

# Stalwarts for a better world

January 18, 2018 | By [The Sun Daily](#) | [Reply](#) [More](#)

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**WHILE** Heineken's global sustainability strategy (Brewing a Better World or BaBW) seems largely centred on mitigating the impact of its operations on the natural environment, in truth, there is another purpose for its efforts in protecting water resources, reducing carbon emissions and sourcing sustainably.

In addition to its bid to become the Greenest Brewer in the World, BaBW is about long-term brand endurance, which accounts for the other three focus areas under its strategy:

- ▶ advocating responsible consumption;
- ▶ growing with communities; and
- ▶ protecting health and safety.

In a time where sustainability is the key to continuity and understanding that every action is either conducive or damaging to its viability, the company seems to be taking favourable steps in ensuring its future. Here, Heineken sheds light on its efforts in securing its foundation to remain steadfast in the new era.

## **RESPONSIBLE CONSUMPTION**

While it may not make any economical sense for a brewer to promote moderation, nevertheless, Heineken firmly believes in advocating responsible consumption.

According to Heineken Malaysia's legal and corporate affairs director Renuka Indrarajah, "We want our consumer to enjoy our iconic drinks but also to get home safe." Hence, the company plays an active role in fighting against alcohol abuse by engaging consumers through its education and outreach programmes via social media and on-ground initiatives. Under its Drink Sensibly (DS) initiative, Heineken:

- ▶ Introduced the DS app, which is an all-in-one platform that advocates responsible consumption. With the app, users can gain access to simple yet important sensible drinking tips, as well as a drink calculator that measures the amount of time it takes the body to process the alcohol consumed by the consumer. Users can also use the app to either dial a friend for a ride back or book a ride home via a taxi or a ride-share service.
- ▶ Partnered with trade outlets to reinforce DS messages of moderation, responsibility and safety throughout their establishments.
- ▶ Joined efforts with ride-sharing company Grab for its “Gift of Safety” campaign, offering discounted rides to ensure consumers arrive home safely.
- ▶ Engaged consumers to become DS advocates to create awareness and encourage responsible consumption by presenting t-shirts with DS puns to competition winners under its DS Truism campaign.

## **GROWING WITH COMMUNITIES**

Believing in growing with the communities which it operates in, the GAB Foundation initiated the W.A.T.E.R (Working Actively Through Education and Rehabilitation) project and English Enrichment Training Programme (EETP).

“The W.A.T.E.R Project was developed in acknowledgment of the vital role water plays not just in our company, as a key ingredient in all our products, but more importantly in its role as a source of life,” shares Renuka.

By collaborating with the Global Environment Centre (GEC) and governmental agencies, the project aimed to empower and educate local communities on the importance of river conservation and cleanliness.

Meanwhile, EETP equipped hundreds of teachers with creative teaching methods, which help them connect with their students and make teaching of the English language easier.

“The targeted nature of the programme, which emphasises underprivileged areas, has helped improve access to learning and thereby improve the command of the English language in these communities.”

Participating schools recorded improvement of more than 30% based on pre- and post-test results. Feedback from parents and teachers also indicate growth and progress in the students’ grasp of the language, plus overall willingness to communicate in English.

## **PROMOTING HEALTH AND SAFETY**

At Heineken Malaysia, ‘Safety First’ isn’t just an utmost priority, it is the number one behaviour. “We believe that a safe and healthy workplace is a fundamental right of every person and also a business imperative.

Nothing is more important than ensuring our employees and the people we work with are safe when they perform their duties,” explains Renuka.

Through a set of Life Saving Rules, employees are informed on the do’s and don’ts when engaging in high-risk activities like operating vehicles and heavy machinery, working with chemicals, as well as proper authorisation procedures. This has facilitated a proactive culture where safety and precaution are priorities within and beyond the brewery.

“People are at the heart of our company and we are committed to cultivating a strong culture of health and safety in every situation.

“Many of our employees have responsibilities outside the brewery, including meeting retailers and customers.

“As such, it is important for us to build a culture where safety is prioritised, not just at the workplace but in all aspects of our employees’ lives – whether it is operating machinery at the brewery or driving on the roads. ”