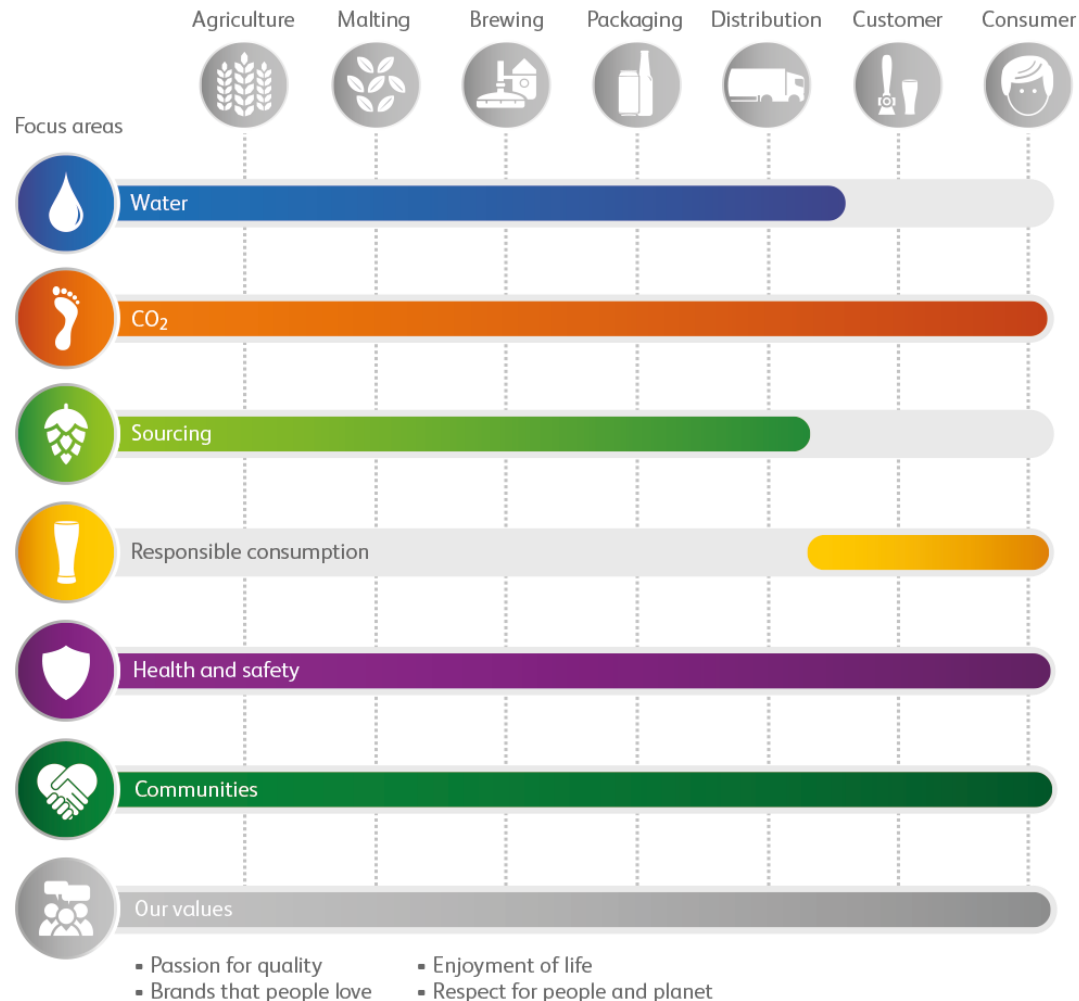


# Brewing a Better World



# Covering our value chain 'from barley to bar'

From barley to bar



# Protecting water resources

## Reducing water consumption in our breweries



Specific water consumption  
hl/hl beer + soft drink + cider + water

**3.9** hl/hl

NEW 2020 TARGET 3.5\*

2014	3.9
2013	4.1
2012	4.2
2011	4.3
2010	4.5
2009	4.8
2008	5.0

\*Previous 2020 target 3.7 hl/hl



## Wastewater treatment



## Protecting water resources in water-scarce and water-distressed areas



# Reducing CO<sub>2</sub> emissions



## CO<sub>2</sub> emissions in production



## Making renewables part of the energy mix



Solar panels on the roof of HEINEKEN Netherlands' 's-Hertogenbosch brewery produce enough energy to brew white beer Wieckse Witte

## Reducing CO<sub>2</sub> emission from fridges



## Reducing CO<sub>2</sub> emissions in distribution

