



Al Ahram  
Beverages Company  
Since 1897

# Sustainability Report 2015

## Al Ahram Beverages Company

Brewing a Better World

# Our Sustainability Report 2015

## About this report

Al Ahram Beverages Company (ABC) has always been very active in the Sustainability field. This year, as our initiatives keep growing and our projects increase in size and number, we continue with publishing our annual Sustainability Report following HEINEKEN's Global Sustainability Strategy of 'Brewing a Better World'(BaBW).

This report summarizes ABC's progress on the BaBW Strategy during 2015. We continue to focus on the topics of interest and importance to our stakeholders and our business.



**1,900**

Employees

**5**

Plants  
Obour, Sharkia, Gouna, Gianacis & Malt

**11**

Warehouses

**20+**

Brands

**55**

Retail outlets

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## MD foreword



Jan-Kees Nieman, Managing Director

It gives me great pleasure to share with you our sustainability report for the year 2015. With this report we share the agenda of Heineken NV and how Al Ahram Beverages translates this agenda specifically for Egypt.

I am proud to report that again during 2015 we have accelerated actions to deliver improved performance on all the focus areas of our strategy 'Brew a Better World'.

With exception of a slight increase in our CO2 emissions and electricity usage, we have improved all our indicators.

Herewith I would like to thank all our employees' for their effort and support of our sustainability agenda. On all areas it is them that make the difference to ensure Al Ahram Beverages keeps improving on its focus areas.

We are excited to continue accelerating our performance in our journey also in 2016.

With Kind Regards,

*Jan-Kees*








**Jan-Kees Nieman**  
Managing Director

# Brewing a Better World

Sustainability at HEINEKEN is a business imperative and one of our six key business priorities. Our 'Brewing a Better World' approach is designed to create genuine economic opportunities for both our business and our stakeholders.



# Global Milestones & Commitments


Focus Area	2015 milestone	2015 result	Indicator	2018 milestone	2020 commitment
	Reduce specific water consumption in our breweries to 3.9 hl/hl <sup>1</sup>	<b>Achieved</b> Water consumption decreased to 3.7 hl/hl (-26% compared with 2008)		Reduce specific water consumption in our breweries to 3.6 hl/hl <sup>1</sup>	In 2014 we raised our ambition for 2020 to 3.5 hl/hl <sup>1</sup> overall, and 3.3 hl/hl on average for breweries in water-scarce and water-distressed areas
	100% of our production units <sup>2</sup> in water-scarce and water-distressed areas will have a Source Water Protection Plan	<b>Partly achieved</b> Twenty of 23 production units in scope have a Source Water Protection Plan (representing 99% of total production volume of units in scope)		18 production units <sup>2</sup> in water-scarce and water-distressed areas have started to implement their action plan for Water Balancing	Aim for significant water compensation/balancing by our production units in water-scarce and water-distressed areas
	Reduce CO <sub>2</sub> emissions in production by 27% <sup>1</sup> (resulting in 7.6 kg CO <sub>2</sub> -eq/hl)	<b>Achieved</b> 36% reduction compared with 2008, resulting in 6.7 kg CO <sub>2</sub> -eq/hl in 2015		Reduce CO <sub>2</sub> emissions in production by 37% <sup>1</sup> (resulting in 6.5 kg CO <sub>2</sub> -eq/hl)	Reduce CO <sub>2</sub> emissions in production by 40% <sup>1</sup>
	Reduce the CO <sub>2</sub> emissions from distribution by 10% <sup>3</sup> in Europe and the Americas	<b>Not achieved</b> Our overall emissions increased by 1.7%. Main cause is the production footprint challenge we face in Mexico, our biggest market. When we focus on Europe only, we actually decreased emissions by 9.8%		Reduce the CO <sub>2</sub> emissions from distribution by 16% <sup>3</sup> in Europe and 0% in the Americas	Reduce the CO <sub>2</sub> emissions from distribution by 20% in Europe and the Americas
	Reduce the CO <sub>2</sub> emissions of our fridges by 42% <sup>4</sup>	<b>Achieved</b> 100% of the more than 115,000 fridges that HEINEKEN purchased in 2015 were 'green'. The CO <sub>2</sub> emissions of these fridges are 45% lower compared with the fridges from baseline year 2010		100% green fridges purchased. Reduce the CO <sub>2</sub> emissions of our fridges by 47% <sup>4</sup>	Reduce the CO <sub>2</sub> emissions of our fridges by 50% <sup>4</sup>

