

# SUSTAIN- ABILITY REPORT 2016



*Unsere österreichische Bierkultur.*

**BRÄU**UNION  
ÖSTERREICH



SUSTAIN-  
ABILITY  
REPORT  
2016

# FOREWORD



## WHY SUSTAINABILITY IS SO IMPORTANT TO US

### **Dear Readers,**

Sustainability at Brau Union Österreich has many facets – we would like to share them with you in the text that follows. One thing is, however, crystal clear: Sustainability has been a point of paramount significance for us from the very beginning. Conserving resources has a long tradition in our production and logistics operations. We are dedicated to environmental protection. Sustainability serves as the basis for all of our business activities. And even more so, because our most important product, our beer, is a natural beverage and is only as good as the raw materials used to make it. Clear, pure water, the finest hops and the best malting barley: All of these raw materials have something in common – they need an intact environment. Very early on, one of Brau Union Österreich's primary objectives has been to pursue sustainability in a conscious manner.

Today, we continue to expand our efforts in this area, step by step. During 2016, at our individual company locations and in our logistics operations, we instigated and



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performed numerous activities which had positive impacts on the economy, the environment and society. Large-scale projects targeting efficient use of resources and utilization of alternative energy sources were implemented in 2016. For instance, the spent grain fermentation plant in Göss and pioneering research into geothermal energy in Zipf are particularly representative of our efforts in this area. Sustainability is universal: External stakeholders, such as our suppliers, are also brought in to join us in our efforts.

“Brewing a Better World” is the motto of the international HEINEKEN family. As part of this family, Brau Union Österreich helps promote regional beer culture in Austria – while addressing social and environmental aspects as well. To do so, we comply with recognized international standards such as those put forth in the UN Global Compact.

For us, beer is far more than just a beverage – it is an essential element of our living culture. As the largest brewing group in Austria, it is simply understood that we take measures to protect the

environment, reduce waste, promote and support Austrian agriculture and improve the health and the safety of our employees. We focus primarily on the following: Water, CO<sub>2</sub>, sustainable sourcing, and last but not least, the conscious and responsible enjoyment of alcohol.

“Göss – the Green Brewery” is a flagship project that demonstrates our dedication to sustainability – an area in which we are the global leader. We commissioned a spent grain fermentation plant at the end of 2015. When operated at full capacity, the plant makes it possible for Gösser beer to be brewed almost exclusively with sustainable energy. In 2016, Brau Union Österreich was recognized for its achievements with the project “Göss – the Green Brewery”, such as through winning the EU Sustainable Energy Award and the EU Citizens Choice Award. The Göss Brewery was also the overall winner of the Energy Globe Styria and Energy Globe Austria awards.

Of course, these accolades make us very proud; however, we are not content to stop there, for that is not who we are at Brau

Union Österreich. We will continue to implement further sustainability measures at all of our production locations and throughout all parts of the company. Our energy projects not only target energy consumption, but also enable us to convert to alternative energy sources, thus reducing dependence on oil and gas. In addition, the implementation of international standards such as certification according to process optimization systems contributes to even more sustainable practices.

In the following report, you will find a multitude of information about our pioneering initiatives and projects, our sustainable strategies and goals. Our path is clear: We at Brau Union Österreich are working to establish the best and most sustainable beer culture in the country – for the good of our society, our environment, our employees, partners and customers. At this point, I would like to make a wish – I hope many more fruitful and innovative ideas come to us in the future!

**The executive board**

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# BRAU UNION ÖSTERREICH AG 2016

2,348  
employees

8 breweries

32 warehouses

55 sales partners

14 beer brands

more than 100 beers

more than 5 million hl of beer sold

Strongbow

in our product portfolio since 2015

around 49,000 customers

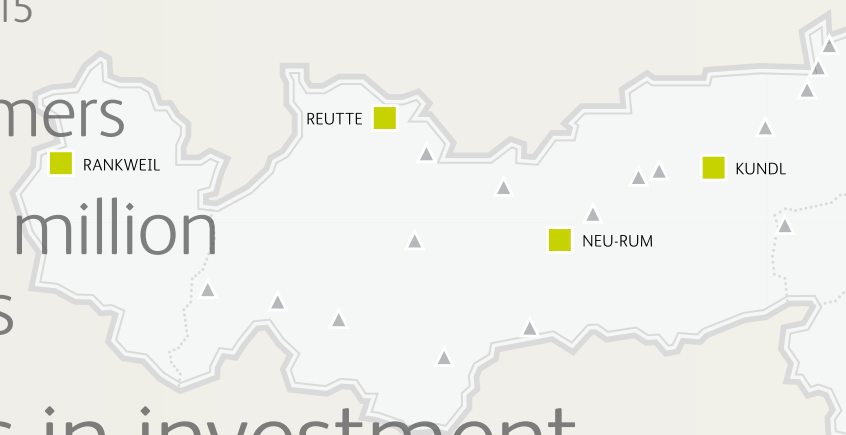
approximately 707 million  
euros in revenues

72 million euros in investment

## Our sales markets

Our brands are very strong in specific regions of Austria and our primary sales areas are anchored in those regions. Furthermore, our export sales exhibited continuous growth in 2016. The Gösser brand is particularly sought after in our export portfolio: More than 90,000 hl of Gösser was brewed in Austria and sold in Italy and Germany in 2016. Of this, 70,000 hl went to Germany, primarily in the form of Gösser NaturRadler (shandy), while approximately 25,000 hl was destined for Italy. Approximately 470,000 hl of Gösser beer was brewed in Russia and 120,000 hl in Hungary under license in 2016.

- BRAU UNION ÖSTERREICH'S BREWERIES
- SALES DEPOTS
- ▲ SALES PARTNERS
- HEADQUARTER AUSTRIA





**Our dedication to sustainability was recognized by multiple awards in 2016:**

- **European Business Awards 2016** National Champion
- **CSR Corona 2016** for our collaboration with the Austrian Institute for Addiction Prevention “Institut Suchtprävention, pro mente Oberösterreich” on the topic of “Responsible Alcohol Consumption”, which is directed toward teenagers
- **“Umweltschutz-Zertifikat”** (environmental protection certificate) given by the Austrian Postal Service
- **GREEN BRANDS Austria 2016/2017 Seal** for recognition as a company which makes a significant contribution to environmental and climate protection in Austria
- **Energy Globe 2016 Styria & Energy Globe 2016 Austria** for our exemplary project “Göss – the Green Brewery”
- **IEA SHC Solar Award** for our exemplary project “Göss – the Green Brewery”
- **EU Sustainable Energy Award 2016** for our exemplary project “Göss – the Green Brewery”
- **Ökoprofit Award 2016** for our commitment to sustainability at our Puntigam location
- **klimaaktiv mobil** for our projects aimed at reducing CO<sub>2</sub> emissions

**Company profile**

Brau Union Österreich is the largest brewing group in Austria and has been a part of the HEINEKEN family since 2003. Our core business is the production and sales of beer, beer-based beverages and innovative products as well as trading in all kinds of beverages – from wine to international beers and soft drinks. It goes without saying that Brau Union Österreich is committed to using only the best raw materials to produce beverages of the highest quality using sustainable practices.



# What drives us: Our vision and our values.

It is a clear vision indeed that guides all activities at Brau Union Österreich. This applies to all actions taken as a company as well as to all of our employees:

**BRAU UNION ÖSTERREICH – HERE’S TO YOUR HEALTH! THE BEST BRANDS AND SUSTAINABLE BEER CULTURE. ANYWHERE. ANY TIME.**

In order to breathe life into our vision, its principles and values must first be defined:

**The basis of our business practices:  
The HEINEKEN Code of Business Conduct**



Clearly defined principles govern our everyday operations: fairness, integrity, adherence to the law as well as respect for our company values. The guidelines set down in the HEINEKEN Code of Business Conduct form the basis for these principles. We have developed and implemented a “Speak Up Policy”, which makes it easier to identify misconduct. The policy not only helps us fight corruption, it also serves as a tool for identifying any issues pertaining to environmental and social principles, thus complying with the UN Global Compact, the OECD guidelines and the International Labor Organization (ILO).

**Directions for a path to success:  
The HEINEKEN “Greenprint to Win”**

The HEINEKEN “Greenprint to Win” defines our principles and values. It shows us where we want to go as a company and helps us attain our goals while adhering to our HEINEKEN Code of Business Conduct.

## **Safety for everyone**

At the end of the workday, we all want to go home safely and in good health, thus our own safety and that of others is our first priority. This extends past the doors of the brewery – for everyone at all times.

## **Act like a business**

Our company – that is who we are. This is why all of our employees take responsibility and act as if they were the owners of the company. We want to be in the lead, so we are constantly looking for opportunities to strengthen our company.

## **Strong together**

The concept of “we” is more important to us than “I”. We believe in the power that can coalesce when a diverse group of people come together and cooperate. We all are working to achieve a common goal, with our managers leading by example.

## **Efficient with minimal bureaucracy**

A global dimension combined with a strong local market presence is our best asset. This requires a disciplined compliance with mutually agreed upon measures. We do not waste time on internal bureaucracy and unnecessary steps.

## **Keep it simple!**

We want to concentrate on important things, like achieving success on the market. This is the reason we keep internal processes as simple as possible. If the processes are simple to explain and carry out, there is less chance for error.

## **Success through learning**

We are open and ready to learn. We continue to develop and innovate, while bearing past lessons in mind. We value experience as the fundamental company value. Individual learning experiences form the basis for our commercial success.

# “BREWING A BETTER WORLD” – our sustainability strategy and its dimensions.

**As Brau Union Österreich, we have a clearly defined goal for sustainability: create the best Austrian beer culture for the future while fulfilling the demands of society and the environment – for the good of all.**

We are working to achieve this goal according to the strategy developed by HEINEKEN – “Brewing a Better World”. This strategy comprises all areas of our core operations, starting with the raw materials in the field, continuing through the entire production process at our individual breweries and finishing with our customers and consumers.

Our sustainability strategy incorporates six key areas, each with challenging goals:

- protecting water resources
- energy consumption and reducing CO<sub>2</sub> emissions
- sourcing sustainably
- advocating responsible consumption
- promoting occupational health and safety
- growing partnerships for the future

In addition, our “Brewing a Better World” strategy is aligned with the “2030 Agenda for Sustainable Development” released by the United Nations in September of 2015. We have crafted our “Brewing a Better World” strategy to address the 17 global development goals of the United Nations (Sustainable Development Goals) along with the associated 169 subordinate targets.

The figure below shows how our six primary focus points can contribute to these global development goals. The focal points Responsible Consumption as well as Occupational Health and Safety both support goal 3 of the agenda (“Good Health and Well-Being for People of All Ages”). The focal point Sustainable Sourcing contributes to goal 8 (“Decent Work and Economic Growth”) as well as to goal 12 (“Responsible Consumption and Production”).



# Sustainable Development Goals (SDG) of the United Nations.

## OUR PRIMARY FOCAL POINTS



### Good Health and Well-Being for People:

Ensuring healthy lives and promote well-being for all at all ages



### RESPONSIBLE CONSUMPTION

- zero tolerance for any kind of alcohol abuse, so our activities revolve around education, information and prevention
- initiatives from the Göss, Puntigam and Zipf breweries
- alcohol policy for all employees of Brau Union Österreich
- focus on the development of reduced-alcohol and non-alcoholic beers
- collaboration with the organization pro mente OÖ on the topic of alcohol and teenagers



### OCCUPATIONAL HEALTH AND SAFETY

- occupational health management: occupational health management initiative "Fit on the Job", preventative behavior and reintegration
- safety coordinators at all locations – reduction of work-related accidents to a minimum



### PARTNERSHIPS FOR THE FUTURE

- regular communication with our stakeholders
- collaboration with universities, universities of applied sciences, NGOs and businesses



### Quality Education: Ensuring inclusive and

equitable quality education and promote lifelong learning opportunities for all



### PARTNERSHIPS FOR THE FUTURE

- cooperation with the vocational trainee initiative "Amuse Bouche" on the topic of beer culture and responsible alcohol consumption
- cooperation with pro mente OÖ on the topic of alcohol and teenagers: production of the film "Too Fast", which is used in schools across the nation to educate teenagers about alcohol

### TRAINING COURSES FOR EMPLOYEES

- beer sommelier/biersommelière certification in cooperation with the Austrian brewery association
- Brau Union Österreich trainee academy
- additional training courses (also offered through our e-learning platform)







**Clean Water and Sanitation:** Ensuring the availability and sustainable management of water and sanitation for all



#### CONSERVATION OF WATER RESOURCES

- The goal is to reduce the specific water consumption (hl water/hl beer) to a minimum through efficiency measures. Since 2008, we have decreased our specific water consumption by 43.9%. At 3.2 hl of water per hl of beer, our specific water consumption value is one of the lowest, and therefore one of the best, in the world. On average, the HEINEKEN family consumes around 3.6 hl water per hl of beer produced.
- The water we use comes exclusively from Austria. The majority of the water comes from our own natural springs and deep wells.
- We try to reintroduce the process water used in our breweries back into the hydrologic cycle. The allowable limits for wastewater emissions specific to our industry are clearly defined in the regulations governing emissions. We test our water, both internally and externally, to ensure that our effluent remains within these limits. For the entire year of 2016, all of the values fell within acceptable limits.



**Affordable and Clean Energy:** Ensuring access to affordable, reliable, sustainable and modern energy for all



#### ENERGY CONSUMPTION AND CO<sub>2</sub> EMISSIONS

- Since the baseline year of 2008, we have been able to reduce our specific total energy consumption by more than 10% (thermal energy -9.9%, electricity -12.5% per hectoliter of beer). We achieved these improvements through an incessant desire to progress in a targeted manner:
  - exclusive utilization of “green” electricity
  - continuous replacement of fossil fuel energy with renewable energy
  - efficiency measures in the production area, packaging as well as in refrigeration equipment for customers
  - continuous measurement of the CO<sub>2</sub> footprint and calculation of the product environmental footprint

#### **Best Practice:**

- **Göss – the Green Brewery:** CO<sub>2</sub>- neutral production through utilization of renewable energy sources and our own generation of renewable energy
- **Logistics:** We only invest in low-emission EURO6 trucks and use them to replace our older trucks. Likewise, we are also replacing gas and diesel-powered forklifts with electric forklifts. The Göss Brewery currently has two trucks powered by natural gas.





**Decent Work and Economic Growth:** Promotion of constant, inclusive and sustainable economic growth, full and productive employment and decent work for all



**Partnerships for Goals:** Strengthening the means of implementation and revitalize the global partnership for sustainable development



#### PARTNERSHIPS FOR THE FUTURE

- Cooperation with “Jugend am Werk Steiermark”: With the project “Re-Use-Design”, people with disabilities help manufacture key chains using bottle caps from our different product brands. The key chains are then given to customers as gifts. The project has made it possible for nearly a dozen people with disabilities to receive meaningful employment.
- Cooperation with “alpha nova” in Graz: As part of a cooperation with alpha nova, the Puntigam Brewery regularly hires people with disabilities.
- Cooperation with “assista Soziale Dienste” Vöcklabruck: In 2016, assista launched a collaboration project with the Zipf Brewery. This project made it possible for four individuals who had previously found it difficult to find gainful employment on the job market to find a suitable position.
- Cooperation with the social welfare organization Diakoniewerk Schladming: The Diakoniewerk Schladming offers people with mental and multiple disabilities employment opportunities tailored to their specific needs. As a project partner, the Schladming Brewery provides meaningful employment to disabled people, allowing them to participate in working life and to enjoy the benefits of a structured day.

