

Croatia

★ HEINEKEN

Educational program “For Responsible Youth” is from now on implemented on the national level

In 2013, we started implementing the educational program “For Responsible Youth”, with the support of TESA Psychological Centre and the Karlovac Police Administration. The main goal of the program, intended for parents of first grade high school students, is to prevent underage drinking and provide support in establishing good communication between parents and children. Since the last school year, we have been implementing the program at the national level, with the support of the Ministry of Science and Education, in roughly 60 schools all over Croatia. As part of the two hundred workshops held so far for parents, starting 2016 until today, short researches were conducted. They showed that parents displayed a significantly greater understanding of the importance of quality communication with their children and were more willing to adopt new knowledge about appropriate ways of communicating with teenagers.

Electric forklifts for a better and safer work environment

We have added eleven new electric forklifts to our fleet, eight of which have elevated cabins, ensuring greater visibility and safety while driving. Electric forklifts do not emit exhaust fumes and produce less noise, resulting in a better and safer work environment for our employees. Since electric forklifts do not use fuel, we have also reduced the amount of waste liquids for disposal, while working on an electric forklift has been significantly simplified because less hand and foot movement is required to operate the vehicle.

Biogas - our new renewable energy source

After a series of green investments, we have decided to take another big step in the field of environmental protection. We have built a new pipeline through which we run biogas (a by-product created during wastewater treatment in our brewery) from the purifier to the boiler room, where it is burned and used as thermal energy for production and heating. Thanks to this initiative, we have reduced the consumption of natural gas for heating, as well as saved energy. In addition, we have decreased carbon dioxide emissions by 110 tons annually, which is equal to putting 50 cars out of traffic.



Brewing a Better World in 2019

ADVOCATING RESPONSIBLE CONSUMPTION



60

SCHOOLS

have participated in our For Responsible Youth program.

1,006

PARENTS

have attended trainings on improving their communication with teenagers.



FOR RESPONSIBLE YOUTH.

our partnership program with Tesa Psychological Centre, was brought to the national level this year. The program included around 60 schools in 19 Croatian cities, with a total of 1,006 parents, who attended trainings on improving their communication with teenagers, but also 437 students, who were educated on the dangers of underage drinking.



PROMOTING HEALTH AND SAFETY



1,250

DAYS

passed since the last accident in the brewery.



By participating in our 'Stay in motion' platform, our colleagues have covered almost

1,300

KILOMETERS



HEALTH AND SAFETY AT WORK

1,250 days passed since the last accident in the brewery, while we had two minor traffic accidents within the Sales Department. That is why in 2020 safe driving training is planned for all employees who use an official or private car for work.

While participating in our 'Stay in motion' platform, which motivates employees to run, walk or cycle and collect kilometres together, our colleagues have covered almost 1,300 kilometres together, which is equal to the air distance between Zagreb and London.



SOURCING SUSTAINABLY



100%

of our suppliers have confirmed they fully respect HEINEKEN's principles of responsible business conduction.



SUPPLIER CODE

All of our suppliers have confirmed they fully respect HEINEKEN's principles of responsible business conduction and have signed the 'Supplier Code'. In this way, we ensure that our cooperation is based on doing business with integrity and righteousness, respecting the rights and dignity of all people, prioritising health and safety, and reducing the negative impact on the planet.



EVERY DROP: PROTECTING WATER RESOURCES



YEAR OF 2019.

4,021 m³

WATER WAS ADDITIONALLY SAVED

by improving technological processes.



EVERY DROP MATTERS

We consume 41% less water for the production of one litre of beer compared to 2008, while this year we additionally saved 4,021 m³ of water by improving technological processes.



LESS WATER IS CONSUMED for the production of one litre of beer compared to 2008.

RESULT

-41%



GROWING WITH COMMUNITIES



5,224

hours of volunteering were done by the citizens, as part of the KA Kvar project.



1,400,000 kn

was invested in the local community, to support social and green projects, as well as local events.



INVESTING INTO THE LOCAL COMMUNITY

This year we invested more than 1,4 million kuna in the community in which our brewery is operating, and supported social and green projects, as well as local events.

Citizens contributed with 5,224 hours of volunteering as part of the KA Kvar project, a long-term cooperation project with the City of Karlovac, which aims at improving the quality of life of the local community.



DROP THE C: REDUCING CO₂ EMISSIONS



IN PRODUCTION we have reduced CO₂ emissions by 1% compared to last year.

RESULT

-1%



CO₂ EMISSIONS, compared to 2008, were reduced by

RESULT

-57%



REDUCING CO₂ EMISSIONS

Compared to last year, we reduced CO₂ emissions by 1%, and even by 57% compared to 2008. This can be attributed to numerous savings actions, such as the installation of LED lighting in the production facilities and the use of biogas for production and heating.

