

ATHENIAN BREWERY S.A.

Sustainability Report 2010



Brewing a Better Future



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Athenian Brewery S.A. is the largest producer and distributor of beer in Greece. Founded in 1963 by a group of Greek entrepreneurs, it is a member of the Heineken Group and produces in Greece some of the most popular beer brands, such as Heineken, Amstel, Amstel Pulse, Amstel Premium Pils, Amstel Bock, ALFA, Fischer, BIOS 5 across its three plants in Athens, Thessaloniki & Patra. Furthermore, Athenian Brewery imports more than 17 other internationally renowned beer brands, while it bottles the natural mineral water IOLI, in its fourth plant in Lamia.

Based on an integrated portfolio, Athenian Brewery exports its products to more than 30 countries around the world, contributing significantly to the growth of the Greek GDP. The company invests in product development, the modernization of its production process, the adoption of an integrated environmental policy and a safe working environment.

Athenian Brewery contributes to the Greek economy and society, has an integrated CSR policy in place, is actively promoting Responsible Consumption and care for the environment, while it continuously supports big cultural and athletic events in the country.

ATHENIAN BREWERY S.A.



Foreword

Brewing, all together, a better future



In Athenian Brewery, we acknowledge the conditions of the new era, which demand large companies' substantial contribution to the real needs created in society, the economy and the environment. In line with those, and loyal to our commitment for sustainable development, in 2010, in addition to the production of our high-quality products for our consumers, we also focused on supporting the Greek economy and employment, enhancing our exports, continuing our investment plan, as well as developing our portfolio with improvements and new products.

Last year has undoubtedly been characterized by major challenges for Greece at all levels of the economy, which had visible effects on entrepreneurship. Recession, lack of cash flow and uncertainty in the market are still putting strong pressure on our industry, as well as on all business sectors. In this depressed economic and social environment, we, in Athenian Brewery, reaffirm and strengthen our commitment for responsible growth and operation guided by Heineken group's inspired vision "to become the greenest brewer in the world". A long "journey", touching upon a number of actions at many levels, which started at the beginning of 2011 and aims to "brew" a better future for everybody.

Adaptability, insight and flexibility with dedication to our vision, development and long-term strategic goals have been the compass for Athenian Brewery in 2010. Our coordinated efforts resulted in our company receiving two significant awards, which came to reaffirm that Athenian Brewery stands out for its quality, consistency, reliability and responsibility. In early 2011, Athenian Brewery was awarded as the best work environment in Greece for 2010 at the contest "The Companies with the Best Workplace in Greece", climbing to number one position of the list, from the 6th place last year and the 8th in 2006. Furthermore, it has been distinguished for the 2nd consecutive year at the National Corporate Responsibility Index, winning the Gold award for its performance in

terms of sustainable development.

In parallel, last year we proceeded with our investment plan worth €20 million, we continued purchasing local barley for our products from Greek farmers, and further developed our exports – which we intend to continue developing both by strengthening our presence in the countries where we are already doing business, and by expanding our products' penetration in new markets. Finally, we reinforced our portfolio, in response to consumers' needs. To this effect, we launched the brand BIOS 5, the first beer worldwide produced by brewing 5 different cereals of Greek origin and, in the first half of 2011, we continued with the production of Amstel Premium Pils and Buckler 0.0% alcohol and the import of the well-known beer Sol from Mexico, while Heineken is already out in its attractive, refreshed K2 packaging. It is clear that, despite the adverse forecasts both for the Greek economy and for the business world, this year has found us ready to respond to external as well as internal challenges. In Athenian Brewery, we will go on with the implementation of our business strategy, in an outward-looking spirit, focused on improvement, and innovation, loyal to our vision and values. Knowledge, "green" technology, strong will and, most of all, our people, will constitute our strength, as they always have, so that we intensify our efforts and share our Group's vision and wish for a sustainable future. Our efforts towards the achievement of our goal, "to become the world's greenest brewer", are not starting from scratch for us in the Athenian Brewery, as we have already started building strong foundations since many years. An interesting "journey" is lying ahead of us, which I am certain is going to reaffirm once again that all together we can make the difference.