- Cooperation with “Arge Chance” in Schwechat: The organization Arge Chance is a socio-economic enterprise supported by the AMS and the state of Lower Austria. It offers jobs to the unemployed of all ages, including vocational training as well as short-term social care. For the last five years, the Schwechat Brewery has partnered with Arge Chance to offer individuals with disabilities gainful employment.



- “Beery Collaboration” with the Austrian television broadcaster ORF: Hofbräu Kaltenhausen brewed the “ORF Fernsehgartenbier” in 2016. The beer was served at various ORF events, at the brewery restaurant and at the beverage shop in Kaltenhausen in exchange for a charitable donation. Proceeds went to the immediate response fund “Licht ins Dunkel” to benefit needy families in the Tennengau region of Austria.



#### SUSTAINABLE SOURCING

We adhere to the principle “Made in Austria”. We source the majority of our raw materials from regional suppliers with whom we foster long-term





relationships. This helps guarantee that jobs remain in the country and generate local value for the community: 82% of our malting barley is farmed in Austria and 93% of our hops are grown in the Mühlviertel/Leutschach region.



**Responsible consumption and production:** Ensuring sustainable consumption behavior and production practices



#### PROTECTION OF WATER RESOURCES

- In order to protect the purity of the water used in production of our beer from negative environmental effects, we have set aside areas to protect water, which we monitor carefully. Our goal is to constantly reduce water consumption at all of our locations.

**Best Practice:**

- At the **Schwechat Brewery**, a new water treatment unit (reverse osmosis) for brewing liquor was commissioned.
- At the **Puntigam Brewery**, optimization of the existing belt lubrication equipment reduced water consumption as well as lubricant consumption. A new cleaning and monitoring program lowered the amount of water consumed in the bottle washer.



#### ENERGY CONSUMPTION AND CO<sub>2</sub> EMISSIONS

- Thanks to the increased proportion of renewable energy, emissions from our production process were restricted to 2.93 kg CO<sub>2</sub>e/hl beer. This represents a reduction in CO<sub>2</sub>e emissions of 45.3% since 2008. Viewed in terms of the HEINEKEN goal for the year 2020 of 6.4 kg CO<sub>2</sub>e/hl beer, our emissions are relatively low.



#### SUSTAINABLE SOURCING

- From the field to the bottle and from the grain to the customer, we actively implement measures to protect the environment. To guarantee that the raw materials for our beer are cultivated in a sustainable manner, we source our raw materials regionally and work closely with farmers in Austria. This not only creates greater value for our company but also for the Austrian community.



**Life on land:** protection, renewal and demands for the sustainable use of terrestrial ecosystems, sustainable utilization of forests, prevention of desertification, halting and reversing land degradation and stopping the loss of biological diversity



#### PROTECTION OF WATER RESOURCES

- In order to protect the purity of the water we use in beer production from negative environmental effects, we have developed areas to protect water and monitor it carefully. This is even more significant as some of our breweries are located in sensitive watershed areas. For instance, Schwechat borders on the Danube floodplain national park, Wieselburg on the Natura 2000 Erlauf floodplain and Göss has its own protected reserve for natural springs in Leoben.

**Best Practice:** We protect biodiversity in natural aquatic habitats, for example, by supporting projects involved in building fish ladders in *Zipf (Redl)* and *Wieselburg (Erlauf)*.



# How we implement the “BREWING A BETTER WORLD” strategy.

The table lists the goals we plan to attain for the year 2020, those set for 2016 and those which have already been achieved.

FOCUS AREAS	2016 GOALS	2016 RESULTS	GOAL ATTAINMENT	HEINEKEN 2020 GOAL
PROTECTING WATER RESOURCES 	reduction of water consumption to 3.25 hl water/hl beer	reduction of water consumption to 3.18 hl water/hl beer — Brewery Schwechat: 2.85 hl water/hl beer	✓	reduction of water consumption to 3.5 hl water/hl beer
REDUCING CO <sub>2</sub> EMISSIONS 	reduction of energy consumption in production to 82.0 MJ/hl beer	reduction of energy consumption in production to 80.2 MJ/hl beer	✓	20% reduction of energy consumption in production
	2.05% reduction of CO <sub>2</sub> emissions in logistics	5,3% reduction in CO <sub>2</sub> emissions in logistics	✓	20% reduction in CO <sub>2</sub> emissions in logistics
	reduction of CO <sub>2</sub> emissions related to cooling for on-trade customers through use of 100% “Green Cooling” refrigerators	use of 100% “Green Cooling” refrigerators	✓	50% reduction in CO <sub>2</sub> emissions from refrigerators
SOURCING SUSTAINABLY 	regional sourcing	84% sourcing in Austria	✓	50% sustainable sourcing
	85% compliance with the HEINEKEN Supplier Code	86% of our suppliers signed the HEINEKEN Supplier Code, 84% have completed the Supplier Code program*	○	100% compliance with the HEINEKEN Supplier Code
ADVOCATING RESPONSIBLE CONSUMPTION 	a minimum of one cooperation in the field of responsible consumption	cooperation with Pro Mente OÖ on the topic of “teenagers and alcohol”	✓	a minimum of one cooperation on the topic

MJ = Megajoule   kWh = Kilowatt hour   hl = Hectoliter

\*The Supplier Code Program serves as confirmation of compliance with the principles, values and internal risk assessments defined and described in the Supplier Code. Suppliers, which are potentially high-risk candidates, are required to have an EcoVadis assessment carried out. If the assessment results in a score of < 25, an audit is carried out. 84% of our suppliers have passed all areas outlined in the Supplier Code program.

# From the grain to the glass: The five sections of our value chain.

Our value chain is based on the life cycle of a beer. It can be divided into five general areas and this is exactly where we apply our “BREWING A BETTER WORLD” sustainability strategy and initiatives.

## 1. Raw materials from the region

In order to guarantee that the raw materials for our beer are cultivated in a sustainable manner, we source our raw materials regionally and work closely with farmers in Austria. This not only creates greater value for our company but also for the Austrian community.

## 2. Sustainable production

We strive to minimize the environmental footprint of production at our five large breweries, two specialty breweries and one specialty production facility by recycling brewery by-products as feed or fertilizer in agricultural applications.

## 3. Environmental protection in logistics

Protecting the environment is not simply limited to production processes. We have also implemented initiatives as part of our internal logistics to ensure that goods are transported as sustainably as possible.

## 4. Only the best quality for our customers

Whether they are in the restaurant business or a food retailer, our 49,000 customers can be assured: Our products are of the highest quality, delivered on time and to the correct location.

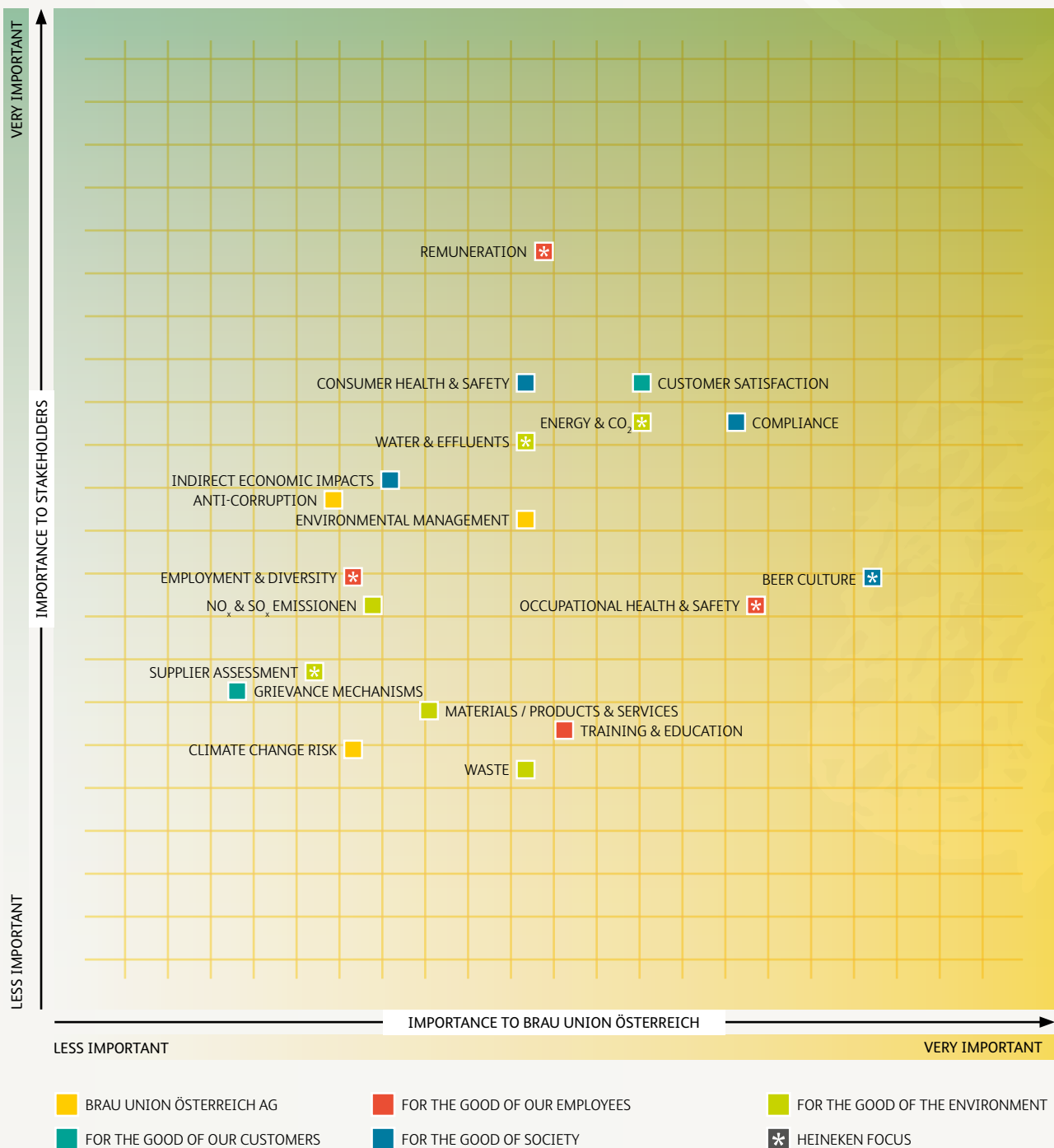
## 5. The best Austrian beer culture

We stand for the best Austrian beer culture, with clear goals for protecting the environment and promoting social responsibility. As a company, we don't just pay taxes. We employ around 2,300 people and offer them training and education as well as occupational health and safety. We also launch initiatives such as making returnable bottles more attractive to consumers.

We review each of these five areas of our value chain for further options suitable for implementing our sustainability strategy. In the following chapters, more detailed information can be found regarding our initiatives along the value chain.



# The principal areas of our sustainability strategy.



A materiality analysis conducted in 2015 has helped us to identify topics which define our core business – the production and sale of beer – which serve as the focus of this sustainability report. In cooperation with ERNST & YOUNG Wirtschaftsprüfungsgesellschaft m.b.H., a Shared Value Matrix (refer to the Appendix, page 75) was created, which assigned the main topics to the respective stakeholders. In the second step, the sustainability team assessed and weighted these topics according to stakeholder groups. Finally, the essential aspects were also reviewed by the Director General. After a new internal review in 2016, the final matrix was created.

In addition, the graphic shows how the goals of the HEINEKEN strategy “Brewing a Better World” are integrated in our materiality analysis and which priority they have at Brau Union Österreich.

The individual aspects integral to our vision are described in the following chapters:

- **Brau Union Österreich**  
anti-corruption, risks posed by climate change
- **For the Good of the Environment**  
environmental management, energy and CO<sub>2</sub>, NO<sub>x</sub> and SO<sub>x</sub> emissions, water and wastewater, materials/products and services, waste, supplier evaluation
- **For the Good of our Employees**  
employment and diversity, occupational health and safety, training and education
- **For the Good of our Customers**  
customer satisfaction, grievance management
- **For the Good of Society**  
indirect impacts on business, consumer health and safety, compliance, beer culture

	AGRICULTURE	PRODUCTION	LOGISTIC	CUSTOMER	CONSUMER
FOR THE GOOD OF THE ENVIRONMENT	✓	✓	✓	✓	✓
FOR THE GOOD OF OUR EMPLOYEES		✓	✓	✓	
FOR THE GOOD OF OUR CUSTOMERS		✓	✓	✓	✓
FOR THE GOOD OF SOCIETY	✓	✓	✓	✓	✓



A NATURAL  
BALANCE.  
FOR THE  
GOOD OF THE  
ENVIRONMENT.







**Beer is more than just a beverage – beer represents an important part of our living culture.** Brau Union Österreich places a great deal of emphasis on environmental responsibility.

From the field to the bottle and from the grain to the customer, we actively implement measures to protect the environment. Sustainability is integral to all of our processes and accompanies us throughout our day-to-day activities. We continue to develop effective projects and initiatives to make all of our breweries more sustainable. Our strategy is to lower the consumption of energy, raw materials and water, create less waste and minimize CO<sub>2</sub> emissions. In doing so, Brau Union Österreich is setting environmental stand-

ards for the entire brewing industry – on a domestic level in Austria as well as internationally as a member of the HEINEKEN family.

Environmental management systems enable us to systematically address a broad spectrum of environmental topics as a company. Emerging requirements in environmental protection, such as regulations governing energy efficiency, for example, can be integrated into the existing environmental management system. Seven of our breweries have been certified according to the environmental management system, ISO 14001:2015. We operate on a precautionary basis, which means we are improving social and environmental aspects along our value chain on a daily basis.

**ENVIRONMENTAL MANAGEMENT – OUR PRINCIPAL FOCAL POINTS:**

**sustainable sourcing / protecting water resources / reduction of energy consumption and CO<sub>2</sub> emissions**



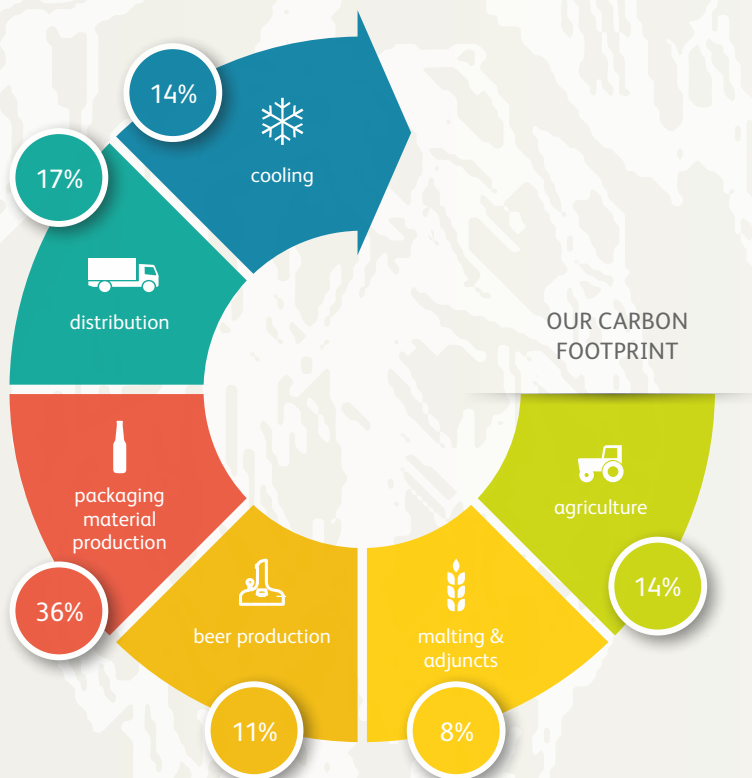
# Our carbon footprint – the amount of CO<sub>2</sub> released through beer production.

