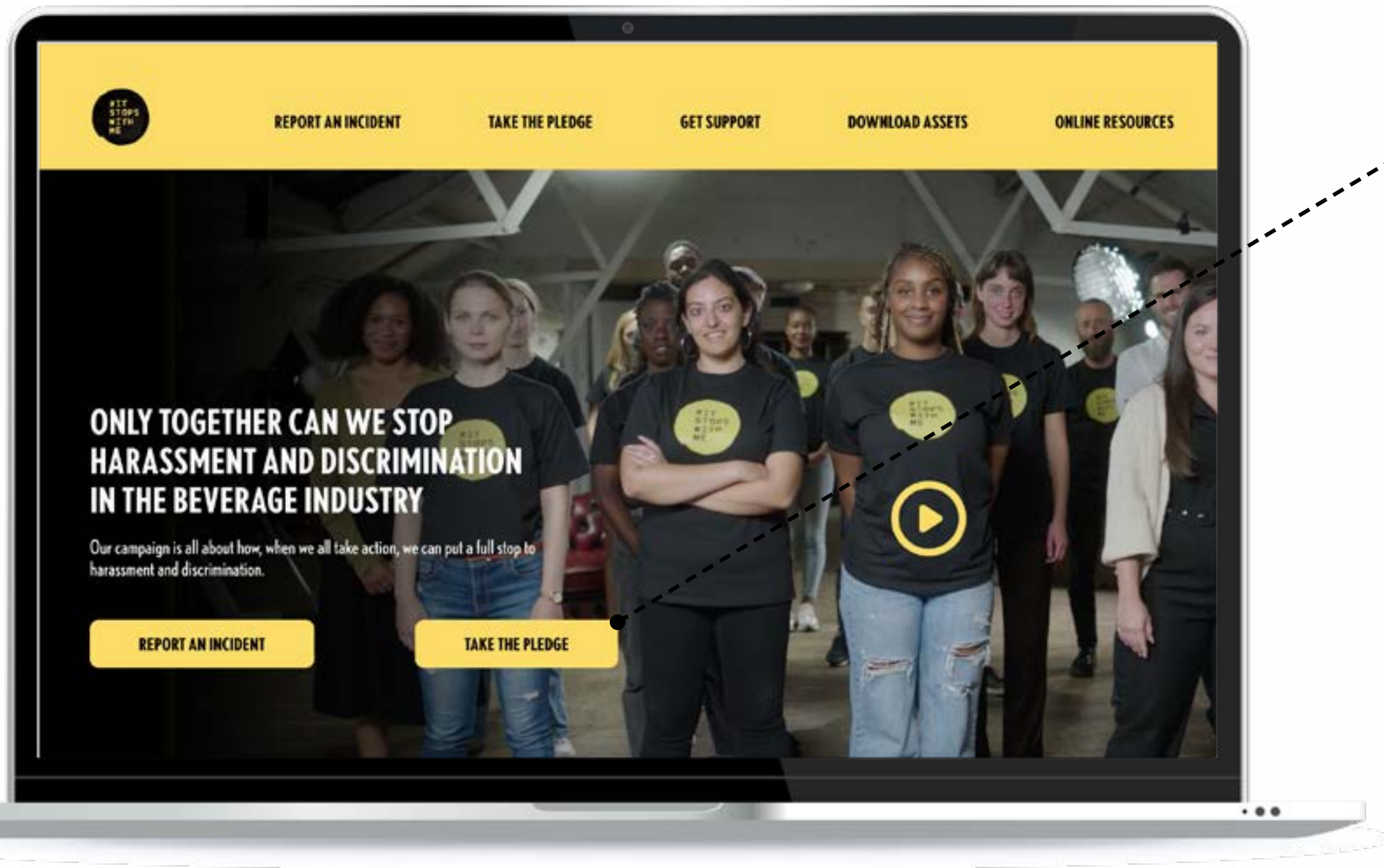


# SIGNING THE PLEDGE

On our It Stops With Me website, there is a link to sign our pledge.

