



★ HEINEKEN

Message in a Bottle 2018

Our sustainability stories

Brewing a Better World

Doing business all over the world and developing successful brands comes with responsibilities that extend beyond just running a profitable business. Our 'Brewing a Better World' sustainability strategy is embedded in the way we do business and focuses on the areas where we can make the greatest difference. 'Brewing a Better World' inspires our brands to align their purpose with tackling environmental and social issues.

The UN's Sustainable Development Goals (SDGs) provide a powerful global agenda to end poverty, protect the planet and ensure prosperity. We are determined to contribute and we have identified six SDGs which align most closely with our global strategy and impacts. As priorities vary from country to country, we support our operating companies in contributing to additional SDGs aligned with the priorities of the countries in which they operate. You can read stories of their work throughout this report, along with the progress they have made in contributing to our 'Brewing a Better World' commitments and performance.



For more on our Brewing a Better World commitments and performance:
www.theheinekencompany.com/sustainability →

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Find below sustainability messages from our operating companies:
their ‘Brewing a Better World’ stories and performance.

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New Caledonia

New Zealand

Nigeria

Panama

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Solomon Islands

South Africa

Spain

Saint Lucia

Sri Lanka

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Switzerland

Tunisia

United Kingdom

USA

Vietnam



Partners for clean water

We announced a wastewater treatment project in partnership with Fruital Beverages to help protect water quality in the Mitidja.

It's a unique project for Algeria in that it uses anaerobic technology in a compact system. We are very proud that we are coming together as two independent companies for the good of the community. We hope our investment will pave the way to other companies to invest in protecting their local environment.



EY! The safety cards

Providing a safe working environment is a top concern for us. This year, we launched our own safety cards, called 'EY! Cards'. The catchy cards can now be found at every corner of the brewery and people can use them to report any dangerous situation or act they have witnessed. Since they were launched, we've received and acted on over 500 reports. The cards have also helped us to get more detailed safety feedback and evaluate our safety data.



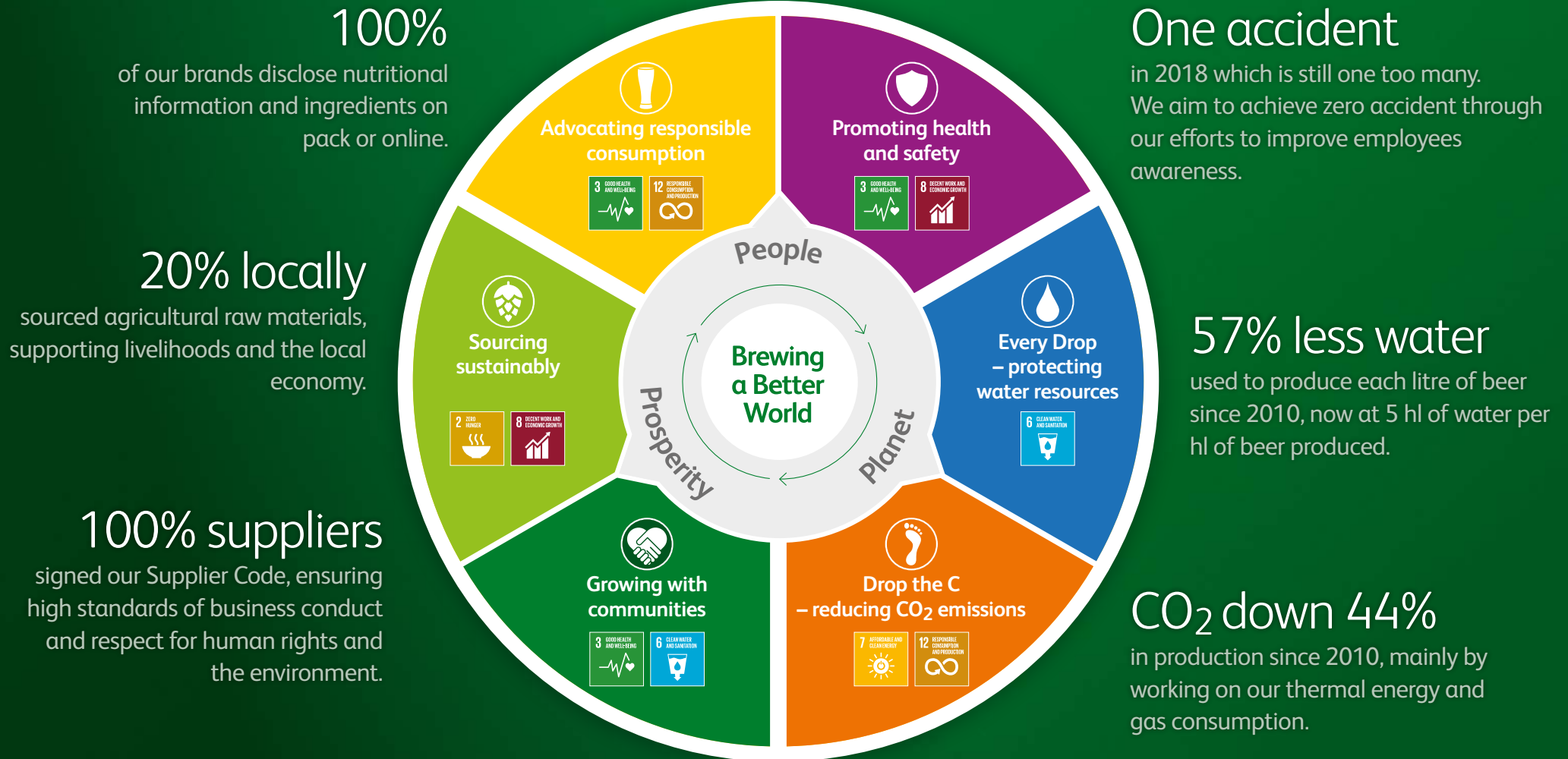
Local sourcing through collaboration

We believe the best way we can achieve our sustainability goals is by working in partnerships. Since 2017, through our collaboration with the Filaha Foundation, we've worked with the Ministry of Agriculture and local farmers as we aim to source 20% of our malting barley locally. In this way, we will meet our production needs while supporting jobs and the local economy.



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Algeria in 2018



For more on our sustainability journey:

www.theheinekencompany.com/sustainability →



Heating the Brewery Quarter in Puntigam

Since February 2018, we have used excess heat from the brewing process from our Puntigam Brewery to provide energy for the heating system and hot water of 800 flats, commercial and office space and a kindergarten.

By the time it's complete, our innovative partnership with KELAG Energie und Wärme GmbH and C&P Immobilien AG will supply the Brewery Quarter with around 3.8 million kilowatt per hour (790 Austrian households) per year, avoiding carbon emissions and helping to reduce climate change. →



Proving inclusive employment

Our Zipf Brewery has been working with social institution, Assista Soziale Dienste, to support unemployed individuals having difficulties to find employment. As part of our commitment, we now employ five people with special needs between age 18-30. These inclusive jobs are customised to meet the needs of employees and so they can have a meaningful and structured daily life. →



Amuse Bouche: promoting responsible consumption

We work with the vocational trainee initiative 'Amuse Bouche' to promote responsible alcohol consumption. It's a powerful partnership that is addressing the harms of alcohol among today's young people. By engaging directly with outlets, we raise their awareness of responsible consumption and the pleasure of non-alcoholic beers while, at the same time, educating young people to improve the choices they make. →



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Austria in 2018

Making cool

responsible consumption through our partnership with other Austrian breweries. We ran awareness campaigns on underage and binge drinking and promoted HEINEKEN's top line message: 'When You Drive, Never Drink'!

85% locally
sourced barley.

98% suppliers
signed our Supplier Code for business integrity and respect for human rights and the environment.

62 apprentices

trained in our breweries will contribute to the Austrian economy and address the skills shortage.



Fewer accidents

thanks to our focus on the global HEINEKEN Life Saving Rules since 2015, employee education and process safety.

43% less water

used to produce each litre of beer since 2008. Our brewery at Schwechat now uses only 2.8 hl of water per hl of beer produced!

CO₂ down 49%

in production since 2008 and 5% reduction of CO₂ emissions in distribution since 2010.

For more on our sustainability journey:
nachhaltigkeit.brauunion.at →



Going further to tackle road safety

With traffic accidents on the rise and frequent pedestrian accidents near the University of The Bahamas campus, we teamed with the University, the Government of The Bahamas and the Bahamas Motorsport Association to tackle road safety.

We hosted a lecture on traffic and pedestrian safety for students, staff and local stakeholders on the do's and don'ts of safe driving and walking.



Recycling for planet and local cause



As part of our commitment to protecting the planet, we introduced a recycling programme at our brewery to reuse and recycle our 'waste' materials. Glass bottles, scrap metal and cardboard are sent for recycling, wooden pallets are shredded for mulch, drum bins are donated to local community groups and spent grains are given to local farmers to feed livestock.



Vitamalt gives back

During our annual extravaganza, hundreds of children receive back-to-school packages and more in the run up to the new school term. In 2018, we also held a fun run-walk to raise funds for the Bilney Children's Home. With matchfunding from the company, we donated \$4,000 to the home.



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Bahamas in 2018

Responsible drinking

tackled with the Ministry of Transport through university lectures, staff events and local promotions.

98% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

€82,000

donated to NGOs and local events to support and raise awareness on HIV/AIDS and other threatening illnesses.



75% reduction

in accident frequency since 2015 thanks to our safety processes, employee awareness and trainings, telematics in vehicles, and our focus on the global HEINEKEN Life Saving Rules.

5% less water

used to produce each litre of beer since 2008, down to 6 hl of water to brew 1 hl of beer, thanks to water recycling and continuous tracking in bulk production.

CO₂ down 30%

in production since 2008, to 17.6 kg CO₂ per hl of beer produced, thanks more efficient equipments and processes.

For more on our sustainability journey:

www.cblbahamas.com/social/page/environment →



Collaborating for the circular economy

No small feat: the Maes beer cups used for Pukkelpop 2018 will become... the Maes beer cups of Pukkelpop 2019!

At the 2018 festival, Maes, Pukkelpop, the city of Hasselt and Fost Plus worked together to recycle the PET-cups and bottles. 200 bins were put in place all over the festival site and over 15 tonnes of used cups and bottles were collected – a great example of what can happen when we work together!



When You Drive, Never Drink

Our company volunteers joined forces with the Responsible Young Drivers for the 24th edition of the 'European Night Without Accidents'. Our team offered breathalyser tests to drivers, of which 91% did not exceed the alcohol limit – up from 87% last year.



Committing to water efficiency

As brewers, we are committed to the sustainable and efficient use of water. We've been implementing water-saving measures to reduce the amount of water we use to our beer for many years. In 2018, Managing Director Edwin Botterman signed a Green Deal on water efficiency with the Flemish government. The agreement kicks off a voluntary four-year collaboration to implement further water saving initiatives across our breweries.



Engaging festival goers to festival waste

Summer festivals and events bring people together and we're proud that sharing a beer is often part of the experience. But we also want to make sure empty beer cups don't end up as litter. In 2018, we also worked with the city of Mons at the festival 'La Ducasse' to run a campaign to urge visitors to dispose of their cup responsibly after finishing their beer.



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Belgium in 2018

Partnership

with the 'Responsible young drivers' organisation to promote our 'Don't Drink and Drive' campaign, looking at new opportunities and partnerships to spread this message.

95% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

Local and charity

events continuously supported such as 'Kom Op Tegen Kanker'.



A new strategy

for safety that brings together many different collaborators to promote accountability and sharing, and drive better measurement, competencies and continuous improvements.

20% less water

used per litre of beer since 2008, thanks to process improvements and continuous sharing of best practices among our employees.

CO₂ down 68%

in production since 2008 to 4.3 kg CO₂/hl beer by optimising processes and equipment. 11% decrease of CO₂ in distribution by investing in our fleet and working with suppliers.

For more on our sustainability journey:

www.theheinekencompany.com/Sustainability →



Aiming for 100% renewable energy

In 2018, HEINEKEN Brazil started up its biggest owned wind farm in Acaraú, Ceara.

With a capacity of some 112,000 MWh (approximately the annual consumption of 45,000 persons), it can supply 30% of the electricity used by HEINEKEN Brazil's operation. During the transition phase, 100% of the energy produced there will be supplied to the public grid. This acquisition is another step towards reaching our ambition to use 100% of renewable energy by 2023! →



SO+MA Vantagens

Our SO+MA loyalty programme brings environmental education to low-income households. By collecting household waste, customers collect loyalty points which they can exchange for goods and services. In 2018, we offered new benefits beyond food and beverages, including professional classes and medical appointments. So far, more than 700 families have registered for the programme and some 5,900 waste deliveries have collected 85 tonnes of waste. Over 5,800 exchanges have been made and the efficiency of waste pickers cooperatives is up 30%. →



Think, drink and play – promoting responsible consumption

In September 2018, 13,000 Brazilian employees were invited to participate in a one-year pilot project to test nudge methods that promote moderation, awareness and behaviour change. Through gamification, quizzes, tests and missions, HEINEKEN employees will increase their knowledge about responsible alcohol consumption while improving their own habits. The results will be used to develop our future approach to be rolled out in the country regarding responsible consumption advocacy. →



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Brazil in 2018

Partnership

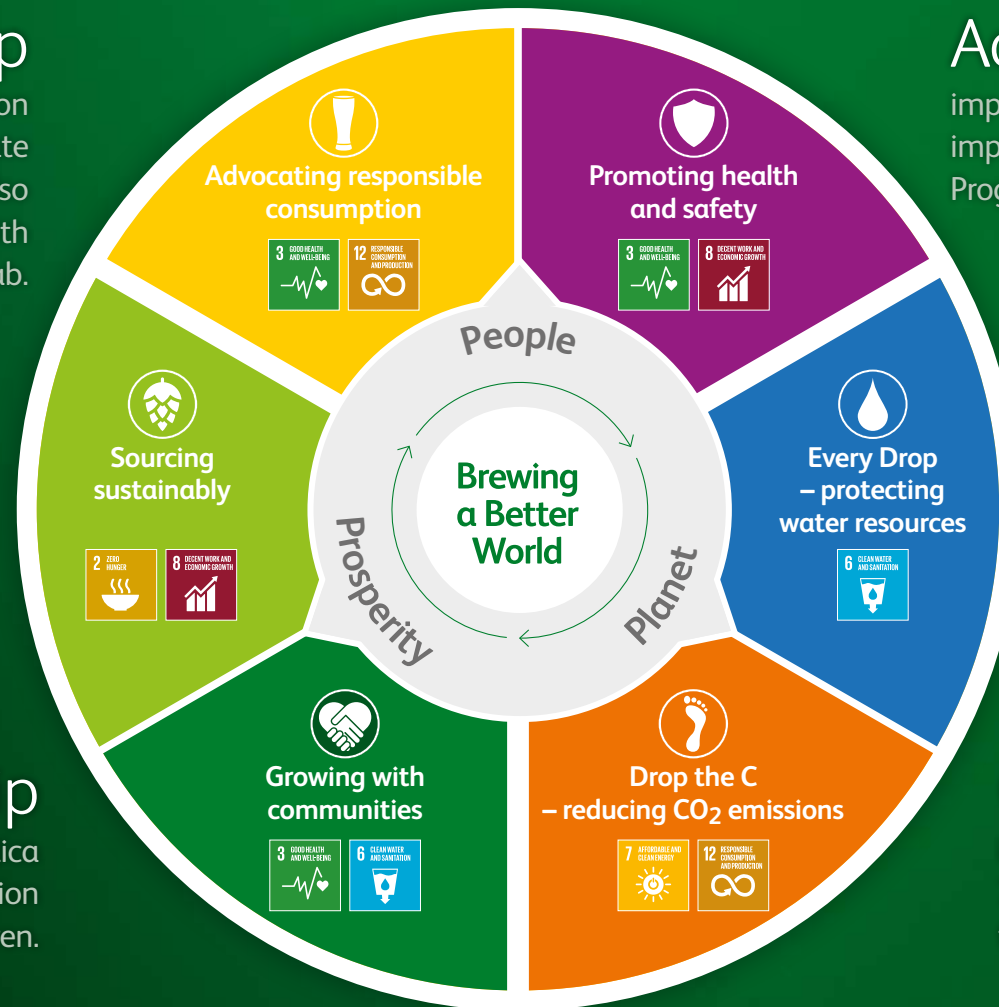
with CISA – the Center for Information on Health and Alcohol to advocate responsible consumption. We also replicated 'The Experiment' action with Inbehavior Lab.

93% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

Partnership

with the Fundação SOS Mata Atlântica on an environmental education programme benefiting to 3,100 children.



Accident reporting

improved across our sites and 100% implementation of our new Safe Route Programme.