Jac van Herpen
Managing Director

Brewing a Better Future

In April 2010, we proudly unveiled Brewing a Better Future, our comprehensive and integrated sustainability strategy for the next decade. It increases the scope and scale of our work on sustainability and gives substance to our long-term ambition to be the world's greenest brewer. It also allows us to balance our need for financial sustainability with the role we play in society.

Our journey is summarised by

Brewing a Better Future

To be the World's Greenest Brewer

Our long-term ambition

Three strategic imperatives

Improve

Continuously *improve* the environmental impact of our brands and business

Empower

Empower our people and the communities in which we operate

Impact

Positively *impact* the role of beer in society

23 programmes grouped into six key initiatives

Green Brewer

Green Commerce

Engaging Employees

Heineken Cares

Responsible Consumption

Partnerships for Progress

Five enablers

Governance, Senior management incentives, Reporting & transparency, Supplier Code, Communication & engagement

Brewing a Better Future is an exciting journey that has only just begun. To realise our vision of a more sustainable world, we will make positive and long-term investments in the environment, communities, people and partnerships. To make sure we reach our destination, we have focused our actions and energy around three strategic imperatives:

- Continuously **Improve** the environmental impact of our brands and business
- **Empower** our people and the communities in which we operate
- Positively **Impact** the role of beer in society.

From these, we have grouped 23 programmes of work into six inter-related initiatives that will enable us to realise our Brewing a Better Future goals.

Our Key Initiatives “...to realize our Brewing a Better Future goals”.

Green Brewer: We work towards improving our energy and water ratios and CO2 emissions in production, warehouses and offices.

Green Commerce: In 2010, we gradually began investing in the introduction of “Green Fridges” in the market. We were also actively involved in a dynamic paneuropean process of developing a carbon footprint calculation model for Heineken N.V. products on brand level (including suppliers, production units and consumers).

Engaging Employees: Sharing our CSR vision, goals and initiatives with all employees is fundamental. Another major priority is to provide a safe and secure working environment, while we are embedding integrity, employee rights and volunteerism in our corporate culture.

Heineken Cares: We maintain close cooperation with local communities throughout Greece, constantly reinforcing the Local Barley Sourcing programme that we are implementing since 2008.

Responsible Consumption: We have developed a holistic Alcohol Policy Approach that communicates the message for Responsible Consumption, under the Heineken brand. In 2010 we took impactful and consistent actions targeted to further sensitize the internal and external audience. The “Enjoy Responsibly” tagline is present in the packaging, TV spots and websites of all our brands.

Partnerships for Progress: We have established ongoing partnerships with Greek NGOs that undertake actions related to responsible consumption and care for the environment, such as “Nifalii-stin igeia mas”, the only NGO in Greece dedicated to responsible consumption, and Mesogeios SOS, a specialized NGO that fights for a cleaner environment and leads the campaign for cleaner beaches.

We reinforce our commitment to sustainable development, through an ambitious set of actions across all functions coordinated by a Sustainability Committee with representatives from all company’s divisions, that will enable us to become and remain the Greenest Brewery in Greece.





Improve



Green practices in Production and Commerce are becoming a fundamental part of our business. In 2010, we prepared the ground for our Strategic Action Plan that will lead us to a more sustainable production process by 2020.

By setting the goals for the Energy Saving Programme and investing in Green cooling and carbon footprint calculation, we steadily increase our capability to reduce our impact on the environment.

“Our clients and customers expect that we lead the way towards a greener production method. We are committed to make this a reality.”



Lex Ronteltap
Supply Chain Director

Green Brewer

The Green Brewer is one of the Strategic Initiatives of our “Brewing a Better Future” program and has three dimensions: Green Production, Green Warehouse, and Green Office.