Together with the other companies in the HEINEKEN family, we have developed a CO<sub>2</sub> footprint model that calculates greenhouse gas emissions throughout the entire value chain. With this model, we can identify the critical points which impact our CO<sub>2</sub> footprint. The calculation is based on the “Product Life Cycle Accounting and Reporting Standard” methods from WBCSD/WRI, which can be adjusted to suit the specific conditions in the brewing industry. Our model incorporates the six phases in the life

cycle of a beverage – from cultivation of the raw materials in the fields, through the brewing process and transport, to cooling when it is delivered to the customer. This enables scope 1, 2 and 3 emissions to be included in the calculation of our carbon footprint.\*

The carbon footprint of Brau Union Österreich amounts to 45.6 kg CO<sub>2</sub>e\*\* per hectoliter of beer which is significantly lower than the average for the HEINEKEN family (64.1 kg CO<sub>2</sub>e/hl).

A comparison with the year 2011 shows that the carbon footprint has increased by 4.6 kg CO<sub>2</sub>e/hl. This is primarily attributable to the increase in CO<sub>2</sub>e emissions associated with packaging materials (+ 4.7 kg CO<sub>2</sub>e/hl) as well as distribution (+ 3.4 kg CO<sub>2</sub>e/hl). We are continuously working, together with our suppliers and within the framework of the sustainability agenda for beverage packaging, to develop initiatives which will lead to reductions in the amount of CO<sub>2</sub>e emissions. In a similar manner, we have already lowered emissions from malting and processing by 2.7 kg CO<sub>2</sub>e/hl.



\* Scope 1 and 2 emissions are measured annually and can be found in the Appendix. Scope 3 emissions are only calculated for the purpose of the three-year carbon footprint and are not available in detail. The next upcoming calculation will be performed for the year 2017.

\*\* CO<sub>2</sub>e = CO<sub>2</sub> equivalents = value for the relative effect of the contribution to global warming by a greenhouse gas

# What we look for in procurement.



“Around 85 – 90% of our raw materials are sourced from long-term suppliers located in the region. This not only keeps transport distances short, protects the environment, contributes to the value chain and, last but not least, guarantees the highest local quality for our beers.”

*MMag Simon Steyrl, Head of Purchasing,  
Brau Union Österreich*

Utilization of sustainable raw materials from Austria shortens transport distances and lowers the impact on the environment. In addition, it helps us secure jobs in Austria and creates value in the local economy.

#### “Made in Austria”

Our yeast is propagated in Austria according to the highest hygiene standards. Just like the purity of the water we use to brew our beer, which comes exclusively from protected, local water sources, more than 82% of our malt is made from malting barley cultivated in Austria, while 93% of our hops are grown in the country.

Gösser beer is brewed exclusively (100%) with raw materials from Austria, which is why it has been awarded the AMA quality seal, easily recognized by its characteristic red-white-red pattern. Those interested in a

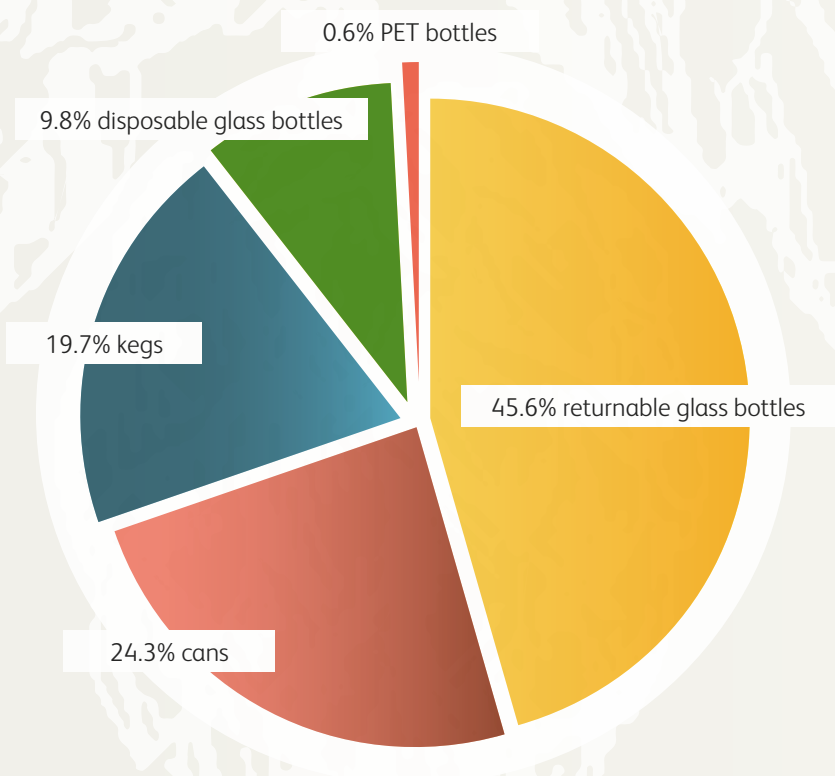
purely organic beer made with 100% raw materials from Austria need look no further than our products brewed by our specialty brewery Schladming.



#### Packaging material as a source of CO<sub>2</sub> emissions

We choose the most environmentally friendly options for our packaging and use recycled materials whenever possible. This reduces our carbon footprint considerably – since at 36%, packaging material produces the most CO<sub>2</sub>e emissions.

In 2016, our products were packaged as follows: Based on the volume filled in hectoliters, reusable glass bottles make up the largest proportion of our packaging at 45.6%. Cans are in second place at 24.3% followed by kegs in third place at 19.7%. The remainder is divided between disposable glass bottles and PET bottles. Expressed in different terms, more than 65% of our beer reaches consumers in environmentally friendly reusable containers (returnable bottles and kegs). Only 34.7% is packaged in disposable containers, disposable bottles, PET bottles or cans. In order to minimize the environmental impact of our packaging, we require that suppliers strive to increase the percentage of secondary raw materials used in our packaging. The goal of our “Green Packaging” in-



initiative is to find more efficient packaging solutions. With the aid of life cycle analysis, we constantly seek to reduce the weight of our packaging. This is equally applicable to the design, size and method of production for each type of package.

Working together with our suppliers, this allowed us to reduce the weight of bottles, can lids and cardboard cartons in 2016. CDL lids replaced the previous can lids (weight reduction of 10%). Instead of individual cartons, trays are now used (this saves around 50% of the weight of the cardboard).

In addition, Brau Union Österreich has voluntarily participated in the sustainability agenda for beverage packaging from 2008-2017 and has signed an additional agreement as part of this agenda – promotion of returnable containers. Returnable containers result in a reduction in CO<sub>2</sub> equivalents and are considered by Brau Union Österreich to be of particular importance





### **Brau Union Österreich supports the campaign for returnable containers: “Returnable Hero” sought.**

The Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW) in Austria brought the reusable bottle back into the limelight in 2016. Following the successful launch of the initiative “Sag’s am Mehrweg”, the campaign will now be continued under the title “Österreich sucht den Mehrweg-Hero” (Austria is seeking the reusable hero). The advertising campaign will recognize the most industrious “reusable heroes” and draw attention to the smart reusable bottle with cool sayings and messages – in an effort to shift consumer attention back to this ecological model student. The project is also supported by Brau Union Österreich, which is participating in the campaign with its Gösser, Zipfer and Puntigamer brands.

### **We audit our suppliers**

All suppliers, with which we regularly conduct business, are required to sign our HEINEKEN Supplier Code, agreeing to comply with the defined values and principles concerning human rights, occupational safety and environmental protection as outlined in the code. Our suppliers are assessed on the basis of an internal risk analysis and classified into risk groups. Suppliers in high-risk groups must undergo an assessment by EcoVadis. Finally, if deemed necessary, a plan with corrective measures to improve the CSR performance of the supplier can be drafted. In 2016, thirteen of our 2,090 suppliers, which were classified as high-risk, all successfully passed the EcoVadis assessment. Refusal to sign the

agreement or failure to uphold the stipulations in the code can lead to termination of business relations.

### **How we avoid generating waste**

We have created “environmental teams” at all of our locations. Their task, as part of our TPM (Total Productive Management) process, is to reduce the amount of waste generated, to seek recycling options and to ensure the correct disposal of the remaining waste. A total of 105,262.57 tons of waste material – consisting of spent grains, waste yeast, cardboard, glass, cans and commercial waste – was generated in 2016. This represents an increase of 2.5% compared to the previous year. The reason for the increase was due to a correspondingly higher production volume.

All disposable packaging at Brau Union Österreich is licensed by Altstoff Recycling Austria AG. After collection, the packaging is recycled through thermal or material means. This enabled us to once again achieve a recycling rate\* of 100% in 2016. Both internal and external audits monitor whether we are disposing of our waste in accordance with regulations governing waste disposal and the legislative requirements for reporting.

The residues from beer production are also utilized in a wide variety of ways. A large proportion of the spent grains and waste yeast are used as animal feed supplements or as fertilizer in agricultural applications. In order to ensure that the feed is of the highest quality, seven of our production facilities have been certified according to the AMA feed guidelines Pastus+.

In 2016, we sponsored a number of initiatives, among them, the “Ö3 Wundertüte” initiative. Around 250 mobile phones and accessories, which were destined to be retired from the company inventory, were donated. This initiative not only ensured that the mobile phones were disposed of in an environmentally friendly and legally compliant manner, the recycling proceeds went to the immediate response fund “Licht ins Dunkel” and the charity organization Caritas which benefit people in need.

*\* According to the HEINEKEN definition, recycling means the appropriate disposal of 100% of waste in the manner required by law. Furthermore, waste should be recycled through suitable recycling channels, if they are available, to recover the material to the greatest extent.*

### **BEST PRACTICE**

**Energy from spent grains.** Since the end of 2015, we have been generating energy at the Göss Brewery through the fermentation of production residues, i.e. spent grains. This energy is used for steam generation for subsequent conversion to electricity. The residues from the spent grain fermentation system can be applied as a high quality fertilizer.

**Can collection campaign.** Again in 2016, the Zipf brewery helped keep the environment clean by organizing another can exchange initiative during the FM4 Frequency Festival. Around 60,000 cans were collected and presented to the city administration of St. Pölten to be recycled.

Water is our most important raw material. We do everything possible to protect it.



“We rely on our own well to supply the water for brewing our beer – this not only gives us excellent water quality, but also a secure water supply.”

Dietmar Roher, *Environmental Protection Officer*

No other raw material in beer production is as important as water. Our water comes exclusively from Austria – from deep wells and springs. Brau Union Österreich owns water wells at all of its production facilities except for the breweries located in Schladming and Kaltenhausen.

We have established water protection areas to keep our water pure and to prevent any negative impacts on the environment. We carefully monitor the quality of the water. All of the water used in our production process fulfills the legislative requirements for potable water or

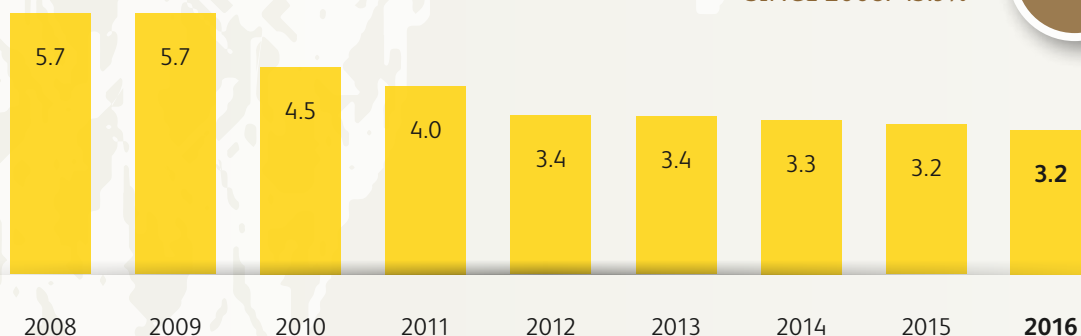
“water suitable for human consumption”. We constantly work to reduce our water consumption and have implemented conservation measures in all of our breweries. Since 2008, we have decreased our specific water consumption by 43.9%. At 3.2 hl water per hl of beer, our specific water consumption value is one of the lowest, and therefore one of the best, in the world. On average, the HEINEKEN family consumes around 3.6 hl water per hl of beer produced.

We are committed to recycling all of our process water and reintroducing it

to the hydrologic cycle. Specific limits are defined in the regulations governing the emissions allowable in effluent. This is even more significant as some of our breweries are located in sensitive watershed areas. For instance, Schwechat borders the Danube floodplain national park, Wieselburg on the Natura 2000 Erlauf floodplain and Göss has its own protected reserve for natural springs.

We also protect and promote biodiversity in natural aquatic habitats, for example by building fish ladders in Zipf (Redl) and Wieselburg (Erlauf).

**SPECIFIC WATER CONSUMPTION**  
hl water / hl beer



**WATER CONSERVED SINCE 2008: 43.9%**

43,9%

# How we save energy and reduce our CO<sub>2</sub> emissions.

Saving energy and conserving resources have always been a high priority and a long tradition at Brau Union Österreich. We utilize “green” electricity almost exclusively. Energy consumption in our production areas is constantly monitored – both internally and externally, supplying us with the data necessary to implement further improvements.

According to the new laws on energy efficiency which went into effect on 1st January 2015, as a company with more than 250 employees, Brau Union Österreich must demonstrate an energy savings of 0.6% annually. This requires implementation of an integrated environmental and energy management system, internal audits and training internal energy auditors as well as reporting the measures implemented to a monitoring agency.

## Transportation measures

Our logistics operations are organized by region to minimize transport and we make an effort to limit transport distances whenever possible. According to

## BEST PRACTICE

**In order to reduce the consumption of chemicals and water** at the Schwechat Brewery, we commissioned a new brewing liquor treatment unit in 2016. It functions according to the principle of reverse osmosis and significantly reduces the amount of chemicals consumed. Water treatment at the brewery can now be carried out without any hydrochloric acid. At the Puntigam brewery, we were able to reduce the amount of water consumption as well as the amount of belt lubricant by optimizing the belt lubrication system. In addition, a new cleaning and monitoring program has lowered water consumption in our bottle washer.





**Our full-time truck drivers are also trained to find ways to increase energy efficiency** – at least every five years, our drivers must attend a training session on ways to save fuel as part of the federally mandated C95 training. Our “Car Policy” stipulates that company vehicles must be low in emissions.

the Carbon Footprint Report, 17% of all emissions are generated by transport, so we only dispatch the number of trucks we need on a given day to cover the volume of sales. Ongoing measures include replacing gas and diesel-powered forklifts with electric ones and investing in low-emission EURO6 trucks to replace older trucks. Staying at the forefront of alternative fuel sources, we now have two trucks powered by natural gas at the Göss Brewery.