 Achieved  On track  Partly achieved  Not achieved

<sup>1</sup> Baseline 2008. <sup>2</sup> Twenty-three production units. <sup>3</sup> Baseline 2010/2011, scope is Europe and Americas, 24 of our largest operations: Belgium, Bulgaria, France, Ireland, Italy, Netherlands, Portugal, Spain, Switzerland, UK, Austria, Belarus, Croatia, Czech Republic, Greece, Hungary, Poland, Romania, Russia, Serbia, Slovakia, Brazil, Mexico, USA. Scope represents 80% of volumes traded for total scope in Appendix 3. HEINEKEN Asia Pacific is not in scope of the 2015 commitment as the business was not consolidated at the time the commitment was made. <sup>4</sup> Baseline 2010.



# Global Milestones & Commitments

Focus Area	2015 milestone	2015 result	Indicator	2018 milestone	2020 commitment
	Aim for sustainable sourcing of raw materials for crop year 2015: 20% (barley), 40% (hops), 60% (bittersweet apples for cider) <sup>1</sup>	<b>Achieved</b> In 2015 we sourced sustainably: <ul style="list-style-type: none"> <li>barley: <b>21%</b></li> <li>hops: <b>53%</b></li> <li>apples: <b>71%</b></li> </ul>		Aim for at least 25% of our main raw materials from sustainable sources	Aim for at least 50% of our main raw materials <sup>2</sup> from sustainable sources
	50% <sup>3</sup> of agricultural raw materials used in Africa to be locally sourced <sup>4</sup> within the continent	<b>Partly achieved</b> We increased our local sourcing from <b>48%</b> in 2014 to an estimated <b>49%</b> in 2015		56% <sup>1</sup> of agricultural raw materials used in Africa to be locally sourced <sup>5</sup> within the continent	Deliver 60% of agricultural raw materials in Africa via local sourcing within the continent
	Four-step Supplier Code Procedure operational within all operating companies <sup>6</sup>	<b>Partly achieved</b> Four-step Supplier Code Procedure operational in 46 out of 50 operating companies in scope (representing <b>99%</b> of sales volume in scope)		95% compliance with four-step Supplier Code Procedure	Ongoing compliance with our Supplier Code Procedure
	We commit to invest a minimum of 10% of our media spend <sup>7</sup> for Heineken <sup>®</sup> in supporting our dedicated responsible consumption campaign in at least 50% of our market volume <sup>8</sup>	<b>Partly achieved</b> <b>9.7%</b> of total media spend in our main markets, representing <b>51%</b> of the Heineken <sup>®</sup> global volume		We commit to invest a minimum of 10% of our media spend <sup>7</sup> for Heineken <sup>®</sup> in supporting our dedicated responsible consumption campaign in at least 50% of our market volume <sup>8</sup>	Make responsible consumption aspirational through Heineken <sup>®</sup>
	Every market in scope <sup>9</sup> has a partnership to address alcohol-related harm	<b>Achieved</b> Fifty operating companies, across 48 markets, have a partnership in place to address alcohol-related harm		Operating companies representing 90% of sales volume have and report publicly on a measurable partnership aimed at addressing alcohol abuse	Every market in scope has and reports publicly on a measurable partnership aimed at addressing alcohol abuse
	All partnerships meet HEINEKEN's seven-point partnership criteria	<b>Partly achieved</b> <b>56%</b> have met all our partnership criteria representing <b>72%</b> of the beer volume in scope			
	Contribute to the five industry commitments and related KPI's, as defined through the International Alliance for Responsible Drinking (IARD)	<b>On track</b> September 2015, the signatory companies published a second <a href="#">Commitments Progress Report</a> outlining our actions to date		Deliver global industry commitments by end of 2017 and report in 2018	n/a