35% less water

used to produce each litre of beer since 2010 and down from 3.7 hl/hl in 2017 to 3.4 hl/hl in 2018.

CO₂ down 61%

in production since 2010, and down 70% in cooling solutions by using green fridges in outlets.

For more on our sustainability journey:

www.heinekenbrasil.com.br/sustentabilidade →



Improving safety on our roads

Bulgaria has one of the highest rates of road accidents, and drink-driving is one of the main contributors.

Our company is supporting road safety in collaboration with the Union of Bulgarian Automobilists and through its initiatives to promote responsible consumption with Heineken® 0.0 in partnership with Dacia Picnic, Sparks and Walltopia. Putting safety first, we also provide special road safety training for our employees.



Zagorka Green Fund: driving positive change



The Zagorka Green Fund supports the development of best practices and discussions around important environment topics. This year, they included a circular economy forum during the Bulgarian presidency of the European Council. They also aimed supporting programmes of Climate KIC and PowerUp! by InnoEnergy through the 'Cleantech Bulgaria', the fund that encourages eco-entrepreneurship.



Every drop of water matters!

Trees play a vital role in natural ecosystems and protecting water resources. That's why preserving forests and creating new ones is so important. Our brand, Ariana, was the first to remove the upper paper label from its PET bottle, saving 45 tonnes of paper annually. Ariana's Green Action initiatives also brought consumers, partners and employees together to plant 5,730 trees in the New Forest of Sofia in partnership with Sofia Municipality and Ecopack Bulgaria.



Sharing the responsible consumption message at events

Our company supports the social life of the cities in which it operates. In 2018, in Stara Zagora together with Municipality we organised one of the biggest cultural events – The Beerfest – promoting responsible consumption, 0.0% alcohol options and recycling throughout the event. →



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Bulgaria in 2018

€45,500 invested

in our responsible consumption TV and Social media campaign in 2018. During Beerfest, we promoted 'When You Drive, Never Drink' and provided free buses to get people home.

100% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

€41,000

contributed to communities including employee volunteering, up 11% since 2017.



Road accidents

are a major concern in Bulgaria. 100% of our employees passed safety trainings on the global HEINEKEN Life Saving Rules with a special focus on road safety.

28% less water

used to produce our beer since 2011. We invested in wastewater treatment plant and continue to plant trees to help local ecosystems.

CO₂ down 23%

in logistics since 2010, even though we produced more beer and drove more miles.

For more on our sustainability journey:

www.zagorkacompany.bg/ustoychivo-razvitie →



Helping farmers grow more


In Burundi, 90% of the population is employed in agriculture. Our company's local sourcing programme has now engaged 15,000 farmers in the sorghum value chain, benefiting 92,000 farmers and their families.

The majority of farmers use a sorghum variety with a relatively low yield. To improve this situation, we have developed a partnership with the University of Burundi to research and develop two varieties which we expect to double the yield and resistance of crops used by the farmers.



Saving lives on our roads

In 2018, we launched an internal awareness campaign and training to promote road safety, a high priority for our company. The campaign included safety awareness and alert driver training for employees who drive, along with a reward and recognition programme to celebrate best practice. From 2018, we're also including road safety clauses in our contracts with third party transporters and distributors.

DCS BOARD UTILITES		
16/10/18 KPIs/Paramètres Principaux		
		Objectif
Safety	Accidents	0
	Incidents	0
	Near Misses	#
	Etiquettes Safety	1
Quality	Dureté eau process	<2°A
	Consommation énergie thermique	63,6Mj/hl
Energie	Consommation électricité	8,15kwh/hl
	Consommation eau	3,46hl/hl

Changing the way we work for less CO₂

Brewing and beverage production is responsible for 33% of our CO₂ emissions and reducing our energy consumption is a key way we can address it. We've improved our ways of working and taken action to optimise utility production linking them with sales priorities. In 2018, out of our 15% total reduction of CO₂, 2% were due to energy optimisation.



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Burundi in 2018

Making cool

responsible consumption through our partnership with the NGO SOJPAE. We ran awareness campaigns on underage and binge drinking and promoted HEINEKEN'S top line message: 'When You Drive, Never Drink!'

51% locally

sourced agricultural raw materials used in 2018, and reached 100% of suppliers to sign our Supplier Code.

15,000 farmers

and their families benefit from our local sourcing programme, increasing their yields and revenues.



83% compliance

with the global HEINEKEN Life Saving Rules thanks to more equipment and training, we efficiently improve our road safety.

20% less water

used to produce our beer since 2008. We are investing in a new water treatment plant to be operational across both our sites by 2020.

CO₂ down 36%

in production since 2008 and 15% over the past year!

For more on our sustainability journey:

www.brarudi.bi/nos-responsabilites-sociale/notre-agenda-de-developpement-durable





Developing safe driving behaviours

In 2018, as part of our commitment to safety, we equipped all 250 company vehicles with telematics devices, proven to promote safe driver behaviour.

We trained 50 line managers and briefed 250 drivers on Telematics System, which includes no speeding or night driving.



Protecting Cambodia's precious water

Water is a precious commodity for life and the discharge of untreated wastewater is a key challenge in Cambodia. We believe it's essential that our company takes responsibility for managing its impacts on the environment. Our wastewater treatment plants performed even better this year, achieving 63mg organic pollutant per litre of water discharged, well below the local government standard of 100mg per litre.



Restoring school buildings

Helping the local community is something that's close to the hearts of our employees. In 2018, 190 employees and their families got involved to paint a school building, which was in a very poor condition and almost abandoned. Poor facilities are a key factor affecting the concentration of students in Cambodia, and facilities management is an important issue. Following the renovation, around 400 students are expected to return back to continue their studies in the building.



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Cambodia in 2018

115,566 followers

for our campaign on responsible consumption together with the Ministry of Information.

100% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for the environment.

2,566 students

benefiting from the renovation of three schools near our brewery since 2014.



6 million

working hours without accident since 2014 in our Brewery Expansion Project. 97% compliance with global Life Saving Rules thanks to 2,000+ hours of training this year.

100%

of our wastewater is treated on site before being released for further use.

5% less water

used to produce each litre of beer since 2016, down to 3.5 hl of water per hl of beer produced.

CO₂ down 43%

in production since 2014, mainly through investment in equipment and sustainable technologies.

For more on our sustainability journey:

www.heinekencambodia.com/sustainability →

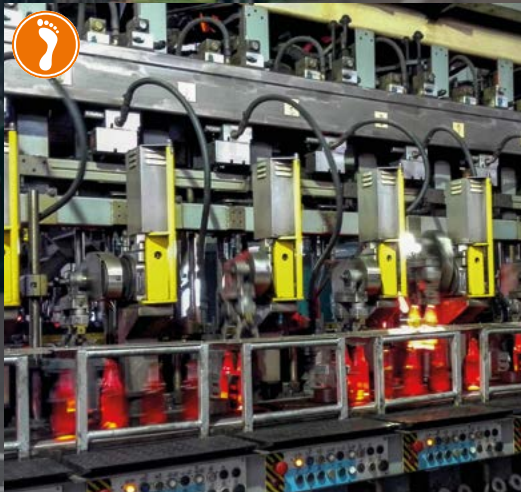
China



The Grand Prix for road safety

The Grand Prix in Shanghai showcased our 'When You Drive, Never Drink' campaign to influence consumer behaviour.

The first ever Heineken® F1™ Grid Crew China saw fans pledge their support to the campaign on social media, helping to achieve over 99 million impressions – 41% more than our target! Our WYDND message reached 26,000 visitors at the Heineken® F1™ Shanghai festival, 200,000 at the circuit's Heineken® Fanzone, and over 2,000 at the after party. →



Lightweighting our packaging to reduce CO₂

Bottle production is a key contributor to our carbon footprint. To minimise this impact, we made our bottles of Heineken® and Tiger lighter, saving 2,464 metric tonnes of glass compared to last year. This delivered a 3.4% reduction in our total carbon footprint from glass packaging. We also reduced our raw material usage by 1,570 tonnes of sand, 492 tonnes of soda ash, 427 tonnes of limestone and 179 tonnes of feldspar!



Sharing our safety message

We engaged local communities around our Shanghai and Hong Kong offices and our Jiashan, Guangzhou and Hainan breweries to raise safety awareness on 'World Day for Safety and Health at Work'. Along with employees and contractors, members of the community took part in drink-driving simulations, emergency drills and safety training to help spread our 'Safety First' message.



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China in 2018

Responsible

consumption tackled with the China Alcoholic Drinks Association through our 'When You Drive, Never Drink' campaign for the second year.

100% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

2,464 tonnes

less glass compared to 2017 due to new reduced weight of bottles of Heineken® and Tiger.

1,000+

community pledges to 'When You Drive, Never Drink', launched during National Responsible Drinking Awareness Week.



31% reduction

in accident frequency since 2015, thanks to improved implementation of safety requirements on site.

21% less water

used to produce our beer since 2016, down to 3.7 hl/hl, thanks to investing in water-efficient equipment and continuous process optimization.

CO₂ down 10%

in production since 2017 to 11.5 kg CO₂-eq/hl. By installing only green fridges at our retail points and raising employee awareness, we cut CO₂ emissions from cooling by 87%.

For more on our sustainability journey:

www.theheinekencompany.com.cn/brewing-a-better-world →



Brewing beer with the help of the sun

Our ambition is to use renewable energy to power our brewery.

In May 2018, we took a step closer when we installed 1,380 solar panels on the roof of our green warehouse. It will produce some 395,000 kWh of electricity annually and reduce CO₂ emissions by some 118.5 tonnes. Surplus energy will also be redirected to the public electricity grid. →



Supporting Croatian farmers and the economy

For the fourth consecutive year, we used 100% locally grown barley to make our Karlovačko. We are honored that our commitment to the Croatian agriculture and successful cooperation with local farmers participated in the growth in national barley production. Since 2014 the quantity of purchased barley increased 66%, the area of barley fields in Croatia increased 16% and the number of family farms growing barley for beer rose 6%. →



Look, listen and improve

We work continuously to improve our safety standards; we've gone more than two and a half years without an accident and 89% of our employees think management cares about their health and safety. When it was noticed that some employees at the filling line were not wearing protective glasses because they usually wear regular eyesight glasses, our management team asked the Behaviour Based Safety team to come up with a solution. Protective, custom made eyesight glasses were made and, and safety standards in our filling department are now significantly improved.



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Croatia in 2018

Underage drinking

tackled through our partnership with the police and Tesa psychological centre. We helped 400 parents to communicate better with their teenagers, and we informed 850 teenagers on the dangers of underage drinking.

100% locally

sourced malted barley for our Karlovačko brand.

10,000 hours

of volunteering through Kakvart, launched with the City of Karlovac to develop the quality of life through social action.

€145,000 invested

in the community where our brewery is situated, including donations to social and environmental projects and local events.



2.5 years

without an accident at our brewery site, but one accident in sales – we will refresh trainings about slips, trips and falls in 2019.

43% less water

used to produce each litre of beer since 2008, and a 5% reduction since last year, mainly due to more efficient filling line and process improvements.

CO₂ down 25%

in production since last year and an overall 67% since 2008 thanks to continuous technological improvements and switch to electrical energy from renewable sources since 2016.

For more on our sustainability journey:

www.theheinekencompany.com/Sustainability →

Czech Republic

★ HEINEKEN



Volunteering to protect our environment

For the sixth year running, more than 60 HEINEKEN Czech Republic employees volunteered for a day to improve the environment.

They provided assistance in three areas of outstanding natural beauty: employees from the Krušovice Royal Brewery and the Prague head office helped restore a footpath in the Křivoklát region. Volunteers from the Starobrnó Brewery visited Moravian Karst to remove waste from a protected nature reserve, and employees from the Velké Březno Brewery cleared a meadow near the Bílé Stráně natural monument.



Safer cycling on Czech roads



Our collaboration with Bezpečně na silnicích (Safety on the road) continued for a fourth year with a road safety project, Na kole jen s přilbou (On the bike only with the helmet). By targeting cyclists, the project aims to reduce accidents and the consequences of non-use, or incorrect use, of safety equipment and irresponsible drinking. We reached thousands of people all over Czech Republic with our messages of safety and responsible consumption.



Drink responsibly with Míra

Launched in 2010, Pijte s Mírou Mírou (Drink in Moderation) is an awareness-raising campaign that promotes responsible drinking and behaviour in an entertaining and witty way. In summer 2018, HEINEKEN Česká republika prepared a special zone for visitors to four major festivals to test their perception and accuracy and learn about the effects of alcohol on health and safety. People had the opportunity to check out their knowledge of beer and become familiar with using a breathalyser. More than 1,000 people learned how to use a breathalyser. →



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Czech Republic in 2018

600 people

participated in the Pijte s Mírou programme, our workshop on responsible consumption. We ran additional workshops with the Czech Brewery and Malt Association, the Czech Police and our Road Safety team.

100% suppliers

signed our Supplier Code, ensuring high standards of business integrity and respect for human rights and the environment.

Prirodudomesta.cz

Our new website to support the campaign of trees planting in Brno and create a new natural place.



75% reduction

in accident frequency since last year and zero accidents in production, logistics and distribution. We also reached 94% compliance with the global HEINEKEN Life Saving Rules.

28% less water

used to produce each litre of beer since 2012; at 2.9 hl/hl among the most water-efficient across HEINEKEN worldwide.

CO₂ down 57%

in production since 2008, to 3.9 kg CO₂-eq/hl, and 58% down in distribution since 2011.

For more on our sustainability journey:

www.heinekenceskarepublika.cz/udrzitelnost →



Primus promoting entrepreneurship

Our new programme, Primus PME, aims to help unemployed young adults to bring their innovative business ideas to life through funding and mentoring. We invested €100,000 this year for trainings with business professionals through a six-month partnership with a local incubation structure (Kolisa) and the biggest bank in DRC (Rawbank) to bring their projects to life and create viable businesses. →



Saving lives through access to clean water

Kisenso is a populous and deprived suburb of Kinshasa with limited access to clean water and poor hygiene conditions. This year we supported the construction of an 80 m deep borehole with four tanks connected to a 2 km distribution network, public latrines and an incinerator. 9,755 households benefit from these facilities, reducing illness and deaths due to waterborne diseases by 60%, according to 'Bien-Etre', a local NGO.



Quality maternal healthcare

In rural Chiherano in South Kivu, poverty and lack of infrastructure forced pregnant women to travel over 20 km, often months before their delivery. To ensure they have access to medical facilities, we built a modern and well-equipped maternity centre, complete with an operating theatre, kitchen, dormitory and latrines. 79,796 women now have access to quality healthcare, reducing maternal and infantile mortality according to the NGO PADECO. →



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Democratic Republic of Congo in 2018

Road safety

promoted through safety billboards on dangerous roads in partnership with the National Commission for Road Safety.

99% suppliers

signed our Supplier Code, ensuring high standards of business integrity, human rights and the environment.

€122,000 invested

to improve maternity care and into other social projects.



76% compliance

with the global HEINEKEN Life Saving Rules, an increase from last year thanks to more effort put on employees awareness and new safety procedures.