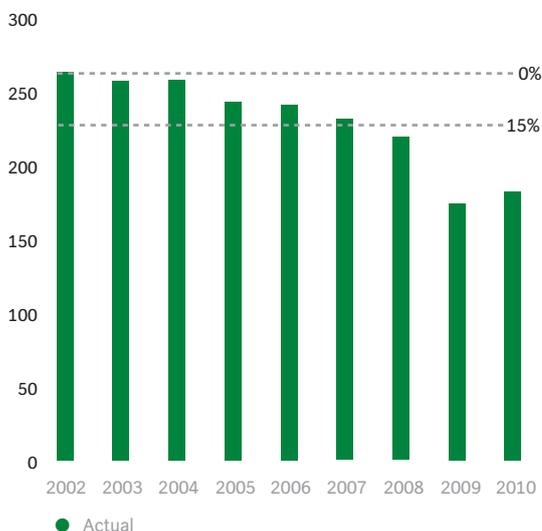
Aligned with the commitment of the Heineken Group regarding the Aware of Energy programme, the target of 15% improvement was set for the period between 2002 and 2010. As indicated in the graph below, not only did we manage to achieve the target but went beyond that, achieving an improvement of 30.9% in 2010. The largest improvement was made at Thessaloniki Brewery and Malting plant (40% improvement).

We are also investigating how to replace fossil fuels with energy from renewable sources. Up to now, 62.3% of our fuels are gaseous, i.e. LPG, natural gas, propane, whilst 37.7% are liquid fuels, used for both logistics and for thermal energy. Switching to gaseous fuels or electricity for logistics could lead to a further decrease of the direct CO2 emissions related to these fuels.

We are also taking a critical look at our warehouses and offices. In 2011 we plan to map their energy consumption, so that we can start setting specific targets so as to reduce further our impact on the environment. Ultimately, we want our operations to have the smallest possible emissions footprint. Water is crucial both for our brewing process and for the communities in which we operate. Our commitment is to decrease the amount of water we use in the brewing process, ensure the water we return to the eco-system is clean and that we do not prevent local users from access to clean, fresh water for their own use.

Total specific energy consumption Aware of Energy programme

MJ/hl beer + soft drink + cider + water



Recycling of Solid Wastes



In 2010, we take pride in maintaining our pace in the reduction of “non-recyclable industrial waste” produced by the brewing process compared to previous years. Our industrial waste indicator remains significantly lower than the Heineken Group average, at 0.15 Kg/hl, compared to 0.84 Kg/hl.

This is the result of an integrated approach in recycling of solid wastes. Each of our plants (Athens, Thessaloniki, Patras and Lamia) reminds of a small well-organized city. The total volume of solid waste generated during the production process is collected, separated, gathered and given to specialized companies to be recycled. The percentage of waste recycled in 2010 was 99.5% of total solid waste.

“Winter Operation” of Brewery

The current market situation calls for more flexibility at our production units. The period characterized as “low season” has become longer in comparison to the previous years, and therefore better planning is required whilst a number of opportunities are created. More specifically, during “low season” we are able to implement tasks and activities that will improve our efficiency. Also, we can develop our resource skills through training sessions, enhance our capability for multi-operation, and perform Total Productive Management (TPM) improvement activities that cannot be implemented during “high season”. At the same time, however, the reduction of our production volume has negative effects on the indicators of energy consumption of our plants. Therefore, in order to reduce the negative impact, we decided to develop a new method, “Winter Operation”.

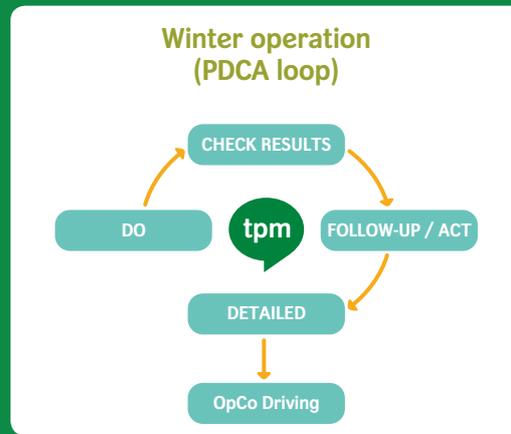
By applying specific instructions and settings, and through the Plan, Do, Check, Act (PDCA) loop, the “Winter Operation” method sets the ground for long term planning, shift pattern optimization, record of activities that can be used to develop plans in greater detail. At the same time it embeds results’ checking mechanism and steps for the application of best practices.

