

Our global commitment

Sustainability has been fundamental to HEINEKEN for many years. Today, our global ambition is to Brew a Better World from barley to bar. It's this commitment that unites our global brands in respecting people, planet and prosperity.

We focus on the six areas where we can make the biggest difference. This shapes our contribution towards delivering the UN Sustainable Development Goals for 2030.

Overall we're making good progress, putting us on track to reach most of our Brewing a Better World 2020 commitments with more to do in some areas.

-  Every drop: protecting water resources
-  Drop the C: reducing CO₂ emissions
-  Sourcing sustainably
-  Advocating responsible consumption
-  Promoting health and safety
-  Growing with communities

APB Singapore – Our contribution towards Brewing a Better World

In 2017

we continued our efforts to find innovative solutions to reuse our spent grains for the benefit of the community



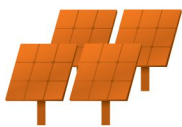
2% less

We used 4.5 hl water to brew 1 hl beer, a 2% reduction since 2016



2% cut

We emitted 8.3 kg CO₂-eq/hl, down 2% since 2016



20%

of energy used came from solar power



86%

of our glass bottles distributed to the hospitality sector were retrieved, amounting to more than 12,000 tonnes of glass saved from going to landfill



99%

of our by-products such as spent grains and packaging materials were recycled and reused, leaving only 1% waste

25,978 tonnes

of spent grains were used for animal feed



100% green

All of our 186 fridges purchased were green fridges



12%

of total Heineken® media spend was dedicated to responsible consumption campaigns



SGD \$1.6 million

was donated to support local communities

In 2018,

we will start using our Water Reuse Treatment Plant, reducing our water consumption by 11%