 Achieved  On track  Partly achieved  Not achieved

<sup>1</sup> Based on volume. <sup>2</sup> In scope are barley, hops, cider apples, fruit concentrates, sugar, rice, sorghum, wheat, maize. <sup>3</sup> Based upon tonnage. <sup>4</sup> With local sourcing we refer to sourcing within the region of Africa & Middle East. <sup>5</sup> With local sourcing we refer to sourcing within the region of Africa & Middle East. <sup>6</sup> HEINEKEN Asia Pacific is not in scope of the 2015 commitment as the business was not consolidated at the time the commitment was made. They are in the process of becoming compliant in the coming years. <sup>7</sup> Investments dedicated to responsible consumption messaging with regards to Heineken<sup>®</sup> brand communication. This includes the 'Dance More Drink Slow' and 'Sunrise' campaign, UEFA<sup>®</sup> Champions League-specific responsible consumption boarding and other specific activations at festivals and events. <sup>8</sup> Market scope, covering in total at least 50% of Heineken<sup>®</sup> global volume. We focus our efforts on the larger markets where we can make the biggest impact; out of scope are those markets where we are unable to run our responsible consumption campaign due to local (legal and religious) restrictions on alcohol advertising. <sup>9</sup> The 50 operating companies, which cover 48 markets, include all HEINEKEN markets except Islamic countries, markets where we have a Joint Venture and three minimal-volume markets for who allocating resource is unrealistic (Laos, Solomon Islands and Sri Lanka).

# Protecting water resources

Our results

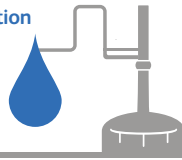


 For more on water priorities and why this is important, see our website [www.alahrambeverages.com](http://www.alahrambeverages.com)



Decrease in water consumption compared with 2014

**2.3%**



**4.4 hl/hl**

average water consumption in our breweries in water-stressed areas

## Reducing water consumption

In 2015, the specific water consumption of ABC decreased from 4.5 hl/hl to 4.4 hl/hl. This decrease of 2.3% compared to 2014 was due to various water saving and recovery initiatives conducted across plants:

- Implementation of a daily monitoring system with corrective actions being followed promptly.
- Re-use of effluent from waste of plants for irrigation purposes
- Water recovery initiatives across various departments through TPM improvement

## Wastewater management

It is our policy to continue ensuring that the effluent loads from our production units is treated before discharge to surface water. We also strive to improve our results year on year through better saving initiatives.

In 2015, we have reported the waste water treatment data across all our plants; as a result, the amount of effluent organic load discharged to surface water decreased by 4.43% compared to 2014.

### Specific water consumption

hl/hl beer + cider + soft drinks + water

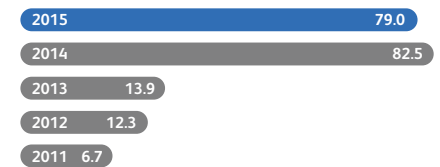
**4.4 hl/hl**



### Effluent organic load discharged to surface water

ton COD discharged by beer + softdrinks + cider + water production units

**79.0 Kton**



Case study:

### Gianaclis Plant



The effluent in the sewage channel caused an odour that was disturbing to the inhabitants in the surrounding area. In response to that, ABC covered the general sewage canal with a length of 600 m to contain the odor and ensure an improved living environment of the neighboring community.



