

ADVOCATING RESPONSIBLE CONSUMPTION

CONSUMER TRANSPARENCY
100% of our products contain information on **ingredients, nutritional values and responsible consumption**, both on pack and online

2019 RESULT
10%
WHEN YOU DRIVE NEVER DRINK
10% of Heineken® advertising budget invested in the promotion of **responsible consumption campaigns**. With our messages, we reached **21 million of people!**

RESPONSIBLE CONSUMPTION
During the Heineken® Formula 1™ Italian Grand Prix, we directly engaged with **700 people** in activities to **promote responsible consumption** - in partnership with ALA Milano Onlus - focusing on the **Drink and Drive** issue

ZERO ZONE
We offer a wide range of products in the **Low & No-Alcohol category**, such as – from March 2018 – the new Heineken® 0.0. Since its launch, we have distributed more than **2 million samples** to customers, reinforcing the message **"When You Drive Never Drink"**



PROMOTING HEALTH AND SAFETY

SAFETY FIRST
Safety First is the approach that leads us in all of our decisions. This allowed us to **reduce** – during the last 3 years – the **number of accidents by 18%** and the **severity rate by 30%**

2019 RESULT
97%
LIFE SAVING RULES
97% compliance with the 12 **HEINEKEN'S Life Saving Rules**, in our Breweries. With "Lo Faccio Per Te" program, we are **evolving** our approach to safety from "respect of rules" to "personal commitment"

6,000
Hours of **Health & Safety training programs** dedicated to the **people of our Breweries**

AN IMPORTANT MILESTONE
Assemini is our **safety flagship**: in 2019, the Brewery has **reached 9 years and 10 months without accidents!**



SOURCING SUSTAINABLY

LOCAL SUPPLIER
About **80%** of our expenditure is concentrated on **Italian suppliers**

SUSTAINABLE AGRICULTURE
The **barley** harvested in Italy for our malt production comes from **sustainable and certified crops**, in full respect of **environmental resources and workers' rights**

2019 RESULT
99%
SUPPLIER CODE
99% of our suppliers have signed our **Supplier Code**, ensuring high standard of **integrity, respect for human rights and the environment**

ITALIAN RAW MATERIALS
85% of our corn gritz ground by **Italian mills**. We grow **6,000 hectares** of barley and **2,000** of corn in Italy.



EVERY DROP: PROTECTING WATER RESOURCES

WASTEWATER TREATMENT
100% of wastewaters from our activities are **treated** through a **purification cycle** that makes them suitable for disposal, in full respect of **local biodiversity**.

RESULT
-41%
WATER CONSUMPTION
Since 2010, we **reduced** our water requirement to produce every hectoliter of beer by **41%** – from 7,1 to **4,1 hl/hl** – thanks to **cutting-edge technologies** for water management

CHAMPIONS OF EFFICIENCY
In 2019, our Brewery in Massafra saved more than **130.500 hl** of water compared to 2018, equal to **5 olympic swimming pool!**

WATERSHED HEALTH
Reducing our water consumption is not enough: we are developing a project to **protect the entire water ecosystem** in the water stressed areas **where we operate**.



GROWING WITH COMMUNITIES

TAX CONTRIBUTION
Job creation, support to local businesses, tax contribution: our **support to the social and economic well-being** of the communities. In 2019, we paid **€ 422,757,180** in **taxes and excise duties**.

TOGETHER FOR THE PLANET
Thanks to "10,000 per l'Ambiente" initiative, **1,392 people** of HEINEKEN Italy donated **11,024 hours** to **environmental activities**. The results? **13 tons** of waste collected, including **3.4 tons** of plastic! Moreover, we **donated 6,000 plastic caps** to SOS Sesto San Giovanni Onlus, contributing to the purchase of an **ambulance** for the community.

#ilnostroimpegno
With Legambiente Sardegna, Cagliari Calcio, Dinamo Sassari and our **employees** of Assemini Brewery, we **put all our efforts** to clean up Sardegna. In **4 events** - thanks to **430 participants** - we collected **1,100 bags** of waste

€ 750,000
Direct and indirect support to **no-profit organizations, foundations and local firms**. **Helping communities to prosper** is good for society, and it is also good for **HEINEKEN**.



DROP THE C: REDUCING CO₂ EMISSIONS

CO₂ IN DISTRIBUTION
Intermodality, low-impact vehicles, environmentally-friendly logistics partners and "sustainable driving" courses for drivers: our recipe for keeping **CO₂ emissions** in distribution **constant and under control**, despite the increase in sales volumes

RESULT
-59%
CO₂ IN PRODUCTION
Since 2010, we **cut CO₂ emissions by 59%** to produce each hectoliter of beer, thanks to **higher efficiency** and a constant **reduction in thermal energy consumption**

RENEWABLE ENERGIES
Our secret ingredient? **The sun!** We use **100% electrical energy** from **certified photovoltaic renewable sources**. We installed **16,984 solar panels** on the **rooftop** of our Breweries in Massafra and Comun Nuovo!

PLASTIC TEAM
A cross-functional working group, focused on **reducing plastic consumption** in our **offices, packaging materials and sales channels**. The first step was to **distribute** and promote the use of over **2,000 water bottles** to our people, saving more than **1.5 tons** of plastic every year!

