



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



90 percent of the operating companies) received an electronic learning tool as a refresher. More people participated in this exercise than in previous years, while the tool itself benefited from a content upgrade and technical improvements. During the year, our Manual on the Rules for Responsible Commercial Communication was also revised, providing greater clarity regarding the use of new media.

In 2007, we will make further improvements to the electronic learning tool and renew the content once again. The list of participating employees will also be updated to ensure more people benefit from an exercise that is widely recognised as informative and fun to do.

### Enjoy Heineken Responsibly

One of the fundamental principles of Heineken's Alcohol Policy states that while individuals are responsible for their own drinking behaviour, Heineken has a commitment to help consumers understand what responsible and irresponsible consumption means. The 'Enjoy Heineken Responsibly' initiative was launched to help create awareness amongst consumers around the world and help them to make informed choices.

Currently, back labels on Heineken® bottles and cans marketed in nearly all major markets carry the message: 'Enjoy Heineken Responsibly'. The labels also carry an invitation to visit a dedicated website where consumers can obtain more information on the effects of alcohol and an explanation of what responsible consumption means. In many markets secondary packaging, including cartons and boxes, also carry the same information. However, there are some markets where local legislation prohibits this form of communication. This initiative has also been implemented on the Amstel brand websites. Other brands may adopt similar activities in the future.

In 2006 the 'Pensaci' commercial, which included the 'Enjoy Heineken Responsibly' message, was aired on television in the Netherlands. Broadcasting

the commercial will give us the opportunity to monitor and understand the impact of commercials with the 'responsibly message'. Research indicates that the commercial was well received. In 2007, we will increase our 'Enjoy Heineken Responsibly' communications.

The [www.enjoyheinekenresponsibly.com](http://www.enjoyheinekenresponsibly.com) website has been live for almost three years. The website is important, as it is the base for all our 'Enjoy Heineken Responsibly' communications. We aim to use the website to communicate new examples of Heineken responsibility activities around the world, and following external consultation and evaluation, the website is being updated to make it more engaging. It should be relaunched in the second quarter of 2007, retaining much of its current content but with a more engaging visual design.

Providing general information is just one step. Follow-up initiatives based on more targeted interventions are also needed to promote responsible consumption or help prevent abuse and misuse. This involves more than sharing the 'Enjoy Heineken Responsibly' message. It is equally important that we continue to communicate and promote our brands worldwide in order to grow and build our company's reputation for responsible action. In 2007 we aim to make our commitment to responsible drinking more concrete and visible than ever before.

Our commitment is illustrated by a number of initiatives developed by Heineken USA:

- In partnership with the New York Presbyterian Hospital, training material has been developed to help parents discuss the benefits and risks of alcohol consumption with their children. Various research studies have indicated that under-aged consumers are primarily influenced by their parents and then their peers. We believe that responsible consumption by parents themselves, along with parent-to-child education, is an effective way to encourage responsible consumption by young consumers