For more information visit [www.alahrambeverages.com](http://www.alahrambeverages.com)



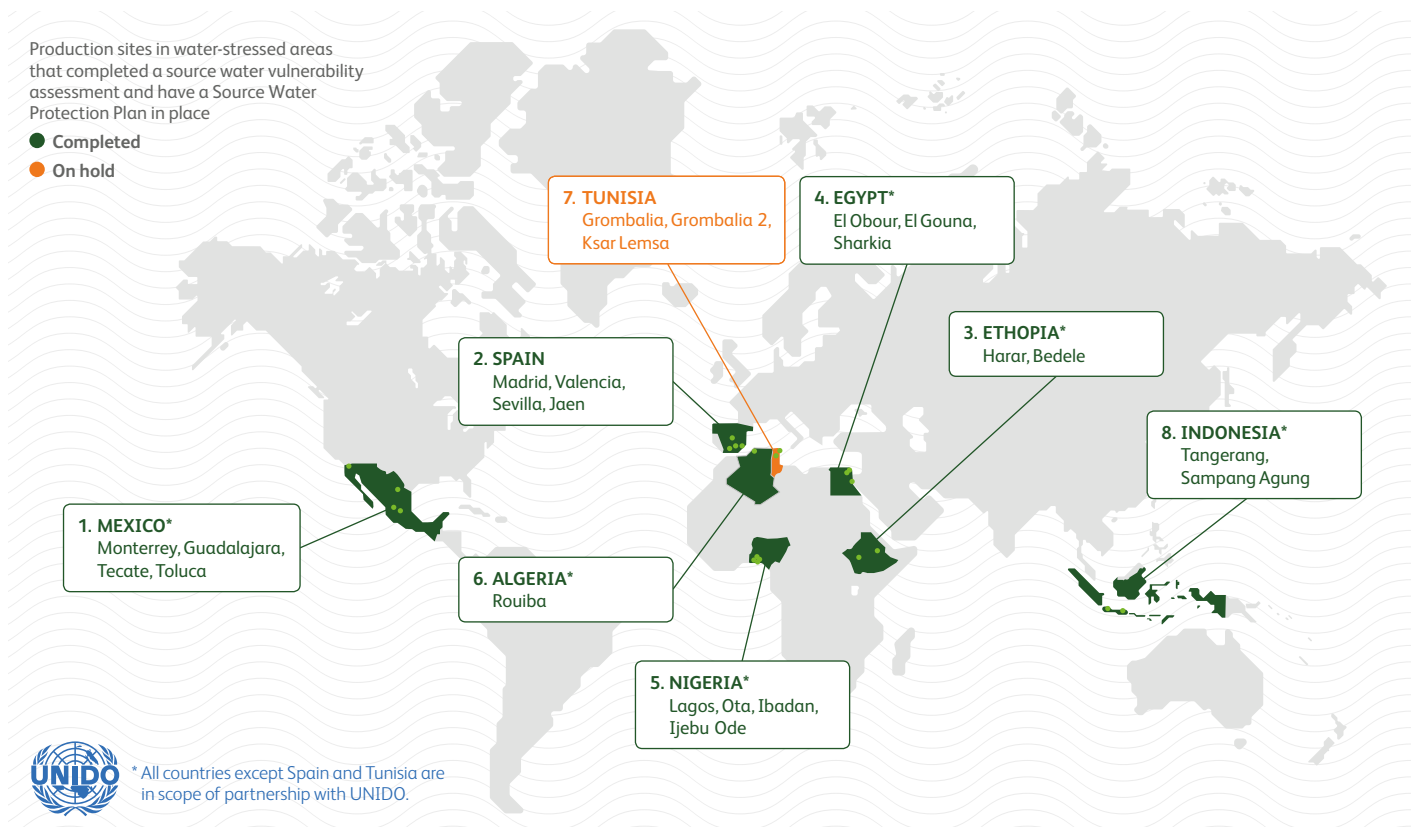
## Protecting water resources in water-stressed areas

HEINEKEN has been assessing water-related risks since 2010 and focus the immediate efforts on the 23 breweries in water-stressed areas. By the end of 2015, 20 of these sites had completed a Source Water Protection Plan. Three of the outstanding sites were in Egypt.

In Egypt, all ABC plants undertook a Source Vulnerability Assessment as part of HEINEKEN's Water Stewardship Program that targets breweries in water stressed areas.

