# *«Brew a Better World Raise the Bar 2030»*

## PRODUCING MORE AND CONSUMING LESS

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# BREWA BEHERR WORLD RAISE THE BAR 2030





**SCONTRUE USE - MODERATION** 

H-SOONSIBLE

HEINEKEN



DIVERSITY

# 

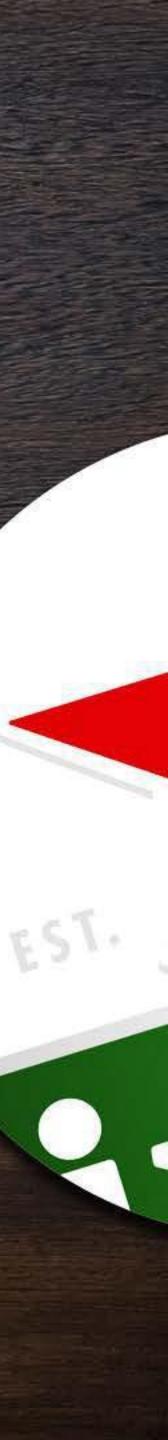
The 2030 strategy that fits on a coaster.

## ON THE PATH TO:

I Net zero impact in production **& Carbon Neutrality in full** value chain in 2040

An inclusive, fair and equitable world

I Moderation and no harmful use of alcohol





Salt OBOR



### **Carbon Neutrality**

2025

#### -50% emissions in production

2030

-100% emissions in production



#### **Net Zero**

6% emission reduction 2022 vs 2021

**Electric Energy 100%** Electric Energy from renewable

sources

#### SUSTAINABILITY BEYOND THE ENVIRONMENT

#### **Social Responsibility**



**SAFETY -** 300 People Managers trained on Safety Leadership

**DEI** – Launched 'Parenting Program' and 'Back to Work' Coaching for new parents

# S&R PRIORITY

### Water Stewardship

#### 2030

breweries

2,9 hl/hl all 2,6 hl/hl Brewery in 100% water compensation water stressed area

brewery in water stressed area

#### **A PATH BUILT ON SOLID GROUNDS**



#### Logistic

In 2022 we prevent the movement of 640 trucks



#### Water

With the implementation of efficiency measures, we will save 3.2 million hectoliters by the end of 2023



#### Responsible Consumption



**Heineken**® The **Enjoy** campaign has reached 348 million gross contacts

Responsibly

The Responsibility in Education (RIE) project involved more than 2,000 students from three regions

