

# BREWING A BETTER WORLD: FROM BARLEY TO BAR

HEINEKEN USA'S 2015 SUSTAINABILITY REPORT



## SOURCING SUSTAINABLY

We reached **100% compliance** with our Supplier Code in 2015.



## ADVOCATING RESPONSIBLE CONSUMPTION



In partnership with the Health Alliance on Alcohol (HAA), we continue to educate parents on how to talk to their kids about the dangers of underage drinking.

HEINEKEN USA and the Beer Institute advocate for the prevention of underage drinking on Capitol Hill to lawmakers.



## GROWING WITH COMMUNITIES

We partnered with Grow NYC to transform a vacant lot into a **7,600 square foot community garden** that produces over **2,500 pounds** of fresh food per year!



We also cultivated our long-standing relationships with the Business Council of Westchester, Congressional Black Caucus Foundation, the Congressional Hispanic Leadership Institute, the Congressional Hispanic Caucus Institute and Hispanic Federation.

## PROMOTING HEALTH & SAFETY

**40%** of our staff was trained in CPR in 2015



↑ UP FROM 28% IN 2014

Heart disease is the leading cause of death among men and women, which is why we've put forth efforts to ensure our employees are well versed and can answer the call

## REDUCING CO2 EMISSIONS

HEINEKEN USA reduced carbon emissions per HL traded by 5.2% over the last year, and 8.7% from 2010.



HEINEKEN USA became the first brewer to join The Recycling Partnership in an effort to improve curbside recycling in cities and help increase the number of bottles and cans that are recycled in the United States.

In 2015 we implemented over 100,000 safe rides, ensuring our consumers have a safe ride home after a night out.



## PROTECTING WATER RESOURCES

We partnered with Charity Water during our Champions Cup Trophy Tour, and also shared water saving tips with our employees on World Water Day.