The program identified some pilot projects in water supply and management that will be executed in ABC breweries starting 2016.

### Production sites in water-stressed areas



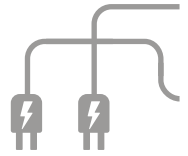
# CO2 emissions in production

Our results





**1.6% reduction**  
in Specific total energy consumption



The specific direct and indirect CO2 emissions of ABC has increased from 12.7 kg CO2-eq/hl to 13.8 kgCO2-eq/hl, an increase of 8% compared to 2014. Due to the high frequency in power cuts, we had to use generators which led to the increase of our consumption.

### Reducing energy consumption

The specific total energy consumption has decreased from 154.5 MJ/hl to 152.1 MJ/hl in 2015, a decrease of 1.6% compared to 2014. This decrease was the result of various initiatives done in both thermal and electricity usage:

- Reduction of evaporation rate in our brew houses
- Optimization of production cycles
- Improvement of boiler efficiency through installation of economizers
- Insulation on hot pipes and valves

The specific electricity consumption of ABC has increased by 8.8% compared to 2014. This increase is partially due to the installation of the new PET line that has a higher electricity consumption in Sharkeya as well as better reporting and monitoring by installing a new electricity monitoring system in Obour plant.



### Specific Greenhouse gas emissions

KG CO2-eq/hl beer + soft drinks + cider + water

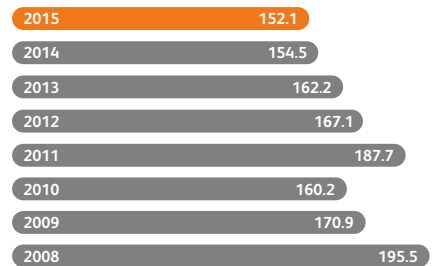
**13.8 KG CO2-eq/hl**



### Total specific energy consumption

MJ/hl beer + soft drink + cider + water

**152.1 MJ/hl**



### Specific electricity consumption

kWh/hl beer + soft drink + cider + water

**11.3 kWh/hl**



# Local Sourcing

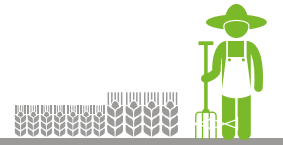
Our results







**95.6%**  
of ABC agricultural raw materials were sourced locally



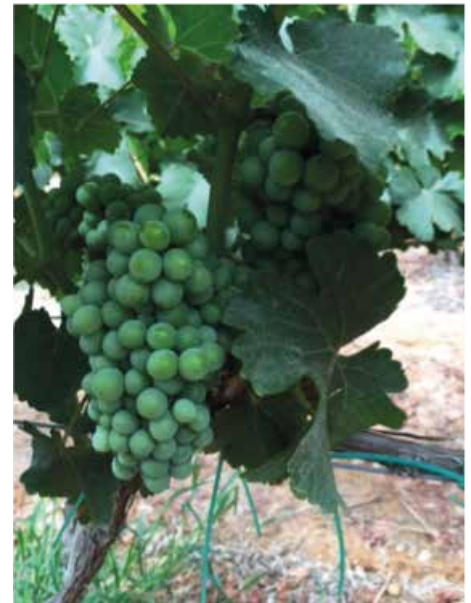
## Sustainable sourcing of agricultural materials



Local sourcing is one of the key priorities of HEINEKEN's Brewing a Better World strategy. HEINEKEN aims to source 60% of the region's agricultural raw materials from farmers in Africa by 2020.

ABC locally sourced 95.6% of its cultivated products in 2015; which is the highest percentage rate in Africa and the region. Not only that, but ABC also exported to other OpCos within the region.

ABC also continued to provide agricultural support to farmers to ensure sustainable agriculture in the form of technical support, trainings and suppliers' engagement.