This pledge is a visual reminder that you are actively participating in speaking out against harassment and discrimination.

After signing the form, you will be a part of a community of organisations with a common purpose and a united vision.





# INTERNAL SUPPORT AVAILABLE

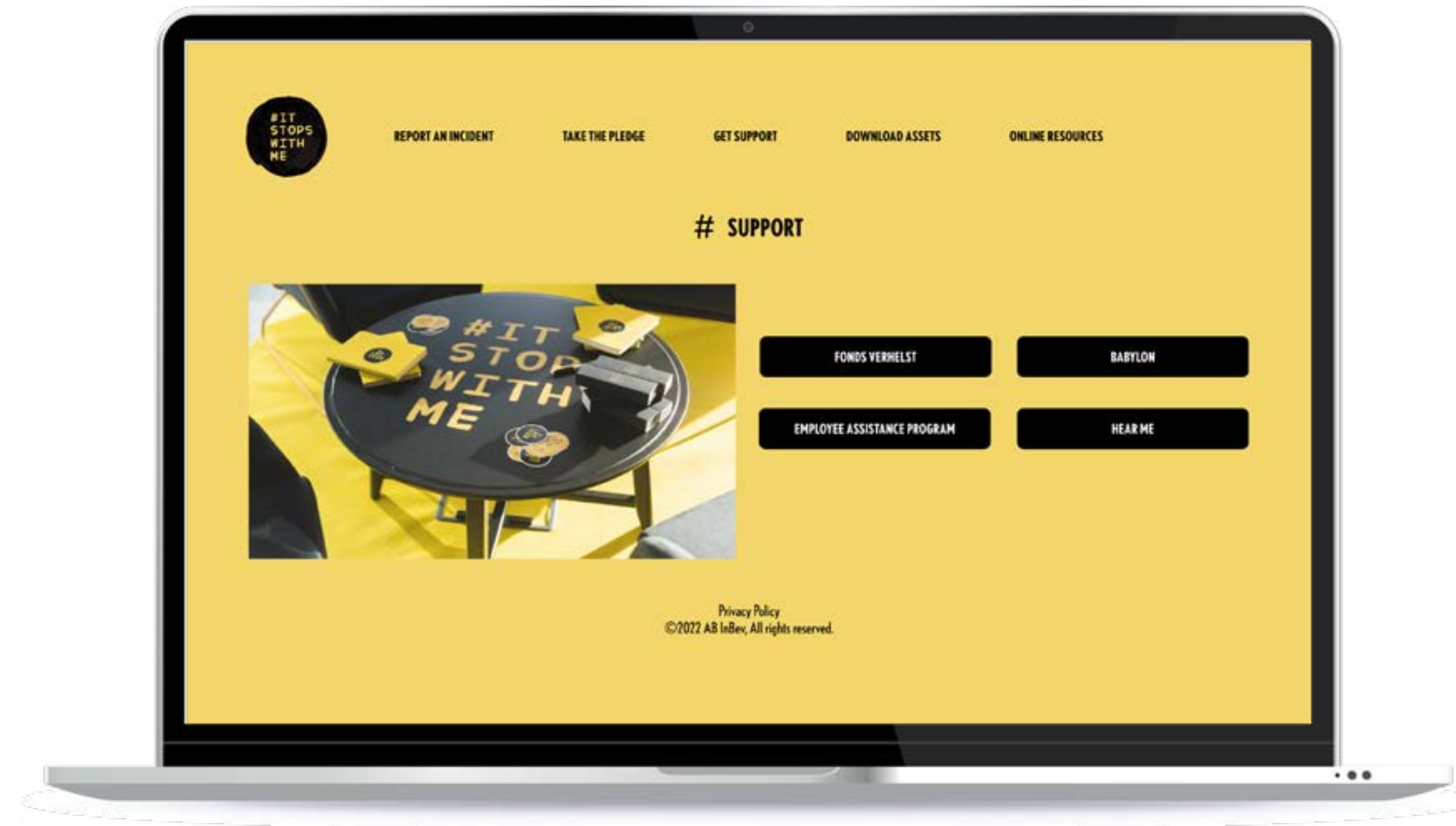
Our It Stops With Me website includes all of the internal support available.  
*ABI internal use only.*

## FOND VERHELST

A foundation set up in 1949 that remains faithful to its objective of providing support to the European personnel of the AB InBev group. It offers assistance through a variety of initiatives in the fields of physical wellbeing, mental wellbeing and child development.