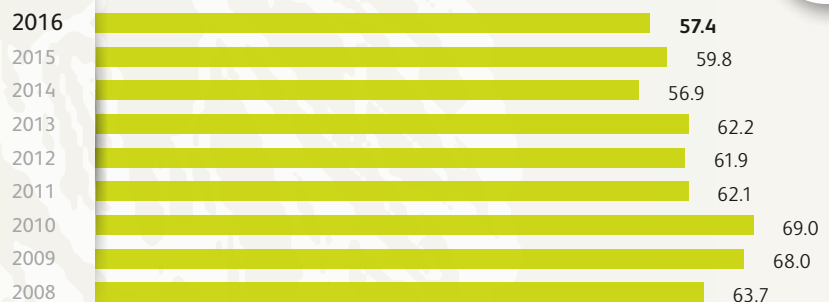
**Measures implemented for our customers**

With the “Green Cooling Initiative”, together with our suppliers, we are working on innovative refrigeration technologies for keeping beverages cool. 100% of our refrigeration equipment used by our customers in trade outlets for food or in restaurants complies with our internal guidelines on “Green Cooling”. The guidelines prescribe the refrigerant to be used, the life cycle of the equipment, the illumination, the fans and the integration of an energy saving system.

SPECIFIC ENERGY CONSUMPTION – THERMAL ENERGY\*  
MJ/hi BEER

Savings since 2008

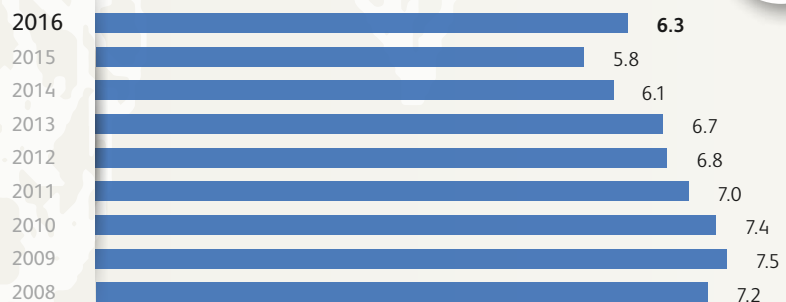
9,9%



SPECIFIC ENERGY CONSUMPTION – ELECTRICITY\*  
kWh/hi BEER

Savings since 2008

12,5%





### Production measures

Since the baseline year of 2008, we have been able to reduce our specific total energy consumption by more than 10% (thermal energy -9.9%, electricity -12.5% per hectoliter of beer). We achieved these reductions due to our desire for continuous improvement by implementing a series of measures designed to save energy and increase energy efficiency.

During the reporting year 2016, we were also able to identify further options for reducing energy consumption. Through concrete projects carried out at individual locations, our specific total energy consumption was lowered to 80.2 MJ per hectoliter of beer. A comparison of our energy consumption value to the average value for HEINEKEN (91 MJ/hl beer) demonstrates how impressive this achievement is, also when compared to others on the international arena.

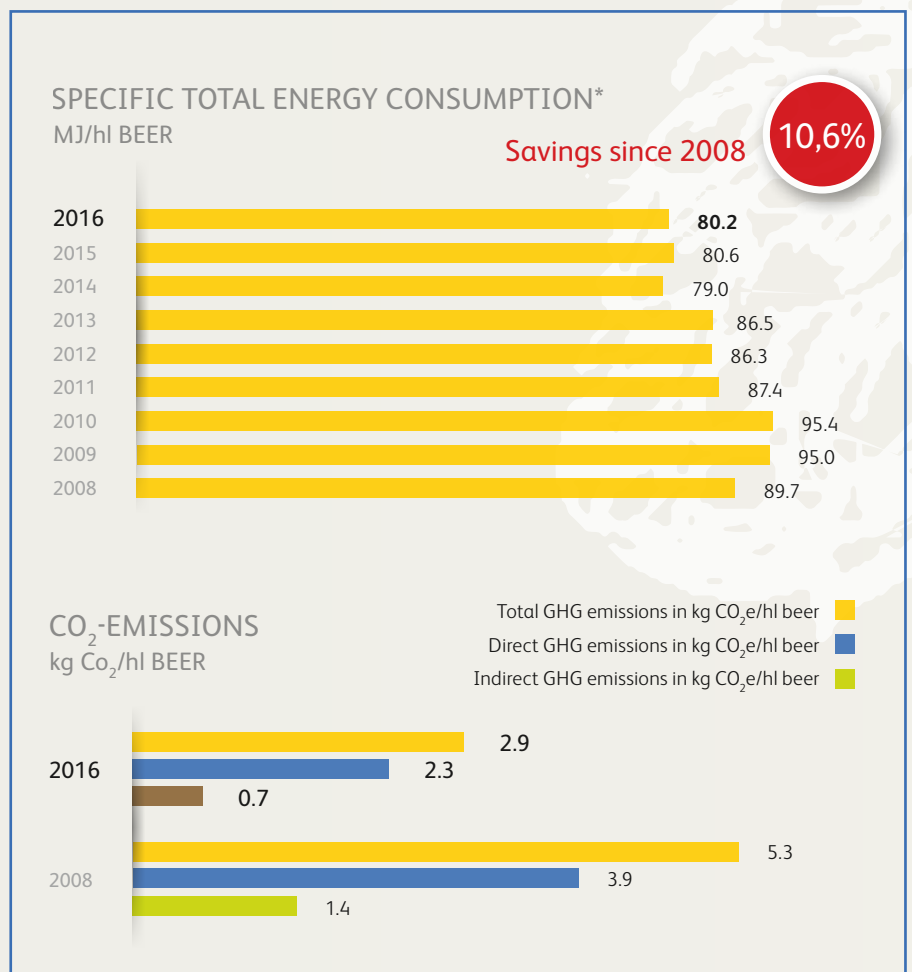
Thanks to greater utilization of renewable energy sources, a low output of 2.93 kg CO<sub>2</sub>e/hectoliter beer was attained in production. This represents a 45.3% reduction of CO<sub>2</sub> emissions since 2008. The value for CO<sub>2</sub> emissions is a combination of direct emissions (combustion of fossil fuels) and indirect emissions (from the purchase of electricity and a community heating project generated with fossil fuels). With regard to the HEINEKEN goal of 6.4 kg CO<sub>2</sub>e/hectoliter of beer set for the year 2020, it is apparent that we are

in an excellent position since our value is well below the target value. We will once again implement measures in the coming year, to further reduce our direct emissions (2.27 kg CO<sub>2</sub>e/hl beer) as well as indirect (0.66 kg CO<sub>2</sub>e/hl beer) CO<sub>2</sub> emissions.

### Planning for 2017: Stakeholder round table discussions about the Göss wastewater treatment plant

Brau Union Österreich values openness and transparency. In November 2016, the planning phase began for an information session concerning the wastewater treatment plant at the Göss Brewery. The motivation to hold this session arose from a citizens' initiative organized by

residents near the brewery who are worried that the operation of a wastewater plant nearby will lower their quality of life. The date for the session was set for 17th January 2017. Technical presentations at the event were given by Univ.-Prof. Dipl.-Ing. Dr.-Ing. Markus Lehner, director of the Chair for Process Technology and Industrial Environmental Protection at the Montanuniversität Leoben and assistant professor Dipl.-Ing. Dr. mont. Markus Ellersdorfer. As part of the information session, DI Dr. Michael Resch, director of the Reinhaltungsverband Leoben (association dedicated to controlling pollution in Leoben), answered questions posed by those in attendance.



\* The total amount of energy consumption is not applied when calculating the specific energy consumption for beer production. To promote the use of biogas, the percentage for biogas is not included in the calculation. Furthermore, the energy consumed by internal logistics is also not included in the calculation. Comparison of the figures for 2016 with those from previous years is only possible to a limited degree because we recalculated energy figures for Puntigam in 2015.

# Göss Brewery in Austria

Where does the power come from?

1500m<sup>2</sup>  
OF SOLAR PANELS

A new beer fermentation tank

40%  
of heat comes from the neighbouring sawmill's waste heat

Biogas from fermentation plant  
Residues from fermentation become a fertiliser

90%  
of waste heat from the brewing process is used to heat water

Hydropower



## OUTLOOK FOR 2017

Our activities in 2017 will be focused on bringing about a further reduction in energy consumption and CO<sub>2</sub> emissions while increasing energy efficiency. Our plans include:

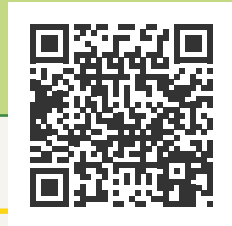
- The project “Brauquartier Puntigam”: Heat generated by the fermentation process at the Puntigam Brewery will be used to heat approximately 800 apartments along with offices, businesses and a kindergarten in the new “Brauquartier Puntigam” (brewery quarter).
- Waste heat utilization project at Schwechat: Heat generated at the Schwechat Brewery during fermentation is used to heat around 900 apartments located on the Schwechat “brewery property”.
- Logistics: The primary objectives are cooperation with freight companies (for supplies), put EURO6 trucks and lightweight trailers into circulation.
- Geothermal energy at Zipf: the conception phase is continuing.
- Our goal is to actively drive implementation of projects to improve energy systems and expend more effort to achieve a CO<sub>2</sub>-neutral production process at all locations.



## BEST PRACTICE

### Göss – the “Green Brewery”

The “Green Brewery Göss” in Leoben is THE flagship project of the HEINEKEN family and the large-scale brewery in the world to produce beer using a 100% sustainable production process. Together with our Styrian partner BioEnergy International, we installed a spent grain fermentation system at the brewery in 2015, which went into full operation in mid-2016. In addition, sustainable energy is generated from the radiant heat emitted by the neighboring Mayr-Melnhof sawmill and electricity from a solar energy system. Dimensioned to cover an area of 1,500 m<sup>2</sup>, the solar energy system was commissioned in 2013 and generates a portion of the thermal energy required in the brewhouse for the brewing process. Not only is the Göss Brewery the first “green” large-scale brewery in the world – constant investment keeps the equipment and technology on the cutting edge while continuously improving the efficiency of the production process. The Göss Brewery has already received multiple awards in recognition of its efforts including Energy Globe Austria, the EU Sustainable Energy Award together with the EU Citizens’ Choice prize and the IEA SHC Solar Award for utilization of solar energy. A video about the “green brewery” Göss can be viewed at <https://youtu.be/oHmNo0J5PrU>



THE KEY  
TO SUCCESS.  
FOR THE GOOD  
OF OUR  
EMPLOYEES.









**A company is only as strong as its employees. This is also true for Brau Union Österreich.**

We employ more than 2,300 people. They are the ones responsible for brewing, marketing, selling and delivering our beer. Brau Union Österreich is very conscious of our responsibility to our employees. In addition to a salary, in many cases, we also offer various incentives, additional training options and health programs within the framework of collective bargaining contract. A centralized board of union employees along with union representatives at each brewing facility serves as employee advocates in business, social, health and cultural matters.



We categorically reject all forms of discrimination and strive to promote diversity and equal opportunity. We observe several important guidelines in our daily operations – such as the “Employees and Human Rights” policy of the HEINEKEN family of businesses, which is based on the fundamental guidelines of the International Labour Organisation (ILO) (see [www.ilo.org](http://www.ilo.org)).

We rely on our annual survey of Brau Union Österreich employees, known as the “Climate Survey” to measure how satisfied our employees are and to identify which areas still require improvement. 83% of all employees participated in the survey in 2016. An impressive 90% of those surveyed reported that they are satisfied with their employer and communicate this to the public with pride.

Especially as a responsible producer of alcoholic beverages, the responsible consumption of alcohol is a very high priority for our company – for the public as well as for our employees. Since 2007, Brau Union Österreich has had an internal alcohol policy in place regarding alcohol consumption in the workplace. Along with providing company rules and information, we also offer assistance for employees with alcohol problems. Adherence to the rules is continuously monitored. Other activities such as the annual “**Enjoy Responsibly Day**” are also part of what we do as a company to educate our employees about the responsible consumption of alcohol – for the good of our employees and their families.



Strategy-oriented, sustainable, demanding and supportive.

**“Through strategic personnel and organizational development, we want to support Brau Union Österreich in its development processes, actively work together to bring about change, and through targeted measures, enhance all employee competencies to successfully meet existing and future tasks.”**

Angelika Mascherbauer, *POD Manager*

#### Training and Education in 2016

Brau Union Österreich actively promotes training and education for all of its employees. In 2016, each employee received an average of 16.3 hours of continuing education or vocational training.

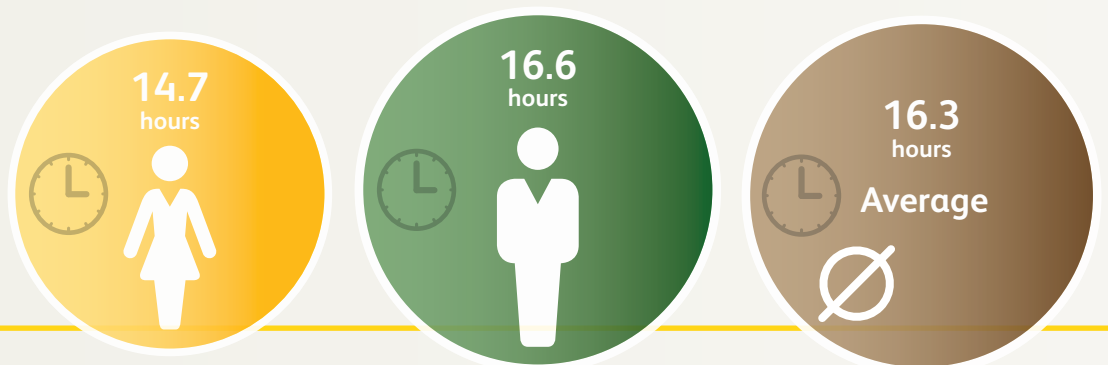
At Brau Union Österreich, we have always placed a strong emphasis on the vocational training and education of our trainees. This is reflected in the high rate of job placement for our trainees in permanent positions, the number of successful candidates completing their training and the good reputation our trainees enjoy on the job market. In 2016, we were able to offer vocational trainee positions to 40 applicants, who were then placed under the capable supervision of 50 staff members, who are certified to train vocational students. In addition, every year we hold a two-day training session for vocational trainees. The top goal of this “academy” is to support our young employees in developing social and personal competence. Depending on which training year they are in, different topics are presented. Brau Union Österreich was awarded the **ineo quality certificate** in 2016 for its high vocational training standards.



Primary focal points in personnel and organizational development in 2016.

- Driving change**  
 The ability of a company to implement strategies and flexibly adapt to change is largely dependent on its structure. “How can we formulate strategic goals based on organizational requirements?” This is one of the central questions that concern us. Our goal is to initiate and actively drive processes of change under the direct involvement of our managers in the role of “challenger” as well as “sparring partner”.
- Developing capabilities**  
 Knowledge and the corresponding behavior are key factors for success in order to do good work. As the basis for building knowledge, Brau Union Österreich relies on the HEINEKEN learning philosophy (70/20/10): 70% “on the job”, 20% “near the job” (e.g. through work on interdepartmental projects) and 10% “off the job” (seminars, professional conferences, educational courses). Our behavioral guidelines are rooted in the HEINEKEN code of conduct.
- Training managers**  
 The development of senior managers and qualified junior managers is a special focus at Brau Union Österreich. We offer a series of development courses for managers, also within the framework of the HEINEKEN group.
- Fostering talent**  
 Identifying engaged, talented individuals and fostering their development in a systematic fashion guarantees that we will have the best team today and in the future. By promoting promising employees, we can exploit potential within the company and improve planning for individual succession.