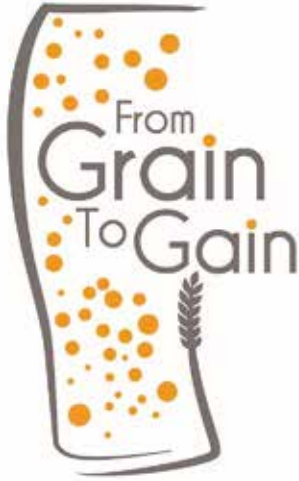
# Grain to Gain

Our results



## Partnering with Marketing Consumer Engagement

ABC developed the campaign 'From Grain to Gain' to raise awareness about the health and nutritious benefits of malt and malt beverages thus promoting a healthier lifestyle relying on more natural ingredients. The campaign is sponsored by Fayrouz, the natural, fruit flavoured, sparkling malt beverage.



Several consumer activations took place during the summer and at Christmas time. Benefits and recipe books were distributed and live cooking sessions using Fayrouz were conducted.

[www.graintogain.com](http://www.graintogain.com)

Building on the importance of social media, the wide use of applications and with the aim of reaching more audience through more diverse and interactive content, a web-based application was launched that includes benefits, processes, recipes, videos and more in a colourful and vibrant layout – provided in Arabic and English.

## Wake up to Fayrouz

Internally, the application was launched through the distribution of mini pineapple muffins made with Fayrouz that all HQ employees enjoyed in the morning while being introduced to the new app.

For more information, visit [www.graintogain.com](http://www.graintogain.com)



## Professional Endorsement

The campaign is medically and professionally endorsed by Dr. Sherif Rizkalla, the Nutrition Expert at Nasser Institute.



## Ramadan Activities

With the increased interest in cooking especially during the holy month of Ramadan, special Ramadan recipes were developed and compiled into a recipe book that was distributed with a widely spread weekly Egyptian magazine



# Promoting Health & Safety

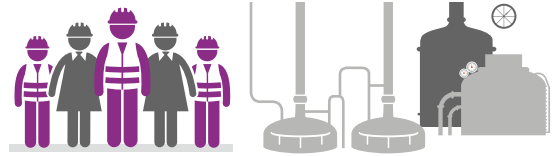
Our results







## Almost 14% accident reduction in HEINEKEN Global production units



### Fatalities

Put Safety First' is our number one company behaviour within our business strategy. It is with huge regret that ABC had 1 fatality in 2015 The fatality was due to a road traffic accident.

A full investigation of the incident was conducted and a plan for improved safety was submitted. Across all locations, reporting of accidents was enhanced to ensure that even the near misses get reported on the system. A communication campaign was executed at all locations to raise awareness of the importance of adhering to the rules of driving safely.

### Accidents and safety performance

Several safety trainings and awareness campaigns were conducted in 2015. A dedicated training on safe driving was delivered to the Sales team in 2015. This was supplemented by a communication campaign of 'the 5 Golden Rules of Road Safety'.

Another 'safe driving' session was conducted at the head office by a specialized safety driving instructor.

#### Accident frequency

Cases per 100 FTE

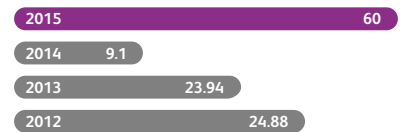
**1.18**



#### Accidents Severtiy

Lost calendar days

**60**



#### Safety data

	Production only			Company-wide	
	2012	2013	2014	2014 <sup>2</sup>	2015
<b>Fatalities and permanent disabilities</b>					
Fatalities of Company personnel	0	0	0	0	1
Fatalities of contractor personnel	0	0	0	0	0
Permanent disabilities of Company personnel	1	0	0	1	0
<b>Accidents (absolute values)</b>					
Accidents of Company personnel	5	2	4	9	19
Accidents of contractor personnel <sup>4</sup>	9	0	0	0	0
Lost days of Company personnel	405	199	63	180	1168
Total workforce (FTE)	575	546	538	1883	-
<b>Accidents (relative values)</b>					
Accident frequency (cases per 100 FTE)	0.9	0.4	0.7	0.45	1.18
Accident severity (average lost days per 100 FTE)	70.4	36.4	11.7	9.1	60



## Improving Safety It Could Happen to you- Put Safety First!

At ABC, we put the safety of our employees first, therefore we have launched a campaign that features employees who have encountered accidents and/or have had injuries. Each one tells his story to his colleagues so that they can avoid having this accident themselves. Individualized posters were created and communicated across the company.