In order to implement the “Winter Operation”

method, we developed a computational model. The purpose of the model is the detailed planning of all activities that have to take place as well as the recording of information, activities and data such as energy meters indicators, hours of work and education, so that in the end there is an assessment of the model’s effect through specific reports.

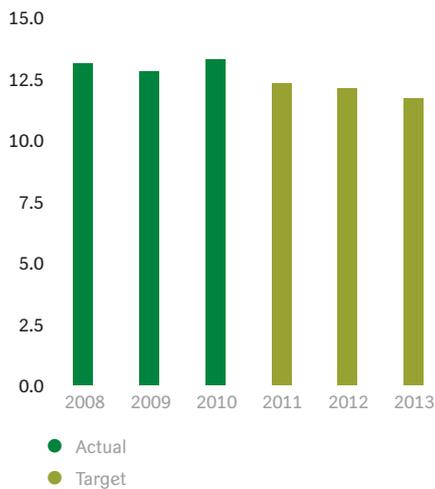
The model is designed to provide ease of use, cover all areas of a plant, evaluate savings achieved (tangible/ non-tangible), work on PDCA loop, provide support to the TPM Improvement teams and allow weekly evaluation.

The results of this method were very positive: on the one hand, we achieved reduction of energy consumption of our plants and on the other, concentration of human resources activities such as maintenance and training.



Specific greenhouse gas emissions, actual performance and targets

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



For this reason, certain water savings initiatives were taken, such as:

1. Implementation of SCADA system to follow-up water consumptions.
2. Weekly water report-follow-up.
3. WTP automation upgrade project (end 2010).

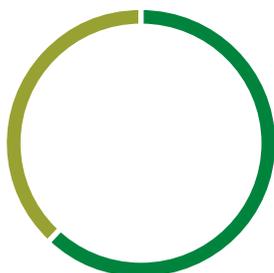
Water improvements were achieved especially at Athens and Thessaloniki plants. The total water consumption of the breweries was reduced by more than 140.000 m³. However the water consumption ratio for Athenian Brewery S.A. has increased from 4.98 hl/hl in 2009 to 5.11 hl/hl in 2010. The target of 4.49 hl/hl was not achieved, due to a decline in production volume.

It is worth noting that, during the three-year period 2008-2010, no fines or penalties related to non-compliance with environmental laws and regulation have been imposed on Athenian Brewery.



Types of fuels used

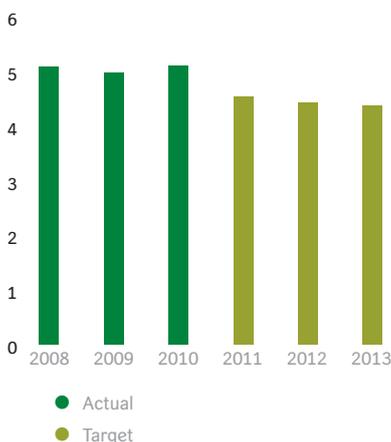
Calculation of MJ per type of fuel



- Gaseous fuels (LPG, natural gas, propane)
- Liquid fuels (diesel, fuel oil, gasoil, kerosine)
- Biomass
- Biogas

Water consumption, actual performance and targets

MJ/hl beer + soft drink + cider + water



Green Commerce

In 2010 we prepared the ground for the roll-out of a three year plan that piles-up green practices in our commercial activity, mainly focusing on green cooling and the calculation of our products' carbon footprint.

Green Fridges

Athenian Brewery in its effort to better service the market and address business opportunities for growth is implementing a consistent investment plan regarding commercial assets and fridges in particular.