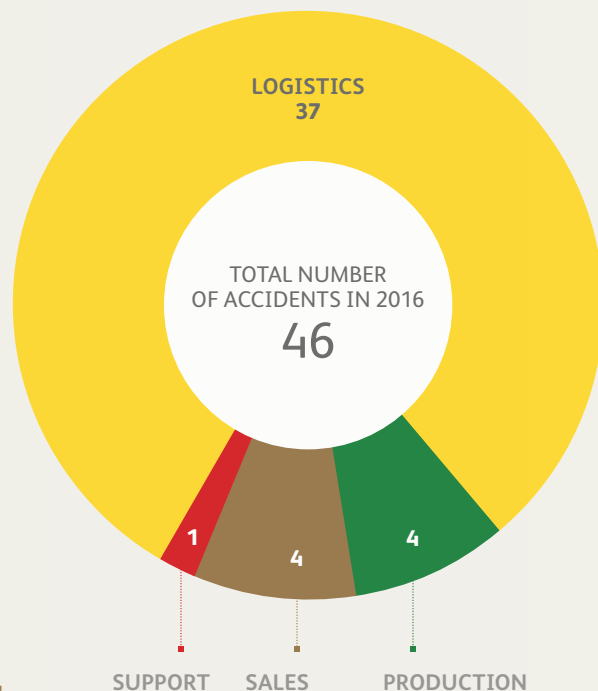
Hours devoted to training and continuing education in 2016, according to gender



# We guarantee occupational safety and health.

“The health of our employees is our greatest asset. Striving for ‘zero accidents’ has been and continues to be our goal. To achieve this, we diligently work to ensure that the work environment at all of our locations is as healthy and safe for our employees as possible.”

Christian Gejer, Health & Safety Manager



Our business success is inherently linked to the well-being and motivation of our employees. Through projects such as “Fit on the Job”, we can help prepare our employees both physically and psychologically to perform their work with satisfaction and motivation. Safety programs help ensure that daily operations progress smoothly.

Our foremost goal is to reduce the number of accidents on the job to zero at all of our facilities and thus to minimize days lost to absenteeism. During 2016, there were no deadly accidents at the company, but 46 accidents did occur (including minor and severe injuries).

All managers are responsible for occupational health and safety and receive support from our own SHE (Safety, Health & Environment) committee. Compliance with all rules and guidelines is monitored by regular walkthroughs at each site.

Every year, we introduce projects focused on specific target areas within the company. In 2016, emphasis was placed on “Safety in Secondary Distribution”. Observations by supervisors relating to safety make it easier to identify the source of accidents and to implement measures to prevent accidents in the future. Furthermore, we have renewed our efforts to strengthen safety in production areas and in logistics.

## Safety measures taken in 2016

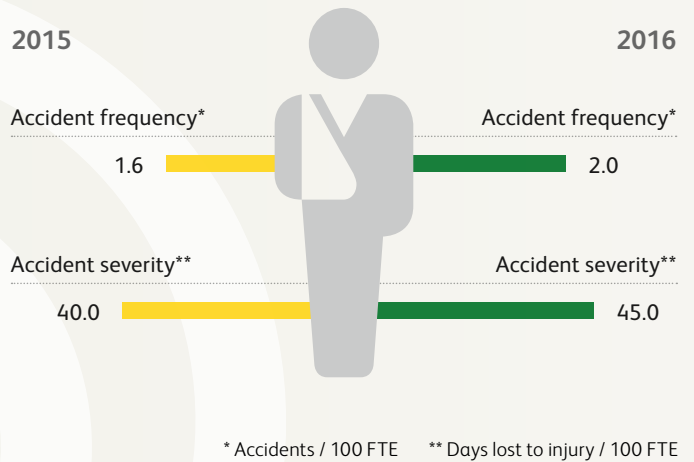
- Safety tests were conducted continuously on machines used in production.
- A uniform set of documentation for contractors/service vendors was introduced.
- Special focus was placed on “Safety in Secondary Distribution”.
- “Road Safety Officers” were assigned: Each Safety Officer is responsible for 50 vehicles.





**We concentrate on three key areas with regard to employee health:**

- Preventative behavior**  
**Healthy management:** Recognition of the impact of management on health; make managers and supervisors aware of its relevance as well as provide education and support.  
**Healthy workplace:** Assessment of mental and physical stress in the workplace is carried out.
- Promoting physical fitness and health**  
 The fitness and health of our employees are important to us. Since 2005, we have raised awareness of occupational health among our employees with the project "Fit on the Job". This program encompasses a comprehensive package of measures and is at the center of activities that make us attractive as an employer. At each of the Brau Union Österreich locations, there is a "Fit on the Job" liaison as well as health and safety specialists, all of whom are in constant contact with their fellow employees.
- Reintegration of employees after an extended illness**  
 It is a major challenge to return to work after a serious illness. The reintegration management process at our company supports employees as they navigate this difficult phase. This enables the company to offer early, targeted support measures tailored to the needs of the employee for successful reintegration in the workplace.



**SHE (Safety Health Environment) focus for 2016/2017**

Based on the results of the employee survey along with an evaluation of the physical impact of the job on our delivery truck drivers, promoting health in the truck fleet was made a SHE priority for 2016/17. In order to decide on reasonable measures based on the feedback we received, we invited delivery truck drivers from all regions, internal occupational health officers, safety coordinators and a kinesiologist to attend a workshop. We examined all of the processes required in a day's work as a delivery truck driver – from adjusting the seat to loading empty cases to be returned to the brewery. After gathering this information and evaluating it critically, we developed a set of instructions on how the work can be carried out more safely and in a manner that is better for employee health. The results of the workshop are evident: The instructions have been captured as a video. Current and future delivery truck drivers can benefit from the information and tips from fellow coworkers in addition to learning exercises for stretching and warming up – all from the comfort of their home.

**OUTLOOK FOR 2017**

We are planning further activities in the area of occupational health and safety in 2017. Our goal is to place more emphasis on communicating and teaching our "HEINEKEN Life Saving Rules" – a rulebook on occupational safety. Ongoing work safety courses addressing "loading and unloading trucks safely" should increase the safety of our employees in the transport department. In addition, we will integrate an information section on safety and health on our internal knowledge platform "ONE2Learn" and offer training courses through e-learning. A new safety position is planned within the existing organizational structure. Joining the Health and Safety managers are two regional safety coordinators as well as a Health and Safety specialist, who will be assigned to each brewery, in order for the team to work on safety issues on-site and to carry out projects for improving safety.

## HEINEKEN Life Saving Rules

- Be sober and free from drugs.
- Wear your seatbelt and helmet.
- Operate vehicles only when authorized.
- Comply with CO2 procedure when required.
- Obtain authorisation before entering a confined space.
- Obtain authorisation before starting any hot work activity.
- Phone hands free only.
- Drive at the allowed speed.
- Lock out, tag out before work on machines or equipment begins.
- Protect yourself when working with chemicals.
- Protect yourself against a fall when working at height.
- Drive forklift trucks safely.

**HEINEKEN** PUT SAFETY FIRST!

THE QUALITY  
OF DIVERSITY.  
FOR THE  
GOOD OF OUR  
CUSTOMERS.









**Whether it is a restaurant or a food retailer**, every one of our customers (approximately 49,000 total) can place their trust in us – to deliver the best quality products, with individualized service. Our proximity to our customers is what makes Brau Union Österreich unique. Austria is our primary market, but we are also very successful outside the country, for example the Gösser Radler, a shandy, is our leading export product.

## Our job: To inspire our customers.

Customers and consumers are the primary focus at Brau Union Österreich. We foster long-term relationships based on trust. We communicate our brands in an understandable and transparent manner. Furthermore, we are known for having the most comprehensive supply network and the fastest draft dispensing technology in Austria. Customer satisfaction is enhanced by personal visits from our representatives. And we are always there for our customers: With an average of 12 deliveries per day in 2016, we were there, where we were needed. This helps us maintain the highest quality possible.

**“Our aspiration is not only to continue to successfully develop the local beer market, but also to sustainably promote and establish cider in Austria.”**

**Viktor Gillhofer,**  
*Director of Off-Trade*







“Our goal is to constantly work on improving the quality of draft beer served in restaurants and bars in order to sustainably promote beer culture and bolster pub culture.”

**Andreas Hunger,**  
*Director of On-Trade*



## Market leader and Innovation driver

Our beer brands are as unique and diverse as the individual regions of Austria. Being a market leader means offering more than 100 beers, the right beer for each person's preference and for every occasion. By conducting market research and drawing on our extensive experience, we identify the primary motivation behind consumer purchasing and offer the perfect beer for the respective occasion – either with, or increasingly without alcohol. As a market leader, we must also drive innovation, which is why we are constantly developing new products, providing even friendlier customer service and enhanced dispensing systems.

**The Category Vision guides our work: Discover something new. Enjoy diversity. Create values.**

We create a win-win situation for consumers, sales people and consumers. We take our role as leader in this category quite seriously. Our goal is to make the purchasing process as simple and engaging as possible for consumers. Moreover, we help our customers grow – by offering innovative products and knowledge for developing beer and cider categories as well as assessing data regarding the needs of consumers and shoppers.



#### OUTLOOK FOR 2017

We will continue to optimize our customer service center so that we can better serve our customers. We are also placing a renewed focus on ensuring sustainability, especially with regard to our event advertising materials. Our projects “Category Leadership” and “Category Vision” will continue through 2017 – with a stronger emphasis on these areas: Consumers, Shoppers and Customers. The new draft system “BLADE” should make it possible to dispense with air pressure, without requiring any CO<sub>2</sub>. In addition, the BLADE kegs (Easy KEG) are recyclable. Furthermore, we want to strengthen the position of cider in the Austrian market and direct our innovations towards reduced-alcohol and non-alcoholic products.





# Individualized Service

We are constantly monitoring developments on the market and developing new products and services, keeping us in step with the needs of our customers.

**We define customer service as follows:**

- We want to make the ordering process as simple as possible for our customers. We call at a pre-arranged time and allow customers to send orders by fax or e-mail.
- We deliver products within 24 hours, if necessary.
- We provide a service allowing customers to produce custom advertising materials online.

Our draft dispensing service guides our customers from the planning stage up to professional installation, commissioning and ongoing maintenance. Our dispensing systems are efficient and energy-saving – thanks to innovations such as CoolFlow Technology (CFT), which minimizes dispensing losses while saving CO<sub>2</sub>.

We also approach all events with environmental and social responsibility, for instance, by using reusable cups at events spanning multiple days. For the fourth time, the Zipfer brand organized another successful initiative to collect and recycle cans at the FM4 Frequency Festival in 2016.

**BEST PRACTICE**

**We crown restaurateurs**  
We teamed up with the gourmet restaurant guide Gault & Millau to recognize restaurateurs with the “Bierkrone” (beer crown). Every year, one restaurateur is chosen to receive Austria’s most prominent beer award for their exceptional dedication in promoting beer culture and for offering typical Austrian cuisine.

**BEST PRACTICE**

**Specialty products and trends**  
With our craft beers (e.g. Hofbräu Kaltenhausen), regional specialty beers (e.g. Puntigamer Frei Radler, Puntigamer Zwei Radler, Reininghaus Jahrgangspils, Zipfer Meisterwerke Pale Ale and Pils) as well as domestic specialty beers (e.g. Gösser Brauschätze Helles and Dunkles Stifts-Zwickl), we offer a broad selection of innovative products. Sales of non-alcoholic beers and shandys continue to increase and our cider is enjoying strong popularity.

**BEST PRACTICE**

**New draft dispensing system**  
Brau Union Österreich has developed a new high-end dispensing system, the Z1 Unlimited. It combines filling, dosing and POS systems all in one package. The new CoolFlow Technology dispensing system consistently delivers excellent beer quality over a longer time – yet requires less maintenance with greater energy efficiency. The first draft beer of the day is perfectly dispensed.

**Increase in the proportion of returnable containers**  
Driven by volumes of beer distributed in tanker trucks and kegs, the percentage of returnable containers exceeded 90% for the gastronomy segment in 2016.



A PART OF  
THE BIG  
PICTURE. FOR  
THE GOOD  
OF SOCIETY.











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Conducting business sustainably means to act for the good of society. Our success as a business should help the people around us to develop and grow.

**Acting for the good of society means the following for us at Brau Union Österreich:**

- creating jobs in Austria
- living Austrian beer culture according to social and environmental standards
- offering products of the highest quality
- building new partnerships to drive sustainability in all areas



## What we give back to society.

Approximately 2,300 people are employed by Brau Union Österreich – spread over many regions of our country. We give our employees work and sustenance in addition to many options to further develop professionally. This translates to 2,300 jobs and around 21 million euros of income tax which flows into the national budget. An additional 99.8 million euros of beer tax also went to the government in 2016.

Supporting social work is also important to us: We donated around 16,500 euros to charity organizations such as “pro mente” in 2016.

Through our brands, we have sponsored activities and events in diverse areas – as a sponsor for UEFA Champions League, as a partner of the Austria Ski Teams or as a supporter of Austrian soccer (football) teams. As a sponsor, we also have a hand in various music events, providing active support for organizers. Moreover, we promote local traditions and culture through our activities and partnerships in all areas of the country.

As a producer of alcoholic beverages, one thing is clear: It is our duty to promote the responsible behavior with regard to alcohol – including the protection of minors and communicating the dangers of drinking and driving.

We fully comply not only with strict legal requirements but also with the self-imposed rules outlined in “HEINEKEN Rules on Responsible Commercial Communication.



(refer to <http://www.theheinekencompany.com/about-us/business-conduct>)



# How we strengthen Austrian beer culture.

Our goal is to shape and develop Austrian beer culture according to social and environmental challenges. First and foremost, this entails consciously conveying the responsible consumption and enjoyment of beer to our customers.

We do not tolerate any kind of alcohol abuse, so our activities revolve around education, information and prevention. Our advertising and marketing campaigns are never directed towards teenagers or children. We want to convince all of our consumers that quantity does not play a role when drinking beer, but rather it is the quality that enhances enjoyment – whether you are a young adult attending a rock festival or an established member of the community at your local pub.

We are constantly communicating the importance of responsible alcohol consumption – a message that can be seen on Gösser banners displayed at winter sports events or the Puntigamer banners at soccer (football) games. The Gösser brand, as a partner of ÖSV, was also present at ski competitions held in 2016/17 with CSR bands bearing the slogan “Vernünftig genießen” (enjoy responsibly). Our Zipfer, Gösser and Puntigamer brands list the respective websites on their labels to share tips on the responsible consumption of alcohol.

For more information, visit:

<http://www.goesservernuenftiggeniessen.at><sup>1</sup>

<http://www.puntigamer.at/vernuenftig-samma/><sup>2</sup>

<http://www.zipfer.at/de/verantwortung.html><sup>3</sup>



1



2



3

Heineken displays the slogan “Enjoy Responsibly” on its packaging, while “Drink Responsibly” appears on Desperados products. Additional information can be found on its website [www.desperados.com](http://www.desperados.com). Moreover, Heineken runs its own three-part marketing campaign on the theme “Enjoy Heineken Responsibly”. The HEINEKEN Family, and accordingly Brau Union Österreich, is a member of the initiative “**Global Beer Responsibility Day**”. Together with AB InBev and Carlsberg, we have committed to organizing another one-day event in 2016 devoted entirely to the responsible enjoyment of alcohol.

**“We are the largest brewing group in Austria – therefore we carry a significant measure of the responsibility to society. We address this responsibility through our initiatives and activities focused on responsible alcohol consumption.”**

**Andreas Stieber,**  
*Director of Marketing*

## Responsible product development

We are offering our consumers a growing product palette, which promotes the responsible consumption of alcohol. Once again in 2016, our focus returned to the development of reduced-alcohol and non-alcoholic beers. The results are quite clear: Today, Brau Union Österreich has eight reduced-alcohol and eight non-alcoholic beers in its portfolio. The non-alcoholic Gösser Kracherl Holunder and the Puntigamer Frei Radler were among the top innovations in 2016.

