

## Industry Leading Partnerships Highlight of HEINEKEN UK's 2014 Sustainability Report

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HEINEKEN UK has published its 2014 Sustainability Report, setting out its achievements and activities during the year and detailing the next generation of its sustainability strategy. The standout success in the report is the progress HEINEKEN UK has made in 'Growing with Communities', a new pillar added last year to the HEINEKEN group's 'Brewing a Better World' strategy. The launch of new projects including 'Helping Britain Blossom' and 'Act for Addaction' brought HEINEKEN colleagues closer to the company's key sustainability issues while making a positive difference for its stakeholders.

### Highlights during the year included:

- The launch of 'Helping Britain Blossom', a project in partnership with the Bulmer Foundation and the Urban Orchard Project to restore and create orchards for 100 communities across the UK by 2017;
- The launch of 'Act for Addaction', a programme to put its colleagues at the heart of HEINEKEN's partnership with Addaction, the alcohol addiction charity, which marked its 10th anniversary during the year;
- The opening of a new National Distribution Centre in Derby which will save 300 tonnes of CO2 per year;
- The Tadcaster site is now the UK's largest solar powered brewery. It has over 4,000 photovoltaic panels in operation;
- The launch of a pilot 'Farmer Sustainability Group' in partnership with malted barley supplier Munton's to share best practise between members;
- HEINEKEN was the only alcohol company to receive both the BITC CommunityMark and Platinum 'Big Tick', demonstrating the recognition it is gaining for its sustainability activities.

Commenting on the report, David Forde, Managing Director of HEINEKEN UK, said: "We are very pleased with the great progress we have made towards our sustainability goals in 2014 - the 150th anniversary of our business. A special thanks needs to go to our colleagues who played a crucial role in the achievements we made. They met our community projects such as 'Act for Addaction' with true passion and enthusiasm, helping to bring to life our commitments.

Building on 2014's successes and involving our colleagues and local communities will remain a key priority. We will continue to collaborate for good to reduce our impact on the environment, strengthen our role in communities and reduce alcohol abuse."

**ENDS**

[The full 2014 Sustainability Report can be downloaded here](#)

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