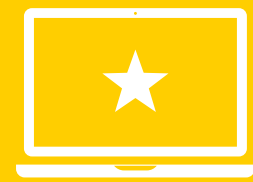


Brewing a Better World

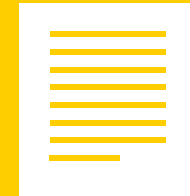
HEINEKEN UK Achievements 2010-2020



Advocating Responsible Consumption



drinkaware.co.uk



Media spend
10%
(Target 10%)

Partnerships
Drinkaware

Labelling
100%
(Target 100%)



Promoting Health and Safety



Life saving rules
99%
(Target 100%)



Accident frequency
78% reduction
(Target 20%)



Sourcing Sustainably



Apples
98%



Barley
100%



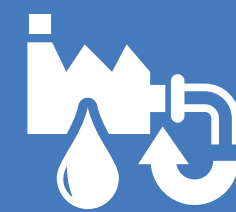
Supplier Code
100% compliance



Every Drop: Protecting Water Resources



Wastewater
100% treated
(Target 100%)



Water efficiency
3.25 HL/HL, 24% reduction
(Target 3.5 HL/HL)



Growing with Communities



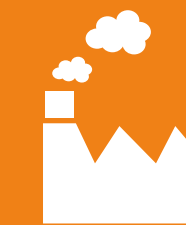
Brewing Good Cheer
Over 180 pub events



The Orchard Project
200 orchards restored



Drop the C: Reducing CO₂ Emissions



In Production
68% reduction
(Target 40%)



In Cooling
100% Green
Fridges



In Logistics
22% reduction
(Target 20%)



SmartDispense has saved the equivalent of over 100m pints from going down the drain.



Green Grip will save the equivalent of 94m plastic bags a year.