In our Beer Culture Report 2016, sustainability was a primary focal point. A representative survey yielded interesting feedback regarding beer culture in Austria. The survey results showed unequivocally that Austrians place a great deal of importance on sustainability. The report can be viewed online at: <http://www.brauunion.at/bierkultur/bierkulturbericht/>

It is also important to us that our customers and consumers understand how we work: We offer brewery tours, visits to our brewery museum and, especially in Kaltenhausen, training as a beer sommelier. Since its inception, we have trained over 100 beer sommeliers in our six-day course. Upon completion of this in-depth training course, graduates are permitted to use the title of “Beer Sommelier” (Biersommelière/Biersommelier) and the beer sommelier logo. More detailed information is available at:

<http://www.kaltenhausen.at/bierkultur/biersommelier-ausbildung/>





# Partnerships for the future.



“We place a lot of value on the quality of our relationships over the long term – in all aspects of our day-to-day work.”

**Gabriela Maria Straka,**  
 Head of Communications/PR & CSR  
 Member of the UN Global Compact  
 Steering Committee Austria



# Product safety and health

Safe and healthy products of the best Austrian quality – this is what we offer consumers. The quality of our products is continuously tested and evaluated in our laboratories. HACCP systems are in place to identify any potential risks. All of our products are free of genetic manipulation. Six of our facilities are certified to conduct testing according to the International Food Standard (IFS), an international food safety standard. Gösser beer is brewed with raw materials exclusively from Austria, which is why it bears the red-white-red AMA quality seal. The Schladming Brewery offers outstanding organic beers which have been awarded the BIO Austria seal of approval.

The residues from production, known as spent grains, are utilized as animal feed and as an energy substrate in the production of biogas. In order to guarantee the safety of this by-product, the spent grains are labeled with the PASTUS+ certificate from Agrarmarkt Austria Gesmbh. This also applies to spent yeast that is utilized as animal feed.

We value transparency: Consumers should be informed about the ingredients in their beer and their nutritional value. To this end, in late 2015, together with other brewery members of the “Brewers of Europe” organization, we agreed to voluntarily provide this type of information on our products.

## BEST PRACTICE

### Key chains made of bottle caps

“Jugend am Werk” develops prospects for a better life through integration of people with disabilities. In 2016, “Jugend am Werk Steiermark” and the project “Re-Use-Design” entered into a cooperation with Brau Union Österreich: People with disabilities manufacture key chains with bottle caps from our different product brands and fabric remnants from a regional company that makes traditional Austrian folk clothing. The key chains are given to customers as gifts. Through this project, nearly a dozen people with disabilities have meaningful employment.



## OUTLOOK FOR 2017

### Remain a leader in sustainability

In 2017, we plan on strongly emphasizing the responsible consumption of alcohol in society. This is intended to drive our cooperation with various stakeholders so that we remain at the forefront of sustainability in the brewing industry. New innovations in this area are also scheduled for launch in 2017.





We learn from our partners in business and in research by taking the opportunity to exchange information with customers and consumers. We maintain clear communication channels with our suppliers, business operators, political representatives, media partners and other key opinion leaders. Of course, positive feedback and even constructive criticism are always welcome – we rely on both to continuously improve our products and our work processes. We attend industry events, podium discussions and professional trade presentations to seek information on current innovations and gather feedback. In 2016, we were represented at the Regal Branchentreff, Cash Handelsforum and REWE Sustainability Week.

Collaborating with Austrian universities and polytechnic institutes is important to us. We readily mentor relevant scientific research projects. This keeps us on the cutting edge

of technology and helps drive targeted innovations. New ideas are often implemented together with other companies; for example, we worked closely with the **company BDI – BioEnergy International** in Göss to ensure that our spent grain fermentation system was running smoothly. In Zipf, we are working with the company RAG, Rohöl Aufsuchungs-GmbH, to utilize geothermal energy in the brewing process.

We are active in a number of organizations so that we can help shape a more socially and environmentally sustainable future:

- Austrian Economic Chamber
- Austrian Brewers' Association
- ÖGI – Österreichisches Getränkeinstitut (Austrian Beverage Institute)
- Industriellenvereinigung Österreichs (Austrian Industry Association)
- MAV – Markenartikel-Verband (Association of Austrian Goods Industry)

#### BEST PRACTICE

**Cooperation with “alpha nova” in Graz.** The organization alpha nova in Graz supports people with disabilities through vocational integration. The Puntigam Brewery hires people with disabilities as part of a collaboration project with alpha nova.

**Cooperation with the social welfare organization Diakoniewerk Schladming.** The Diakoniewerk Schladming offers people with mental and multiple disabilities employment opportunities tailored to their specific needs. As a project partner, the Schladming Brewery provides meaningful employment to disabled people, allowing them to participate in working life and enjoy the benefits of a structured day.

#### BEST PRACTICE

**Cooperation with “assista Soziale Dienste” Vöcklabruck.** The organization assista provides opportunities for integration of people with disabilities. In 2016, assista launched a collaboration project with the Zipf Brewery. This project made it possible for four individuals who previously had difficulty finding gainful employment on the job market to find a suitable position.

**Cooperation with “Arge Chance” in Schwechat.** The organization Arge Chance is a socio-economic enterprise supported by the AMS and the state of Lower Austria. It offers jobs to the unemployed, vocational training as well as short-term social care. The Schwechat Brewery has collaborated with Arge Chance to offer individuals with disabilities gainful employment.

# OUR BREWERIES

## BREWERY LOCATIONS OF BRAU UNION ÖSTERREICH AG

From Zipf to Göss, from Kaltenhausen to Puntigam – each of the breweries belonging to Brau Union Österreich is unique. Some can proudly look back over hundreds of years of brewing history, while others were founded at the height of industrialization in the 19th century and successfully withstood the tumultuous periods during both World Wars. But they all have one thing in common: They work toward the common goal of sustainable operations. The following pages offer a brief overview of our breweries and their contributions to sustainability. More detailed information can be found online at [www.brauunion.at](http://www.brauunion.at)



### THE FALKENSTEIN BREWERY/LIENZ

**30 employees**  
**Production**  
**volume of**  
**55,000 hl**

#### FOR THE GOOD OF THE ENVIRONMENT

- The brewery was awarded the AMA quality seal (red/white/red pattern) – brews with hops grown in Leutschach, 100% Austrian malting barley and water from the brewery's own water well.
- Improvements were made in the recovery of thermal energy during the wort boiling process, after some modifications, the vapor condenser can now be used in conjunction with cold water, greatly improving its efficiency.

#### FOR THE GOOD OF SOCIETY

- The brewery promotes Austrian beer culture through innovative beers.





## THE GÖSSER BREWERY/LEOBEN – “THE GREEN BREWERY”

155 employees

Production  
volume of  
1 million hl

### FOR THE GOOD OF THE ENVIRONMENT

- The spent grain fermentation plant became fully operational in 2016, allowing for a CO<sub>2</sub> neutral brewing process.
- Commissioning of a canning line eliminates the need for transportation with trucks – a plus for the environment.
- The brewery utilizes sustainable energy from the waste heat generated by the adjacent Mayr-Melnhof wood processing facility.
- A solar energy system (approx. 1,500 m<sup>2</sup> of solar panels) supplies environmentally friendly energy for brewhouse operations. The brewery received the IEA SHC Solar Award 2016 in recognition of its efforts.
- The brewery was awarded the AMA quality seal (red/white/red pattern) – brews exclusively with raw materials from Austria, such as hops grown in Leutschach in southern Styria and water from our own protected local springs.



### FOR THE GOOD OF SOCIETY

- The brewery advocates responsible consumption of beer – “Vernünftig genießen” (enjoy responsibly).
- Non-alcoholic product innovation in 2016: Gösser Kracherl Holunder is a combination of non-alcoholic Gösser beer with fruity elderflower soda and a splash of lemon.
- Cooperation projects are ongoing with different partners, such as Montanuniversität Leoben, the adjacent Mayr-Melnhof sawmill, biogas equipment manufacturer BDI, among others.

## THE PUNTIGAMER BREWERY/GRAZ

335 employees

Production  
volume of  
982,000 hl

### FOR THE GOOD OF THE ENVIRONMENT

- The brewery uses 15,000 year old water from thermal springs extracted from two deep wells, hops from Leutschach in southern Styria, while the majority of the barley employed for the malt is grown in Austria.
- Ökoproof partners with the city of Graz.
- New fermentation tanks were installed and investments were made in a modern brewhouse automation system.
- Two new air compressors were commissioned: electricity savings are 3% annually.



### FOR THE GOOD OF SOCIETY

- Non-alcoholic and reduced-alcohol product innovations were released in 2016: Puntigamer Frei Radler – non-alcoholic shandy consisting of 50% grapefruit soda and 50% non-alcoholic beer – and Puntigamer Zwei Radler – 60% grapefruit soda and 40% standard-strength beer for a final alcohol content of 2%

## THE WIESELBURGER BREWERY

196 employees

Production  
volume of  
970,000 hl

### FOR THE GOOD OF THE ENVIRONMENT

- The brewery has increased the popularity of returnable containers through the use of swing top bottles.
- The water used in brewing comes from the brewery's own water well; the majority of the malt is produced from two-rowed summer malting barley from Lower Austria.
- Investments were made in a modern combination bottling line and BrewLock plant (innovative keging technology for 8 liter and 20 liter kegs).



### FOR THE GOOD OF SOCIETY

- The brewery is an official partner of "So schmeckt Niederösterreich" (a taste of Lower Austria), an initiative of the Energie- und Umweltagentur Niederösterreich (agency for energy and environment for Lower Austria).

## THE ZIPFER BREWERY

178 employees

Production  
volume of  
1 million hl

### FOR THE GOOD OF THE ENVIRONMENT

- Two mashing vessels were replaced in the brewhouse.
- New construction of a silo system reduces long transport distances.
- The lights in the hall were replaced with energy-saving LED lights, featuring lens optics divided into rows.



### FOR THE GOOD OF SOCIETY

- Partnership with Amuse Bouche: The Zipf Brewery sponsors this championship for emerging talents aimed at top vocational students in the field of gastronomy.

## THE SCHWECHATER BREWERY

283 employees

Production  
volume of  
1 million hl

### FOR THE GOOD OF THE ENVIRONMENT

- Low water consumption – a specific water consumption of 2.85 hl water/hl beer was reached.
- The tunnel pasteurizer was optimized in 2016 (unification of programs), thus reducing primary energy consumption.
- A new water treatment plant for brewing liquor (reverse osmosis unit) was commissioned: Since then, the Schwechat brewery no longer requires hydrochloric acid which was previously necessary for water treatment.
- Market leader in the can packaging segment: A 10% reduction in the weight of the material used for the can lids was achieved in 2015. The lighter packaging has proven itself on the market and therefore was adopted as a fixed standard in the can segment.



### FOR THE GOOD OF SOCIETY

- The development of bottom-fermented lager beer by Anton Dreher in 1841 was celebrated. The anniversary beer "Schwechater Wiener Lager" was introduced in 2015 and has been available in selected restaurants and bars as well as in grocery stores since 2016.

# THE SCHLADMINGER BREWERY

26 employees

Production  
volume of  
30,000 hl

## FOR THE GOOD OF THE ENVIRONMENT

- The majority of hops used at the brewery are grown regionally in Leutschach; the barley is from Austria and the water from the crystalline bedrock of the Schladming Tauern, a subrange of the Alps.
- Ongoing energy efficiency measures are implemented – such as replacement of the insulation of refrigeration lines and the steam line, use of timer switches, among others.
- Pure beer has been certified by the BIO-Austria Seal: Schladminger BioZwickl and Schladminger Schnee Weiße Bio.



## FOR THE GOOD OF SOCIETY

- The brewery is project partner of welfare and social work in Schladming – enabling people with disabilities to find meaningful work and thus participate in professional working life and to enjoy the benefits of a structured day.

# SPECIALITY MANUFACTORY HOFBRÄU KALTENHAUSEN

67 employees

## FOR THE GOOD OF THE ENVIRONMENT

- Production at the brewery is still largely manual.
- Beer is brewed with untreated water of the highest quality; hops come from the Mühlviertel region, and the malt is made almost exclusively from Austrian barley.
- The brewery receives renewable energy from the adjacent hydropower plant.
- In 2017, the brewery is seeking HACCP certification.

## FOR THE GOOD OF SOCIETY

- A training center for beer sommeliers was developed (courses are offered throughout the year).
- Our brewery for the production of specialty beer – e.g. a witbier was brewed according to Belgian brewing methods.
- “Beery Collaboration”: Hofbräu Kaltenhausen brewed the “ORF Fernsehgartenbier” in 2016 with the proceeds benefitting needy families in the Tennengau region of Austria.





# FACTS AND DETAILS CON- CERNING OUR SUSTAINABILITY REPORT 2016.

This Sustainability Report 2016 has been prepared by Brau Union Österreich and follows the guidelines of the Global Reporting Initiative (GRI) G4 – the option “In Accordance Core” was selected. We would like to give our readers insight into how we plan to achieve our main goal, i.e. “to create the best beer culture for the future and to develop Austrian beer culture to meet social and environmental challenges.”

Naturally, we want to address both women and men with our report – even if we have omitted gender-specific formulations for the sake of readability.

## Scope of the Report

This sustainability report publishes data concerning Brau Union Österreich AG within the reporting period from January 1st 2016 to December 31st 2016. The environmental data refer only to our production facilities, i.e. our breweries, since we have observed no significant environmental impact at the office locations. Due to their size, the following breweries are mentioned in the report with environmental data: our five principal breweries are Göss/Leoben, Puntigam/Graz, Schwechat, Wieselburg and Zipf, and our specialty breweries are Falkenstein/Lienz and Schladming. Due to the size of the Speciality manufactory Hofbräu Kaltenhausen, no environmental data was reported. The social data also refer to our production sites, our office locations and sales depot.

The content of the report is based on important issues revealed by the materiality analysis and is directly connected to our international HEINEKEN Sustainability Initiative “Brewing a Better World”. Additional information on our global strategy can be found in the HEINEKEN Sustainability Report at: <http://www.theheinekencompany.com/sustainability>.

## Reporting Systems

- Data on occupational safety are reported on a quarterly basis to HEINEKEN through the global system ARISO (Accident Reporting & Investigation Software System).
- Environmental data and their validation can be found in the BCS (Business Comparison System). The environmental data are compiled and reported on a monthly basis from each of the production sites.



- The Global Green Gauge reporting system allows us to compare our performance according to our eleven objectives in environmental and social areas on a quarterly basis. During the year, it shows areas where improvement is still needed.
- Other reporting systems that are available to us are the CLM (Contract Lifecycle System), the EcoVadis platform of Supplier Codes and SAP for employee relevant information.
- The HEINEKEN Annual Sustainability Survey along with additional information from each department provides the remaining data.

### Reliability of the Data

Since 2011, HEINEKEN has been working continuously to expand the scope of its reporting and to make improvements, especially concerning its production sites. To achieve this, the reporting process used in 2015 has been revised. The captured and entered data are validated globally by the internal managers in each department, the local CSR team, and finally by HEINEKEN. The accuracy of the data is guaranteed in this way on both a local and global level by the experts responsible for their respective areas. At a global level, we are continuously working to avoid errors in reporting in order to ensure the comparability of the data by incorporating standard calculations into the systems and formulating clear and consistent definitions.

Our global HEINEKEN auditing team also makes annual checks of the entire reporting process and also performs local validation audits. In addition, internal sales depot audits as well as ICFR tests (internal controls over financial reports) were carried out by the experts from the respective departments in the supply chain. Their task was to check the reliability of the processes to ensure that the final results reflect the correct data.

