

HNK VOLUNTEERISM PROGRAM

THE EMPLOYEE CHOOSES THE MARK THEY WANT TO LEAVE!



The Volunteer Program is aligned with the brands' causes, and the employee can choose which one he has more affinity with. Everyone is authorized to dedicate three hours of their monthly workload to volunteer activities.



PURPOSE

Make the Respect and Care value tangible, connecting employees to our brands' causes to impact our communities.

CAUSES

You can leave your mark through our brands! The Volunteer Program is dedicated to HEINEKEN employees. Our purpose-oriented initiatives are expected to inspire our partners, suppliers, and consumers who want to contribute to promoting positive impacts on society.

AMSTEL



LGBTQIAPN+

BADEN BADEN



Environmental recovery and protection

DEVASSA



Racial equity

HEINEKEN®



Sustainable cities and responsible consumption

LAGUNITAS



Animal protection

DIGITAL PLATFORM CONNECTS PEOPLE TO OPPORTUNITIES

We use a platform to publicize openings, communicate initiatives, and set employees into motion.

Exclusively for our professionals, we have the Volunteer Program Workplace Library, with access to best practice documents, as well information on how to be a volunteer and on the actions that are about to take place.



AUTHORIAL ACTIONS IN 2022



Construction of 20 nest boxes for the breeding of the purple-breasted parrot in Campos do Jordão (SP)

Cause: Environmental recovery and protection



Sense of collaboration for the preservation of the purple-breasted parrot in Campos do Jordão

Cause: Environmental recovery and protection



Activity to recover a degraded area by planting 45 trees in Itu (SP), at the headquarters of SOS Mata Atlântica

Cause: Environmental recovery and protection



Mentorship provided by HEINEKEN leaders to 14 young people from the WeLab program

Cause: Professional qualification



Garbage collection by the Legal team in the city of São Paulo and visit to the Waste Pickers' cooperative to learn about the recycling process

Cause: Sustainable cities



Christmas action with the donation of kits containing clothes, shoes, and personal hygiene items for 27 children

Cause: Racial equity



Customization of 10 refrigerators to be donated by the Finance team

Authorial action