

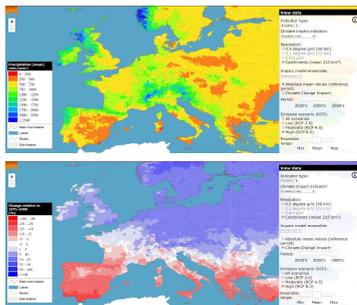


Brewing a better world: Heineken anticipates to climate change

Marijke van den Hoogen
Jan Kempers
Ron Bohlmeijer
Hasse Goosen

How does climate change impact Heineken?

Water is the ultimate shared resource – and it's everyone's responsibility to safeguard it for the future. As one of the world's largest brewers, Heineken wants to use water sustainably and ensure their suppliers do the same. Climate Change affects water resources and water availability. Climate change also affects the conditions for producing barley and hop, the main ingredients for producing beer. Heineken uses water throughout their supply chain – from growing crops to the finished products. Beer is 95% water, so it's a critical resource for business. To reduce Heineken's impacts, they are working to minimise water intake by increasing water efficiency, treating brewery effluent and balancing the water that is not being returned to the local watershed. This is called 'water stewardship'. 23 of the operational sites are in water-stressed areas, mostly in Africa, Mexico, Indonesia and Spain. Water stewardship investments are focused in these locations.



How do we use Copernicus?

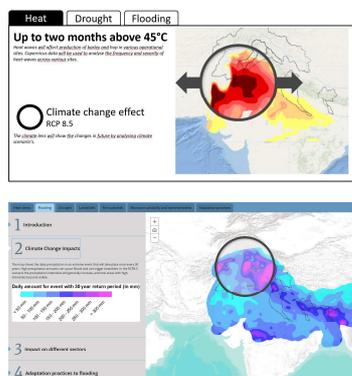
The Copernicus data will be analysed to understand the impacts of climate change in the water-stressed operational sites. The Copernicus global service allows for an inter-comparison between operational sites. The service will be used to prioritise sites where climate change will have highest impacts. In those prioritized sites, sustainable actions are most urgently needed. Such actions are related to reducing water consumption in our breweries; significant water balancing in water-stressed areas and responsible discharge of brewery effluent. Secondly, the Copernicus data will be used to understand how climate change will affect production conditions for Barley and Hops in the most important sourcing areas.

Turning climate change into a business driver

Good water stewardship helps preventing damage to society, but is also creates business opportunities for Heineken. By anticipating to climate change, the production chain becomes more resilient and more efficient (through circularity).



businessGreen
LEADERS AWARDS 2017



Telling the story

The results will be visualized in a climate story map. This story map visualizes how Heineken can anticipate to climate change: which sites are water stressed and will be more water-stressed in future? Which source areas for producing the main ingredients will be affected? The story map will communicate climate change and aims to inform the Heineken Corporation internally. It aims to make climate change tangible and visual by telling a map supported story.