

HEINEKEN

Brewing a Better Ireland 2020



Accreditations



#LowCarbonPledge



Get the facts. Be **DRINKAWARE**

Visit drinkaware.ie



Advocating Responsible Consumption



MEDIA SPEND



17%

of Heineken® Media budget was invested in #SocialiseResponsibly campaign.

LABELLING

100%

We provide information on ingredients and nutritional values on pack and/or online for all of our beer brands.



Promoting Health and Safety



LIVE SAVING RULES

99% of all HEINEKEN Staff are trained on life saving rules

99%

100% of company vehicles are equipped with a Road Safety telematics to increase safety awareness.



ACCIDENT INCIDENT

60% reduction, on 2019, with a focus on site-wide risk reduction activities



Sourcing Sustainably



LOCAL SOURCING

We operate a local first approach, working with 235 Irish suppliers in 2020. 100% of our Barley was from Irish Farmers

100%



Suppliers are compliant with the 4-step Supplier Code procedure to ensure high standards of Business Conduct and respect for Human Rights and the Environment.



Every Drop: Protecting Water Resources



WASTEWATER

100%

of our wastewater is treated before being discharged.



WATER EFFICIENCY

Despite an overall reduction in water usage of 42%, our target per hl produced was not achieved due to impact of COVID 19 on production.



Growing with Communities



RESTORE NATURE

We planted 2,200 trees and are working with National Bio-Diversity Centre on a pilot programme 'Protecting Farmland Pollinators'

CONTRIBUTION



€543,000

We invested in communities, supporting 33 social and environmental projects.



Drop the C: reducing CO₂ Emissions



Circular Economy

We repurposed 5,018 tonnes of returned beer for animal feed and green energy, creating the equivalent energy to power 48,000 homes.



PACKAGING

We are committed to removing 4m pieces of plastic from our portfolio in 2021..

IN LOGISTICS

50%



50% reduction in, CO₂ emissions, thanks to more efficient distribution routes since 2010.