
CSR IN HEINEKEN COMPANY





THE HEINEKEN COMPANY





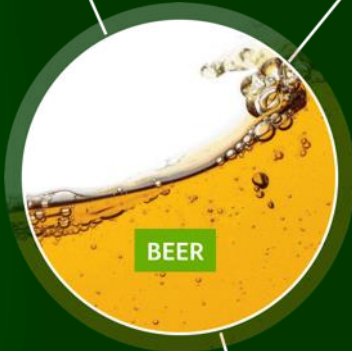
OUR PRODUCTS

BEER & CIDER



ALL NATURAL
INGREDIENTS
& BREWING
PROCESS

LOW IN
CALORIES



RICH IN
NUTRIENTS



REFRESHING
LOW-ALCOHOL
DRINK MADE
FROM APPLES

REACHES
CONSUMERS
THAT BEER CAN'T

RANGE OF
FLAVOURS



HEINEKEN | BREWING GREAT BEERS, BUILDING GREAT BRANDS



OVER 250 BEER AND CIDER BRANDS

OUR FLAGSHIP BRAND, Heineken®, IS THE WORLD'S LEADING INTERNATIONAL PREMIUM BEER

DESPERADOS, SOL, AFFLIGEM AND CIDERS COMPLEMENT OUR GLOBAL BRAND PORTFOLIO

PASSION FOR QUALITY AND INNOVATION

HEINEKEN | OUR VALUES

PASSION FOR QUALITY

ENJOYMENT OF LIFE

BRANDS THAT PEOPLE LOVE

RESPECT FOR PEOPLE & PLANET





What is CSR/Sustainability?



FOR US IT MEANS

Part of our **DNA**; embedded in our Company values

Considering **long-term** impact of our actions, not just short-term growth

A tremendous opportunity to "**do good while doing good business**"

Commitment „As a leader, we have a critical role to play in this area“



BREWING A BETTER WORLD

 **HEINEKEN**



GROWING WITH COMMUNITIES



PROTECTING WATER RESOURCES



REDUCING CO2 EMISSIONS



BREWING A
BETTER WORLD



PROMOTING HEALTH AND SAFETY



SOURCING SUSTAINABILITY



ADVOCATING RESPONSIBLE CONSUMPTION



SUSTAINABILITY | BUSINESS IMPERATIVE



OUR INDUSTRY & THE CHALLENGES WE FACE ARE CHANGING

SUSTAINABILITY HAS A POSITIVE IMPACT IN A NUMBER OF AREAS, SUCH AS:

- OUR LICENSE TO OPERATE E.G. COMMERCIAL FREEDOM
- BUILDING TRUST E.G. IN THE COMMUNITIS WE OPERATE IN
- RISK MANAGEMENT E.G. FOCUS ON WATER-SCARCE AREAS & RAW MATERIAL QUALITY
- (ECO)EFFICIENCY E.G. ENERGY SAVING IN BREWERIES

SUPPORTS OUR BRANDS AND INNOVATION STRATEGY & BUILDS BRIDGES TOWARDS OUR CUSTOMERS

BREWING A BETTER WORLD

GREATER ATTENTION TO THE HERE AND NOW, FULLY EMBEDDED IN THE BUSINESS

GENUINE COMMERCIAL OPPORTUNITY FOR OUR BRANDS
AND IN THE INNOVATIONS FUNNEL

THE ALCOHOL AGENDA REMAINS
OUR NUMBER ONE BUSINESS RISK

6 FOCUS AREAS:

- PROTECTING WATER RESOURCES
- REDUCING CO2 EMISSIONS
- SOURCING SUSTAINABLY
- ADVOCATING RESPONSIBLE CONSUMPTION
- GROWING WITH COMMUNITIES
- PROMOTING HEALTH & SAFETY

Vaše deti a alkohol

Fakty a rady, ktoré vám
pomôžu zaujať správny postoj



COVERING OUR VALUE CHAIN 'FROM BARLEY TO BAR'

Agriculture

Malting

Brewing

Packaging

Distribution

Customer

Consumer

Focus areas



Water



CO₂



Sourcing



Responsible consumption



Health and safety



Communities





PROTECTING WATER RESOURCES

OUR COMMITMENTS

	2015	2020
Specific water consumption	Reduce our specific water consumption in the breweries to 3.9 hl/hl	Reduce our specific water consumption in the breweries by approx. 30% ¹ to 3.5 hl/hl, and in water scarce areas to 3.3 hl/hl
Water balancing in water scarce and distressed areas	100% of our production units in water scarce and distressed areas will have a source water protection plan	We aim for significant water compensation/ balancing by our production units in water scarce and distressed areas



