

# BRAND CAUSES – OUR BRANDS HAVE PURPOSES

We are aware of our potential for impact and transformation in Brazil and in the world, and are committed to make a balanced future happen. That is why our brands have been encouraged to develop territories with socio-environmental impacts that are relevant to society and aligned with HEINEKEN'S global sustainability agenda. Through our brands, we encourage people who make and consume our brands to reflect on and co-create the future.

## The causes of some of our brands:




Other brands under development.





Since 2021, the Heineken® brand took-on the commitment to be an agent of transformation, materialized in the Green Your City sustainability and culture platform, which has been promoting experiences aiming to reconnect people who live in urban environments with nature and supporting nightlife with a new look to the future of cities. This is an unprecedented look at ways of discussing environmental impact through brand experiences and an invitation to reflection.

**Green Your City** 

The Green Your City cause is a movement conceived to rethink urban spaces and create a more sustainable future, connecting people to nature and cities.

The platform seeks to relate topics such as culture, nightlife, consumption, and mobility to sustainability initiatives in urban centers in four areas:



**Waste circularity**

**Target: 80% circular glass packaging by 2030**



**Urban micro-forests**

**Target: To establish micro-forests in 19 capitals by 2030**



**Responsible alcohol consumption**

**Target: 100% aware drivers by 2030**



**Green energy**

**Target: 50% of our points of sale using renewable energy in 19 capitals by 2030**



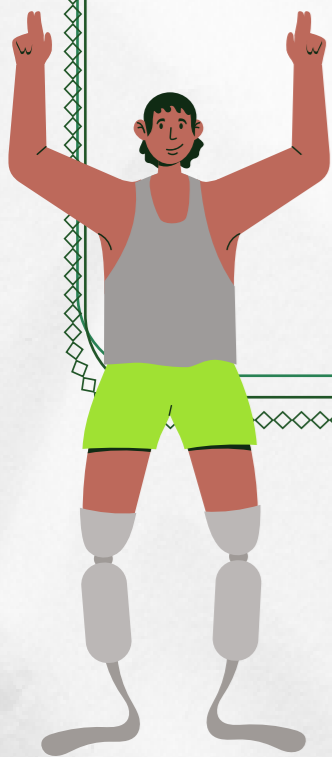


EST. 1873  
**Heineken**  
**PROGRAMA**  
**Energia Verde**

In the first full year after the launch of the Green Your City platform, we reached historical milestones in our progress toward achieving the commitments to the circularity and greener cities pillars. Within what we set out to do by 2030, in the circularity pillar, we reached the mark of 36 percent of circular glass bottles in 2022, considering disposable and returnable ones.