22% less water

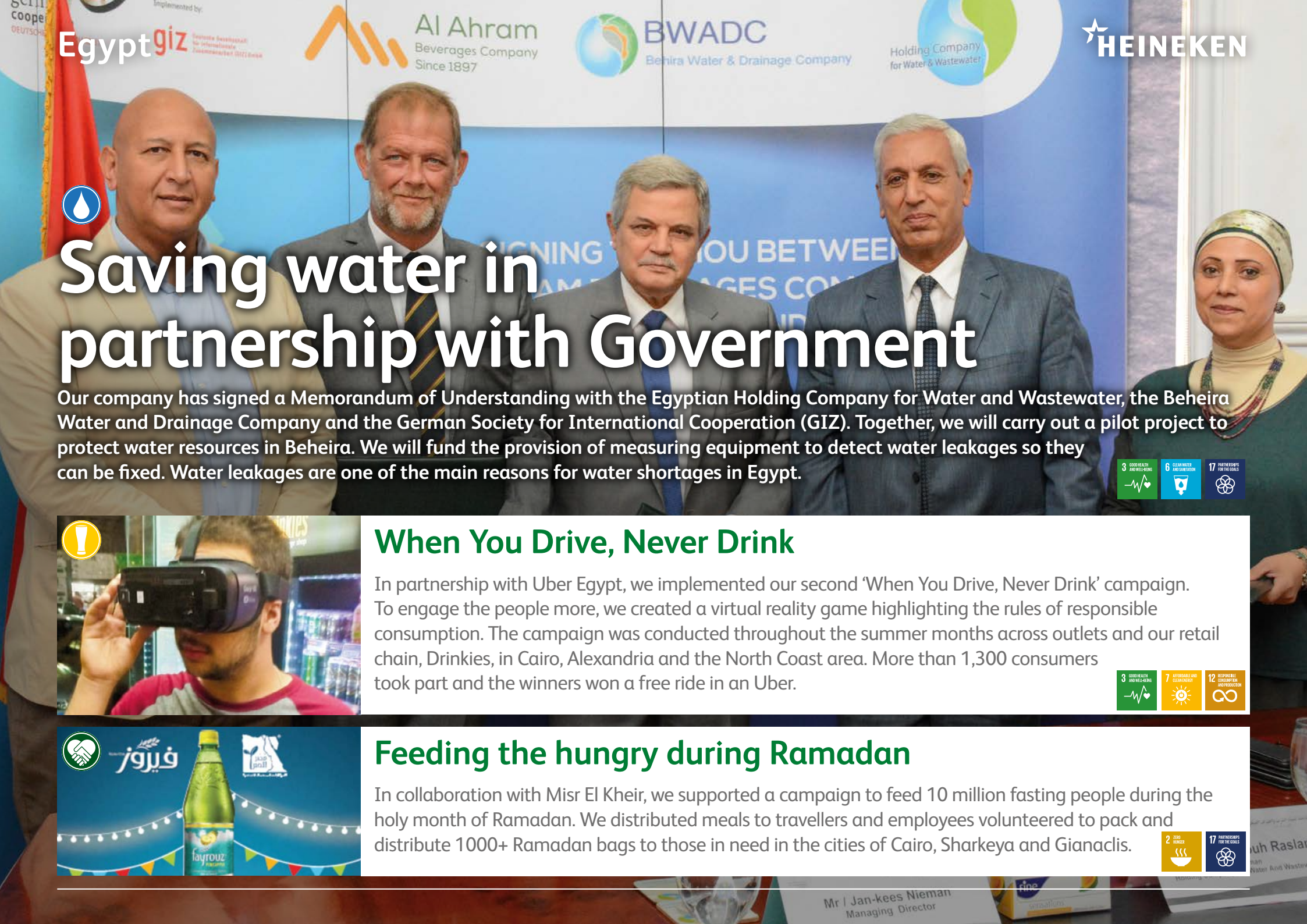
used to produce each litre of beer since 2008. We also treat 100% of our wastewater before returning it to the water network.

CO₂ down 23%

in production since 2008. We only use green fridges, reducing CO₂ emissions from cooling in outlets by 44% since 2010.

For more on our sustainability journey:

www.bralima.net/responsabilite-sociale → 



Saving water in partnership with Government

Our company has signed a Memorandum of Understanding with the Egyptian Holding Company for Water and Wastewater, the Beheira Water and Drainage Company and the German Society for International Cooperation (GIZ). Together, we will carry out a pilot project to protect water resources in Beheira. We will fund the provision of measuring equipment to detect water leakages so they can be fixed. Water leakages are one of the main reasons for water shortages in Egypt.



When You Drive, Never Drink

In partnership with Uber Egypt, we implemented our second 'When You Drive, Never Drink' campaign. To engage the people more, we created a virtual reality game highlighting the rules of responsible consumption. The campaign was conducted throughout the summer months across outlets and our retail chain, Drinkies, in Cairo, Alexandria and the North Coast area. More than 1,300 consumers took part and the winners won a free ride in an Uber.



Feeding the hungry during Ramadan

In collaboration with Misr El Kheir, we supported a campaign to feed 10 million fasting people during the holy month of Ramadan. We distributed meals to travellers and employees volunteered to pack and distribute 1000+ Ramadan bags to those in need in the cities of Cairo, Sharkeya and Gianaclis.



Mr / Jan-kees Nieman
Managing Director

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Egypt in 2018

Responsible

consumption addressed in partnership with Uber. We spent 10% of our Heineken® media budget on our 'When You Drive, Never Drink' summer campaign.

100% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

75% locally

sourced agricultural raw materials.

51 hotel waiters

trained on tourism business in partnership with national experts.



4,788 hours

of safety training for our employees. We have reviewed the danger spots across our production sites and deployed prevention materials.

56% less water

used to produce each litre of beer since 2008 thanks to our employees' efforts and initiatives.

Water balancing

agreement signed with Beheira Company Water and Drainage to run a pilot project.

CO₂ down 46%

in production since 2008, to 8 kg CO₂-eq per hl of beer, thanks to improvement of our production processes. We bought 100% green fridges this year, reducing CO₂ from cooling by 67%.

For more on our sustainability journey:

www.alahrambeverages.com/sustainability/strategy →



Supporting our farmers

Feye Tesema is a farmer from our local sourcing project in Arsi Zone of the Oromia Region. This project brings together public and private partners to help increase yields, use better quality seeds, provide agronomic training, and access to finance and market to sell their harvest.

He is a model rural entrepreneur who has achieved high productivity, quantity and quality of supply barley, business diversification and proper application of technology. This has improved his family income and Feye is now supporting other farmers and members of the community. →



Providing medical equipment for our communities



To improve healthcare for local communities, with the support of the HEINEKEN Africa Foundation, we equipped the maternal wing at Kilinto Health Centre, Addis Ababa, serving 15,000 people, with modern medical equipment including an ultrasound and lab equipment and an ambulance, at a cost of €88,827. →



Expanding the Shembet Health Centre, Bahir Dar

HEINEKEN Ethiopia and the HEINEKEN African Foundation invested over €79,300 to enable the Shembet Health Centre in Bahir Dar to expand into two new buildings. The Health Centre already serves more than 50,000 people and the new expansion will meet the need for space to help patient and health care providers improve health service delivery for maternity, child and adolescent health care. →



Treating our wastewater for further use

Managing water resources and taking care of the environment is part of our commitment to sustainability. We have established wastewater treatment plants at our three breweries in Kilinto, Bedele and Harar through an investment of €8.6 million. All our wastewater is now treated to the Ethiopian standard for environmental pollution and the wastewater we discharge is harmless to the environment and suitable for irrigation downstream. →



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Ethiopia in 2018

10% budget

of Heineken® brand media dedicated to 'When You Drive, Never Drink' campaigns on billboards and TV ads. We will further advocate responsible consumption through our partnership with the Ethiopian Public Health Association in 2019.

Exactly 31,832

farmers directly and approximately 30,000 indirectly benefit from our partnership with the World Bank, the International Finance Corporation and the Dutch Government to improve food security and livelihood.

25,000 people

can now access clean water following our €87,000 investment in three sand dams in Harar.



41% reduction

in accident frequency since 2015 thanks to an increased implementation of the global HEINEKEN Life Saving Rules and trainings provided to the employees and contracted drivers.

43% less water

used to produce our beer since 2012, down to 5 hl of water to brew 1 hl of beer.

CO₂ down 54%

emissions reduction since 2012, to 7.5 kg CO₂ per hl of beer produced, thanks to upgraded packaging machines, energy saving and increasing our use of biogas.

For more on our sustainability journey:

www.heinekenethiopia.com/sustainability →



Encouraging consumers to recycle with Ciiink®

Glass bottles are 100% recyclable and up to 90% of Heineken® bottles are made from recycled glass.

But the country's average recycling rate is 85% and it fluctuates from one region to another. As part of our commitment to improve glass recycling, we've partnered with the start-up Terradona®, to promote its innovative Ciiink® solution. This smart box, plugged on glass waste containers, encourages consumers to recycle thanks to points earned for every item they drop in. Points mean vouchers to use in local shops or even for charity. It's a fun system that educates people about the value of their waste and encourages them to sort it more carefully.



Leading the way, responsibly

Every year, Enjoy Responsibly Day encourages our employees to lead the way in terms of responsible drinking and behaviours. This year, HEINEKEN France has focussed on two key issues with support from specialist NGOs. Together with SAF we shared the message that no alcohol should be consumed during pregnancy. Together with Surfrider Foundation we organized a clean-up day during which our employees collected 1.8 tonnes of trash from the banks of the Seine river.



Desperados Foundation for urban art

HEINEKEN France has worked with the artists' collective '9ème Concept' for more than two decades. In 2018, we launched the Desperados Foundation to make urban art more accessible to a large audience and support street artists. Its first event was an unique exhibition showcasing emerging and talented artists along a bus line crossing Paris. In 2019, the Desperados Foundation will strengthen its position by sponsoring other artists, disseminating their projects across France. →



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France in 2018

SAF France

(NGO for prevention of Fetal Alcohol Syndrome) is our partner in order to raise awareness about the danger of drinking during pregnancy.

3,900 employees

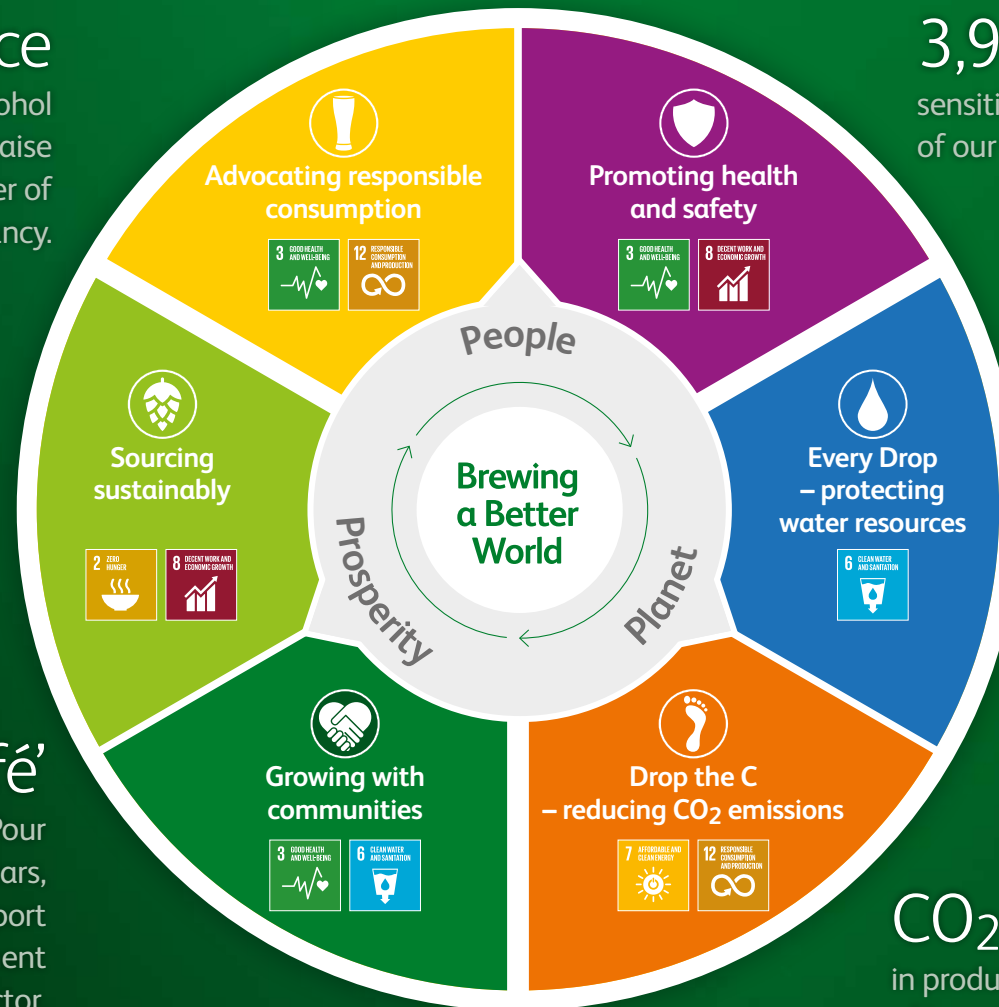
sensitized to responsible consumption – 100% of our workforce.

100% suppliers

signed our Supplier Code and 100% French malted barley is used to produce our beers.

25 'café'

endorsed by our 'Prix Des Cafés Pour Nos Régions'. During the last five years, €250,000 allocated to support a sustainable development for the on-trade sector.



28% less water

is used to produce each litre of beer since 2008. Now down at 3.6 hl/hl thanks to process improvements across our sites.

CO₂ down 28%

in production since 2008 to 4.1 kg CO₂-eq per hl of beer produced. Emissions in distribution decreased by 6% since 2010 due to route optimisation.

For more on our sustainability journey:

www.heinekenfrance.fr

Greece

★ HEINEKEN



Only Greek barley for Greek beers

For 10 years now, we have been sourcing Greek barley to produce our beers.

Almost 2,500 farmers cultivate 42,000 acres of Greek land every year. Together, they have supplied us with 390,000 tonnes of barley over the last decade, and the locally-grown barley covers 100% of our needs for the 16 brands we produce in Greece. A key success factor is our holistic approach, which means we invested in technology, research and education to support our local sourcing. →



Greener trucks, less CO₂

We are converting our owned fleet of trucks in Thessaloniki to run on combined diesel and Liquefied Petroleum Gas (LPG). The first conversion was carried out in January, we saw a 50% reduction in CO₂ emissions during the initial trial period we ran. Based on this success, we decided to convert all 13 of our trucks and we have invited our third-party logistics partners to do the same.



Supporting small island economies

We launched our collaboration with AELIA, an NGO specialising in building capacity with SMEs, when we created 'My island, 12 months' back in 2015. The programme provides coaching and training to help people living on the least famous Greek islands develop activities that extend the touristic season. We've supported ten teams of people across ten islands to collaborate and create projects to promote their home places. In 2018, this included projects in Limnos, Amorgos, Kythnos and Astipalaia and another four project on other islands until Spring 2019. →



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Greece in 2018

‘When You Drive, Never Drink’ campaign

driven by our advertising campaign and our 10 years partnership with the NGO ‘Sobers’.

98% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

Stood by Attica

We provided support during emergencies to the citizens of the city when they were hit by deadly wildfires in July, offering drinking water and fridges to local authorities.



98% compliance

with the global HEINEKEN Life Saving Rules, we continue towards our goal for zero accidents focusing on road safety.

14% less water

used to produce each litre of beer since 2008 thanks to processes optimisation. We plan to invest in water-efficient equipment to go from 4.4 hl/hl to 3.5 hl/hl by 2020.

CO₂ down 27%

in production since 2008, 10% reduction in distribution since and a 39% reduction in cooling in outlets since 2010.

For more on our sustainability journey:

www.athenianbrewery.gr/gresponsibeerity →



Local sourcing to support economic development

We firmly believe that sustainability and business go hand in hand. Our partnership with USAID and IDB Investment Fund supports 18,000 local 'pitimi' farmers through the Smallholders Alliance for Sorghum in Haiti (SMASH). This year, the programme expanded its scope to provide farmers with advanced business training to develop their entrepreneurial skills, better manage their resources and support the long-term development for Haiti.

We launched the Sorghum Week in May to raise awareness of SMASH and several restaurants started using sorghum for delicious dishes. To reinforce the local production and entrepreneurship, we supported the inaugural 'Konsome Lokal' exhibition and family days, highlighting the multitude businesses using local products.



Protecting water resources – Every drop counts

Water is a vital natural resource. Considering we operate in a country where almost half of citizens have little or no access to potable water, we are committed to using every drop of water responsibly. We also work with our employees to adopt right water practices and state-of-the-art equipment, our water efficiency in production has drastically increased.



Bigger brew house means more spent grain for entrepreneurs

We have always donated spent grain from our brew house to small farmers in the area. Our new, bigger brew house allows us to distribute more to the local farmers as nutritious animal feed and compost. Together with farmers associations, NGOs and entrepreneurs, our spent grain is revitalizing the soil, giving livestock better feed and supporting local livelihoods.



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Haiti in 2018

'When You Drive, Never Drink'

our message placed on 15 billboards across the country to promote responsible consumption.

94% suppliers

signed our Supplier Code to ensure high standards of integrity and respect for human rights and the environment.

€43,700

invested in scholarships for young professionals in partnership with the Haitian Education and Leadership Programme.



1,400+

employees trained on global HEINEKEN Life Saving Rules, now part of the induction programme for contractors. We achieved a 55% cut in accidents through our focus on compliance, capability and behaviour change.

39% less water

used to produce each litre of beer since 2016 thanks to continuous improvement, replacing the old equipment and our water awareness campaign: 'Every Drop Counts'.

CO₂ down 21%

in production since 2016, thanks to investing in a new brew house and packaging lines.

For more on our sustainability journey:

www.theheinekencompany.com/sustainability →



A plastic-cup-free May

A study we ran identified that 84% of Hungarians would prefer to drink from a biodegradable cup to protect the environment.

