



It always feels great to enter a bar and see people enjoying our products. Drinking beer with friends in a responsible way is one of the most relaxing things you can do. It is something we actively promote.

Peter van Campen  
Group Commerce Director

## Responsible beer consumption

- 28 Alcohol and work
- 29 Commercial communication
- 30 Enjoy Heineken Responsibly

Moderate consumption of beer is an accepted social activity in most societies. Ample scientific research shows that, for most consumers, drinking beer responsibly can contribute to a positive lifestyle. Thankfully, the vast majority of consumers enjoy their beer responsibly and in moderation. At the same time, we acknowledge that irresponsible drinking may cause harm to individuals and to society. Irresponsible consumption is defined as drinking for the wrong reasons, at the wrong moments or drinking too much and/or too often.

The information included in this section has been compiled on the basis of data and background information available at Group level. Performance data from operating companies is based on two Group-wide Reviews performed by Group Internal Audit and on the results of the annual survey of social performance (Opco Survey) conducted in those operating companies in which Heineken has a share of 50 percent or more or in which Heineken has management control.

As society changes rapidly, so do drinking patterns. Governments and international organisations are trying to address the abuse of alcohol. In October 2006, for example, the European Commission adopted a communication on an EU strategy to support Member States in reducing alcohol-related damage; the EU Council gave full support to the Commission's strategy. As a next step, an Alcohol and Health forum will be organised in June 2007. In line with our broader commitment to stakeholder dialogue, Heineken has expressed its willingness, together with the Brewers of Europe, to participate in this forum.

We firmly believe that Heineken has a good reputation as a responsible brewer and as an international brand. We support governments and local authorities in their efforts to prevent the misuse of alcohol by implementing targeted interventions. In this way, problems such as

drinking and driving, binge drinking and underage drinking, can be tackled. We believe that non-targeted regulations by governments are less effective; they do not resolve the real issues and also affect consumers who do consume responsibly. Our policy aims at supporting governments in the implementation of those targeted interventions.

The Heineken alcohol policy (available on our corporate website) comprises three elements:

- The Alcohol & Work programme, known internally as Cool@Work, which focuses on the awareness and responsibility of Heineken employees
- Commercial communication: a programme designed to secure responsible brand communication by sharing the dos and don'ts across the Heineken organisation worldwide
- Enjoy Heineken Responsibly: the active promotion of and information on responsible consumption. Our website [www.enjoyheinekenresponsibly.com](http://www.enjoyheinekenresponsibly.com) provides the basis for a number of activities designed to inform and educate consumers about the effects of alcohol on health and social environment.

### Alcohol and work

Cool@Work aims to ensure that all employees are aware of the possible effects of alcohol consumption and at ensuring that they drink responsibly.

The 'traffic light' model introduced by the International Labour Organisation (ILO) forms the background of Cool@Work. 'Green' refers to those employees who drink safely, but nevertheless need to know more about the health effects of alcohol and the Heineken Alcohol Policy. 'Yellow' refers to employees who are at risk of developing alcohol problems because of their drinking

behaviour or those employees who might experience incidental problems because of the combination of their drinking patterns and their work. Many tools have been developed for training and education for this category of employees. 'Red' means that employees have a real drinking problem.

In 2006, specific attention was paid to our approach to employees in the latter category. Although this group is a very marginal one within the company, we believe it is important to help problem drinkers. Management training for dealing with problem drinkers has been developed and implemented, where relevant. A procedure for implementing an Employee Alcohol Counselling Programme was established and introduced by several operating companies.

In our 2005 Sustainability Report, we reported that all operating companies were on track to either implement or refresh their Cool@Work programmes in 2005 or 2006. This objective is extended to 2007. There are a number of reasons for not completely meeting the 2006 objectives in time. Firstly, during the course of 2006 we changed our definitions. Due to these changes a number of operating companies who were originally marked as 'being on track' were informed to take additional measures. Secondly, our support and renewed communication by mid-2006 had prompted some operating companies to refine their existing programmes, extending activities into 2007. Finally, our internal Cool@Work audits at the end of 2006 provided insight into the fact that certain operating companies needed to take additional actions in order to meet the objectives. This led to new plans exceeding the deadline of December 2006. Currently, 62 percent of all the operating companies are fully compliant, 13 percent have requested more time to implement their existing programmes and 25 percent remain in need of more support from the Heineken Group.



The training video programme for sales representatives, known internally as ‘Living the Alcohol Policy’, has been translated into Dutch, Hungarian, Russian, Arabic and Polish and has been adapted to the Greek business environment by using Greek Heineken employees as actors. The Greek version has been used as a tool for informing our customers (mainly outlet owners) on our alcohol policy. Education sessions for managers dealing with problem drinkers have been developed in some countries while other operating companies have used existing conferences and regular meetings to address the topic. In France, special training has been developed and implemented in all distribution centres, along with a two-hour alcohol information introduction for new employees. In La Reunion, awareness sessions called ‘Tiredness, Alcohol, Speed’ have been organised and in Austria a new ‘Health management’ project team was established to ensure Cool@Work becomes part of normal business procedures. Lebanon has drawn up a completely new policy and programme for dealing with the green, yellow and red groups and has developed innovative materials such as Cool@Work car key hangers to underpin their activities. These activities, together with many other initiatives, have been documented by Heineken International Health Affairs in Amsterdam, the Netherlands. They have been made available to all operating companies through intranet and through the Global Human Resources Managers meeting that took place in Vienna in 2006.