## EMPLOYEE ASSISTANCE PROGRAM

Free, professional help on issues of a personal or work-related nature, with consultants available 24/7.  
Contact Validium by calling 0800 093 8888.  
There is also an app 'My vClub' which can be found in the Apple App Store and on Google Play.



## BABYLON

Babylon offers free 24/7 health information and GP access. Search for 'Babylon Health' on the App Store or on Google Play.  
For further support, telephone: 03302 231 008.

## HEAR ME

An on-demand emotional wellness app that aims to combat loneliness by fostering genuine human connection and increasing access to social support for everyone.  
The app connects people with a certified listener (not an qualified therapist, but someone who is vetted and trained to help others) and it's free and available 24/7.



# HOW TO MEASURE SUCCESS

As part of the campaign, set your goals, corresponding initiatives, and define success metrics. At AB InBev, we set out the key pillars as below. As a result of our internal engagement with colleagues to embed It Stops With Me, we expect to see:

- Increased use of our Welfare flag.
- Increased reporting of harassment and discrimination using our 'Your Voice' compliance channel.
- Increase in the Diversity & Inclusion Index in Annual Employee Engagement Survey 'Senior Leaders at my location are committed to attracting, developing and keeping a diverse workforce'.

## OUR ADAH INITIATIVE KEY PILLARS

1	2	3	4
<b>CAUSE</b>	<b>CONNECT</b>	<b>CONVINCE</b>	<b>CONTINUE</b>
Establish and drive awareness for our people first stance.	Simplify our extensive policy and process, and overcome barriers of reporting.	Demonstrate our process in action - training, customer engagement, the result.	Showcase change and allow colleagues and customers to become vocal and active allies.

# CAMPAIGN CHECKLIST

## A BREAKDOWN OF HOW YOU CAN ENSURE YOU ARE TAKING THOSE INITIAL STEPS TO CREATE A MORE INCLUSIVE WORKPLACE FOR EVERYONE.

Send and conduct a survey.

- Hold a listening session to fully understand the issues your colleagues are facing and any gaps in your current welfare provisions.
- Develop actionable processes and solutions.
- Ensure colleagues and employees are aware of and have access to online and internal support systems.
- Sign the commitment clause.
- Sign the It Stops With Me campaign pledge.
- Utilise the It Stops With Me campaign assets.

# CAMPAIGN ASSETS

# VISUAL IDENTITY

These visual components are the foundation of our It Stops With Me campaign visual style. We have designed them to stand out and have been specifically chosen to not carry any AB InBev branding. We want other businesses to feel they can download and use them too. Their application should always be consistent and coherent - as they reflect our markers for proactive change.

## LOGO IDENTITY

Icon



## COLOUR PALETTE

Colour Breakdowns

<p><b>WHITE</b></p> <p>RGB: 255   255   255</p> <p>CMYK: 0   0   0   0</p> <p>Hex: ffffff</p>	<p><b>GOLDEN YELLOW</b></p> <p>RGB: 230   183   17</p> <p>CMYK: 2   22   100   8</p> <p>Hex: e6b711</p>	<p><b>SUNSHINE YELLOW</b></p> <p>RGB: 243   224   7</p> <p>CMYK: 7   5   100   0</p> <p>Hex: f3e007</p>	<p><b>RICH BLACK</b></p> <p>RGB: 0   0   0</p> <p>CMYK: 60   40   40   100</p> <p>Hex: 000000</p>
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## TYPOGRAPHY

