



KOMPANIA
PIWOWARSKA



SOBERBUS MOBILE ZONES



The Sustainable Development strategy - responsible consumption



prosper

When our business does well,
so do the local communities,
economies and the environment around us.



Accelerate growth and
social development in our
value chains



**Make beer the natural
choice for the moderate
and responsible drinker**



Secure shared water
resources for our business
and local communities



Create value through
reducing waste and carbon
emissions



Support responsible,
sustainable use of land for
brewing crops

SoberBus and the Polish Cause ☺

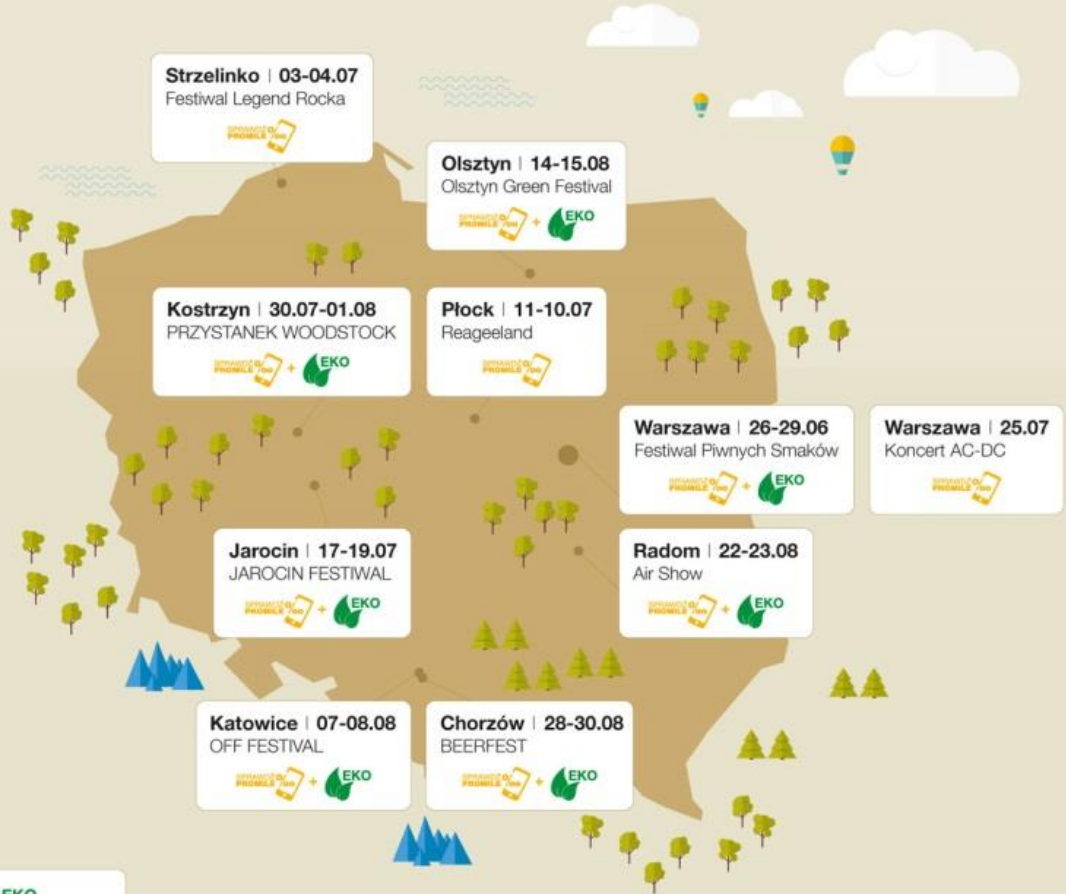


SoberBus Project Assumptions

- As the largest group of breweries in Poland, we are convinced of our special responsibility. We impose much stricter restrictions on ourselves than those stemming out from the Act on Upbringing in Sobriety. In the whole of SABMiller Group, we endeavour to make beer a natural choice for moderate and responsible drinkers.
- It is important for us that we should be able to enjoy good company and fun, as well as our excellent beer, without exposing ourselves to the negative effects of excessive or irresponsible consumption of alcohol. And it also applies to our numerous events where we serve our golden brews.
- Good fun should always end by leaving its venue in the same condition as we saw it at the beginning, as well as by going home safely. This is the reason why in 2015, during our biggest events in Poland we ran comprehensive education activities under the umbrellas of CHECK YOUR BAC! and ECO for all participants or festival goers. We considered it key to positively enthuse as many people as possible with our activities. It was all intended to promote and further activities focused on environmental protection (ECO) or the responsible consumption of alcohol (CHECK YOUR BAC!).
- Both the ECO and CHECK YOUR BAC! zone were designed as mobile centres.

SoberBus Project Assumptions

Sprawdź, na jakich imprezach znajdziesz nasze strefy



The Check your BAC! programme



- "Check your BAC" is an innovative education programme which KP initiated in 2008.
- The goal of the programme is to: **raise awareness in consumers who get behind the wheel or mount a two-wheel vehicle about the way alcohol affects the human body and to reduce the number of drunk drivers on Polish roads**
- The main tool in the campaign is a **free-of-charge mobile phone application**:
- The CHECK YOUR BAC! app is available for downloading to mobile phones or tablets using any of these operating systems: Android, iOS and Windows (except for BlackBerry).
- You can download it through:
 - AppStore – for iPhone and iPad users,
 - Google Play – for the users of mobile phones and tablets with the Android system,
 - Windows Store – for the users of Windows-based phones and tablets
- **Once downloaded**, it enables the user to check their blood alcohol concentration, **free of charge or limitations**, and to see the approximate time when the BAC should drop to "0".
- The application offers an easy way to order a taxi, using a database of 300 taxi corporations in Poland, and learn about the legal requirements regarding BAC in various European countries.

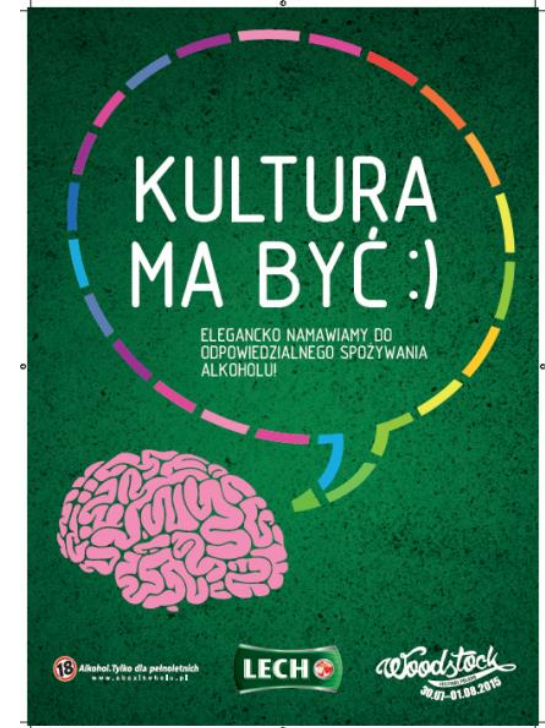
Mobile zones



FB Communication



Communication



Summary

- **100,500 people who visited our SoberBus mobile zones in the summer of 2015**
- **9 mass events, including Woodstock Station, Jarocin Festival, Off Festival, Air Show, Beerfe Beer Taste Festival, The Legends of Rock Fes ReggaeLand, Olsztyn Green Festival**
- **72,000 beer cans and plastic cups collected**
- **68,000 pin badges**
- **28,000 breathalyser tests**
- **4,200 alco-goggle animations**
- **1,200 ecology quizzes on tablets, designed to further eco-education**