This year, HEINEKEN Hungária became the first company to launch a campaign to convince Hungary's consumers to consider the environmental impacts of what they are drinking. In May, pubs across Budapest broke with the tradition and used biodegradable, plant-based cups to serve their drinks. By using Polylactic Acid (PLA) cups, companies like HEINEKEN can significantly protect the environment from plastic waste and lower their carbon footprint. →



HEINEKEN and Hungarian Police launch anti-drink drive campaign

We joined forces with the Hungarian National Police Force (ORFK) to sign a letter of intent on the prevention of drink-driving at a ceremony that was attended by former F1™ driver, David Coulthard. Working together with the ORFK, which will provide professional expertise and information on road safety, we will use our marketing and communications experience, channels, and brand power to reach consumers with our 'When You Drive, Never Drink' message. →



'Drop the C' Hungarian final

A strategy to completely reshape our value chain was the winner of our 2018 'Drop the C' competition for innovation. With a 360° approach that recognises all aspects of beer production, the project involves a four-step plan that reduces carbon emissions from production to shipping. It aims to deliver a dramatic reduction in carbon emissions and significant cost savings, while encouraging buyers to engage into recycling and circularity.



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Hungary in 2018

'When You Drive,

Never Drink' campaign with the 'call a driver' app developed in partnership with the start-up Soforhivo. We also held a press event with ORFK (National Police Force) and David Coulthard on dangers of drinking and driving.

100% suppliers

signed our Supplier Code to ensure high standards of integrity and respect for human rights and the environment.

2,500 hops plants

planted in collaboration with the Hungarian Interchurch Aid to support local sourcing in a region with low economic activity in presence of the Hungarian Minister of Agriculture, István Nagy.



Protecting our lives

is essential, just like the global HEINEKEN Life Saving Rules for all new employees. Refreshed once a year we ensure a high level of safety through them.

23% less water

to brew each litre of beer since 2008, at 3.3hl per hl of beer, we are among the most water-efficient HEINEKEN companies worldwide.

CO₂ down 50%

in production since 2008, to 4.3 kg CO₂-eq per hl of beer produced. Our emissions from cooling are reduced by 57% thanks to the green fridges we bought.

For more on our sustainability journey:

www.heinekenhungaria.hu/fenntarthato-fejlodes →



Community Waste Bank: From Problem to Prosperity

To tackle the river pollution in Indonesia, our Sampangagung Brewery collaborated with the local Environmental Agency and NGOs to launch a community waste bank in Mokojerto District (CWB) with reduce, reuse and recycle principles.

In less than a year, more than 60 units have been activated benefiting some 3,000 families and generated an income of €23,665. Two tributaries of the river in nearby villages have shown significant improvements.



Save every drop: reusing our wastewater



We target our breweries to reduce the water consumption to 2.8 hl/hl by 2020. To do so, we installed an Effluent Reclamation Plant (ERP) to reprocess treated water to be used for secondary activities in our breweries. The ERP also embeds circularity in the way we do business.



IT & RESPONSIBLE SERVICE OF ALCOHOLIC BEVERAGES SEMINAR & TRAINING

'ERSA' goes national

In line with Advocating Responsible Consumption Agenda, our new responsible serving training 'ERSA – Excellent and Responsible Service on Alcoholic Beverages' was successfully launched in collaboration with Hospitality Associations and received support from Jakarta Tourism Office.



Urban farming for supporting our communities

Tangerang brewery extended its first hydroponic system to the surrounding community to support healthy lifestyles and the local economy. Around 200 people have attended training and we launched a pilot project in Kutabumi.



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Indonesia in 2018

Serving responsibly

We are going national through our partnership with Perhimpunan Hotel dan Restoran Indonesia (PHRI) to prevent alcohol-related abuses.

98% suppliers

signed our Supplier Code to ensure high standards of integrity and respect for human rights and the environment.

€209,000

of investment in our community programmes and partnerships, up 64% since last year.



95% compliance

with the global HEINEKEN Life Saving Rules, through training, audits and communications of significant risk locations.

17% less water

used to produce each litre of beer since 2014. We've so far planted more than 22,00 trees to recreate humid areas as part of our water balancing project.

60%

of our thermal energy comes from biomass, a renewable energy source, and we reduced by 13% our CO₂ emissions since 2016.

For more on our sustainability journey:

www.multibintang.co.id/sustainability →

Ireland

★ HEINEKEN

Electric forklifts: Drop the C

In 2018, we put the spotlight on forklift trucks.

We replaced six formerly diesel-powered forklifts with electric vehicles, all offering significant safety improvements. Safety features and driver behaviour analysis will help to reduce risks and costs while prolonging performance of the vehicles. Automatic braking will optimize energy efficiency, delivering an overall Carbon Footprint reduction of 112 tonnes per year.



GREAT TASTE

0.0% ALCOHOL



Shaping moderation

Heineken® 0.0%, our non-alcoholic lager, with world-class taste, was launched in Ireland in April 2018. The launch was in response to Irish consumers' needs and demands, driven by the global and local cultural trend of living a balanced lifestyle. In less than a year, we shook up what was a dormant category with little or no growth and put our Heineken® stamp on it, exceeding all targets! Irish consumers now have more choice and options for all their drinking occasions. 0.0% empowers those who can't or don't want to drink alcohol to be involved in every beer moment without compromising on quality. →



Growing with our Communities

Building on the success of 'Grow it Yourself' in 2017, HEINEKEN Ireland ran 'Growing with our Communities' in 2018 to engage our employees in supporting community groups and charities. The initiative included one high energy volunteer day, a knowledge exchange workshop, a mentoring programme and site visits to help community groups identify opportunities to develop food growing as a therapeutic discipline, a training opportunity and to generate an income stream. →



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Ireland in 2018

Partnerships

with Cork Simon and the Addiction Aftercare Programme for the past seven years, working to increase the number of people accessing treatment and preventing them from returning to homelessness.

100% suppliers

signed our Supplier Code to ensure high standards of integrity and respect for human rights and the environment.

Almost €480,000

contributed to 52 communities through local initiatives, charity donations and employee-driven projects.



57% fewer

accidents since 2015, thanks to permanent enforcement of safety measures. We are now focusing on telematics in all our company vehicles to ensure safe driving.

6% less water

used to produce each litre of beer since 2008, down to 3.1 hl of water to brew 1 hl of beer, placing HEINEKEN Ireland in the top 20% of HEINEKEN breweries for water efficiency.

CO₂ down 58%

in production since 2008, to 3.1 kg CO₂-eq per hl of beer produced. We have also cut CO₂ emissions from distribution by 10% since 2011 thanks to using higher capacity trucks and undertaking 10% fewer truck journeys.

For more on our sustainability journey:
www.heinekenireland.ie/Sustainability →



Reducing our footprint with Ichnusa returnable bottles

Ichnusa has grown from a local beer to a national brand in the past two years.

As we grow, we invested in sustainable, returnable bottles. Licensed by Certiquality (the certification institute for quality, environmental, health and safety management systems), Ichnusa returnable bottles have a 30% lower carbon footprint and they bring broad environmental benefits, such as less solid waste generation and lower energy consumption. →



10,000+ hours cleaning up our local environment

In collaboration with non-profit environmental organisation, Legambiente, 1,319 employees dedicated 10,242 hours (equivalent to six full time employees for a year!) to cleaning up their local environment as part of the initiative '10,000 per l'Ambiente'. At over 16 locations throughout Italy, they collected 37 tonnes of rubbish and cleaned up 30 hectares of land. →



Leading the market: Heineken® 0.0

We launched Heineken® 0.0 in March 2018 and it is running to lead the Italian 'Low-and no-alcohol' market. With only 23 calories per 100 ml and no alcohol, Heineken® 0.0 drove home the message 'When You Drive, Never Drink' at the F1™ in Monza. Since its launch, we have distributed more than 1 million samples of Heineken® 0.0 to consumers. →



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Italy in 2018

24%

of Heineken® media budget, invested in 'When You Drive, Never Drink' campaign – during the Formula 1™ Italian Grand Prix, 800 people directly reached in activities to promote responsible consumption.

99% suppliers

signed our Supplier Code, ensuring high standards of integrity and respect for human rights and the environment.

Over €660,000

donated to voluntary organisations and through 10,242 working hours dedicated by employees to the environment and local communities.



92% compliance

with the global HEINEKEN Life Saving Rules, with a focus on CO₂ risks, Lock-Out-Tag-Out implementation and road safety.

41% less

water to brew each litre of beer since 2008, by implementing new technologies for water management. We are focusing on water scarcity around our breweries.

CO₂ down 52%

in production since 2008, thanks to higher efficiency and reduced consumption of thermal energy. We investigate LNG in logistics continuing actions to reduce emissions in distribution.

Solar brewery

We have the largest solar photovoltaic installation in the world of beer on the roof of our Massafra brewery!

For more on our sustainability journey:

www.heinekenitalia.it/la-sostenibilita/un-piano-a-10-anni →



ZERO plastic in our offices and our beaches

The proliferation of plastic waste in our towns and villages is reaching a critical point.

If nothing is done, our future and our children's future will be compromised. In October 2018, our company decided to ban the use of plastic bottles at its headquarters and brewery site. We have gone from buying more than 500 bottles of water a month to zero bottles by replacing plastic with water fountains and glasses. To publicly launch our 'zero plastic' programme and make it visible, we started working on a 'clean beach' operation in Grand Bassam and San Pedro, the two largest seaside towns of Ivory Coast.



KRISPI project—improving farmers livelihoods

In 2017, we launched KRISPI project with five main objectives: strengthen the rice value chain in a sustainable way; improve farmers' quality of life; increase significantly farmers' incomes; stimulate supply to the local food market and supply our needs for raw materials from Korhogo, in the north of Ivory Coast. 2,800 rice producers have now been trained to apply effective and sustainable agricultural practices and already successfully produced 5T of fine broken rice. →



Aiming for zero accidents

Road safety is a major issue in Ivory Coast with 12,974 accidents, 23,304 injured and 837 deaths recorded in 2018. Striving to lower road risks at the minimum, 201 people across our sales team and logistics have been trained by a safety specialist to raise employee awareness and we have noticed a change in behaviour and ownership of safety procedures in daily operations. HEINEKEN's Life Saving Rules were one of the tools we used to increase employee awareness through daily and weekly meetings.



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Ivory Coast in 2018

Partnership

with the Office of Road Safety to address alcohol-related harm through awareness sessions, trainings on the rules of the road and professional conduct. 100% of staff reached with responsible consumption messages.

19% locally

sourced agricultural raw materials, and we expect this share to greatly increase in coming years.

Access to water

We supported the hospital of Anyama by building a water tower and supplying biomedical equipment.

6 water hydrants

constructed for rural populations of Bayekou-Bassi, 6 km from Gagnoa.



76% compliance

with the global HEINEKEN Life Saving Rules, through training and communications as we work to achieve zero accidents.

100%

of our wastewater is treated on site. We saw a 14% increase in water consumption in production since our first year, to 5 hl/hl, and set up a team to drive the improvement.

CO₂ down 22%

in production since last year, to 10.3 kg CO₂-eq per hl of beer produced. Our purchasing of green fridges delivered a 63% cut in CO₂ emissions from cooling.

For more on our sustainability journey:

www.theheinekencompany.com/sustainability →



Karana's Hope

Project Grow is our local raw material sourcing initiative that is increasing our use of cassava in our beverages.

The programme has hired 120 young people such as Karana Johnson. She dropped out of school at 15 and did not have much to look forward to. Now in her twenties, when a family friend told her about Project Grow, she regained hope. 'I could hug the person whose idea Project Grow was. This is my first job and I am happy I can earn, pay my bills and take care of my two children', Karana says. →



Donations boost security at Riverton City Landfill



In August 2018, the Red Stripe Desnoes and Geddes Foundation donated around €7,000 towards the video surveillance equipment to improve security at the Riverton City Landfill, Jamaica's most active waste disposal site. As smoke from the landfill's latest fire choked much of Kingston, Ricardo Nuncio, our company's Managing Director, resolved that it was time to act: 'Anyone who works or lives in the environs of the landfill was deeply affected. This was a lesson in the meaning of community, and we had to do something.' →



No multi-tasking behind the wheel, says Head of Traffic Police

With over 150 lives lost in car crashes on Jamaican roads in 2018, road safety advocates are imploring citizens to take measures to improve road safety. To help tackle the problem, we aim is to create a culture and attitude of responsible alcohol consumption. Senior Superintendent Calvin Allen, head of Traffic and Public Safety Division of the Jamaica Constabulary Force said, 'An initiative like this has the ability to save lives, and we commend Red Stripe for the responsible way in which this company operates.' →



Our new production line: powered by LNG

Launched in December 2017, this newest production line for export markets - Line 8 – is powered by Liquefied Natural Gas (LNG). Since we started up, we increased production to 40,000 bottles per hour. But while production has increased by 50%, CO₂ emissions have been reduced by 6,000 tonnes, electrical and steam output are up by 30 %. We were recognised for Best Energy Efficiency at the Jamaica Manufacturers' and Exporters' Association (JMEA) Awards this year. →



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Jamaica in 2018

€35,000

to advocate responsible consumption through education and media campaigns. Our partners include the Ministry of Education and the National Council on Drug Abuse.

100% suppliers

signed our Supplier Code, ensuring high standards of integrity and respect for human rights and the environment.

100 gifts

to Jamaican communities by donating 100 cents per bottle of Red Stripe beer sold in July to celebrate the 100th anniversary of Desnoes and Geddes trading as Red Stripe.



361 employees

trained via e-learning and our safety toolkits We completed a gap analysis and action planning to embed 100% of the global HEINEKEN Life Saving Rules.

5% less water

used to produce each litre of beer since 2016, down to 7 hl of water to brew 1 hl of beer.

CO₂ down 19%

in production since 2016. We are aiming for 40% by 2020 thanks to converting to natural gas boilers. Our green fridges in outlets delivered a 25% decrease in CO₂ emissions.

For more on our sustainability journey:

www.theheinekencompany.com/sustainability →



More than three years without an accident

30 August was a day of celebration at HEINEKEN Lao Brewery when the brewery team achieved 1,255 days without an accident.

To ensure safety is truly #1 for the team, greater emphasis has been placed on global HEINEKEN Life Saving Rules at head office and the entire fleet management team has been trained on road safety. Dedicated efforts are in place to ensure we maintain an accident-free environment at our locations so that we all return home safely at the end of the day!



Providing clean water for local communities after disaster

Our Lao Brewery is near two villages which were greatly impacted in mid-2018 by heavy rains and release of the dams on Namngum River which caused widespread flooding and devastation. With the villagers without access to clean water, the brewery team quickly responded to the call for help and provided 6,000 litres of clean water, bottled at the brewery.



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Laos in 2018

10% budget
of Heineken® brand media used to promote responsible consumption.

100% suppliers
signed our Supplier Code, ensuring high standards of business integrity and respect for human rights and the environment.



99% compliance
to the global HEINEKEN Life Saving Rules already implemented across our activities in just a year.

4% less water
used to produce each litre of beer since we started our operations last year. We treat 100% of our wastewaters on site before releasing it back in the water network.

CO₂ down 74%
emissions related to cooling system thanks to 100% green fridges installed in outlets.

For more on our sustainability journey:

www.theheinekencompany.com/sustainability →



Four years of collaboration to save 56 tonnes of waste

We continue our partnership with Arc En Ciel, a non-profit organisation whose main goal is to support people living with disabilities or other physical and psychological difficulties.

Together with our employees, we collected and sent for recycling 12 tonnes of waste from our sites and employees' homes, including aluminium, metal, PET, caps, coloured and transparent nylon, paper and cardboard.



Protecting innocent lives

In September 2018, as part of our commitment to responsible drinking, we announced a new partnership with road safety NGO, Kun Hadi. The partnership will focus on educating young people across 16 schools and universities about the country's traffic rules, risks and impacts of drink-driving. It will include conferences and 10,000 flyers and the campaign will be even extended to the central bank of Lebanon.



Construction projects use Almaza bottles!

We partner with Cedar Environmental to keep Beirut shining by collecting glass bottles. This year, we launched an innovative project to transform used glass bottles into a sand substitute to be used in construction projects, protecting Lebanon's mountains and beaches by replacing natural sand. Special recycling bins were placed in ten outlets across Lebanon to collect empty Almaza bottles. We recycled 323,851 bottles between March and September.



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Lebanon in 2018

Partnership

with Kunhadi for responsible consumption through conferences in schools and universities to educate students on the risks of drinking and driving.

100% suppliers

signed our Supplier Code, ensuring high standards of integrity and respect for human rights and the environment.

2nd in Africa

for employee satisfaction among all breweries in the HEINEKEN network. 98% of our employees participated in the annual employee survey.



93% compliance

with the HEINEKEN Life Saving Rules from 56% in 2016.

We developed an action plan to achieve 100% by 2019.

3% less water

used to produce each litre of beer since 2016, down to 4.2 hl/hl.

We will amplify the decrease in exploring new cooling system solutions.

CO₂ down 17%

in production since last year.

For more on our sustainability journey:

www.almaza.com.lb →



Protecting water resources

90% of Malaysia's water supply comes from rivers, yet only half remains clean.