In this effort, compliance to the Brewing a Better Future guideline is a must. In that sense, Athenian Brewery was the first that introduced during 2010 the EMS thermostat equipped fridges namely:

- 550l capacity fridges with Amstel or Heineken branding
- 400l capacity with ALFA branding
- Junior Frostwell fridges

In addition, the fridges we have placed in the market during 2011 are equipped with LED lighting which in combination with EMS thermostats result to further energy consumption needs. Moreover, 300 Hydro Carbon (HC) fridges have been placed in the market so far.

Our effort for green assets is reflected also to the DAVID systems we are going to place in the market as Q4 2011. The same applies for conventional coolers starting from 2012.

Carbon Footprint

When talking about carbon footprint of our products, we mean the measurement of the total greenhouse gases (GHG) emitted throughout the life cycle. This includes all raw materials used, production, distribution, consumption and processing of the product after the end of its life. The climate impact is calculated to CO₂ and equivalents of CO₂. In this process, we take into account all six greenhouse gases of the Kyoto Protocol: carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), hydro fluorocarbons (HFCs), per fluorocarbons (PFCs) and sulfur hexafluoride (SF₆). For the measurement of our carbon footprint, we operate in alignment with the global Heineken sustainability strategy, to which we refer as "Brewing a Better Future". In particular, we co-operate closely with the Carbon Footprint Baseline Model (CFBM) working group which is responsible for the development of the Heineken standard for carbon footprint calculation, so as to prepare the ground for calculating our carbon footprint the coming years.

The calculations will be based on the process from "Barley to Bar" and consist of Agriculture & Malting, Brewing & Filling (beverage production), Packaging (incl. end of life), Distribution and finally Cooling (on & off premises).

For this reason, we share and exchange data with the CFBM working group so as to calculate per functional unit, Absolute GHG emissions on OpCo level (Tn CO₂), Absolute GHG emissions on site level (Tn CO₂), GHG per hl beverage produced in OpCo (Kg CO₂/Hl) and GHG per hl beverage produced in site (Kg CO₂/Hl) in 2011.

Empower



Our priority is to provide a fair, safe and meritocratic workplace for our employees and at the same time be an active and valuable part of the communities in which we operate.

Our constant efforts resulted in the award for the best workplace in Greece for 2010, as well as in the significant progress made by the Local Barley Sourcing Initiative.

“We commit to inspire, respect and support people both in the workplace and the communities where we have presence.”



Varvara Panagopoulou
Human Resources Director



Engaging Employees

Placing our people, in the center of our philosophy, we use a number of diversified, yet complementary HR tools to reinforce an environment of open communication among our employees.

HeiPORT

HeiPORT is the official intranet of Heineken for internal communication among the Group's employees. In HeiPORT, one can take a quick update of the latest news on local and global basis, make announcements about new initiatives/projects by uploading details and photo material, share or look up to best practices, have access to consumer reports, and basically gain a clear picture of the organization they work for.

Newsletter

Our corporate magazine, "Stin Igeia mas", contains information for our programmes and initiatives across the company. It is published three times a year with contribution of all functions and it is delivered at the doorstep of employees and pensioners, addressing both our people and their families. The reader can be informed about a wide spectrum of news, from pure corporate, to brand activations.

Recognition Programmes

In the climate survey results of 2009, our employees highlighted the need for further recognition. In response, the following year, we decided to reward those colleagues who are role models of Innovation and Behaviour. That thought gave birth to our Recognition Programme, consisting of two pillars, namely "Recognition of Behaviour" and "Recognition of Innovation" that were recently awarded at the HR Star Awards of the Heineken Group, acknowledging Greece as the first country to implement such a programme. The idea was to encourage employees to submit their innovative ideas for any function of the organisation, as well as to suggest colleagues that set an example through their everyday behaviour.

The process resulted in six big winners for 2010, who were awarded for their innovative ideas and creative proposals, as well as for their Passion for Results, Teamwork and Consumer satisfaction.

Team Talk

"Team Talk", or "Open Dialogue" as we have named it in Greece, is a new internal communication channel that we believe it will add value to all existing ones and was designed in 2010 for a 2011 roll-out.

