



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.