¹Baseline 2008



REDUCING CO₂ EMISSIONS

OUR COMMITMENTS

	2015	2020
Reduce specific CO ₂ emissions in production	Reduce our CO ₂ emissions in production by 27% ¹ (eq 7.6 kg CO ₂ -eq/hl)	Reduce our CO ₂ emissions in production by 40% ¹ (eq 6.4 kg CO ₂ -eq/hl)
Reduce specific CO ₂ emissions in fridges	Reduce the CO ₂ emissions of our fridges by 42% ²	Reduce the CO ₂ emissions of our fridges by 50% ²
Reduce specific CO ₂ emissions in distribution	Reduce the CO ₂ emissions of distribution by 10% ³ in Europe and the Americas	Reduce the CO ₂ emissions of distribution by 20% ³ in Europe and the Americas



¹ Baseline 2008

² Baseline 2010

³ Baseline 2011, scope is 24 of our largest operations



SOURCING SUSTAINABLY

OUR COMMITMENTS

	2015	2020
Stimulate local economic development through sourcing locally	Deliver 50% of raw materials in Africa via local sourcing ¹ (based upon tonnage)	Deliver 60% of raw materials in Africa via local sourcing ¹ (based upon tonnage)
Drive the roll-out of sustainability standards in agriculture by sourcing our raw material sustainably	Aim for sustainable sourcing of raw materials ² : for crop year 2015: 20% (barley,) 40% (hops), 60% bittersweet apples for cider)	Aim for at least 50% of our main raw materials supplied from sustainable sources ^{2,3}
Ensure full compliance with our supplier code procedure	4-step Supplier Code Procedure rolled out to all Operating Companies	Ongoing compliance to Supplier Code Procedure



¹ With local sourcing we refer to sourcing within the Region Africa

² Based on volume

³ Barley, hops, cider apples, other apples, other fruit, sugar, rice, sorghum, wheat, maize



PROMOTING HEALTH AND SAFETY

	Indicator	Kpi 2015
Production	Accident frequency (AF)	10% reduction
Outside production	Percentage of sites reporting at least one near miss per quarter	90% of OpCos at 75% of sites
All OpCos/All functions	E-learning training	90% of OpCos with 90% employees trained
Sales	Road safety training with Alert Driving	2000 sales managers trained





HEALTH & SAFETY HS

- ✓ DAY OF RESPONSIBILITY/SAFETY DAY
- ✓ Life Saving Rules Campaign

**KAŽDÚ HODINU VYHASNÚ
NA CESTÁCH EÚ
V DÔSLEDKU DOPRAVNEJ
NEHODY 3 ĽUDSKÉ ŽIVOTY.
ROČNE TAK ZOMRIE
TAKMER 26 000 ĽUDÍ.**

ŠOFÉROVANIE JE TÁ NAJNEBEZPEČNEJŠIA VEC, KTORÚ DNES UROBÍTE

 www.rozumnne.sk **Deň
zodpovednosti**  **HEINEKEN**
BEZPEČNE NA CESTÁCH

**PRIESKUMY
NA SLOVENSKU ODHALILI
PSYCHICKÚ ZÁVISLOSŤ
OD ALKOHOLU U KAŽDÉHO
ŠTVRTÉHO ŠTUDENTA
STREDNEJ ŠKOLY.**

SPRÁVNY ČAS NA ROZHOVOR O ALKOHOLE S VAŠIMI DEŤMI JE TERAZ





GROWING WITH COMMUNITIES

WE WANT TO ENSURE THAT OUR SUCCESS AS A BUSINESS HELPS THE COMMUNITIES AND SOCIETIES IN WHICH WE OPERATE TO PROSPER

Direct contributions

Donating cash, time, in-kind donations and management costs. We seek long-term community investments through partnerships that are aligned with our business and sustainability agenda, such as addressing alcohol misuse and local water challenges. This includes employee volunteering.

Shared-value projects

Our local sourcing projects in Africa and Haiti are prime examples of 'inclusive growth' and how we create shared value. These projects benefit HEINEKEN as a business, and at the same time create jobs locally, help to strengthen the agricultural sector and improve the lives of rural households over time.