Since 2007, we established a public-private partnership – the W.A.T.E.R Project – to empower communities to protect rivers through first river care centre and empowering award-winning communities. Looking ahead, we've committed to invest €524,000 till 2020 in strategic projects and partnerships to further protect water resources. →



Encouraging safe driving behaviours



The safety of our people is our utmost priority. All our sales vehicles are now monitored using telematics, devices that are proven to reduce overspeeding, harsh acceleration and braking – ultimately avoiding accidents. It also enables us to target advice and training to encourage safe driving behaviours. Our managers are trained to hold effective feedback sessions. We aim now to spread this method to our transport partners.



Greener offices

We launched Green Office, a programme engaging employees to develop ideas to encourage efficient resource management. We invested in awareness and printer-tracking device to change behaviours. As a result, we have seen a 54% reduction in paper consumption. Green Office was founded in Malaysia and will be replicated in 24 HEINEKEN operating companies in Asia Pacific in the coming years.



Advocating responsible consumption

Our goal is to educate consumers on responsible consumption BEFORE they go out. To engage party goers, we developed a 'Get Party Ready' checklist which includes five tips on responsible drinking. We collaborated with social media influencers and an e-hailing taxi service to allow the consumers to travel safely during the festive season. We engaged more than 90,000 consumers over the 3-week campaign! →



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Malaysia in 2018

15 million

consumers engaged with responsible consumption messages through our partnership with e-hailing service 'Grab'.

95% compliance

with the HEINEKEN Life Saving Rules. We aim to achieve 100% by 2019 through training and communication platforms around the brewery.

100% suppliers

signed our Supplier Code, ensuring high standards of integrity and respect for human rights and the environment.

€671,000

invested in rivers and tigers conservation and community initiatives such as education outreach and business development.



12% less water

used to produce each litre of beer since 2014. We have committed €520,000 in partnerships and projects to protect water resources and watersheds around Sungai Selangor, Sungai Penchala and Sungei Way.

CO₂ down 15%

in production since 2014 to 11.8 kg CO₂ per hl of beer thanks to upgraded packaging machines, energy saving and maximising biogas capacity.

For more on our sustainability journey:

www.heinekenmalaysia.com/sustainability →



We get thug against harmful alcohol consumption

We launched our communication platform against harmful alcohol consumption, 'Con el alcohol... No te Pases'.

It aims to create awareness and fight underage drinking, drink-driving and binge drinking; issues identified by the World Health Organization as related to harmful alcohol consumption. The platform addresses the issues in an innovative and disruptive way. With American actor, Danny Trejo, as its spokesperson, it is communicated nationally through digital media, points of sale and at massive events. So far, we have reached more than 15,000 people internally and 8 million via digital platforms. →



THINK
CIRCULAR

Circular Thinking to Drop the C

To drive our transition to a circular economy and reduce CO₂, we have set ambitious goals for green energy and zero waste in production. We plan to work towards two thirds of our electrical energy coming from renewable sources by 2020, both generated in-house and through a certified supplier. We also aimed for zero waste ending up in landfill by 2020, either through reusing it or avoiding it altogether. This year, we can proudly announce that we have achieved zero waste in production two years before our deadline, and more than 9% of our electrical energy is now from renewable sources. →



We bet on bold and young Mexican entrepreneurs

Since 2011, we have given 272 scholarships to support young women and men in their professional career development and 47 scholarships to outstanding students to participate in the Yale Excellence Programme. This year, to encourage entrepreneurial talents, our scholarships program has evolved to become the HEINEKEN Green Challenge. An entrepreneurship initiative that supports social entrepreneurs to develop innovative ideas, prototypes, business models and start-ups that identify opportunities and solve environmental problems in Mexico. →



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Mexico in 2018

25% of budget

for Heineken® communication spent advocating responsible consumption, including our F1™ campaign, 'When You Drive, Never Drink', other events and responsible sales with our platform 'Con Alcohol... No Te pases'.

99% suppliers

signed our Supplier Code, engaging more than 4,000 suppliers and ensuring high standards of integrity and respect for human rights and the environment.

200 scholarships

for college students in our local communities, along with the HEINEKEN Green Challenge, the HEINEKEN Cup and other sporting and educational initiatives.



75% reduction

in accident frequency since 2015 thanks to the work of our safety committees and using leading indicators to drive safety management improvements.

2.6 hl of water

to produce 1 hl of beer thanks to water reduction in daily activities and processes, water recovery and reuse and new technologies. With work focused on our Monterrey, Guadalajara and Toluca breweries, we have achieved 50% of our 2020 water balancing target – returning approximately 1,07 million m³ of water to the watershed.

CO₂ down 10%

in production since 2016, thanks to utilising biogas and renewable energy from wind and hydropower. In distribution, we cut emissions by 12% through one-way trips, better inventory management and more efficient trailers.

For more on our sustainability journey:

www.heinekenmexico.com/informe-sustentabilidad →



Making Myanmar roads safer

Our national road safety campaign with the Government and Traffic Police reached 60,000 Facebook followers and focused on speeding and respecting zebra crossings.

We created Myanmar's first 3D zebra crossings and a study shows 74% of drivers are more likely to slow down compared to a regular zebra crossing.



Enjoy Heineken® and Tiger Responsibly



This year we communicated responsible drinking to our consumers through our leading brands. We did this at key events and using social media. We sponsored the Myanmar Car of the Year Award with our 'When You Drive, Never Drink' campaign and during the launch of Tiger Black, we provided Grab taxi vouchers to consumers in bars and shops to encourage them to get home safely.



Cutting energy and water consumption

We work to continuously reduce the energy and water we use to brew our beers. In 2018, we reduced the water it takes to produce a beer by a further 32%. We also cut carbon emissions per hectolitre of beer by 24%. We've been doing this by applying best practices to improve our efficiency. Our 'Green Office' project aims to reduce our environmental impacts in the office - including cutting down on single-use plastic, paper and electricity.



Embedding Human Rights

We finalised our three-year Human Rights Action Plan following workshops with Shift, an expert in human rights, and internal and external stakeholders. Our focus areas apply across the whole value chain and include health safety, diversity and inclusion, workplace rights and child labour. Highlights include, hosting a suppliers conference on Human Rights, implemented a new Brand Promoters Policy and shared our learnings at key stakeholder events. Internally, we are training our people on Unconscious Bias. →



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Myanmar in 2018

61,847 Facebook fans

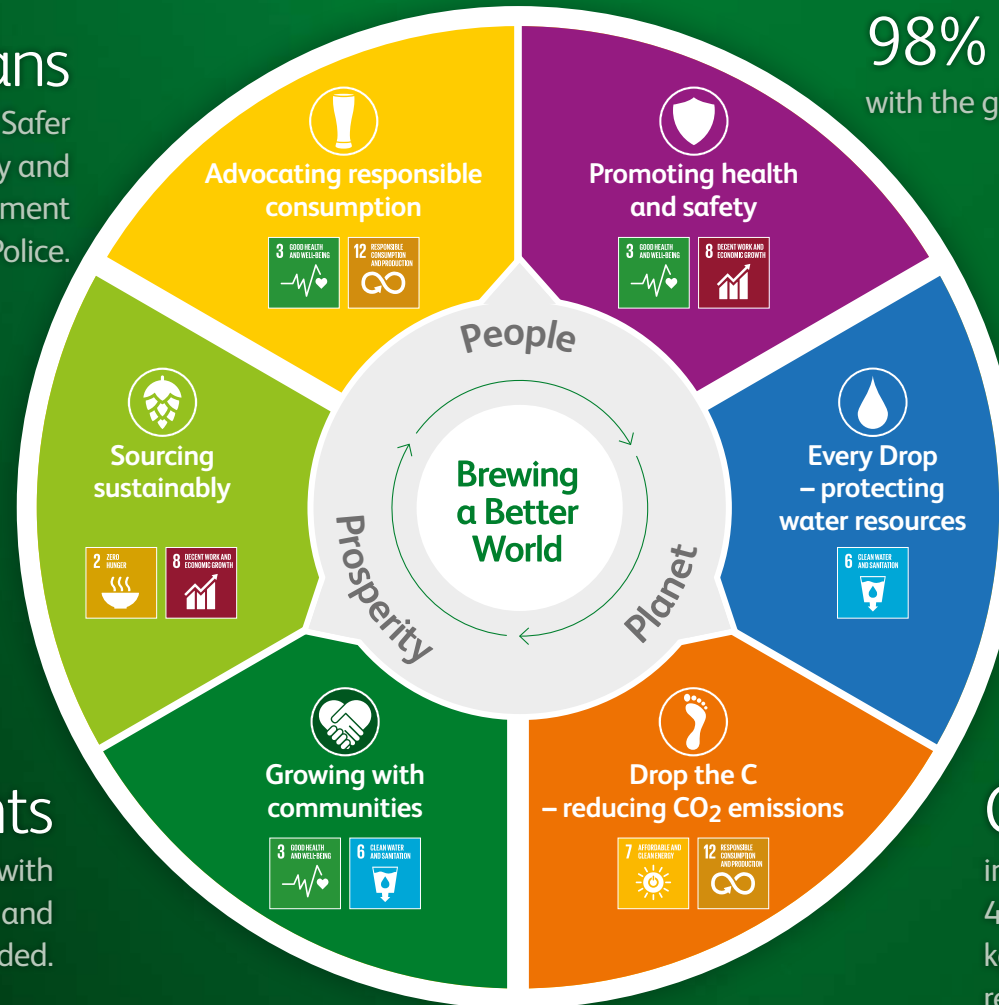
of our Making Myanmar Roads Safer partnership to promote road safety and no-drink-driving with the Government and Road Traffic Police.

73% suppliers

signed our Supplier Code, ensuring high standards of integrity and respect for human rights and the environment.

Human Rights

advocated during a first conference with our suppliers where 38 companies and 71 people attended.



98% compliance

with the global HEINEKEN Life Saving Rules.

32% less water

used to brew a hectolitre of beer in 2018 compared to 2017, down to 6.8 hl/hl. 100% of our wastewater is treated before being released.

CO₂ down 24%

in production since last year and 40% less in packaging. Down to 11.3 kg CO₂-eq/hl and 21.2 kg CO₂-eq/hl respectively.

For more on our sustainability journey:

www.heinekenmyanmar.com/sustainability →



Green gas in Den Bosch

HEINEKEN Netherlands is transforming its breweries to be carbon neutral by 2030.

Green gas is one of the solutions. We are working with the regional water authority and the city's waste service to use gas produced from the city's wastewater in our brewery and to power the trucks of the waste service. The amount of supplied green gas is equal to the natural gas consumption of 3.000 households. →



Rewarded for staying sober behind the wheel!

What better way to reward sober drivers than to give them the opportunity to win a trip of a lifetime to the Grand Prix of Mexico? We did it the Heineken® way: by working with our marketing colleagues and teaming up with NGO, Road Safety Netherlands. Two of the drivers who passed an alcohol-test were challenged to change the tires of a racing car. Former Dutch F1™-driver and TV-personality Robert Doornbos acted as their pit-coach. The fastest contestant won an incredible trip to Mexico. →



Good Cup, bad cup

As the biggest sponsor of music festivals in the Netherlands, we have an opportunity, and a responsibility, to help tackle the inefficient use of single-use plastic cups at music festivals. We set ourselves a goal, together with festival-organisers: within three years we want at least 50% of all cups to be replaced with reusable hard plastic cups, or by plastic cups with a high quality recycling scheme. We announced this ambitious goal at the world's biggest dance-festival, the Amsterdam Dance Event.



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Netherlands in 2018

Responsible

consumption promoted alongside our 'When You Drive, Never Drink' TV and social media commercial and ran a Stay Clear campaign with the Dutch Olympic Committee for responsible consumption in sports.

98% suppliers

signed our Supplier Code, ensuring high standards of integrity and respect for human rights and the environment.

50% of cups

to be reusable or recycled by engaging with local music festivals and visitors over the next three years.



Safe behaviours

messages on road safety and distracted driving spread in company cars. We reinforced our Lock-Out-Tag-Out plan ensure all machines are properly shut off.

9% less water

used to brew each litre of beer since 2008, down to 3.9 hl of water per hl of beer. We invest in technologies and initiatives suggested by our employees, best placed to identify opportunities.

CO₂ down 31%

in production since 2008, to 4.5 kg CO₂-eq/hl. Already 32% reduction from relocation of distribution points and modality shifts in outbound distribution.

For more on our sustainability journey:

www.heinekennederland.nl/duurzaamheid/initiatieven →



Supporting preservation of a World Heritage site through recycling

We have committed over €40,000 a year to support recycling projects with NGOs.

The first is located in the northeast coastal zone, a World Heritage site, and will see three NGOs process glass litter and crush it into sand for use in construction projects in place of natural coastal sand. The second is operated by two NGOs and focuses on collecting cans and glass bottles in hotels, restaurant and cafés outlets in Noumea and Greater Noumea for recycling.



New low- and no-alcohol options and healthier non-alcoholic beverages

To reinforce our 'GBNC Responsible' commitment, we strengthened the low- and no-alcohol category in 2018 with the launch of Heineken® 0.0 and the rejuvenation of our Panach' One shandy. In the non-alcoholic beverages category, we extended our Amigo Juicy range of healthier juices containing less sugar, no artificial colours or flavours with a new Apple Mango flavour.



We support New Caledonia arts scene

In 2018, we reinforced our commitment to supporting Caledonian artists with a 'Brewing artists' competition between eight local and well-known designers. The aim was to design a Limited Series can packaging for our leading beer brand Number One. Artists were selected for their diversity of styles in order to represent the cultural variety of New Caledonia. Two winners were selected and received a monetary prize each. Look out for Number One Limited Series – coming soon in 2019!



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New Caledonia in 2018

Partnership

with Dr. Harvey Milkman continued to tackle underage drinking by running a survey to understand youth consumption and behaviours and design a specific action plan in response.

98% suppliers

signed our Supplier Code, ensuring high standards of integrity and respect for human rights and the environment. More than doubled since last year!

Science education

For the fourth year, we supported the local qualifier for the International Chemistry Olympiad competition for high schools with presentations and training from several of our managers.



93% compliance

with the HEINEKEN Life Saving Rules; a comprehensive action plan allowed us to achieve full compliance by the end of the year.

6% less water

used to produce each litre of beer since 2016, down to 4.7 hl of water /hl. 100% of our wastewater is treated before being released back into the network for further use.

CO₂ down 39%

in production since 2016. 100% of fridges used in outlets have low-emission systems.

For more on our sustainability journey:

www.gbnc.nc/l-entreprise/responsabilite-sociale-et-environnementale → 



Closing the gender pay gap

We are proud to have closed our gender pay gap to zero after implementing a three-year talent acquisition and development strategy.

Our approach included monitoring remuneration benchmarks and addressing discrepancies by standardising pay rates within job grades. We have launched a broader 'Future of Work' programme to build a modern, inclusive and diverse workforce. →



High impact volunteering

Three employees joined a unique volunteering programme called social sabbatical. The initiative pairs skilled professionals with social enterprises that need expertise in order to grow. Over the course of two weeks, our people immersed themselves in two social enterprises, enabling them to develop their business models to achieve greater social impact. Our people have also brought unique learnings and insights back to their work.



Water stewardship at our breweries

We continue to champion water conservation, planting over 1,000 native trees along the Mangatainoka river and reserve, the main water source for our Tui brewery. We also began restoring an 8,000m² storm water lake at our Waitemata Brewery, planting 3,000 native reeds and 2,500 native trees. The lake sits at the start of the Tamaki estuary which is an important habitat for wildlife. The planting is doing well and we are already seeing an increase in wildlife in the area. →



Reducing drink-driving in our community



We collaborated with South Auckland-based creative producers, 37Hz, to develop a community-led social media campaign called Keys Down, Real Talk. The campaign encourages people to not drink and drive, influencing behaviour through storytelling and music. It includes three short films featuring people from the community sharing their experiences of drink-driving and how it has impacted their life. The campaign reached over 100,000 people in its first two weeks. →



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New Zealand in 2018

Two partnerships

tackled drink-driving behaviour in our communities, including an activation with our hospitality customers and a grassroots storytelling campaign.

99% suppliers

signed our Code of Conduct, which outlines our expectations around business conduct, human rights and care for the environment.

Over €211,000

invested in more than 40 community activities, including recycling and litter reduction, regional skills development, scholarships and responsible drinking campaigns.

For more on our sustainability journey:
www.dbsustainability.co.nz ➔



99% compliance

with the HEINEKEN safety standards, achieved through the development of a proactive, blame free reporting culture.

25% less water

used to produce our beer compared to 10 years ago. Two out of three of our main sites treat their wastewater in line with the highest HEINEKEN standards. Our goal is to treat all of our wastewater to these standards by 2020.