### Accuracy of the Data

The accuracy of the safety data is checked both at the local level by the SHE Manager and the HR Manager. If any errors do appear, it may indicate that the basis for performing the calculation is incorrect, e.g. the numbers of employees may have been falsely counted or recorded. The accuracy of the environmental data is based on the methods of calculation and on whether all data are available. For example, we are dependent upon our suppliers to deliver the correct data regarding purchasing or waste.

### Definitions

Brau Union Österreich and HEINEKEN collect data in accordance with the guidelines and definitions of the Global Reporting Initiative (GRI G4).

- Since 2013, we have aligned our definition of specific energy consumption to that of the WBCSD (World Business Council for Sustainable Development) protocol: thermal energy (MJ/ hl beer) + 3.6 x electrical energy (kWh/hl beer).
- The energy that is supplied by back-up generators is produced in kWh and is not reported as MJ of fuel consumed. However, the direct CO<sub>2</sub> emissions resulting from the generation of the energy are reported.



# General Standard Disclosures

G4 Indicators	Description	Page reference / Answer	Exclusions
<b>STRATEGY AND ANALYSIS</b>			
G4-1	Statement from the most senior decision-maker at the organization	Foreword, <i>page 2</i>	
G4-2	Key impacts, risks and opportunities	Foreword, <i>pages 2–3</i> Brau Union Österreich, <i>pages 6–7</i>	Not complete. Brau Union Österreich reports based on the "in accordance" core. For this reason, the information provided for indicator G4-2 should be only interpreted as additional information.
<b>ORGANIZATIONAL PROFILE</b>			
G4-3	Name of the organization	Brau Union Österreich, <i>page 6</i>	
G4-4	Primary brands, products and services	Brau Union Österreich, <i>pages 6–7</i>	
G4-5	Location of the organization's headquarters	Brau Union Österreich, <i>pages 6–7</i>	
G4-6	Countries where the organization has significant operations	Brau Union Österreich, <i>pages 6–7</i>	
G4-7	Nature of ownership and legal form	Brau Union Österreich, <i>pages 6–7</i>  Brau Union Österreich AG is a publicly listed and traded company whose main shareholder is HEINEKEN International B.V. In addition to breweries and sales depots, our company includes Kärntner Brau- und Getränke GmbH, Schladminger Brau GmbH (90%), Brau Union Österreich Management GmbH, die Erste Alpenländische Volksbrauerei Schladming reg. Gen.m.b.H as well as HEINEKEN d.o.o.	
G4-8	Primary markets served	Brau Union Österreich, <i>pages 6–7</i>	
G4-9	Scale of the organization	Brau Union Österreich, <i>pages 6–7</i>	Incomplete. Total capitalization – Brau Union Österreich is not listed on the stock exchange – so there is no disclosure requirement. We report our annual revenues but not the disaggregated total capitalization.
G4-10	Total number of employees by employment contract, gender and region	Brau Union Österreich, <i>page 6</i> Appendix, <i>page 64</i>  Very few of the personnel hired by Brau Union Österreich are recognized by law as freelance workers or are on the staff of contractors. This seldom occurs, usually just for special events, and is not a part of Brau Union's day-to-day business. In the brewing industry, the labor force does not experience significant fluctuations in the number of employees.	
G4-11	Percentage of total employees covered by collective bargaining agreements	For the Good of Our Employees, <i>page 32</i>  All employees of Brau Union Österreich, meaning 100% of them, are covered by collective agreements. The collective contract for employees of the industry is valid along with additional collective contracts for the brewing industry in their most recent versions.	
G4-12	Supply chain	Brau Union Österreich, <i>page 15</i> For the Good of the Environment, <i>page 24</i>	
G4-13	Significant changes during the reporting period	There were no significant changes during the reporting period.	





G4 Indicators	Description	Page reference / Answer	Exclusions
<b>ORGANIZATIONAL PROFILE</b>			
G4-14	Explanation of whether and how the precautionary approach or principle is addressed by the organization	For the Good of the Environment, <i>pages 20-29</i>	
G4-15	Externally developed initiatives to which the organization subscribes or endorses	Brau Union Österreich, <i>pages 8-13</i>	
G4-16	Memberships in associations or interest groups	For the Good of Society, <i>page 49</i>	

#### IDENTIFIED MATERIAL ASPECTS AND BOUNDARIES

G4-17	List of all entities included in the consolidated organization	Brau Union Österreich, <i>refer to G4-7</i>	
G4-18	Process for defining report content	Brau Union Österreich, <i>pages 16-17</i>	
G4-19	Comprehensive material aspect identification	<p>Brau Union Österreich, <i>pages 16-17</i> Appendix, <i>page 75</i></p> <p>The following aspects of the GRI Index are particularly important to Brau Union Österreich:</p> <ul style="list-style-type: none"> <li>Indirect economic impacts</li> <li>Climate change risk</li> <li>Local procurement</li> <li>Materials</li> <li>Products and services</li> <li>Energy</li> <li>Emissions</li> <li>Transport</li> <li>Water</li> <li>Effluents and waste</li> <li>Compliance</li> <li>Equality</li> <li>Supplier assessment</li> <li>Grievance processes</li> <li>Employment</li> <li>Occupational health and safety</li> <li>Diversity and non-discrimination</li> <li>Training and education</li> <li>Equal remuneration for women and men</li> <li>Local communities</li> <li>Anti-corruption</li> <li>Customer health and safety</li> <li>Labeling of products and services</li> <li>Customer satisfaction</li> </ul>	
G4-20	Significant aspects within the organization	Apart from the data on human resources, all aspects within and outside of the organization are included.	
G4-21	Significant aspects outside of the organization	Apart from the data on human resources, all aspects within and outside of the organization are included.	
G4-22	Restatements of information provided in previous reports and their effects	In addition to issues deemed essential by our parent company, we also address topics, which are especially important for Brau Union Österreich – refer to the Materiality Matrix.	
G4-23	Significant changes from previous reporting periods in the scope and aspect boundaries	In addition to issues deemed essential by our parent company, we also address topics, which are especially important for Brau Union Österreich – refer to the Materiality Matrix.	



# General Standard Disclosures

G4 Indicators	Description	Page reference / Answer	Exclusions
<b>STAKEHOLDER ENGAGEMENT</b>			
G4-24	Stakeholder groups engaged by the organization	For the Good of Society, <i>page 47</i> Appendix, <i>page 75</i>	
G4-25	Basis for identification and selection of stakeholders with whom to engage	For the Good of Society, <i>pages 47–49</i> Appendix, <i>page 75</i>	
G4-26	Organization's approach to stakeholder engagement, including frequency of engagement	For the Good of Society, <i>pages 47–49</i> Appendix, <i>page 75</i>	
G4-27	Key topics and concerns raised through stakeholder engagement	For the Good of Society, <i>pages 47–49</i> Appendix, <i>page 75</i>	
<b>REPORTW PROFILE</b>			
G4-28	Reporting period	2016 calendar year, 1st January 2016 – 31st December 2016	
G4-29	Date of the most recent previous report	September 2016	
G4-30	Reporting cycle	annually	
G4-31	Contact point for questions regarding the report or its contents	Contact Information, <i>page 76</i>	
G4-32	Option for "in accordance" with GRI and the chosen index	Facts and Figures Concerning our Sustainability Report, <i>page 54</i>	
G4-33	External assurance of the report		The facts and figures published in the 2015 Sustainability Report were independently assessed by ERNST & YOUNG Wirtschaftsprüfungsgesellschaft m.b.H. The 2016 report was created using the same structure and criteria; however, no special independent assessment was carried out for the 2016 report.
<b>GOVERNANCE</b>			
G4-34	Governance structure of the organization, including committees of the highest governance body	<p>Brau Union Österreich AG is a part of HEINEKEN International B.V. The ultimate authority and chairman of the board of Heineken is Jean-François van Boxmeer. Operationally, Brau Union Österreich is represented by directors DI Dr. Markus Liebl (Chairman) and Mag. Rob Kleinjan. DI Dr. Markus Liebl served as chairman until 31 December 2017 at which time he was succeeded by DI Dr. Magne Setnes as of 01 January 2018. During this reporting period, active members of the board were as follows: Dr. Ludwig Beurle (until 31 December 2017, succeeded by DI Dr. Markus Liebl as of 01 January 2018), Dkfm. Dr. Wolfgang Berger-Vogel, Mag. Wolf Müller, Mag. Walter Scherb, Erich Heiss and Johann Greimel.</p> <p>Our board members are responsible for the sustainability agendas. The seven-member management team is responsible for achieving the objectives in the area of sustainability.</p>	
<b>ETHICS AND INTEGRITY</b>			
G4-56	Reporting period	Brau Union Österreich, <i>page 54</i>	



# Specific Standard Disclosures

G4 Indicators	Description	Page reference / Answer
<b>CATEGORY: ECONOMIC</b>		
ASPECT – ECONOMIC PERFORMANCE		
DMA		Foreword, page 2–3
G4-EC 2	Financial implications and other risks and opportunities for the organization's activities due to climate change	Foreword, pages 2–3
ASPECT – INDIRECT ECONOMIC IMPACTS		
DMA		For the Good of Society, pages 44–49
G4-EC 8	Significant indirect economic impacts, including the extent of impacts	For the Good of Society, pages 44–49
ASPECT – PROCUREMENT PRACTICES		
DMA		For the Good of the Environment, page 49
G4-EC 9	Proportion of spending on local suppliers at significant locations of operation	Brau Union Österreich, page 14
<b>CATEGORY: ENVIRONMENTAL</b>		
ASPECT – MATERIALS		
DMA		For the Good of the Environment, pages 20, 22
G4-EN 1	Materials utilized by weight or volume	For the Good of the Environment, page 22 Appendix, page 66
G4-EN 2	Percentage of materials used that are recycled input materials	Appendix, page 67
ASPECT – ENERGY		
DMA		For the Good of the Environment, pages 16, 27–28
G4-EN 3	Energy consumption within the organization	For the Good of the Environment, pages 27–28 Appendix, pages 67–68
G4-EN 5	Energy intensity	For the Good of the Environment, pages 27–28 Appendix, page 68
G4-EN 6	Reduction in energy consumption	For the Good of the Environment, pages 26–29 Our Breweries, pages 50–53 Appendix, page 68
ASPECT – WATER		
DMA		For the Good of the Environment, pages 20, 25
G4-EN 8	Total volume of water withdrawal by source	For the Good of the Environment, page 25 Our Breweries, pages 50–53 Appendix, page 70
G4-EN 9	Water sources significantly affected by withdrawal of water	For the Good of the Environment, page 25 Appendix, page 70
ASPECT – EMISSIONS		
DMA		For the Good of the Environment, pages 20–21, 26
G4-EN 15	Direct greenhouse gas (GHG) emissions (Scope 1)	For the Good of the Environment, pages 21, 28 Appendix, page 69
G4-EN 16	Energy indirect greenhouse gas (GHG) emissions (Scope 2)	For the Good of the Environment, pages 21, 28 Appendix, page 69





# Specific Standard Disclosures

G4 Indicators	Description	Page reference / Answer
<b>CATEGORY: ENVIRONMENTAL</b>		
<b>ASPECT – EMISSIONS</b>		
G4-EN 18	Greenhouse gas (GHG) emissions intensity	For the Good of the Environment, <i>pages 27–28</i> Appendix, <i>page 69</i>
G4-EN 19	Reduction of greenhouse gas (GHG) emissions	For the Good of the Environment, <i>pages 26–29</i>
G4-EN 21	NO <sub>x</sub> , SO <sub>x</sub> and other significant air emissions	Appendix, <i>page 69</i>
<b>ASPECT – EFFLUENTS AND WASTE</b>		
DMA		For the Good of the Environment, <i>pages 20, 25</i>
G4-EN 22	Total water discharge by quality and destination	For the Good of the Environment, <i>page 25</i> Appendix, <i>page 70</i>
G4-EN 23	Total weight of waste by type and disposal method	For the Good of the Environment, <i>page 24</i> Appendix, <i>page 70</i>
G4-EN 24	Total number and volume of significant spills	No significant spills were reported within the period of this report. Data are collected using the HEINEKEN Business Comparison System (BCS).
<b>ASPECT – PRODUCTS AND SERVICES</b>		
DMA		For the Good of the Environment, <i>pages 20, 25</i>
G4-EN 27	Extent of impact mitigation of environmental impacts of products and services	For the Good of the Environment, <i>pages 23–28</i>
G4-EN 28	Percentage of products sold and their packaging materials that are reclaimed by category	For the Good of the Environment, <i>page 22</i> Appendix, <i>page 66</i>  Approximately 65.3% of our products are sold in returnable containers (returnable bottles and kegs).
<b>ASPECT – COMPLIANCE</b>		
DMA		In order to conduct business and sell the products made by Brau Union Österreich, we must fulfill all legal requirements on a national level. This is the primary responsibility of our legal department which reports directly to our general director. The legal department oversees our compliance with guidelines and laws as well as addressing complaints regarding any non-compliance with regulations.
G4-EN 29	Monetary value of significant fines and total number of non-monetary transactions for non-compliance with environmental laws and regulation	During the time period of the report, Brau Union Österreich did not receive any significant fines or conduct any non-monetary transactions for non-compliance with environmental law and regulations. Data are collected using the HEINEKEN Business Comparison System (BCS).
<b>ASPECT – TRANSPORT</b>		
DMA		For the Good of the Environment, <i>pages 26–27</i>
G4-EN 30	Significant environmental impacts of transporting products and other goods and materials for the organization's operations, and transporting members of the workforce	For the Good of the Environment, <i>pages 26–27</i>  The environmental impact of domestic business trips as well as the commuter journey of our employees to and from work are considered negligible and were not reported.



G4 Indicators	Description	Page reference / Answer
ASPECT – SUPPLIER ENVIRONMENTAL ASSESSMENT		
DMA		For the Good of the Environment, <i>page 24</i>
G4-EN 32	Percentage of new suppliers that were screened using environmental criteria	For the Good of the Environment, <i>page 24</i> Appendix, <i>page 71</i>  All new suppliers receive our Supplier Code which also contains environmental criteria. Failure to sign the agreement or not upholding the stipulations in the supplier code can lead to the termination of business relations.
G4-EN 33	Significant actual and potential negative environmental impacts in the supply chain and actions taken	For the Good of the Environment, <i>pages 19–24</i>
ASPECT – ENVIRONMENTAL GRIEVANCE MECHANISMS		
DMA		refer to G4-EN 29
G4-EN 34	Number of grievances about environmental impacts filed, addressed, and resolved through formal grievance mechanisms	During the period of the report, there were no grievances filed related to environmental impacts.