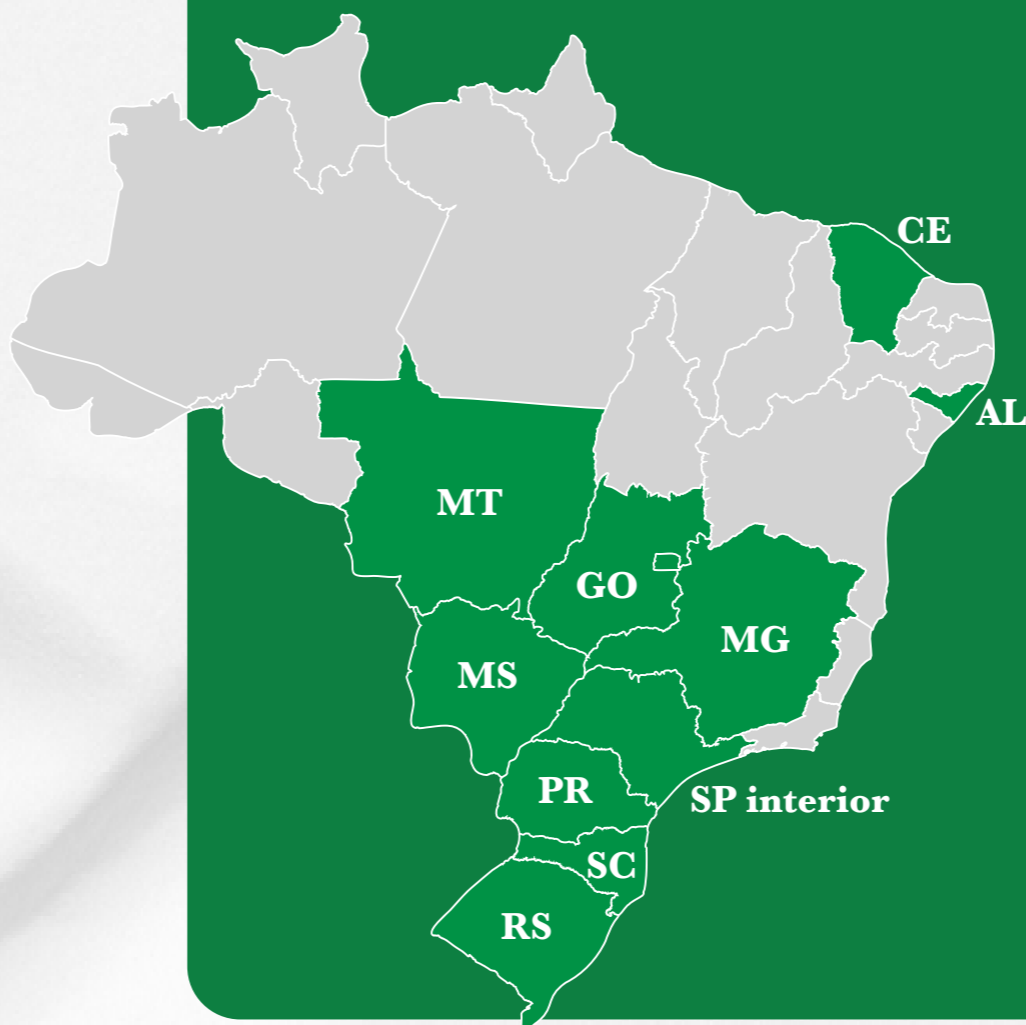
In partnership with the biologist and landscaper Ricardo Cardim, we delivered the first urban micro-forest to Rio de Janeiro. It is located in the Olympic Park and has more than 53 different species originating from the Atlantic Forest biome, in an area of 1,265 square meters where there are more than 830 specimens. All these trees were part of a Heineken® action conducted during Rock in Rio and were replanted in these areas after the event. The pocket forest technique consists of restoring the

Atlantic Forest in large cities. The composition with native species respects cities, people, and the original evolution of forests, enabling fast, low-maintenance growth.



Our goal is to produce Heineken® beer using 100 percent renewable energy in all plants. Since 2020, our plants in Alagoins (BA), Araraquara (SP), and Ponta Grossa (PR) have already achieved this goal, and in 2023 it will be the turn of Jacareí (SP).

And we go even further: In another initiative, we provide renewable energy to bars and restaurants and to the consumers' homes. Relying on regional generators of certified renewable energy, the Green Energy program has fulfilled this desire since 2021. All the owner of the establishment or home needs to do is sign up on a digital platform that will connect them to a source of green energy generation; distribution will take place through the power utility's network at no additional cost and with no need for adaptation in the current electrical system.



- **13 Brazilian states count on Green Energy:** Alagoas, Bahia, Goiás, Mato Grosso, Mato Grosso do Sul, Minas Gerais, Paraná, Piauí, Rio de Janeiro, Rio Grande do Sul, Santa Catarina, São Paulo, and Tocantins
- **21,000 contracts have already been signed with homes and bars,** which are now receiving renewable energy





## Results of Green Your City at Events

### MITA 2022 (SÃO PAULO AND RIO DE JANEIRO)

Launch of Green Your City in events, with the delivery of the first biosphere, an immersive experience with species from the Atlantic Forest, bringing connection with nature closer to event-goers.