CO₂ down 47%

in production since 2008, to 4.9 kg CO₂-eq per hl of beer produced.

Gender pay gap closed

to 0% following the roll out of our three-year talent acquisition and development strategy.



Expanding local sourcing of ingredients

Local sourcing is an important part of our long-term sustainability and we aim to reach 60% by 2020.

We are now exploring local barley cultivation and opportunities to use maize and rice as sources of starch, in addition to what we have achieved with sorghum and cassava. We continue to promote value creation among the local business owners, farmers and their families.



Driving our renewable energy commitment

To enhance our commitment to using renewable energy, we started using biogas generated from the treatment of our wastewater to power our boilers. We aim to increase the share of energy from biogas every year.



Young people champion responsible consumption

Our 11-year partnership with the Federal Road Safety Corps (FRSC) saw four major rallies across Nigeria in 2018. They focused on promoting responsible consumption through our 'Don't Drink and Drive' campaign. For the first time, the campaign debuted at a National Youth Service Corps camp, where we involved young people as change agents and the campaign has now trained over 20,000 drivers in 46 cities across Nigeria.



Action for a cleaner world

Our company with other members of the Food and Beverage Recycling Alliance (FBRA) have partnered with the Lagos State Government to collect PET bottles from lagoons and canals across Lagos State and prevent them from reaching the sea. The clean-up began in December 2018 and involves us with the Nigerian Bottling Company, Coca-Cola, Seven-Up and Nestlé, among others.



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Nigeria in 2018

Partnership

with the Federal Road Safety Corp that reached since 11 years over 20,000 road users in 42 states with responsible consumption messages.

56%

raw materials sourced locally in 2018. We intend to explore new sources of starch for our production.

€813,000

invested to support social projects within the country.

36 blocks

of furnished classrooms, 34 toilets and libraries were completed and commissioned across schools in six cities.



63% reduction

in accident frequency since 2015 through the implementation of global HEINEKEN Life Saving Rules, installing speed limiters in all our commercial vehicles and a new speed limit policy.

43% less water

used to produce each litre of beer since 2008, down to 4 hl of water to brew 1 hl of beer.

CO₂ down 44%

in production since 2008, to 11.2 kg Co₂-eq per hl of beer thanks to investing in low carbon energy sources.

For more on our sustainability journey:

www.nbplc.com/sustainability-overview →



Protecting Punta Patiño Natural Reserve

As part of our commitment to biodiversity and local communities, we have joined forces with ANCON – the National Association for Conservation of Nature and Reforestation – in the protection of Punta Patiño Natural Reserve.

We are also supporting the development of a social company – ARTESAN PANAMA, S.A. – formed with the indigenous communities, with the purpose of producing and trading virgin coconut oil. This initiative not only creates employment opportunities, it is also an example of sustainable production in a region that is threatened by deforestation and lack of opportunities. →



RESERVA NATURAL
PUNTA PATIÑO
ANCON



Safety in everything and for everyone

Our mantra, 'safety in everything and for everyone', has been central for our safety success in 2018. We beat our previous record of 232 days without accidents, reaching 314 days. In the brewery last September, we reached a full year without an accident for the first time ever; with pride and commitment, we are still counting! This success is thanks to the empowerment of our people, and the understanding that our biggest goal is to return home safely at the end of the day.



Investing in energy reduction

In 2018, investments destined for the improvement of the brewery cooling system, along with developments in process, generated an average 8% decrease in energy consumption compared with 2017 – equivalent to the yearly energy consumption of 200 people!



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Panama in 2018

All our brands

display ingredients information on pack and 50% of them display nutritional information, aiming at 100% before 2020.

72% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

33 employees

volunteered to donate blood during two days to help patients of the Oncological Institute of Panama City through our action with 'Dona Vida'.



82% reduction

in accident frequency since 2015 thanks to the empowerment and commitment of our people in making sure that everyone will return home safely. We increased our implementations by 31% of global HEINEKEN Life Saving Rules since last year to 67% now.

36% less water

used to produce our beer since 2008. In 2019, we are replacing our water chiller which will reduce our water consumption.

CO₂ down 33%

emissions reduction since 2008. We will Drop the C further through investments in new boilers and 100% green fridges by 2021.

For more on our sustainability journey:

www.barupanama.com →



We are fully committed to responsible consumption

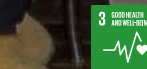
This year, our company and our colleagues in Indonesia, worked together to roll out training covering Responsible Service of Alcohol and Heineken® Star Serve training to their employees and outlets.

It is the first time we have worked with another HEINEKEN company in Asia Pacific to share training resources. The three-day event first saw 28 of our employees trained to then share their learning with 47 participants from 22 sales outlets.



Local sourcing: cassava

Supporting our communities through local sourcing is an important business priority. We're pioneering the cassava industry by engaging more than 400 farming families and establishing the first cassava processing plant in the country. We will buy cassava from subsistence farmers, supporting their livelihoods and their families as well as benefiting our business and the local economy. We will use the cassava flour as a substitute to malt in our brewing process.



Investing in water quality

We recognise water as a crucial natural resource and a human right. As part of our commitment to water stewardship, we aim to ensure that all of our wastewater is safely released back into the local environment at a sufficient quality to be used for other activities and protect biodiversity. We're investing in a new wastewater treatment plant at our Lae Brewery, which will come into operation by 2020. We will have a new wastewater treatment facility in our Port Moresby Brewery by 2020.



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Papua New Guinea in 2018

Training

in Responsible Service of Alcohol with customers and leading Tourism and Hospitality institution. We invested 10% of our Heineken® media budget in 'When You Drive, Never Drink' campaign.

95% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

Cassava project

is undergoing to improve local sourcing from smallholder farmers. The aim is to replace imported malt with locally sourced cassava.



One accident

in production in both our breweries in Lae and Port Moresby. One is too many and we strive to bring it back to zero.

12% less water

used to produce each litre of beer since 2016, down to 6.8 hl of water per hl of beer. We anticipate further improvements next year through water saving projects and investments in production lines.

CO₂ up 3%

in production this year due to an 18% drop in production volume, while the constant needs for brewing remained the same and we had a special repair work in our Port Moresby plant.

For more on our sustainability journey:

www.sp.com.pg/our-corporate-social-responsibility-campaign →  



The returnable bottle game is on!

A returnable bottle is the most environmentally friendly packaging, and yet research shows that only 50% of consumers return bottles to give them another life.

For many consumers, returning bottles evokes negative emotions – it is associated with something embarrassing. To change that attitude, our employees ran an event near Vistula river in Warsaw where they offered special gadgets to consumers in exchange for empty cans and bottles. They took the opportunity to talk to people about the environmental and economic benefits of returning bottles. →



Talking somebody into drinking – that's passé!

'Will not you drink with me?' Everybody knows the question in Poland and hardly anyone likes it. As many as four out of five survey respondents say that one of the things that irritates them the most about people who are drinking is their tendency to try to persuade others to drink. 'Hold yourself upright' is our campaign that promotes responsible consumption with materials that show it is worthwhile not to give in to irritating persuasions, and to always keep yourself upright! →



Dialogue and... Action

We want our breweries to succeed, along with the communities within which we have been brewing beer for generations. That is why, in 2018 as part of Social Dialogue, we met with over 100 local stakeholders across four different locations to talk about how we can jointly respond to local challenges. Together, we agreed on the top priorities for local development. These will become joint goals of engagement for local communities and the Grupa Żywiec Social Fund. →



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Poland in 2018

'When You Drive, Never Drink'

promoted with 10% of Heineken® brand media budget and we teamed up with Q Zmianom Association to empower parents to talk about alcohol with their teenagers.

99% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

18 projects

to help communities thrive and support local development.



Safety first!

Thanks to safe driving programme and special focus on safety in our breweries we reduced accidents by 64% since 2015.

7% less water

used to produce each litre of beer since 2008. This year, we used a bit more than 2.8 hl of water to brew 1 hl of beer, bringing us close to our 2020 goal of 2.8 hl/hl.

CO₂ down 49%

in production decrease since 2008, down to 3.7 kg CO₂-eq per hl of beer produced. We've also cut emissions from fridges by 51% and emissions from distribution by 52% in the last eight years.

For more on our sustainability journey:

www.raport.grupazywiec.pl →



Together for Lisbon

As main sponsor of the Lisbon Festivities in June, Sagres beer launched a social and environmental responsibility campaign in partnership with the five major Parish Councils.

The campaign involved volunteers from social associations who collected plastic cups during the events to increase recycling and reduce litter caused by plastic cups. They collected around half a tonne of cups and the associations received a donation to support their own community programmes. →



Welcome, but please don't drink and drive

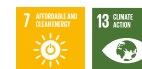
Our 'Enjoy driving with no-alcohol' campaign continues as we joined PORT.COM Magazine to host a welcome reception for the thousands of immigrant families living abroad that entered Portugal in August. Our key aim was to alert and educate drivers with our don't drink and drive message. Sagres beer, the most-preferred brand among the Portuguese diaspora, joined this reception at a border location known to have a high number of them entering Portugal. →



Portugal's steps up to reduce logistics emissions

Reducing our carbon footprint is a core pillar of our Sustainable Development agenda and that includes contributing to the transition to low carbon logistics. We are conducting pilot projects in primary and secondary logistics and in warehousing.

In our primary distribution fleet, we have invested in two LNG (Liquefied Natural Gas) vehicles and Novadis wholesale trialled an Electric Truck in route to market distribution. We are also trialling an electric yard tractor to move trailers around our warehouse. →



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Portugal in 2018

10% budget

of the Heineken® brand communication dedicated to the 'When You Drive, Never Drink' campaign. Drinking and driving tackled with Portuguese Road Safety Prevention, Brisa, Galp and Port.com.

100% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

Empowering

communities with financial and in-kind donations, we sponsored innovative projects to support the communities of Vila Franca de Xira and Luso.



19% reduction

in accident frequency compared to last year.

20% less water

used for each litre of beer we produce since 2008 down to 2.4 hl/hl. This puts us amongst the most water efficient of HEINEKEN companies globally for the last three years.

CO₂ down

25% in production since 2008 and 29% in CO₂ emission in distribution by optimising our routes.

50 years

since the inauguration of our brewery, enhancing the PEOPLE, then and today, who built this company giving us a legacy to be proud and inspired on.

For more on our sustainability journey:

www.centralcervejasbebidas.pt/pt/sustentabilidade →



Improving waste management

We are stepping up efforts to prevent waste from ending up in landfill.

Plastic bottles, cans and paper are now sorted and taken away from our offices by a local waste management start-up. And at our brewery and soft drink plants, waste streams are managed individually - including cardboard, plastics, glass etc. In 2018, we even implemented a new stream to enable yeast from the brewing process to be used by a local farmer as animal feed! →



The first step in our safety journey: logistics and delivery

In June, we trained all employees working in logistics and delivery on four key safety issues: musculoskeletal disorders; safe driving of trucks and forklifts; safety in warehouses to reduce the risks of pedestrian/machine collision and improve handling of pallet trucks; safety at the customer outlet when parking etc. Delivered via interactive workshops, this training was a first step, to be continued!



Circular glass bottles for our beer

Our company has reused glass bottles for its beers since it started its 'no deposit' system in 1962. In 2018, 72% of our bottles were collected by nine local companies, creating employment for 46 people, from which we buy them back for production. It's a genuine case of a circular economy – reusing local material, supporting the local economy and reducing our environmental footprint and represents 40 million bottles every year! →



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La Réunion in 2018

50 events

led by our partner 'Avec Modération !' to promote responsible consumption reached 10,000 people.

13% locally
sourced raw
agricultural material.

€85,000

donated in cash, time and
in-kind support for social projects
in La Réunion.



Lifting and handling

detected as main threats for our employees' safety. We improve the prevention through trainings on gestures and postures.

16% less water

used to produce our beverages since 2008, down to 3.2 hl per hl of beverages produced.

CO₂ down 32%

in production since 2008, to 6.8 kg CO₂-eq/hl beer. Planning on improving efficiency of boilers to keep decreasing.



Going local

We want to support the sustainable growth of local communities.

Our brand, Bucegi®, is 100% brewed from local ingredients. In 2018, we took the Bucegi Seminars on barley farming to 16 counties across Southern and Western Romania. Over 500 large, medium and small farmers attended the seminars alongside with local authorities, research institutes and Members of the Parliament.



AlcoHelp: addressing alcohol abuse

Addressing alcohol abuse is a top priority for our business. For the past nine years, we have been supporting the NGO ALIAT, to build and expand their AlcoHelp programme. It offers a complex range of solutions to people at risk of excessive alcohol consumption. The programme includes an online platform, toll-free AlcoLine, Cortul de Chill (chill tent), and six AlcoInfo centres in general hospitals in Romania. All allowing an early detection of alcohol abuse by applying the World Health Organization's AUDIT test. They offer brief interventions to help people lower their drinking to below risk levels. ➔



ecovalue®

CO₂ emissions down, circular economy up

Our commitment to brewing a better world is expressed by reducing our CO₂ emissions throughout the value chain and transitioning towards a circular economy. Developed in partnership with Green Group and Carrefour, Ecovalue is our selective waste collection and recycling program. At the end of 2018, we operated over 80 reverse vending machines in Carrefour stores nationwide. ➔



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Romania in 2018

Alcoholhelp

programme developed with the NGO 'ALIAT' to ensure early detection, prevention and counseling in case of abusive alcohol consumption. It helped thousands of people to be aware of their consumption level.

70% locally

sourced raw agricultural materials, including 100% local apples for Cidru Mândru. 99% of our suppliers signed our Supplier Code.

21,000 jobs

created – both direct and indirect – along with our activities.



Safety standards

permanently enforced and improved toward employees and contractors. We further implement all global HEINEKEN Life Saving Rules.

14% less water

used to produce each litre of beer since 2008, down to 3.8 hl/hl. We plan to reach 3.5 hl/hl by 2020.

CO₂ down 60%

in production decreased to 3.4 kg CO₂-eq/hl. 7% decrease in CO₂ emissions related to our distribution network thanks to more efficient distribution routes, since 2010.

For more on our sustainability journey:

www.heinekenromania.ro/sustenabilitate →



Making local sustainable

Our local sourcing project aims to stimulate a sustainable and resilient local barley supply chain and support farmer livelihoods and Russia's economy.

In the last growing season, over 5,000 tonnes of barley were produced for our malteries in Irkutsk and Sterlitamak. Sourcing locally will help us to decrease the kilometres we travel every year, hence helping to decrease our CO₂ impact and save over €200,000.



Volunteering for our beaches



This year, HEINEKEN Russia employees volunteered to support the Clean Shores project. Over 300 of our people collected around 1.2 tonnes of recycled materials for recycling and planted over 50 trees. →



Education to reduce underage drinking

Since 2010 more than 6,000 minors, 2,900 teachers and parents have been involved in HEINEKEN Russia project 'I am Responsible for Myself' to address underage consumption of alcohol through a dialogue. According to expert third-party evaluation, the programme is the only of its kind in Russia to be delivering such results through prevention messages and activities.

The programme changed the perception of drinking alcohol among underage participants. →



Water stewardship investments

Following the success of our wastewater treatment plant at Volga brewery in Nizhny Novgorod, we've invested in storm-water treatment facilities at Shikhan Brewery in Sterlitamak. These facilities will collect water from snowmelts and heavy rains. This large-scale engineering allows us to give back treated water to the environment and, by using storm-water in our cooling system, we will save around 100 cubic meters of water during the summer season. →



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Russia in 2018

Underage drinking

along with responsible sales and drink-driving tackled with the Institute of Psychology, retailers and the State Road Safety Inspectorate. 100% compliant with the Russian Government requirements to present ingredient and nutrition information on pack.

97% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

Energy efficiency

at the State Hermitage museum is a new issue we address through a partnership and financial support following previous long-term cultural and social collaborations.



Safety first!

We had five accidents in 2018. One accident is one too many, we cannot tolerate any increase in our relatively low accident rate and have developed a roadmap to transform safety culture and behaviours.

38% less water

used to produce each litre of beer since 2008, down to 3.1 hl of water to brew 1 hl of beer ahead of the 2020 global target of 3.5 hl/hl. 100% of our wastewater is treated on site or through municipal systems.

CO₂ down 3%

in production since 2008 to 9.5 kg CO₂-eq per hl of beer produced.

For more on our sustainability journey:

sustainabilityrussia.ru →



Reducing plastic waste through recycling

With Coped, a local waste collection company and Coca-Cola, we are developing a PET recycling system and collection points around the country.