Athenian Brewery: the Best Workplace for 2011 competition!

*Mr. Jac van Herpen, CEO,
Mrs. V. Panagopoulou,
HR Director and
Mr. S. Galanis, former
President of the Union,
with Mrs. Louka Katseli,
ex Minister of Labour
and Social Security.*



Athenian Brewery has been awarded this year as the best workplace in Greece for 2010 by the Great Place to Work® Institute Hellas. Climbing to the top of the list from last year's 6th place, we prove indeed that our company stands out for its history, as well as for its consistency, continuity, values, reliability and responsibility. A company that knows how to adapt, grow, develop and face the challenges.

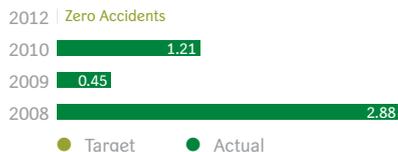
This year's award has been a confirmation of our efforts to build, preserve and develop a creative and humane work environment that promotes cooperation, team-spirit, recognition, progress, as well as open and two-way communication. This year, we invested heavily in internal communication and engagement of our people for all our initiatives.

Furthermore, in the event "People Management Best Initiatives Awards 2011", KPMG awarded our company for its practices in Training and Development of its people.

These two awards granted to Athenian Brewery are a significant recognition of the man-centered philosophy governing each and every activity of the company. Indeed, amidst the adverse economic environment, the company reaffirms that people continue to be its top priority: colleagues, partners, customers, consumers, society at large.

Our people, with their efforts, skills, creativity and enthusiasm have always been and are still today the company's biggest asset ever since its establishment. Our goal and commitment is to improve even further, to continue placing high standards, offering a fair, meritocratic, high-quality and safe work environment, as well as a creative place of progress for our people!

Accident frequency in production
cases/100 FTE for all sites



Accident severity in production
lost calendar days/100 FTE for all sites



In brief, “Team Talk” is a process that will safeguard the continuous, consistent, effective and two-way communication between management and employees. Through hourly meetings, suggested topics by the Management Team will be communicated to all employees on a two-monthly basis, through a trained group of “Communication Pilots”. A structured process will ensure that feedback mechanism works properly.

Health & Safety

We take all necessary measures to reduce frequency and severity of accidents in our premises, in line with the Global Heineken strategy. Our prime target regarding the occupational health and safety of our employees is zero injury rate and zero days of absence due to occupational accidents. To achieve it, we adhere to strict rules regarding the workplace health and safety. Our accident frequency data (the number of accidents per 100 FTEs) for the last three years shows the consistency in our efforts to reduce accidents and to achieve our primary target for “zero accidents”:

2.88 cases/100 FTEs in 2008, 0.45 cases/100 FTEs in 2009, 1.21 cases/100 FTEs in 2010.

In addition, our average remains better than the Heineken Group of 1.6 cases/ 100 FTEs.

As far as the accident severity is concerned (the number of absent days due to accident per 100 FTEs), there is a steady decrease during the last three years, meaning that the accidents that occur are less serious: 74.6 Nr. of days/100 FTEs in 2008, 29.9 Nr. of days/100 FTEs in 2009, 12.8 Nr. of days/100 FTEs in 2010. This should be considered

as the result of preventive measures taken in our production areas.

Apart from the above, in Athenian Brewery we record the accidents which happen to the contractors personnel who work in our premises as well. In 2010 we had one accident, the same as in 2008, whilst in 2009 we reported zero accidents. To eliminate such incidents, we perform safety training and audits to contractors according to our respective safety procedures.

In general, during 2010, we organized workshops across our plants and set up trained teams in order to reinforce and further cultivate the penetration of the “Safety First” motto.

At the Athens plant, a “Safety Week” was held in October 2010. During this period: We gave the opportunity to local personnel to attend seminars on health and safety, carried out by members of the Safety Pillar, as well as by external partners. We distributed the Heineken Safety manual and encouraged debates in order to increase the level of knowledge on such issues. We raised the issue of the Individual Protection Means, per job description. All attendees received their respective certificates.