Fonts

### PRIMARY FONTS

Nobel Condensed Book -  
Sentence case and Uppercase

**NOBEL CONDENSED BOLD UPPERCASE ONLY**

### WEB SAFE FONTS

Roboto Condensed Regular -  
Sentence case and Uppercase

**ROBOTO CONDENSED BOLD UPPERCASE ONLY**

## APPLICATION

How it comes together



## TYPOGRAPHY

On Yellow Usage

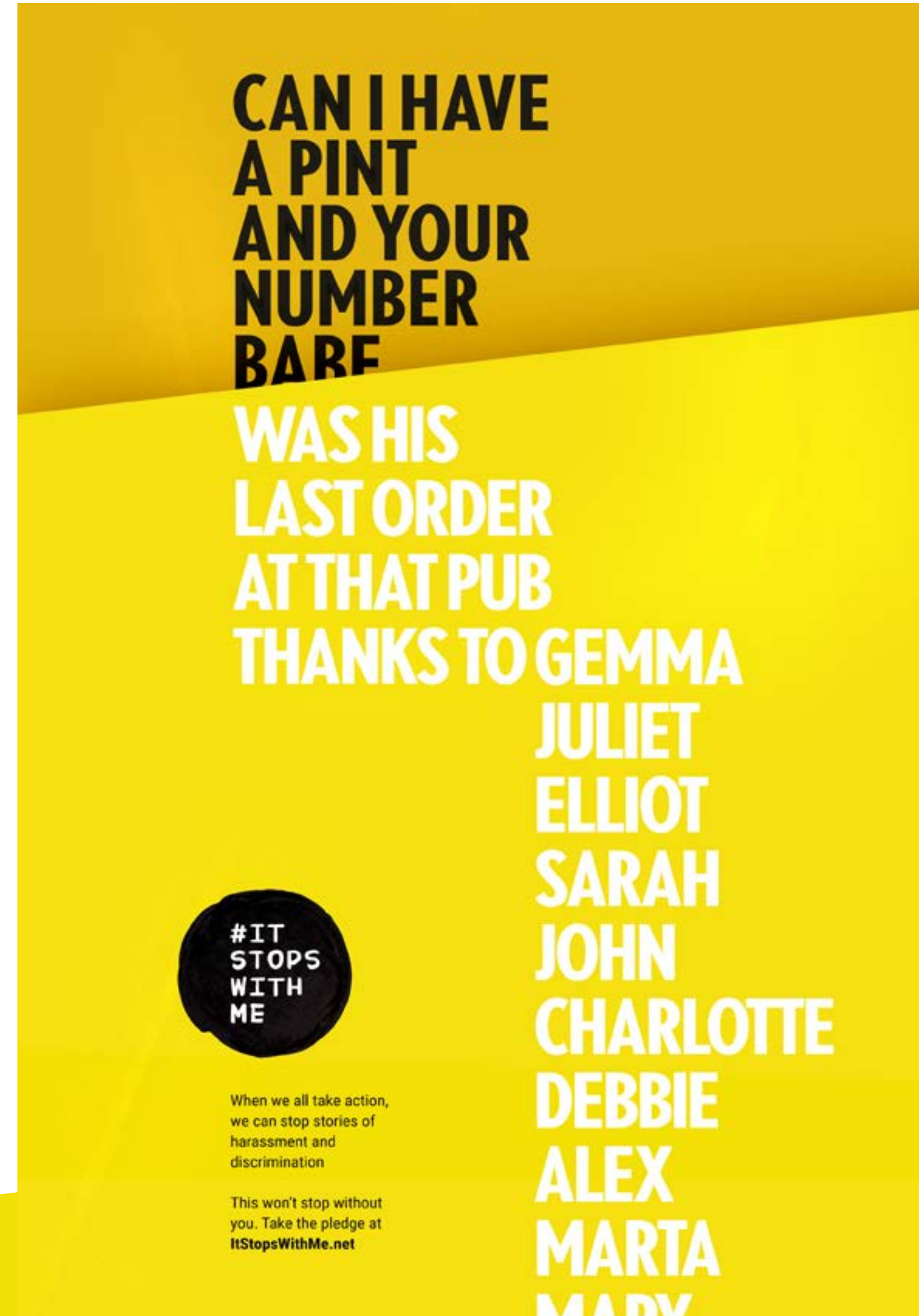


**GOLDEN YELLOW TEXT IS THE PREFERRED OPTION ON WHITE, AFTER BLACK. IT IS USED IN STATEMENTS SUBHEADINGS AND SOME FEATURE TEXT ONLY.**

**SUNSHINE YELLOW TEXT IS NEVER TO BE USED ON WHITE. DIFFICULT TO READ.**

# POSTER

Our campaign poster provides flexibility depending on its usage. The poster size and messaging can be edited to align with any location in the on trade, off trade and internally.





# ON TRADE ASSETS

**B2B MAGAZINES**  
Trade Press



**PUB WALLS**  
On Trade



# OFFICE ASSETS



**NOW LET'S  
MAKE THE  
CHANGE  
TOGETHER**



# OUR CONTACTS

# CONTACTS

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EMAIL

**WITH THANKS TO**

**BARROWS**

**draftline®**

**THE**

**APPENDIX**

# FURTHER ANTI-BULLYING AND HARASSMENT CAMPAIGNS

## WALKSAFE

Everybody has the right to feel safe, wherever they are and in any situation: WalkSafe.io

**How to get involved**

Steps to take now to remind your customers to get home safely!

- 1 Hang the posters on the backs of stall doors and above sinks in toilets. Posters are partially adhesive (and removable), so peel and stick!
- 2 Put the coasters on the bar
- 3 Stick the removable glass clings to the bottom of pint glasses (they will be visible when the pint is finished)
- 4 Share the information on your social channels and tag @BudBrewingUK!
- 5 Send pics of the activation to UKMEDIARELATIONS@AB-INBEV.COM

**AVAILABLE ASSETS**

Posters

Coasters

Get everyone home with

Available on the App Store

**WalkSafe**

Budweiser BREWING GROUP UK&I

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**The fun's not over until every *Bud* is home**