We publicly launched this system with the Ministry of Environment, Rwanda Environment Management Authority (REMA), and UN Environment on World Environment Day. PET bottles will be collected and used as energy in controlled systems and we now exploring ways to turn them into pavement. →



Partnering with Breast Cancer East Africa to support prevention

As part of our commitment to improving health and wellbeing among our employees and their families, we partnered with Breast Cancer East Africa to raise awareness of how to check for and prevent cancer. The three-hour session took place in October 2018 and was attended by 22 people who received breast cancer prevention tips and practical training. →



Extension of maternity at Kacyiru hospital to improve mother-child health care

In line with the HEINEKEN Africa Foundation ambition to improve mother and child care, we are investing €300,000 to improve service delivery in the Surgical, Maternity and Neonatology department of Kacyiru Hospital. Our investment will benefit more than 34,000 patients annually.



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Rwanda in 2018

Drink-driving

and its dangers addressed in a partnership with Rwanda National Police through TV communication, radio and digital screens in Kigali.

100% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

Winner!

BRALIRWA won the 2018 Rwanda Excellence Award for Corporate Social Responsibility.



5% reduction

in accident frequency since last year thanks to increased awareness in production, mapping more hotspots on site, installing telematics in all company vehicle and reinforcing safe driver behaviours.

20% less water

used to produce each litre of beer since 2008, down to 3.5 hl/hl, thanks to replacing the old production line with new, more efficient equipment.

CO₂ down 30%

in production since 2008 to 8.4 kg CO₂-eq per hl of beer thanks to investments in equipments and raising employee awareness on the impacts of energy use.

For more on our sustainability journey:

bralirwa.co.rw/sustainability →

Serbia



'Let's open the National Museum together'

This year, we launched this unique campaign with our Zajecarsko beer.

Every can of beer sold raised funds to support the renovation of the National Museum of Serbia, which has been closed for 15 years. A limited edition Zajecarsko highlighted the works of the exquisite Serbian painters. We collected almost €50,000 for the reopening of this outstanding national cultural institution. →



Historical artisan fountains



In partnership with local government, NGO and the Ministry of Environment, we revitalized three artisan fountains in the town of Zajecar, where we brew our famous Zajecarsko beer. Dating from late 19th and early 20th century, they represent a legacy to citizens of Zajecar who have used these fountains as places to meet and socialize for generations. →



Safety change management programme

Our Safety Change Management programme aims to strengthen the safety culture in our brewery of Novi Sad. The programme encourages individuals to change their behaviour and act as role models to achieve a safe and accident-free environment. In 2018, we ran a number of workshops with employees to identify bottom-up solutions to improve safety. →



 HEINEKEN



Making responsible consumption cool

To make moderation cool, this year, we promoted our message through two campaigns. 'Guys, who's driving home?', our nationally recognized and awarded public campaign ran during the festival season, in which for the last 6 years more than 210,000 people were transported home safely. As a part of our 'When You Drive, Never Drink' campaign we organized workshops for university students with the support of influencers emphasizing risks of drinking and driving. →



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Serbia in 2018

Partnership

to address alcohol-related harm with the Special Hospital for Addictions, Public Transport Company and National Agency for Road Safety.

100% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

€30,000

dedicated to the revitalization of the artesian public fountains in Zaječar for everyone to enjoy its unique water.



99% compliance

with the global HEINEKEN Life Saving Rules thanks to many safety trainings, our road safety programme 'AlertDriving' and safety induction for all the new employees.

69% less water

used to produce one litre of beer since 2009. 100% wastewater is treated before being re-injected in the water network.

CO₂ down 39%

in production since 2009 and 17% reduction in distribution.

For more on our sustainability journey:

www.heinekensrbija.rs/sustainability →



Investing in our infrastructure

With our wastewater treatment plant, part of our large investment programme, we deliver international environmental standards.

A state of the art wastewater treatment plant, one of its kind in Sierra Leone, now treats all process effluent water to meet the standards of Environmental Protection Agency and beyond. In addition, the large investment programme has not only unlocked a capacity bottle neck but also contributed to a better environment by significantly reducing water and energy usage per litre of beer brewed.



Water access for communities

In 2018, we provided our host communities in Wellington Industrial Estate, Koya Town and Loko Town with seven submersible solar-powered water wells. Managed by committees of local residents to ensure their sustainable use and maintenance, people no longer have to walk long distances to access clean and safe water. Commissioned in November 2018 by Her Worship the Mayor of Freetown, it has provided clean and accessible drinking water to over 20,000 residents.



Supporting farmers and the economy through local sourcing

Since 2005, we are a contributor to the local agricultural sector through a sorghum sourcing project. Supporting over 25,000 sorghum farmers and their families, we saw a 10-fold increase in production in 2017. In 2018, we carried out a nationwide pre-planting and post-harvest campaign and we supplied free seeds to our local sorghum farmers, thereby expecting more good crops and harvest in the future!



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Sierra Leone in 2018

Road safety

promoted with the Sierra Leone Road Safety Authority, providing breathalysers and training to road users.

12%

of our agricultural raw materials are locally sourced.

88% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

32,000+ residents

in Wellington benefited from the HEINEKEN Africa Foundation investments in seven projects including seven submersible solar powered wells.



82 % compliance

with the global HEINEKEN Life Saving Rules through improved safe work permit system, contractor safety, and extensive screening of all safety threats with dedicated action.

47% less water

used to produce each litre of beer since 2008 thanks to advanced maintenance, focus on leakages, improved awareness on water saving and investment in new brewing equipment.

CO₂ down 49%

in production since 2008 despite an increase in production thanks to condensate recovery, new brewing equipment and equipment maintenance.

For more on our sustainability journey:

www.theheinekencompany.com/sustainability →

Singapore

★ HEINEKEN



Singapore's first ever sustainable pop-up bar

Singapore witnessed its first ever sustainable pop-up bar when we built one with 1,750 beer crates and repurposed materials.

Everything was powered with solar energy and a barter trade of a beer was made only if you bring a recyclable. More than a green structure, we also educated consumers on recycling when they came to our event. About 1,000 turned up and we collected more than 1,300 recyclables. →



Launch of Heineken® 0.0

We were the first in Asia to proudly launch Heineken® 0.0 during the Singapore Grand Prix! Heineken® 0.0 reflects the growing cultural trend towards responsible alcohol consumption and living a balanced, healthy lifestyle. We encourage you to try a pint if you haven't already! →



Conserving vital water resources

Water is a vital resource to both us and water-scarce Singapore. This led us to invest €1.15 million in a new wastewater treatment plant that will reduce 11% of our overall water consumption. This translates to savings of 66,750m³ every year, the equivalent of total water used by 316 four-bedroom flats! →



Supporting young disabled Singaporeans

Since 2004, our APB Foundation Scholarship for People with Disabilities has empowered disabled beneficiaries to become moving blocks of our society. Over 40 students have since benefited from a commitment of more than €950,000, with each individual receiving a bond free scholarship. →



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Singapore in 2018

Responsible

consumption message spread with local NGO Migrant Worker Centre to migrant workers during International Migrant Day. Altogether, 2107 migrant workers pledged to drink responsibly.

87% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

€430,000

donated to support local communities through our APBS Foundation.



Safety Calendar

set up to improve safety measures and educate staff on safety precautions applied to the different hotspots of the production site.

100%

wastewater is treated. In 2019, our new wastewater reclamation plant is fully operational, which will help us reduce the water intake by more than 10%.

CO₂ down 4%

in production since 2016, down to 8.2 kg CO₂-eq /hl. We aim to achieve 100% renewable electricity we consume by 2030.

For more on our sustainability journey:

www.apbsingapore.com.sg/brewing-a-better-world →



Renewable energy from our brewery

We have been producing biogas as a source of renewable energy for our Hurbanovo Brewery since 2010.

We collect the biogas in a storage tank, from where it is turned into green electricity that is used for our own brewery purposes and also supplied to the public distribution network. We were able to produce more than 1 million kilowatt hours of renewable energy in 2018.



Let's talk about alcohol

We're excited to have launched a new online platform called OKO (Objav kompetencie online/Discovering Competencies Online). Part of our national 'Rozumne' (Responsible) programme, it delivers three online trainings, one of which – 'Let's talk about alcohol' – is focused on helping parents communicate about alcohol and responsible consumption with their children. ➔



Investing in our local community

Our grant programme, 'Tu sme doma' (We are here at home), supports local residents in developing projects to improve their everyday lives. So far, we've supported ten projects in the city of Hurbanovo, where our brewery and maltery are located, with total donations of €27,669. In 2018, they included renovating a tourist path, developing a football pitch and supporting several sports and other activities in the city.



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Slovakia in 2018

1800 young

adults educated about responsible consumption in partnership with KASPIAN, a youth-oriented NGO.

75%

of our malt barley was sourced locally.

100% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

300 hours

of employee volunteering in one day to support communities around Slovakia as a part of the biggest corporate volunteering event 'Naše Mesto' (Our Town).



Safety Calendar

set up to improve safety measures and educate staff on safety precaution applied to the different hotspots of the production site.

2% less

water used to brew each litre of beer since 2016 down to 3.8 hl of water for 1 hl of beer.

CO₂ down 24%

in distribution since 2010. At 3.8 kg CO₂-eq/hl beer, our emissions from production are relatively stable since 2016 but we aim to improve thanks to new equipments.

For more on our sustainability journey:

www.heinekenslovensko.sk/o-nas/podnikame-zodpovedne →



Destination Laško – among the best in the world

Co-created by the Laško brewery, the destination is known primarily for its tradition of brewing and healing springs.

Bronze sign of SLOVENIA GREEN destination, Laško brewery proudly contributes preserving its water resources, supporting activities for a healthy lifestyle and supporting sustainable tourism events like the 'Beer and Flower', the biggest summer festival of Slovenia. →



Cutting CO₂ with biogas



By improving our anaerobic wastewater treatment plant, we increased the amount of biogas produced by up to 100,000 m³ per year. The biogas is used at the energy plant at our Laško brewery to produce clean energy. It has enabled us to stop using additional heating oil, further cut our CO₂ emissions and decrease our operating costs.



Let's go hiking for a better world

'Let's go hiking' is the biggest responsible hiking project in Slovenia and is approved by Slovenian Alpine Association. This year the famous sports advocate Andrej Težak Tešky joined to promote healthy lifestyles and advocate responsible consumption of alcohol. Together we raised funds for Botrstvo organisation that works to provide better conditions for healthy development and education and address social causes and impacts of alcohol abuse. →



Brand Zala fights diabetes

Awarded in 2018 by the Institute of Nutrition as most innovative food and beverage product, Zala flavoured is a refreshing beverage without sugar. Together with the Association of Diabetes Societies of Slovenia, we created awareness and a competition to build knowledge of diabetes in primary and secondary schools. More than 430 schools and 10,000 youngsters took part. →



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Slovenia in 2018

Responsible

consumption promoted at the 54th Beer and Flowers Festival handing out free train tickets to visitors. We actively participate in events of the Association of Slovene Brewers.

100%

Slovenian hops used to brew Laško, our high gravity beer.

396,858 visitors

to our Union Experience museum since 1986. It is the second highest rated thing to do in Ljubljana and contributes to the conservation of Slovenia's technical heritage.



79% compliance

with the global HEINEKEN Life Saving Rules, up 10% thanks to employee training and visible, on-site awareness raising.

5% less water

used to produce each litre of beer since 2016, down to 4.2 hl of water per hl of beer produced.

Down 10%

energy consumption since 2016. This year we adopted a more accurate and strict method of CO₂ measurement.



We introduce Eco-6 Pack Rings to the Solomons

For the Solomon Islands and other communities around the world, the problem of plastics leaking into our oceans is deeply concerning.

Our team recognised the damage that conventional plastic rings and shrink-wraps can do to wildlife. They reached out to Saltwater Brewery, a craft microbrewery in Florida, which has worked with start-up, E6PR, to develop a more environmentally friendly alternative. Made from by-product waste and other compostable materials like wheat and barley, they are biodegradable and edible to marine life. →



Supporting the circular economy

At the start of 2018, around 130,000 kg of waste from our brewery was still ending up in landfill. By September, we'd transformed that number, down 80% to less than 20,000 kg. How did we do it? By connecting with local livestock and agricultural farmers who now take our spent grain to use as animal feed and compost. This is a great example of the circular economy.



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Solomon Island in 2018

Partnership

with the Islands Chamber of Commerce and local police (RSIPF) to address the 'Kwaso' illegal homebrew issue.

One serious accident

happened in the working zone, our ambition is to bring this score to zero permanently.

97% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.



6% less water

used to produce each litre of beer since last year, down to 6.4 hl of water per hl of beer.

CO₂ down 11%

in production since last year by reducing the evaporation rate and thermal consumption at the brewery.

For more on our sustainability journey:

www.theheinekencompany.com/sustainability →



Better packaging, less footprint

By implementing innovative packaging and labelling, HEINEKEN South Africa has cut costs and its carbon footprint.

We reduced the weight of our 330 ml bottle of Strongbow and our Amstel 660 ml has improved from a foil neck to metalized paper with a reduced font and the back label has been moved to the neck of the bottle. The key aim is to optimise efficiency and environmental performance.



Championing responsible consumption

Our partnership with aware.org is focussed on promoting responsible consumption and alleviating alcohol abuse. This year, we launched an exhibition with the Johannesburg Metropolitan Police Department (JMPD) to promote road safety with the message 'never drink when you drive'. Other partnership campaigns included a unique campaign pilot to combat underage drinking and a responsible trading facilitation programme for a better tomorrow.



Protecting South Africa's vital water resources

We partner with WWF-SA to deliver a community-based water stewardship programme in KwaZulu-Natal, Pongola. The Pongola Enviro Champs project is improving water availability in drought stricken areas by fixing leakages, monitoring sewer systems and identifying illegal dumping sites in the area. The project also provides water awareness and training to the local community to develop skills and improve peoples' lives.



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South Africa in 2018

Partnership

with aware.org to tackle the harm related to alcohol in communities along with four provincial liquor boards.

14% local

sourcing of raw agricultural materials; we are aiming for 23% by 2020. 100% of suppliers have signed our Supplier Code.

Clean water

This year, we improved access to clean water for communities across five regions in South Africa.

€15,300

in food, meals and cosmetics donated to inhabitants of Alexander Township affected by a devastating shack fire.



A new strategy

in safety prevention measures integrating all collaborators, re-sharing responsibilities, improving measurement, competencies and continuous improvement.

20% less water

used to produce each litre of beer since 2016. We partnered with WWF to support communities with water saving, recycling and purification, and installed 8 jojo tanks to capture rain water.

CO₂ down 13%

in production since 2016, to 11.9 kg CO₂-eq/hl. We cut emissions from cooling by 43% thanks to installing 100% green fridges this year in retails.

For more on our sustainability journey:

www.heinekenSouthAfrica.co.za/sustainability →



Building on success: The Doñana project

Due to its success, we extended the scope of Doñana project to include the 'Dehesa de Abajo' near Seville.

The project will recover the hydrological balance of a 70 hectare lagoon of natural reserve. Works will support the refuge and breeding of threatened aquatic species. With the integration of this new area into the Doñana project, we returned more than 1 million m³ of water per year back to the environment, equivalent to the volume of beer produced by HEINEKEN Spain in 2017. →



True agricultural innovation: The Olivo project

The Olivo project aims to engage farmers to grow and cultivate barley amongst olive trees to save water, minimise soil erosion and improve biodiversity. It's a true agricultural innovation and we hope to boost local economy by using the barley in our brewing process. We have already brewed Cruzcampo with barley from this project in our craft Malaga brewery and we plan to bottle it next year in Jaen. →



The Cruzcampo Foundation catering school

Education is key to societal development and this is the driver for our catering schools to support professionalization and value creation in this sector. So far, we have established schools in Seville, Jaen and Valencia which have trained more than 15,000 students, with more than 80% going on to gain employment! →



The Life Saving Rules



Safety comes first for our business. We have a goal of 'Zero Accidents' by 2020, and one of the ways we aim to achieve it is through 12 'Life Saving Rules'. These behavioural rules save lives and are consolidated into our safety action framework. This year, employees at our Seville brewery developed a new security customized system. They developed and 3D printed locking and tagging tools for our employees to operate safety with ease. →



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Spain in 2018

Responsible

consumption addressed through a partnership with the Spanish Brewers Association.

96% local

sourcing of our agricultural raw materials, part of our commitment for the sustainable development of local communities.

74 start-ups

accelerated during our 4th edition of the 'Red Innprende' programme with a 70% survival rate.



Working at height

has been specially addressed to improve our compliance to the global HEINEKEN Life Saving Rules. We foresee to be 100% compliant in 2019.

29% less water

used to produce each litre of beer since 2008, despite an increasingly complex product portfolio. We returned more than 1 million m³ of water to the environment thanks to Doñana Project.

CO₂ down 60%

emissions reduction since 2008, surpassing our 2020 target thanks to green electricity and biogas. We've also cut emissions from distribution by 14% since 2008.