In Thessaloniki, 14 people were educated, under the supervision of the local Safety Manager who organizes regularly informative meetings with the participation of members of various Divisions, the Union and the Management.

In Patras, “Safety Days” were also organized with equal success of the educational seminars.

Our commitment is to secure a safe working environment even further. Our goal is to make our employees understand the dangers that lurk in a factory and learn how to identify and report them. All the above highlight our commitment to establish a safety culture in Athenian Brewery.

Heineken Cares - Barley Contract Farming Programme

“We are committed to act on the basis of values and principles that always produce positive results for the economy and society, of which we also are an integral part”.

In line with the above commitment, we invest firmly and continuously to the future of agricultural economy through our Barley Contractual Agriculture Programme for the production of Amstel and ALFA Beer brands, which started in 2008. Through this programme, we build trustworthy relations with the Greek farmers, and at the same time, we create a number of benefits for the Greek economy and society.

Our decision to proceed with this programme was based on our strategy for the development in the

country, namely: As a responsible business power in Greece, we choose to support a critical socioeconomic group, offering a solid source of income, providing prospect for rural production, and contributing to the employment and growth of Greek economy at both a local and a national level. We work on two phases throughout the year:

A. Seeding and pre-harvest period

We identify, propose and establish partnerships with approximately 20 local trading companies, through which we reach out to more than 500 farmers. Through the traders, we provide farmers with the approved varieties of barley seeds against a pre-agreed price. We establish areas for seed multiplication in preparation of later year's harvests.

B. During and after harvest period

We provide agronomical support. We monitor production. We perform regular in situ sample inspections (in the field) with the assistance of our specially trained executives in order to guarantee the high quality of the barley produced. We purchase the approved quantities, our priority being to ensure the excellent quality of the products. We keep a data-base (date of sowing, date of sample-taking, yield per hectare, use of insecticides), in order to ensure the traceability of the supply chain.

We are in direct contact with the producers throughout the year. We bind our suppliers – the trading companies - to comply with the Supplier Code of Athenian Brewery, share the commitment for responsible growth and comply with the Greek and European legislation, the competition law and the corporate rules. We demand suppliers to fully comply with the Athenian Brewery's Manual on

seeding, harvesting and storing of malting barley. We hold consultations with the farmers; we assess and improve their performance. We organize open meetings with local partners, potential participants, representatives of the local community, authorities and media.

The value of the programme in figures

Since 2008, we have purchased approximately 40.000 tons of high-quality Greek barley from domestic producers. The value of this quantity stands at 8 million euro, while the added value for Greek economy is almost 3 million euro.

Our aim is for 18.000 ton harvest in 2011, which stands for the 30% of our needs, with a growth ambition for the commercial volume to 70.000 tons until 2014, provided sustainability, quality and cost effectiveness can be achieved. In addition, the Barley Contractual Programme, which has been already embraced by 900 Greek farmers, reinforces employment on local and national level. In particular, up to now it has created 320 new jobs, 265 of which are in the rural sector (based on the Economic Impact Assessment study by Triple Value, 2008).

Aims of the programme until 2014

In 2011, we go one step further, introducing trial fields to test new barley varieties, which could be more efficient in terms of yield, quality and profitability. The districts that have been selected are in Lamia (our IOLI plant premises), Nigrita in Serres, Nikaia in Larisa, and Libadia in Viotia. According to plans, 20 new varieties will be put on trial, the cultivation of which is expected to give us more options for even more competitive Greek barley.



Impact



We remain strongly committed to the pillars of responsible consumption and care for the environment. Our initiatives aim at positively influencing employees and consumers to behave responsibly. We believe in joint actions rather than isolated attempts. Thus we have established close partnerships with renowned NGOs which provide credibility and further awareness to our efforts.

“Creating an impact on society with regards to the issues close to the core of our business gives substance to the role of Athenian Brewery as a responsible corporate citizen.”