At the time, 100 percent of the beer cups were plant-based and were later turned into 62 kilos of fertilizer after use at the event – with approximately 70 percent of the total volume of cups having been recovered.

### QUEREMOS! (WE WANT!) (RIO DE JANEIRO)

As part of our circularity strategy at events, we also had actions involving cup recycling and reintroduction into the production chain. Spent plastic cups were taken for recycling and turned into flooring for events, called easyfloor – around 120 kilos of plastic generated 25 square meters of flooring. We also offset carbon emissions by adopting a forest in the State of Rio de Janeiro, where we will work to maintain and recover the Atlantic Forest



in a collaboration with the Institute for Environmental Preservation (ITPA). Around 561 seedlings were donated to the forest, which will be preserved and taken care of by ITPA.

### MECA 2022 (BELO HORIZONTE)



We held MECA, the first Heineken® brand activation powered by solar energy generated directly on site. We installed 28 solar panels, which provided energy to power our activations – around 57 kilowatt-hours. In this event, all Heineken® long neck bottles were recycled using glass grinding machines, strategically positioned to engage the audience. The glass was taken directly to the Owens Illinois factory, ensuring the full circularity of the waste – we had the equivalent of 4 tons of long neck bottles at the event, and collected about 5 tons of glass, including long neck bottles and glass packaging from other beverage brands participating in the event.

### ROCK IN RIO (RIO DE JANEIRO)



In a collaboration between Heineken® and MOE, we brought solar energy to the event, which fueled the brand's activations during the 2022 edition of Rock in Rio. This mini-solar plant has now become a legacy for the Olympic Park, providing power for the venue's spaces.

We installed 206 solar panels in an area of 600 square meters, which generate 111 kilowatt-hours of energy, i.e., equivalent to 2,146 trees and enough to supply 1.5 schools or 73 low-income homes for 25 years – the average duration of the panels. During this period, this generated energy represents an emission reduction of 300 tons of CO<sub>2</sub> and savings of 134,257 liters of gasoline, enough for someone to drive for 1,476,828 kilometers.

A large part of our scenography was made of plants, which, after the event, are being turned into a 1,265-square-meter micro-forest, with more than a thousand trees of 53 different species from the Atlantic Forest inside the Olympic Park.

All plastic cups the audience used – around 2 million units – will be turned into Natura packaging, in a collaboration between Heineken®, Braskem, Cola-Cola, Natura, and Rock in Rio.

Our initiatives at the event were a big hit, but we also had an impact outside the event's gates. We collected almost 14 tons of glass during the festival – the equivalent of 50,000 empty long neck bottles in 7 days. We installed 5 glass grinding machines, 2 ecoboxes for the disposal of glass, paper, plastic, and metal, and collection stations at 12 points of sale around the Olympic Park for people to deposit paper, plastic, and metal. Find out more at [www.heinekenenergiverde.com.br](http://www.heinekenenergiverde.com.br).



## BADEN BADEN – ENVIRONMENTAL RECOVERY AND PROTECTION



*The brand seeks to value and defend its origins in Campos do Jordão (SP), based on the preservation and reforestation of native species, such as the Brazilian Pine, a tree species that is an icon for our local biome.*

### Origins Project

Started in 2022, our Origins Project is an environmental restoration and protection initiative, a cause linked to the Baden Baden brand, and aims to protect 250 hectares of Atlantic Forest over a five-year period.

It is based on the Payment for Environmental Services (PES) system, a way of compensating forest guardians for positive actions aimed at the conservation of forests and springs. Guardians are those who have remnants of forests on their properties that are highly relevant to the environmental services of the territory of Campos do Jordão. This region is important in terms of biodiversity, as it has conserved forest areas and is home to endangered and rare Atlantic Forest species.