We want every experience with beer to be a positive one

Brewing with 100% Ingredients of Natural Origin, Renewable Electricity and Local British Barley

**Budweiser**  
BREWING GROUP UK&I

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**Let's empower people to get home safely after a night out**

**The fun's not over until every *Bud* is home**

- 1 With the cost of living crisis, 1 in 5 women are altering their behaviour by walking more and taking fewer taxis.<sup>1</sup>
- 2 Further, over 1/3 of women said if they had access to a personal safety app, they would feel safer on a night out.
- 3 WalkSafe is a free personal safety app with data-driven, interactive tools aimed to keep people safe.

Get everyone home with

**WalkSafe**

Available on the App Store

**WalkSafe**

Available on the App Store

1. https://www.bbc.com/news/health-61711111



# FURTHER ANTI-BULLYING AND HARASSMENT CAMPAIGNS

## ASK FOR ANGELA

Created in Lincolnshire by Lincolnshire County Council, England in 2016, Ask for Angela is a safety campaign to prevent violence and antisocial behaviour and to empower victims to make a decision on whether to report incidents. The campaign allows guests in bars, restaurants and cafes to ask for 'Angela', a code word to notify staff that they are in an uncomfortable situation and need to safely leave the premises. The programme gained popularity worldwide after Ashton Kutcher posted an image of the campaign poster on Facebook.



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## GOOD NIGHT OUT

Good Night Out was founded in 2014 and is an independent international initiative dedicated to helping venues, bars, clubs, pubs and festivals tackle and prevent harassment. The initiative helps participating premises undertake a review of all their in-house processes. Good Night Out is already implemented across the UK, the USA and Canada.



**THANK  
YOU**

