



Saving water in partnership with Government

Our company has signed a Memorandum of Understanding with the Egyptian Holding Company for Water and Wastewater, the Beheira Water and Drainage Company and the German Society for International Cooperation (GIZ). Together, we will carry out a pilot project to protect water resources in Beheira. We will fund the provision of measuring equipment to detect water leakages so they can be fixed. Water leakages are one of the main reasons for water shortages in Egypt.



When You Drive, Never Drink

In partnership with Uber Egypt, we implemented our second 'When You Drive, Never Drink' campaign. To engage the people more, we created a virtual reality game highlighting the rules of responsible consumption. The campaign was conducted throughout the summer months across outlets and our retail chain, Drinkies, in Cairo, Alexandria and the North Coast area. More than 1,300 consumers took part and the winners won a free ride in an Uber.



Feeding the hungry during Ramadan

In collaboration with Misr El Kheir, we supported a campaign to feed 10 million fasting people during the holy month of Ramadan. We distributed meals to travellers and employees volunteered to pack and distribute 1000+ Ramadan bags to those in need in the cities of Cairo, Sharkeya and Gianaclis.



'Brewing a Better World' is our global sustainability strategy that unites all HEINEKEN operating companies to be a sustainable force for change. Focusing on the areas where we aim to make the greatest difference, it inspires our brands to align their purpose with tackling environmental and social issues. We are determined to contribute to six of the UN Sustainable Development Goals through this strategy.

Egypt in 2018

Responsible

consumption addressed in partnership with Uber. We spent 10% of our Heineken® media budget on our 'When You Drive, Never Drink' summer campaign.

100% suppliers

signed our Supplier Code, ensuring high standards of business conduct and respect for human rights and the environment.

75% locally

sourced agricultural raw materials.

51 hotel waiters

trained on tourism business in partnership with national experts.



4,788 hours

of safety training for our employees. We have reviewed the danger spots across our production sites and deployed prevention materials.

56% less water

used to produce each litre of beer since 2008 thanks to our employees' efforts and initiatives.

Water balancing

agreement signed with Beheira Company Water and Drainage to run a pilot project.

CO₂ down 46%

in production since 2008, to 8 kg CO₂-eq per hl of beer, thanks to improvement of our production processes. We bought 100% green fridges this year, reducing CO₂ from cooling by 67%.