Through this program, we want to care for the origin of the brand and encourage the

preservation of the environment, using both the PES and our networks to raise awareness and publicize the wealth of our forests.

Short-term: To bring a new vision into the territory that a standing forest is synonymous with a source of income, generating food (pine nuts) and other important environmental services (water, tourism, scenic beauty, climate regulation).

Medium-term: To encourage producers to ensure the conservation of the territory's forests (forest guardians).

Long-term: To generate measurable impacts on the preservation of the territory's forests, allied to supplementing the income of rural properties. The impact can be measured in the number of hectares of preserved area, in the economic value of preserved environmental services, and in the brand's carbon compensation.



## DEVASSA – RACIAL EQUITY



*Devassa's cause is to raise awareness of racial equality through brand initiatives, to increase job opportunities for the black community, and to celebrate the roots of the Brazilian culture.*

### **Tropical Creativity**

The Tropical Creativity: Open the Doors to the Ghetto series invited artists such as Iza, Sérgio Santos, Larissa Luz, Pablo Bispo, and Carlinhos Brown to join nine talents from different Brazilian states to co-create a song that had Devassa's looks. The brand further celebrated creativity in a great show, Tropical Gatherings: Ghetto Frequencies, in Salvador (BA), during the Black Awareness month, promoting a meeting with personalities and rhythms that represent Brazil and the black culture of the outskirts.

Learn more [here](#) and [here](#).

## #TudoNosso (#AllOurs)

Another Devassa initiative in 2022 was the creation of the #TudoNosso (#AllOurs) platform seeking to reduce the barriers that make it difficult for black people to have access to the culture and leisure market:

- Promoting artists through training, studios, partnerships, contacts, and spaces to play.
- Giving inputs so that people consume the local black culture and opening paths for more and more black people to have fun in leisure and cultural spaces.
- Boosting cultural spaces and bars owned by black entrepreneurs to hire artists and produce events.

The platform is completely free and aimed at black, brown, and indigenous people who want access to leisure, culture, and entertainment spaces with the support of Devassa. In addition to support for those who already work with art, members can compete for tickets and have access to exclusive content. Learn more [here](#) and [here](#).



## THE CAUSES OF THE OTHER BRANDS

# Amstel LGBTQIAPN+

The Amsterdam-born single malt encourages diversity, authenticity, respect, and tolerance wherever it goes, because it believes that everyone should be what they want to be. Amstel is an ally of the LGBTQIAPN+ cause, with the aim of promoting inclusion and diversity for the community, expanding its representation and recognition in society.

In order to strengthen its position and performance, the brand builds a path based on visibility and financial autonomy.

[Click here](#) to learn more.

In line with this positioning, Amstel continued the I AM WHAT I AM campaign, which celebrates and values people's authenticity and pride in being who they are.

In addition, it maintained its name rectification project for trans and transvestite people so that they can also be whatever they want in their official documents, as a way to bring dignity and guarantee the basic right to have their name recognized and respected.

Amstel also develops projects to support LGBTQIAPN+ entrepreneurship to collaborate for each person's financial autonomy, something so important for individual freedom. In 2022, in a collaboration with Sony, it created an exclusive Shark Tank Brazil episode with LGBTQIAPN+ entrepreneurs only aiming to give visibility to their businesses and investment opportunities.

Over the year, the brand continues to work to benefit the cause, supporting projects, events, and people linked to this community as part of the commitment to earmark 10 percent of the brand's annual media investment to work conceived by and for LGBTQIAPN+ people.



# Lagunitas Animal Protection



We want to turn beer into value for our community by raising funds for NGOs that protect and shelter dogs and by revitalizing public squares with spaces dedicated to coexistence between humans and dogs.

In 2022, we had affirmative actions in place in support of the cause of protecting pets, such as sending merchandising products and beer to NGOs for them to sell and raise funds, in addition to the action "Onde Está Meu Dog?" (Where is My Dog), which used our media resources to find lost dogs.