## Safety Days across all ABC Locations

Our 'Put Safety First' behavior focuses on improving safety across the whole company. Each plant has a designated day planned out solely around "Safety" with group activities to demonstrate real situations and how to react safely. Safety Days were conducted across all 5 plants.



Case study:

### Gouna Safety Day



Based on the success of the safety campaign 'Message from your Family' in 2014, the Gouna team decided to take the 'Put Safety First' behaviour a step further.

In 2015, they asked a simple question "How do you feel when your son or daughter asks you something? Do you turn them down, or do you listen to what they are telling you?" and knowing that the answer is yes, they built on the family concept to roll out safety behaviours at the Gouna plant in an unforgettable safety day.

A safety character, 3am Salama, was created to visualise the concept as well as the development of a jingle to make it easy for children to memorize.

For more information visit [www.alahrambeverages.com](http://www.alahrambeverages.com)

## Healthcare and well-being

As ABC strives to provide employees with the finest medical services, the medical team conducted various initiatives throughout 2015 to enhance our medical services which included:

### The extension of our MERP

Our Medical Emergency Response Plan (MERP) was extended to cover all ABC locations and all Drinkies stores in 2015. The MERP covers the steps to be followed in case of a medical emergency and the important contact details of medical centers, all customized per location.

### The enhancement of ABC Clinics

In 2015, the 6 primary health care site clinics overall quality of services were enhanced to support the initial medical needs. ABC clinics are managed by trained physicians and nurses on daily basis. Periodic inspection and maintenance of the emergency medical lockers in every location, clinic, warehouse and Drinkies stores are carried out to ensure that all lockers contain the accurate healthy components at all times.

### E2E medical treatment for congenital cases

During 2015, ABC provided end to end medical treatment to 5 congenital cases benefiting 5 families who weren't covered by the standard medical insurance, all completely free of charge. The cases were selected from Sharkia, Gouna, Obour and Alexandria.

### Drug Addiction Awareness Campaign

The HR medical function in cooperation with the CR department conducted awareness sessions directed to all ABC employees aimed at raising awareness about drugs & alcohol abuse. These sessions were conducted in partnership with Narconon Egypt Rehab Experts.



### Flu Vaccine

ABC cares for the wellbeing of employees and for the 4th year running, the HR medical function conducted a Flu Vaccine campaign to all employees, temporary workers, and casual workers free of charge. Vaccines were provided by Vacsera, and covered all ABC locations.



### Breast Cancer Awareness Campaign

The annual breast cancer awareness campaign was conducted in 2015 in cooperation with the Egyptian Corporation for Combating Breast Cancer. Special awareness workshops on breast cancer were conducted to all female employees across all locations with the option of a free mammogram.



### Egypt- Africa Medical Hub!

Egypt is the center of Africa, and it is stronger in terms of medical advancement and quality of medical services than most African countries. Global AMEE H&S aimed to position Egypt as the hub for severely ill employees who couldn't receive the needed care for their illnesses in Europe and who couldn't be treated in their OpCo.

After evaluation of the standards of the proposed Egyptian hospitals and carefully setting the criteria for treatment, Egypt was selected as the medical hub for the AMEE Region for sever cases – provided they do not include any infectious diseases that could harm Egyptians.

In 2015, ABC received a case of a severe illness from Rwanda; a door to door service was provided with an end-to-end recovery program, including consultation, operation, accommodation, transportation and medications.

After treatment, the employee returned to Rwanda where he resumed his work after being fully recovered.



# Growing with Communities

Our results





## ABC Supports Egyptian Tourism

As part of its continuous efforts to support Egypt's strategic tourism sector, ABC continued to launch a variety of local and international initiatives, which included tourism promotional campaigns and quality service trainings.