For more on our sustainability journey:

www.heinekenespana.es/es/comprometidos →



Responsible Carnival

Carnival is a pulsating time of year in St. Lucia. The live music, revelry and the artistry provide an electrifying atmosphere. It is also time when people may be inclined to during which alcohol.

Our local beer, Piton Lager, and water, Crystal Clear, supported responsible consumption activations at many carnival events. As well as supplying free water to carnival bands and visitors, we set up a responsible consumption photo area where people could take pictures with responsible message props and receive them immediately to post to social media. While they were waiting to use the booth, brand ambassadors engaged festival goers with responsible consumption tips and messages. At our own events – Oktoberfest En Kweyol and Heineken® Green Synergy – we went a step further, designating 15 minute water breaks overconsume no alcohol was served.



Cleaning up to protect marine life

Management and Leadership teams at our brewery partnered with the St. Lucia Solid Waste Management Authority, St. Lucia National Trust and the St. Lucia Fisheries to develop a new clean-up activity. Together, we identified an area where garbage and debris accumulate and go directly into drains and rivers, eventually ending up in the sea and harming wildlife. The team collected over 50 large garbage bags of debris including foam food containers, plastic bottles, oil containers, cans, forks, straws and plastic cups.



Supporting disadvantaged children

We partnered with The Child Development and Guidance Centre, a non-profit developmental assessment centre in St. Lucia that provides early intervention and therapeutic services for disabled and disadvantaged children. Our donation covered school fees and supplies for seven disabled and disadvantaged boys and girls to attend school. We also continued our breakfast programme partnership with the Plain View Combined school, located close to the Brewery. It provides breakfast for 60 disadvantaged children every morning for the entire school year.



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Saint Lucia in 2018

€8,115

spent on water for patrons at Heineken® Green Synergy events, as well as radio and TV ads to promote responsible consumption.

100% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

Five scholarships

newly awarded to children of employees, five other were renewed and textbooks were purchased and provided for over 80 children.



51% reduction

in accident frequency since 2015 and the introduction of the global HEINEKEN Life Saving Rules in our brewery.

23% less water

used to produce our beer since last year, down to 4.8 hl of water to brew 1 hl of beer.

CO₂ down 42%

in production since last year, to 8.3 kg CO₂-eq per hl of beer.

For more on our sustainability journey:

www.wlbl.lc/brewing-a-better-world →



Cutting CO₂ emissions with renewable energy

Since 2013, HEINEKEN Lanka has generated the steam for its heating processes using renewable biomass in place of fossil fuels. We mainly use rubber and gliricidia trees which are obtained through sustainable practices at the end of their lifespan.

Today, we have gone even further by using briquettes of sawdust and wood-chip waste for our steam generation, which further eliminates our dependency on non-renewable energy.



Meeting global standards for water quality

We work hard to reduce our energy consumption while improving production, efficiency and quality. In 2018, by installing a mash filter and automating the brew house, we reduced extract loss from 2.5% to 0.5% in the brewing department. As a result, the organic pollutants of our discharged water fell by 20%, enabling a significant reduction in energy required to treat it before safely releasing it into the water network.



Promoting Employee Health and Safety

The health and safety of our employees is of paramount importance to us. This year, we conducted a series of events and activities to raise awareness of road and workplace safety and promote employee wellbeing. They included an eye-inspection medical event for our brewery employees and a medical health check-up at our head office and brewery. We also held a 'Best in Weight Loss' competition to support and encourage employees in their effort to lose weight.



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Sri Lanka in 2018

Partnership

on responsible consumption with Sri Lanka Institute of Tourism and Hotel Management (SLITHM) to spread awareness on drinking guidelines and responsible consumption.

93% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

'Nana Maga'

scholarship programme aiming at improving the quality of education and English literacy benefited to 43 children in local communities.



Zero accidents

in production as we improved compliance with the HEINEKEN Life Saving Rules to 95% and conducted employee trainings on road safety and accident prevention.

5% less water

was used since last year to produce each litre of beer due to optimization efforts and 100% wastewater recycling, enabling us to exceed national compliance standards.

CO₂ up 18%

since last year due to the maintenance required for a critical biomass boiler in our brewery. We plan to revert back to normal levels once the repairs are completed.

For more on our sustainability journey:

www.heinekenlanka.com/sustainability →



Volunteering for the elderly

This year, our entire workforce of 182 employees chose to dedicate our volunteering event to supporting four homes for the elderly.

They volunteered their time to cleaning, gardening and repair and maintenance at the homes. Helping elders in need is a very rewarding experience and the gratitude we received was humbling. Our staff returned home filled with a deeper respect for the men and women who have paved the way for new generations with their contribution to society.



Supporting the circular economy with returnable bottles

As a firm believer in the sustainable power of returnable packaging, we have taken bold steps to improve the return rate of bottles from the market. We partnered with a contractor to collect empty returnable bottles from consumer's homes and we were awarded the "Green Award" by consumer organisation "Consumenten Kring" for our efforts. After careful consideration, we also increased the deposit amount per bottle to provide an incentive for more people to return bottles.



Advocating responsible consumption – a first for Suriname

We are a founding member of Stivasur, the Foundation for Responsible Alcohol Consumption in Suriname. This year, we developed a short documentary to explain the adverse effects of alcohol abuse. The documentary is the first of its kind in Suriname and features representatives from the police, medics and someone responsible for causing a fatal accident while driving under the influence of alcohol. It was broadcasted during 2018 National Road Safety Month and was well viewed on local and social media. →



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Suriname in 2018

Partnership

with the NGO STIVASUR to address alcohol-related harm and promote responsible consumption.

Still one accident

in 2018, one too many. We keep making efforts to achieve zero accidents through continuous trainings.

100% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

180 employees

volunteered in addition to financial support to four residential homes and to support World Clean Up day activities.



24% less water

used to produce each litre beer since 2008, down to 5hl/hl thanks to our new brew house and water reducing initiatives.

CO2 down 8%

in production since 2008. After some increases in emissions, our efforts are starting to pay off.

For more on our sustainability journey:

www.surinaamsebrouwerij.com/duurzaamheid →



On track for the first carbon neutral depot

As part of our ambition to reduce our CO₂ footprint, we accepted the challenge to refurbish our depot in Samedan (GR) – at an altitude of 1,700 meters – to become carbon neutral.

In 2018, we stopped using the oil heating system and connected to the local district-heating network, which is supplied by a woodchip heating system. We also renovated and insulated the roof, delivering a 15% cut in energy consumption.



Jobs for people with disabilities

We are committed to supporting people with disabilities in the world of work. In 2018, up to four people from the Brändi Foundation worked full-time sorting empty containers in Lucerne, and we employed 12 people and two helpers from the Hosang'schen Plankis Foundation at our Domat/Ems distribution centre. In addition, we employed two people from the Swiss Red Cross.



Supporting healthy lifestyles

Four times around the globe in 100 days – that's how far HEINEKEN Switzerland employees walked for the Global Challenge in 2018. 245 employees tracked their daily steps, hours of sleep and diet as part of the initiative. Together, they walked 302,285,333 steps – that is equivalent to 4.8 times the length of the equator! 80% of the participants took more than the recommended 10,000 steps per day.



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Switzerland in 2018

Responsible

consumption promoted in long-time partnership with Nez Rouge to prevent alcohol-related harms during the festive season.

99% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

€280,000

donated to our local communities partners in Lucerne, Chur and Winterthur.



23% reduction

in accident frequency compared to last year thanks to our efforts around employee training and technical upgrades of equipment to ensure a safe workplace.

12% less water

used to produce each litre of beer since 2009, down to 4.6 hl/hl despite a hot summer and thanks to process optimisation in the filling department.

CO₂ down 20%

in production since 2009, to 4.5 kg CO₂-eq/hl and below the global HEINEKEN 2020 target of 6.4 kg CO₂-eq/hl. 100% of our electricity supply comes from renewable Swiss hydro power.

For more on our sustainability journey:

www.theheinekencompany.com/sustainability →



When You Drive, Never Drink

We collaborated with the Tunisian 'National Association of Road Safety' to encourage responsible consumption and educate people about the dangers of drink-driving.

We created a campaign which engaged consumers to play on a small race track full of obstacles while wearing an alco-simulator – glasses simulating the effect of being under the influence of alcohol. The campaign was very successful: our 'When You Drive, Never Drink' message was shared with more than 580,000 people in a unique and memorable way!

Taking care of our community



At HEINEKEN Tunisia, we are committed to creating a better world. This year, we brought our employees together to help people in need, including providing school furniture and supporting festive occasions. For themselves, we created a discount programme to go out and enjoy meals and drinks with their families at our Berbere Restaurant. We also created a soccer team for the sports fan that plays in the Premier business league. Overall, our efforts benefit more than 1,900 people.



Preserving our most valuable natural resource: WATER



We operate in a water stressed area and using water efficiently and fairly is a top priority. We have built a pipeline between our brewery and soft drink plant to transfer waste water to the wastewater treatment plant and meet strict environmental standards. 20% of our treated wastewater is reused for irrigating green spaces and in cleaning activities. Now, we are working with farmers to enable them to reuse our treated wastewater to meet around 25% of their water needs during the dry season.



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Tunisia in 2018

Responsible

consumption encouraged in partnership with the National Association of Road Safety along with preventing drinking and driving.

96% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

€40,000

invested in our communities, including a new health fund '3 So' to support employees in need to access adequate health care.



Eight accidents

this year, which we prioritize to reduce through awareness sessions, risk assessments and dedicated action plans. Our focus on road safety includes telematics in vehicles and drivers training.

4% less water

used to produce each litre of beer since 2017, down to 2.2 hl/hl. We investigate new opportunities to keep decreasing our consumption.

Stable CO₂

emissions in production since last year at 3.2 kg CO₂-eq/hl produced thanks to optimisation of energy consumption and efficiency.

For more on our sustainability journey:

www.heinekenswitzerland.com/de/nachhaltigkeit →

SmartDispense to save water

In pubs and bars, 90% of our products are sold on draught.

And, our ground breaking SmartDispense system is revolutionising the way draught beer and cider is stored and served. It allows line cleaning to be extended from once a week to every four weeks, cutting beer, cider and water waste by up to 75%. In the last five years, we've installed SmartDispense in over 2,000 pubs and bars saving the equivalent of 72 million pints of water. →



Pubs combating loneliness in communities

Over nine million people in the UK are affected by loneliness. Brewing Good Cheer is our annual campaign to celebrate the role pubs play in communities and helping to combat loneliness. In the third year of the campaign, we hosted over 100 lunches, with 100 HEINEKEN volunteers, for over 2,000 lonely and socially isolated people in their local pubs during the lead up to Christmas. The campaign followed a €50m investment throughout our estate of 2,700 pubs in 2018. →



Introducing Heineken® 0.0 to the market

We use the power of our brands to promote responsible consumption and make moderation cool. After 153 years of brewing our flagship Heineken®, we've launched alcohol-free Heineken® 0.0. Consumers are looking for options to complement their healthy lifestyles without compromising on taste, and so Heineken® 0.0 is great for those looking to moderate their consumption. The launch of Heineken® 0.0 was accompanied by a series of three ads called 'Now You Can', showing the moments in life that are perfect for an alcohol free beer. →



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United Kingdom in 2018

6,273 conversations

during a web chat trial in partnership with Addaction, making it easier for people to access support for alcohol addiction.

100%

of our barley and 79% of our apples were from sustainable sources.

98% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

200 community

orchards restored and maintained through our partnership with The Orchard Project involving over 3,000 local community members.



99% compliance

with the 12 HEINEKEN Life Saving Rules thanks to colleague training sessions and changes in ways of working.

3.2 hl of water

used for every hl of cider made and beer brewed. A 24% reduction since 2008 and surpassing our 2020 target.

CO₂ down 69%

in production since 2008 to 3.1 kg CO₂-eq/hl produced thanks to optimisation of energy consumption and energy saving practices.

€50 million

invested in our 2,700 pubs across the UK – our largest ever investment to ensure they remain at the heart of their communities for years to come.

For more on our sustainability journey:

<https://www.oursustainabilitystory.co.uk> →



Brewing a Better World in our communities

We've launched a new grant programme to enable our sales team to support local Brewing a Better World-aligned initiatives in their communities.

Projects can cover responsible consumption, waste management, resilient and sustainable cities, biodiversity, hunger prevention and other key issues. Market Manager, Antonio Trillo, used a €8,700 grant to incentivise customers, partners and consumers to prevent littering at a local mountain recreation area by fundraising for trash and recycling points. The programme had a direct sales impact and contributed to the U.S. recycling system. →



Teach the teachers

Our Health Alliance on Alcohol is a successful ten-year partnership that encourages and supports parents to talk to children about alcohol-related issues. Having developed a wide range of educational materials, we decided to partner with WeAreTeachers.com in 2018 to distribute these materials directly to educators and classrooms nationally. Our aim is to empower teachers to have tough conversations with students about alcohol, using our resources. Our first campaign was a great success generating 245,923 social impressions and 3,749 social engagement/clicks. →



Championing Inclusion & Diversity

In 2018, we launched a new Inclusion and Diversity strategy. It is already influencing the way we connect with communities through partnerships and networks, procurement and marketing. We've made significant progress around gender equality among our employees in recent years; female representation among senior management grew from 15% in 2015 to 52% this year! Now, with our new strategic pillars of People, Community and Culture, we are shifting our focus beyond gender and building partnerships that will help us champion this agenda externally.



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USA in 2018

A range of tools

and content focused on the risks of underage drinking distributed with WeAreTeachers, an online media brand for educators that helps teachers succeed by sharing practical classroom ideas and advice.

100% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

€524,000

donations made to multiple organizations supporting the LGBTQ agenda, including the LOFT Center, NYC PRIDE, DC Capital Pride and others.



100% compliance

with the implementation of global HEINEKEN Life Saving Rules.

No water

is used for importing Heineken®, but we're passionate about protecting local water resources, which is why we continue to invest in the + Pool project in our home city of NYC!

CO₂ down 15%

emissions reduction in distribution since 2011. We have helped to keep more than 81 tonnes of recyclables out of landfill across America through our work with The Recycling Partnership.

For more on our sustainability journey:

heinekenusa.com/brewing-better-world → 

Vietnam

HEINEKEN

Tackling waste and connecting communities

While almost all of our packaging is recycled or reused, many bottle caps still end up in landfills.

We came up with the idea to recycle bottle caps into steel to build bridges for communities in rural areas of Vietnam, where bridges are a vital access way for crossing the multitude of rivers. We are starting with a bridge in the Mekong Delta in 2018 and will look to roll out the campaign on a much wider scale in the future to reduce litter, promote recycling and provide much-needed infrastructure to rural communities.



Going green in our offices



As we look to mitigate global warming, we have introduced a 'Green Office' policy which calls on all employees to save energy, water and waste. The campaign includes workshops to raise awareness of the negative effects of waste, including on our health and living conditions.



Tiger: Uncage the Courage to Drink Responsibly

Our leading brands, Tiger and Heineken® are enjoyed by millions of Vietnamese drinkers and we care greatly about their enjoyment, health and safety. In 2018, we invested €670,000 in advocating for responsible consumption through our Heineken® 'When You Drive, Never Drink' and Tiger 'Uncage the Courage to Drink Responsibly' campaigns. Together, these campaigns reached around ten million consumers with impactful messages to inspire more responsible drinking behaviour in Vietnam. →



Brewing our beer from renewable energy and supporting farmers

We've brewed our beer using renewable biomass thermal energy instead of fossil fuels since 2014. By using agricultural by-products we provide local farmers with a valuable additional income. This year as well, we used those materials to generate 100% of the thermal energy in four of our breweries. This initiative has achieved a reduction of our CO₂ emissions by around 50%.



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Vietnam in 2018

Partnership

with the National Traffic Safety Committee to nudge customers and change the drinking behaviour. We set up workshops and talks for traffic safety officers and students.

100% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

€129,000

given to build a water station, 22 houses, and support victims of the tsunami in Indonesia and vulnerable people in Vietnam.



91% compliance

with the global HEINEKEN Life Saving Rules thanks to many of engaging employee training this year.

12% less water

used to produce each litre of beer since 2013, down to 2.9 hl of water per hl of beer produced, thanks to optimization and focus on water efficiency.

CO₂ down 50%

in production since 2013 per litre of beer produced. We aim to decrease more by investing in renewable electricity including solar panels, Direct Power Purchase Agreement and biomass electricity.

For more on our sustainability journey:

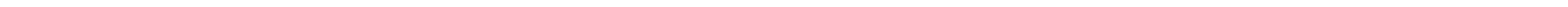
heineken-vietnam.com.vn/en/sustainability →

Colophon



Production and editing
Heineken N.V. Global Corporate Affairs

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Message in a Bottle 2018