

ADVOCATING RESPONSIBLE CONSUMPTION

PROMOTE RESPONSIBLE CONSUMPTION

The launch of Heineken® 0.0% comes as a response to Irish consumers' needs and demands, and also showcases our commitment and ambition to drive moderation in the Irish market.



HEINEKEN Ireland has been involved with the Cork Simon Community for the past 19 years through fundraising and volunteering. We are primary funders of the Cork Simon Addiction Aftercare Programme.

RESULT

10%

of Heineken® media budget, invested in our 'When You Drive, Never Drink' campaign.



Ingredients and nutritional values are available on pack and online for our portfolio of beers and ciders.

RESULT

100%



PROMOTING HEALTH AND SAFETY



RESULT

99%

COMPLIANCE
All HEINEKEN employees are trained on HEINEKEN Life Saving Rules



RESULT

-33%

ACCIDENT FREQUENCY
decreased since 2015, due to our safety processes, employee awareness training and telematics in vehicles.



DEVELOPING SAFE DRIVING BEHAVIOURS

In 2019 as part of our commitment to safety we equipped all our company vehicles with telematics and conducted a driver training and communication program resulting in a reduction in harsh driving events by 53% and speeding occurrences of 35%.



SOURCING SUSTAINABLY



LOCAL SOURCING

Our company's local sourcing programme starts with a local first approach. We are proud to work with 304 Irish suppliers



RESULT

100%

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



EVERY DROP: PROTECTING WATER RESOURCES

WATER CONSUMPTION
We reduced average water consumption to 3.09hl water per hl beer in our breweries.

RESULT

3.09 hl/hl



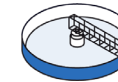
SAVE EVERY DROP

Our dedicated environmental champions continue to drive water savings throughout the brewery. As our production volume and the complexity of our product portfolio increases, we work with our water metering systems and partners to optimise our water usage..



RESULT

-7%



WASTEWATER MANAGEMENT

All wastewater that is produced at our brewery is treated before being returned to the municipal wastewater treatment plant in Cork City.



GROWING WITH COMMUNITIES



We began our Biodiversity Garden at our Ladys Well Brewery in Cork. This garden will benefit pollinators and staff alike. We became members of the All Ireland Pollinator Plan



€484,000

The equivalent of over €480,000 contributed to almost 50 community connections in 2019. Benefitting local charities and community groups.



VOLUNTEERING FOR URBAN GREENING

Our employee volunteer programme has delivered 608 hours to support charities and community groups throughout the country. We worked with Field of Dreams Cork to support urban greening at this social enterprise.



DROP THE C: REDUCING CO₂ EMISSIONS



IN PRODUCTION

CO₂ emissions decreased by 55% since 2010, down to **2.99kg CO₂-eq** per hl of beer produced.

RESULT

-55%



IN DISTRIBUTION

Thanks to more efficient distribution routes, we decreased our CO₂ emissions by 33% since 2010.

RESULT

-33%



CO₂ DOWN, CIRCULAR ECONOMY UP

All waste products from our brewing process such as yeast and grain are reused as animal feed; reducing waste and supporting a circular economy. Our brewery is CO₂ self-sufficient since August 2015 and continues to benefit from our CO₂ Recovery Plant



REDUCE PLASTIC PACKAGING

We will remove 4m pieces of plastic by 2021