On an international level, Al Ahram Beverages has partnered with the Ministry of Tourism to execute promotional campaigns in The Netherlands and Belgium. This was done through sponsoring the travelling of six Dutch and Belgian owners and GMs of key international hotel chains in Egypt to these countries and the organization of promotional meetings with major tour operators there.

During these visits, the managers spoke about their experiences in Egypt and the security measures taken to ensure the safety of the tourists in cooperation with local authorities.

The visits were attended by members of the tourism ministry, the tourism promotion authority, the Egyptian Tourism Federation and the Egyptian ambassadors in both countries.

On a local level, ABC in partnership with the Sawiris Foundation for Social Development and the German Hotels School Gouna, continued for the 2nd year running their partnership project of 'Building the Pyramid for Sustainable Tourism in Egypt'. The project aims to improve the quality of service provided for tourists through fully funding a quality service training directed to hotel waiters. In 2015, ABC and partners successfully completed the training of some 180 waiters from 40+ hotels in Sharm El Sheikh, Cairo and Hurgada.



## Charging the men behind our future



75 ABCians have volunteered to support the great men behind the legendary project of the New Suez Canal. In March 2015, ABC volunteers spent a day distributing Birell to technicians, drivers, soldiers & Suez Canal crew staff. The day started at the Suez Canal Authority in Ismailia with a presentation about the history, progress & execution of the Suez Canal Project, then employees went to the site where the distribution took place. The day ended with a great success bringing happiness to all involved.

## Fayrouz Square



ABC is keen on giving back to the community. The area around the Obour warehouses needed some improvement and the authorities decided that the area also needs a landmark. Seeing this as an opportunity for ABC – one of the largest plants in the area – the idea of having the Fayrouz Square was decided. The project was completed in 45 days and was inaugurated by ABC senior management with the attendance of officials from Obour City Council, New Urban Communities Authority and the Ministry of Housing.

## ABC supports Art and Culture



ABC is keen to support the art and culture in our community so when the CR team received an invitation from the Collège de la Mère de Dieu to sponsor the International Festival of French Schools Theatre; we seized the chance and donated Fayrouz cans to all participants throughout the festival days.

## Summer Camp 2015



With the belief that ‘Charity begins at Home’, ABC in collaboration with WellSpring Egypt, organized for the 3rd consecutive year the employees’ children Summer Camp at Beit El Wadi benefiting 150 children. The camp targets employees’ children aging 12-15 years, with the key objective of providing them with new skills through experiential learning while having fun.

## Fayrouz Cares



For the 4th year running, ABCians distributed Ramadan Charity bags among those in need. In 2015, 62 volunteers joined in distributing over 1500 bags among families in need across several cities in Egypt.

## Fayrouz Maedat Al Rahman



The Holy Month of Ramadan is known as the month of giving – in all possible ways. The Iftar tables or Mawa2ed Al Rahman are one form of giving that many participate in. In 2015 and for the very first time, ABC contributed to one “Maedat Al Rahman” through providing people with a sparkling thirst-quencher, Fayrouz, to drink alongside eating after breaking their daily fast.



# Values and Behaviours

Our results







## Employees' Pension Plan

ABC cares about employees' future. Together with Allianz Egypt, an employees' pension program worth EGP 8.5m annually was developed to provide all ABCians with improved standards of living after retirement. This insurance scheme is 100% funded by the company.

## Yalla Bina Values Training

Yalla Bina 2015 Training Program was organized & facilitated by the HR department and delivered by RedRock International. The purpose of this program was to live the ABC values & to enhance communication skills through an experiential team building activity called 'Battleships'. This program was carried out on 8 days during August and September 2015 benefiting 1,300 blue-collar employees. Each day, over 160 participants showed up for a day of experiential learning activities, team building, group discussions, lectures and top management visits.



**Reference information:**

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Global Sustainability –  
HEINEKEN NV  
Local Supply Chain – ABC  
Corporate Relations – ABC

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electronic publishing**

scribble dm  
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