Heineken Africa Foundation

Established with an endowment from HEINEKEN of €20 million, the Foundation can invest up to €1 million per year in community healthcare and water projects in Sub-Saharan Africa.



GROWING WITH COMMUNITIES HS



✓ Develop our employees and communities we operate

- Grant program **Tu sme doma** helps locality of Hurbanovo and local communities prosper and grow
- Grant program **Pohoda za mestom** helps revitalize relax zones close to big cities accross whole Slovakia





ADVOCATING RESPONSIBLE CONSUMPTION

OUR COMMITMENTS

2015

2020

Industry Commitments

Precise goals for 2015 to be decided in conjunction with industry via ICAP and GAPG organisations.

Deliver global industry commitments on:

1. Reducing under-age drinking
2. Strengthening and expanding marketing codes of practice to limit the exposure to young people
3. Providing more consumer information and responsible product innovation
4. Reducing drinking and driving
5. Enlisting the support of retailers to reduce harmful drinking

Partnerships

Every market in scope² has a partnership to address alcohol related harm. All partnerships meet HEINEKEN's 7-point partnership criteria

Every market in scope² has and reports publicly on a measurable partnership aimed at addressing alcohol abuse

Heineken®

We commit to invest a minimum of 10% of our media share of voice for Heineken® in supporting our dedicated responsible consumption campaign in at least 50% of our market volume¹

Making responsible consumption aspirational through Heineken®

¹ Market scope covering in total at least 50% of Heineken® global volume

² Small export markets and markets with religious restrictions are out of scope



RESPONSIBLE CONSUMPTION HS

- Enjoy Responsibly Program to promote responsible consumption of beer
- Selfregulation in marketing & commercial communication



KÓDEX OBCHODNEJ KOMUNIKÁCIE PIVOVAROV



Slovenské združenie výrobcov piva a sladu
Bratislava

Vaše deti a alkohol

Fakty a rady, ktoré vám
pomôžu zaujať správny postoj



O ALKOHOLE AKO S ALKOHOLOM ČO MI SA VYHNÚT PROGRAM ZODPOVEDNOSTI FAQ KONTAKT

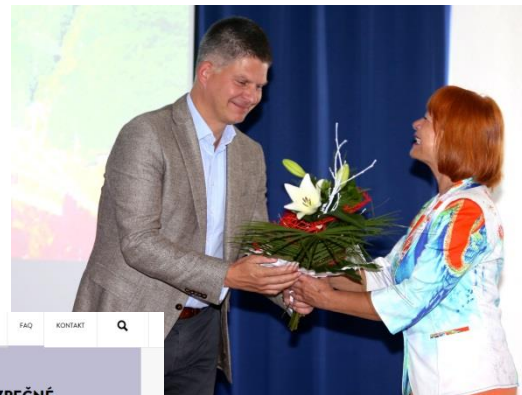
AKO S ALKOHOLOM
AK AKO RODIČIA KONZUMUJEME ALKOHOL, DETI SI Z NÁS BUDÚ BRAT PŘIKLAD.

OKAMŽITE TÝM UTRPÍ NAŠA KONDÍCIA.

RADY PRE MUŽOV A ŽENY
Muži a ženy sú biologicky odlišní, preto aj alkohol vplyva na mužov a ženy odlišne.

BEZPEČNÉ MNOŽSTVO ALKOHOLU ZÁVISÍ OD VIACERYCH OKOLNOSTÍ.

FAQ



RESPONSIBLE CONSUMPTION



HEINEKEN SLOVENSKO | Our mission



POSLANIE

Sme hrdí výrobcovia sladov, piva a cideru prvotriednej kvality. Naše značky prinášajú konzumentom jedinečné zážitky. Vytvárame trvalé hodnoty rešpektujúc svojich kolegov, partnerov, životné prostredie a spoločnosť.

HEINEKEN

HEINEKEN SLOVENSKO | Our Vision



 **VÍZIA**

Sme hrdým a jednoznačným lídrom na slovenskom trhu s pivom a ciderom z pohľadu objemu aj vytvorenej hodnoty.

 **HEINEKEN**



NAŠE HODNOTY SÚ V KAŽDOM Z NÁS

HEINEKEN
HODNOTY

THANK YOU GUYS!



HEINEKEN