

support they need but are also challenged on their progress.

A good example of an effective local health initiative is our Selling Beer Safely programme, which supports female beer promoters in Cambodia. The programme has helped to improve health and safety for around 700 female beer promoters, who over the past few years have attended three-day training workshops and one-day refresher courses, during which they discussed reproductive health issues, the difficulties of dealing with customers, how to resist pressure to drink alcohol and other health and safety topics. The turnover of beer promoters remains high, so it is important to sustain the training courses we offer.

The lessons learned in Cambodia have subsequently been used in other operating companies facing similar issues. We also acknowledge that the Selling Beer Safely programme also requires the active involvement of our competitors to succeed, and we have taken the lead in forming the Beer Selling Industry Cambodia (BSIC). This association of brewers and beer sellers has agreed and signed up to a general code of conduct for beer promoters. Participating companies have agreed to work together to help improve the health and safety of beer promoters. These actions will build on the significant improvements we have made in the last three years. These improvements include HR-issues like contracts, working conditions, safety and privacy; information instruction and training in areas such as selling beer safely, personal health, alcohol-related issues, appropriate behaviour in dealing with customers; work organisation, including supervision, transport and counselling; implementation and monitoring to ensure the success and continuity of the programme.



In 2007, we will actively encourage the beer promoters working for our brands to undergo testing for HIV/AIDS with the purpose of facilitating free treatment for those who are HIV/AIDS positive. Furthermore, we will seek independent monitoring of our progress on the Selling Beer Safely programme and we will introduce responsibility messaging in our commercial communications in Cambodia. We will also ask our business partners who employ the beer promoters to look into the primary labour conditions.

Corporate citizenship

We want to play an active role in the local communities in which we operate. Many of our breweries are actively engaged with local communities, which ultimately grant us the right



to operate our facilities. We depend on these communities in many ways; for example, by using water and infrastructure. Yet, we also give back, largely through local taxes and through employment, but also through support of activities that benefit the citizens in the areas in which we operate or the communities at large.

In 2006, our operating companies spent approximately €6 million on community involvement projects, mainly in developing countries. This figure is an estimate based on our annual Operating Company Survey. Although this is a substantial amount, we believe that it is not always used as effectively as it could be, due to a lack of understanding among our operating companies. Consequently, during 2006, we constructed and tested a common database,

which can be used on all community involvement projects undertaken throughout Heineken. The pilot was successful, with participating operating companies reporting that it added value and that it provided useful insights. The database will be rolled out further during 2007.

Employee rights

Our employees are entitled to the rights outlined in the Universal Declaration of Human Rights and numerous conventions from the International Labour Organisation. In many countries these rights are further elaborated in local legislation and are, if necessary, enforced by government.

In some countries, government fails to implement the core ILO conventions or are not consistent in their implementation. Consequently, in the absence of a clear and reliable legal framework, companies must define their own *modus operandi*. This is also true for Heineken in some locations.

In 2006, research undertaken by the Dutch trade union FNV Mondiaal was finalised. In March 2007, a number of reports focusing on the behaviour of Dutch multinational enterprises in several countries were presented in an open forum. In our case, research undertaken at our operations located in Croatia, Indonesia and our joint venture in Ghana, demonstrated that we take the rights of, and our obligations to, our employees seriously. At the same time, certain areas for further improvement were highlighted to local management. We have invited FNV Mondiaal to repeat the same research exercise in three years time to assess if progress has been made.

In November 2006, Heineken, along with other Dutch multinational enterprises, was accused by the chairperson of Dutch trade union FNV of actively lobbying against a proposal for reform of the Chinese labour contract law. Investigations