

# EXERCISING OUR RESPONSIBILITY

*Among our efforts to promote responsible consumption are actions for health professionals and behavior change programs related to the harmful use of the beverage.*

Our responsibility goals include to increase the coverage of Heineken® 0.0 in bars and restaurants, to earmark an annual investment coming from the Heineken® brand for our responsible consumption platform, and to raise awareness among consumers so that they do not drive after drinking alcoholic beverages.



## MODERATION

### Awareness Among Health Professionals

During 2022, we conducted impact actions among health professionals, mainly nutritionists, focusing on responsible consumption as a central theme. We visit offices, hold face-to-face events, e-mail material, undertake e-mail marketing and other actions at nutrition colleges, providing these professionals with information that helps them guide their patients with regard to the harmful consumption of alcoholic beverages.

 **10,369**  
professionals impacted

Performance mainly in the cities of São Paulo, Rio de Janeiro, Curitiba, and Brasília

### Prevention and Education

ModerAção is a prevention and health education program developed in a collaboration between the HEINEKEN Group, Instituto Melhores Dias, and the cities of Jacareí (SP) and Araraquara (SP). Its focus is to train Unified Health System (SUS) Family Health Strategy agents so that they bring awareness to communities on the responsible consumption of alcohol through brief interventions, using the methodology of the World Health Organization (WHO) for behavior change. In this first year of operations, also mapped were needs and solutions to increase the monitoring of issues related to the abuse of alcoholic beverages in the population.

**79**  
FAMILY  
HEALTH  
TEAMS  
IMPACTED

**790**  
HEALTH  
PROFESSIONALS  
REACHED

APPROXIMATELY

**9,000**

MEMBERS  
OF THE  
COMMUNITIES  
IMPACTED



# ALWAYS A CHOICE

“Pega Leve”  
(Take it Easy)



Consuming alcohol is an individual choice. Personal risks and benefits must be considered before consumption. That is why HEINEKEN has a responsible consumption signature.

Promoting consumption balance is a strategy for us, not only for the consumers’ well-being, but also for the sustainability of our business. That is why we created the “Pega Leve” (Take it Easy) platform to guide consumers on how to relate alcohol consumption to a balanced lifestyle. We want our products to be consumed in a conscious way, always taking it easy.

Created in 2022, this platform represents a change in the way we communicate about responsible consumption, evolving from the Day After Project to the balance of “Pega Leve”

(Take it Easy). In 2023, we will finish structuring this new tool and enhance the channel with educational and awareness-raising content to encourage responsibility.

To favor moderation, we have also expanded the portfolio with **alcohol-free products or products with zero alcohol content.**

[Learn more.](#)

## ADDRESS HARMFUL USE

### WeLab

With the WeLab experience, we invite young people to balance their life and their relationship with alcohol through social behavior change technology. [Learn more here.](#)

## Our responsibility goals

### AREA

### TARGET

### PROGRESS MADE IN 2022

#### Moderation

10% of the Heineken® brand’s annual media budget invested in the responsible consumption platform



More than a specific goal, we consider this investment as a commitment that has been met every year

100% aware drivers by 2030



Methodology under construction

#### Always a choice

100% coverage of Heineken® 0.0 in bars and restaurants by 2025



26.09% coverage of Heineken® 0.0 in bars and restaurants

#### Address harmful use

In 2021, we announced the goal of impacting (directly and indirectly) 1 million young people aged 18 to 24 years through the program, which, until then, had as its main focus changing behavior with regard to harmful alcohol consumption. With the launch of the HEINEKEN Institute in 2022, we decided to maintain the program with young people, but to prioritize those in vulnerable situations. Given this decision, we followed a process of active listening to these young people and specialists and organizations that converse with this target audience, and we adapted the methodology, adding the elements of employability and the bridge to the work market, central needs brought by the impacted audience. This change in the program’s strategic path led us to review the ambition and figure targets, which are still being validated and are expected to be disclosed in the next cycle of results