Minas Mavrikakis
Communication & Corporate Affairs Director

enjoy.
RESPONSIBLY.
e



Responsible Consumption

Aware of our position in the Greek beer market, we commit to promoting the benefits of responsible alcohol consumption, signed by Heineken.

We thoroughly adhere to the Greek beer advertising standard and to the Heineken Rules for Responsible Commercial Communication.

We implement the Cool@Work programme, giving priority to our employees. In 2010 we created the “Decalogue of Responsible Consumption”, with the advice of our NGO partner “Nifalii- stin igeia mas” and distributed them to all employees in the form of a printed booklet. The 10 rules also became 10 different refrigerator stickers with our message printed on it.

Addressing our consumers, we have designed a comprehensive communications programme, comprised of interactive initiatives, road show activations as well as a targeted above the line campaign. Within this context, a Driving Simulator that showcases the importance of responsible consumption to the visitor drivers in an experiential and interactive way has travelled to six different and crowded spots in Greece during 2010, reaching out to more than 1.800 consumers. Additionally, in 2010 we launched the programme “It’s just an illusion”, a smaller scale promotional activity at bars and cafes that, through a quick, easy and smart computer game, aimed at preventing consumers from alcohol’s misuse. The participants exceeded 3.000.

Finally, we organized the “Create Responsibly” contest, asking consumers to submit their creative videotaped ideas on how to efficiently communicate the “responsible message” through an advertising spot. The winning idea was produced by our advertising agency and aired at cinemas across the country.

Partnerships for Progress

When developing our CSR programmes, we carefully select our allies, in order to offer added value to our messages and efforts. For the alcohol policy programmes, we partner with the NGO “Nifalii- stin igeia mas” (Sobers), the only NGO related to responsible alcohol consumption.

Our partnership is based on two main activations:

1. Heineken is the exclusive sponsor of the “Sober Driver” programme that educates and encourages young people to refrain from driving after having consumed alcohol. The “Sober Driver” is the person who, while having fun with their friends remains sober and makes sure that everybody returns home safe. The campaign’s tagline is “One of us, each time, does not drink”.
2. The brand also supports a series of Speeches at Universities and local communities on issues related to alcoholism. Both campaigns have Pan-Hellenic coverage.

Interaction makes the difference in the Responsible Consumption campaign!

Heineken, a brand that constantly promotes responsible consumption, addresses the issue of “Don’t drink and drive”, which seems to be the most important consequence of irresponsible consumption in Greece.



For this reason, Heineken created a Driving Simulator that would give firsthand experience of the problems caused when driving under the influence of alcohol. Adults, males and females, were invited to take the driver’s seat and feel the experience in the protected digital environment of a screen.

Our aim was to convince consumers that they must refrain from drinking and driving. The campaign’s key message was direct and simple: “I care. I don’t drink and drive”.

Heineken’s Driving Simulator was originally launched during an indoor motor show that took place at the “Golden Hall”, one of Athens’ most popular shopping malls, followed by a road show across Greece.

The journey of the simulator started from the island of Crete, visiting Heraklion and Chania between 23-26 June, to continue with four other major cities, Paros (10/7), Chalkidiki (17/7), Thessaloniki (20/7) and Mykonos (31/7). A team of promoters gave leaflets with useful information, along with the pin of “Sober Driver” to the participants.

In total, it reached more that 1.800 consumers, communicating the message that alcohol and driving must never be combined.

In addition to the Simulator, Heineken’s second experiential activation, called “It’s just an illusion”, provided a more flexible and fun interactive platform.

A team of promoters visited bars and cafes inviting consumers to play a game where all they had to do was to try series of actions, i.e. to unpark their car, change lanes while driving etc. These tasks become more and more difficult depending on the level of alcohol the players originally declared they have consumed. There is also a giveaway, a bottle-opener bearing our “Enjoy Responsibly” message.

Results of both initiatives were very encouraging, proving that engaging your audience in interactive activities is way more effective than one-way communication.

www.athenianbrewery.gr
www.enjoyheinekenresponsibly.com



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