

Environment Report

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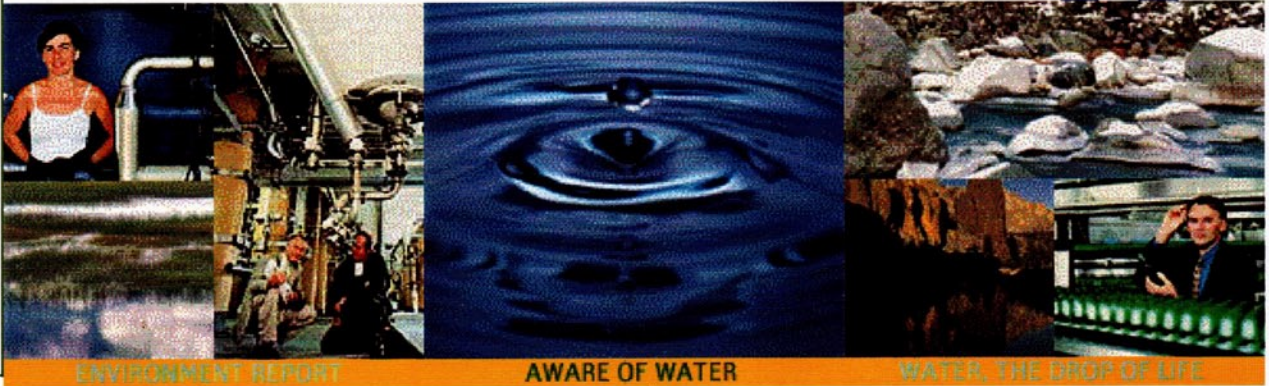
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WATER, THE DROP OF LIFE

Heineken Environmental Programs An International Plan to Conserve Water

With the availability of fresh water an increasing global concern, Heineken is taking a leadership role in water economisation. As one of the world's largest brewers, we clearly have a direct interest in the steady supply of quality water. We also want to demonstrate good corporate citizenship by implementing progressive environmental standards and by contributing to outreach programs that help find solutions for safeguarding the world's water.

[Learn more about how Heineken stays Aware of Water](#)



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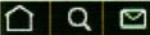
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Aware of Water

Remember H₂O's Vital Role

Beer is 92 percent water. From collection as a raw material, to its purification and the discharge of waste, water is essential to the brewing process. But besides this contribution to our business, every person working at Heineken must know that we are explicitly involved in the world's water chain. Together, we must take an active role in confronting a global problem—the deteriorating quality and availability of fresh water.



Use Less and Less, Keep the Standard High

At Heineken, we believe that smart commercial decisions and environmental policies can go hand in hand. We want to reduce water consumption in our breweries to less than seven hectolitres (100 litres or approximately 3.5 cubic feet) per hectolitre of beer. The overall goal is to reduce water-processing operations in breweries while not compromising the high quality that customers expect from Heineken.

Streamline Global Brewing

Research by Heineken Technical Services has shown that, in order to ensure long-term water availability, our company must often do more than just meet the wide-ranging environmental standards of various communities. With about 100 breweries in 50 countries, and with some of our most important new prospects in developing nations, Heineken is committed to sustainable business development that takes into account the social, political and technological realities that impact conservation. Whether investigating the possibilities of water recycling, sharing information within the company, or providing help to local communities, we must do everything in our power to further water saving in all breweries.

Learn about Our Sponsorship and Outreach Programs

The United Nations has identified the availability of drinking water as a paramount concern of the new century. Heineken executives have played key roles as such events at the 2nd World Water Forum and other recent panels about water conservation. And to increase awareness of the water problem, we recently sponsored a 13-part PBS documentary (link to Water, the drop of life section) about the political, financial, social and health aspects of potable water.

Get the Company Environmental Policy Statement and More

Heineken has a new Company Environmental Policy Statement that is available to all employees. Its major points stress that:

- Environmental concerns are integral to Heineken business
- Good corporate citizenship often means higher standards than prevailing regulations
- Continuous attention must be paid to reducing water, nuisance and pollution
- Responsibility for environmental policy crosses all management levels
- A Company Environmental Report will be issued every year

To receive the current Company Environmental Report or for more information, toolkits and videos about Heineken policies and international environmental programs, please contact Corporate Communications.