Our commitment to help employees consume beer responsibly will continue throughout 2007, with a number of specific activities:

- Monitoring the progress made by our operating companies on the initiatives described in their local plans for implementation for 2007
- Continuing the support of our operating companies in all their relevant activities, especially those companies that need to take additional measures.

### Commercial communication

The strong belief that we must promote responsible consumption through our advertising and promotions forms an important element of our alcohol policy. Our commercial communications must never appear to condone irresponsible consumption.

We have had rules and guidelines for responsible commercial communication for almost forty years now. Since the late 1960s we have made it an important part of our company’s policy that our advertisements do not encourage alcohol misuse and that it only targets people above the legal drinking age.

Some public interest organisations advocate restrictions or total bans on the advertising of products that include alcohol. They argue that reducing advertising will reduce excessive consumption or other abuse. However, ample international research into social behaviour fails to support this argument.

Heineken believes that misuse of alcohol should be addressed via specific measures targeted at specific kinds of abuse. For example, drink-driving (a clear example of irresponsible consumption) is being addressed through awareness campaigns, by legislation and strict enforcement of regulations. The successful industry-promoted designated driver campaign called ‘BOB’, which originated in Belgium, has been introduced in over 10 countries across Europe with support from the brewing industry.

Over the past years we have improved understanding of, and compliance with, our Rules on Responsible Commercial Communication by running presentations for management teams and workshops for employees in our marketing and sales disciplines. The rules cover all Heineken owned brands marketed worldwide. In 2006, a broader spectrum of employees in our commercial discipline (representing around





above the legal drinking age.

- In an on-going effort to address underage consumption, the Health Alliance on Alcohol partnership between Heineken USA and the New York Presbyterian Healthcare system, has continued to release its series of booklets on topics related to young people and alcohol; 2006 included titles addressing peer pressure as well as prom, graduation and alcohol – two key issues effecting young people throughout the US.
- Engagement of young people in their efforts to communicate responsibility. A student competition has challenged more than 200 college campuses to create the next responsibility campaign. Students over the age of 21 offer their viewpoint by submitting a radio, internet and print campaign that addresses alcohol issues. The 2006 winner suggested reasons to take a cab. For example ‘Reason #31: Supermodel Driver – it could happen.’
- Expansion of the Heineken USA SAFECALL programme to include execution of free rides for events such as the Congressional Black Caucus Foundation Annual Legislation Conference and our Heineken Red Star Soul series of concerts.
- Inclusion of Public Service Announcements (PSA) as part of its radio buy for both Heineken® and Amstel Light® brands. Radio stations participating in the radio buy also agree to run a number of the Heineken prepared PSAs addressing topics such as drink driving and planning ahead to make it home safely. This negotiation secured Heineken USA more than 10,000 spots played in more than 40 markets.
- Engagement of the local distributor partners to promote responsible consumption. In 2006, a matching grant was made available to distributors promoting education and prevention of alcohol issues. In its second year,

the programme has grown nearly 30 percent and we look for additional programme growth in 2007.

- Increased partnership with law enforcement organisations. For example, in November and December the Connecticut State Police worked with Heineken USA to highlight the new law regarding underage drinking. Additionally, joint public service announcements were run in Florida.

In order to help promote responsible drinking and to prevent abuse, we believe that dialogue between the industry, government and health organisations is important. In 2006 The Amsterdam Group\* launched a school awareness programme in Spain, the Czech Republic and the UK, bringing together parents, teachers and school children. This project helps to educate children about the effects of alcohol and is a result of cooperation between health organisations, government and industry. The project will be evaluated and if successful may be introduced in other European countries.

A resolution on public health problems caused by harmful use of alcohol, adopted by the World Health Organisation (WHO) on 25 May 2005, calls for consultation with our industry. Consequently, we have played an active role in the ‘Global Alcohol Producers Group’, preparing a dialogue with the WHO. The International Center for Alcohol Policies (ICAP) is also facilitating dialogue. A second facilitating role is played by ICAP through self-regulation workshops, organised and run in various regions of the world. This is a continuous process: in autumn 2006 a workshop on self-regulation was held in Capetown (SA), with the participation of Heineken representatives from Nigeria, Burundi and the Democratic Republic of Congo. In 2007, we will continue to reach out to governments. Further information about ICAP programmes planned for 2007 can be found at: [www.icap.org](http://www.icap.org).

\* In 2005, the Amsterdam Group was reorganised into the European Forum for responsible Drinking. The projects mentioned were executed in 2006, partly financed by Heineken.