## CATEGORY: SOCIAL

### SUB-CATEGORY: LABOR PRACTICES AND DECENT WORK

#### ASPECT – EMPLOYMENT

DMA		For the Good of Our Employees, <i>page 32</i>
G4-LA 1	Total number and rates of new employee hires and employee turnover by age group, gender, and region	For the Good of Our Employees, <i>page 32</i> Appendix, <i>page 72</i>
G4-LA 2	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by significant locations of operation	For the Good of Our Employees, <i>pages 32–35</i> Appendix, <i>page 73</i>
G4-LA 3	Return to work and retention rates after parental leave, by gender	Appendix, <i>page 73</i>

#### ASPECT – OCCUPATIONAL HEALTH AND SAFETY

DMA		For the Good of Our Employees, <i>pages 32, 34</i>
G4-LA 5	Percentage of total workforce represented in formal joint management–worker committees	For the Good of Our Employees, <i>page 32</i>  100% of the employees at Brau Union Österreich are represented by joint management-worker committees.
G4-LA 6	Type of injury and rates of injury, occupational diseases, lost days, and absenteeism, and total number of work-related fatalities, by region and by gender	For the Good of Our Employees, <i>page 32</i> Appendix, <i>page 73</i>
G4-LA 7	Workers with high incidence or high risk of diseases related to their occupation	For the Good of Our Employees, <i>page 34</i>  Brau Union Österreich employees are exposed to risks in different departments depending on the type of activity. Production: noise, odors, heat, cold, danger of explosion in some cases... Logistics: danger on the street due to traffic, injury from lifting or carrying heavy items Sales/Office: sitting for several hours at a time – impact on the spine, impact on vision



# Specific Standard Disclosures

G4 Indicators Description

Page reference / Answer

## CATEGORY: SOCIAL

### SUB-CATEGORY: LABOR PRACTICES AND DECENT WORK

#### ASPECT – TRAINING AND EDUCATION

DMA		For the Good of Our Employees, pages 32-33
G4-LA 9	Average hours of training per year per employee by gender, and by employee category	For the Good of Our Employees, page 33 Appendix, page 74
G4-LA 10	Programs for skills management and lifelong learning	For the Good of Our Employees, page 33
G4-LA 11	Percentage of employees receiving regular performance and career development reviews	Every employee at Brau Union Österreich takes part in two annual employee performance review meetings with their supervisor. During these meetings, goals are defined and a development plan is drawn up for the employee. At the end of the year, the plan is reviewed to see if the goals have been met.

#### ASPECT – DIVERSITY AND EQUAL OPPORTUNITY

DMA		Promoting diversity and ensuring equal opportunity are of key importance at Brau Union Österreich. As a part of the international HEINEKEN family, we do not tolerate any form of discrimination, using the European Convention for the Protection of Human Rights and Fundamental Freedoms as a means of orientation. Our Code of Conduct, based on the UN Global Compact, applies to all our employees and includes anti-discrimination guidelines. Inappropriate behavior is identified and addressed through our "Speak Up" program.
G4-LA 12	Composition of governance bodies and breakdown of employees	Appendix, page 74  The majority of the employees at Brau Union Österreich are Austrian citizens and only a few minorities are employed by the company.

#### ASPECT – EQUAL REMUNERATION FOR WOMEN AND MEN

DMA		For the Good of Our Employees, page 32
G4-LA 13	Ratio of basic salary and remuneration of women to men	Brau Union Österreich does not pay different salaries based on gender.

#### ASPECT – SUPPLIER ASSESSMENT FOR LABOR PRACTICES

DMA		For the Good of the Environment, page 24
G4-LA 14	Percentage of new suppliers that were screened using labor practices criteria	For the Good of the Environment, page 24 Appendix, page 71  All new suppliers receive our Supplier Code, which also includes criteria with regard to labor practices. Failure to sign the agreement or not upholding the stipulations in the supplier code can lead to the termination of business relations.
G4-LA 15	Significant actual and potential negative impacts for labor practices in the supply chain and actions taken	For the Good of the Environment, page 24 Appendix, page 71

#### ASPECT – LABOR PRACTICES GRIEVANCE MECHANISMS

DMA		refer to G4-EN 29
G4-LA 16	Number of grievances about labor practices filed, addressed, and resolved through formal grievance mechanisms	No grievances were filed during the report period with regard to labor practices.





SUB-CATEGORY: HUMAN RIGHTS

ASPECT – NON-DISCRIMINATION

DMA		Brau Union Österreich, page 8
G4-HR 3	Total number of incidents of discrimination and corrective actions taken	Brau Union Österreich, page 8  During the report period, there were no incidents of discrimination reported through our internal "Speak Up" program.

ASPECT – SUPPLIER HUMAN RIGHTS ASSESSMENT

DMA		For the Good of the Environment, page 24
G4-HR 10	Percentage of new suppliers that were screened using human rights criteria	For the Good of the Environment, page 24 Appendix, page 71  All new suppliers receive our Supplier Code, which also contains criteria with regard to human rights. Failure to sign the agreement or not upholding the stipulations in the supplier code can lead to the termination of business relations.
G4-HR 11	Significant actual and potential negative human rights impact in the supply chain and actions taken	For the Good of the Environment, page 71

ASPECT – HUMAN RIGHTS GRIEVANCE MECHANISMS

DMA		refer to G4-EN 29
G4-HR 12	Number of grievances about human rights impacts filed, addressed, and resolved through formal grievance mechanisms	No grievances were filed during the report period with regard to human rights.

SUB-CATEGORY: SOCIETY

ASPECT – LOCAL COMMUNITIES

DMA		For the Good of the Environment, page 22 For the Good of Society, page 47
G4-SO 1	Percentage of operations with implemented local community engagement, impact assessments and development programs	For the Good of the Environment, pages 22–24 For the Good of Society, pages 48–49  At all brewing plants operated by Brau Union Österreich, we endeavor to communicate with our stakeholders and actively involve them in our activities. Thus, we frequently participate in roundtable discussions. In 2017, Brau Union Österreich plans to organize roundtable discussions at a number of our larger production sites (Göss, Puntigam, Schwechat, Wieselburg and Zipf), in order to strengthen their relationship with the local community. Any implications for the environment and society are first clarified prior to making any large investments to implement measures for improving infrastructure.
G4-SO 2	Operations with significant actual or potential negative impacts on local communities	During the report period, no significant actual or potential negative impacts of our business activity on the local communities were reported.



# Specific Standard Disclosures

G4 Indicators Description

Page reference / Answer

## CATEGORY: SOCIAL

### SUB-CATEGORY: SOCIETY

#### ASPECT – ANTI-CORRUPTION

DMA		Brau Union Österreich, page 8
G4-SO 3	Total number and percentage of operations assessed for risks related to corruption and the significant risks identified	<p>Brau Union Österreich, page 8</p> <p>The "Process and Control Improvement" (PCI) department is also responsible for, among other things, the fraud risk register. Every year, a fraud risk assessment is conducted involving every location where business transactions are conducted, as well as in all areas of operation. This has given rise to the fraud risk register in which 29 types of risks have been identified. Each type of risk has been assessed for the likelihood of its occurrence and its probable impact. Care has been taken to ensure that all locations are included in the assessment, and moreover, that the register is continuously updated.</p> <p>Due to the likelihood of their occurrence and the severe consequences associated with them, the following risks are worthy of mention:</p> <ul style="list-style-type: none"> <li>- misappropriation of finished products</li> <li>- manipulation of empty packaging</li> <li>- "blacklisted customers"</li> </ul>
G4-SO 4	Communication and training on anti-corruption policies and procedures	<p>Brau Union Österreich, page 8</p> <p>When they are hired, each employee receives the HEINEKEN Code of Conduct as part of the orientation process. This code of conduct includes guidelines regarding the anti-corruption policy with important information on measures and procedures to fight corruption.</p>
G4-SO 5	Confirmed incidents of corruption and actions taken	During the report year, no corruption incidents were reported.

#### ASPECT – COMPLIANCE

DMA		refer to G4-EN 29
G4-SO 8	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations	<p>During the report period, Brau Union Österreich did not receive any significant fines or conduct any non-monetary transactions for non-compliance with laws and regulations. Data are collected using the HEINEKEN Business Comparison System (BCS).</p>

#### ASPECT – SUPPLIER ASSESSMENT FOR IMPACTS ON SOCIETY

DMA		For the Good of the Environment, page 24
G4-SO9	Percentage of new suppliers that were screened using criteria for impacts on society	<p>For the Good of the Environment, page 24 Appendix, page 71</p> <p>All new suppliers receive our Supplier Code, which also contains criteria with regard to impacts on society. Failure to sign the agreement or not upholding the stipulations in the supplier code can lead to the termination of business relations.</p>
G4-SO 10	Significant actual and potential negative impacts on society in the supply chain and actions taken	For the Good of the Environment, pages 22–24

#### ASPECT – GRIEVANCE MECHANISMS FOR IMPACTS ON SOCIETY

DMA		refer to G4-EN 29
G4-SO 11	Number of grievances about impacts on society filed, addressed, and resolved through formal grievance mechanisms	During the report period, there were no grievances filed with regard to impacts on society.



## SUB-CATEGORY: PRODUCT RESPONSIBILITY

## ASPECT – CONSUMER HEALTH AND SAFETY

DMA		For the Good of Society, page 48
G4-PR 1	Percentage of significant product and service categories for which health and safety impacts are assessed for improvement	For the Good of Society, page 48
G4-PR 2	Total number of incidents of non-compliance with regulations and voluntary codes concerning the health and safety impacts of products and services during their life cycle, by type of outcomes	For the Good of Society, page 48  Brau Union Österreich is subject to strict legal requirements as well as self-imposed restrictions as a producer of alcohol. These are written into the "HEINEKEN Rules in Responsible Commercial Communication". Within the timeframe of this report, there were no instances reported regarding infringement of the rules.

## ASPECT – PRODUCT AND SERVICE LABELING

DMA		For the Good of Society, page 48
G4-PR 3	Type of product and service information required by the organization's procedures for product and service information and labeling, and percentage of significant product and service categories subject to such information requirements	For the Good of Society, page 48  Brau Union Österreich, as part of the HEINEKEN concern, is subject to the "Labeling Requirements Standard". This standard includes mandatory as well as voluntary labeling procedures and is based on EU guidelines. Brau Union Österreich must also comply with the regulations in effect in Austria.
G4-PR 4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes	During the report period, no incidents were reported.  The HEINEKEN "Labeling Requirements Standard" also includes voluntary codes regarding label declarations, such as information on the responsible consumption of alcohol, for example. There is still room for improvement in this area.
G4-PR 5	Results of surveys measuring customer satisfaction	Approximately every two years, Brau Union Österreich conducts surveys on customer satisfaction. The last survey was carried out in 2015, the next survey will be held in 2017.

## ASPEKT – COMPLIANCE

DMA		refer to G4-EN 29
G4-PR 9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services	During the report period, Brau Union Österreich did not receive any significant fines or conduct any non-monetary transactions for non-compliance with laws and regulations regarding the provision and use of products and services. Data are collected using the HEINEKEN Business Comparison System (BCS).





## Appendix – Figures, Data, Facts

### FOR THE GOOD OF THE ENVIRONMENT

#### EN1 MATERIALS USED BY WEIGHT OR VOLUME

Raw Materials (t)	Göss	Puntigam	Schwechat	Wieselburg	Zipf	Falkenstein	Schladming	Total
Hops	60.2	25.9	34.5	32.1	67.6	3.7	2.8	226.8
renewable	100%	100%	100%	100%	100%	100%	100%	100%
barley / malt	18,500	12,400	12,400	14,300	17,900	1,000	600	77,100
renewable	100%	100%	100%	100%	100%	100%	100%	100%

This part of the report is limited to the raw materials and the primary packaging material used in our production processes.

Primary packaging (hl)	Göss/ Schladming	Puntigam	Schwechat	Wieselburg	Zipf	Falkenstein	Total volume in hl	Percentage (%)
Returnable glass bottle, 0.5 l	363,685.90	660,383.39		539,978.10	939,454.93	29,817.50	2,533,319.82	47.40%
Disposable glass bottle, 0.5 l	0.00	13,172.32		12,775.56			25,947.88	0.49%
Returnable glass bottle, 0.33 l	8,873.36	0.00		10,409.55	2,539.38		21,822.29	0.41%
Disposable glass bottle, 0.33 l	0.00	345,815.45		102,289.75			448,105.20	8.38%
Disposable glass bottle, 0.25 l	0.00	5,824.98		0.00			5,824.98	0.11%
PET bottle, 0.5 l		8,497.04					8,497.04	0.16%
PET 0.4 l		1,905.02		11,274.34			13,179.36	0.25%
PET 0.33 l		6,319.99					6,319.99	0.12%
Can 0.5 l	115,279.68		1,115,049.96				1,230,329.64	23.02%
Can 0.33 l	237.12		42,989.03				43,226.15	0.81%
Keg, David	10,592.40			21,464.40			32,056.80	0.60%
BT-Keg	0.00			33,717.92			33,717.92	0.63%
Keg, 20 l	27,287.20			44,883.80		8,871.40	81,042.40	1.52%
Keg, 25 l	3,896.25			18,632.50	56,723.75		79,252.50	1.48%
Keg, 30 l	40,318.50			2,624.40	3,570.30	1,014.60	47,527.80	0.89%
Keg, 40 l	10.40			0.00		5.60	16.00	0.00%
Keg, 50 l	348,285.50			162,730.00	210,593.50	13,150.00	734,759.00	13.75%

Since all of our facilities are not equipped with filling lines and some breweries carry out packaging in certain types of containers for Brau Union Österreich, the data for the volume of filled and packaged products are only provided for the Göss, Puntigam, Schwechat, Wieselburg, Zipf and Falkenstein breweries. The values given in the report correspond to the volume filled in hectoliters for different types of packages.

The purchasing data are not included here, because this would convey an inaccurate picture given that returnable bottles are part of the packaging.

Type of packaging (hl)	hl	Percentage %
Returnable containers (returnable glass bottles, kegs)	3,563,514.5	66.67%
Disposable container (disposable glass bottles, PET, cans)	1,781,430.2	33.33%

Type of	hl	Percentage %
Returnable glass bottles	2,555,142.1	47.80%
Disposable glass bottles	479,878.1	8.98%
PET bottles	27,996.4	0.52%
Cans	1,273,555.8	23.83%
Kegs	1,008,372.4	18.87%

## EN2 PERCENTAGE OF MATERIALS USED THAT ARE RECYCLED INPUT MATERIALS

The raw materials we utilize for beer production – hops, barley and water – are renewable, natural resources and cannot be reused. We receive information regarding the percentage of secondary raw materials in our packaging material from our suppliers. With glass bottles, the percentage is 54% (up to 41% for clear glass, up to 51% for brown glass and up to 67% for green glass). We also endeavor to use as much recycled material for our cans as possible. In Austria, the recycling rate for cans is approximately 71%. According to the information provided by our supplier, the percentage of recycled material in PET bottles is approximately 57%. Unfortunately, no figures are available concerning the amount of recycled material used in the production of kegs.

## EN3 ENERGY CONSUMPTION WITHIN THE ORGANIZATION & EN6 REDUCTION OF ENERGY CONSUMPTION

	Göss	Puntigam	Schwechat	Wieselburg	Zipf	Falkenstein	Schladming	Total
<b>Total energy consumption (MJ)</b>								
2016	86,558,562.2	72,523,762.8	82,769,074.0	89,451,795.6	79,755,091.4	7,794,494.4	5,273,795.0	424,126,575.4
2015	77,982,367.6	82,296,782.0	83,807,381.7	85,323,525.8	81,988,930.0	7,841,655.0	4,969,322.0	420,908,879.0
2014	74,106,215.2	78,020,237.2	82,415,884.0	83,109,264.2	78,015,325.6	7,796,518.6	4,509,698.2	407,973,143.0
Change from 2015 to 2016	11.00%	- 8.85%	- 0.57%	4.84%	-2.72%	- 0.60%	6.13%	0.76%
<b>Total consumption of thermal energy (MJ)</b>								
2016	64,147,943.0	50,615,484.0	61,020,034.0	65,260,404.0	56,348,165.0	5,834,784.0	3,855,017.0	307,081,831.0
2015	57,863,945.0	56,610,754.0	61,895,490.0	62,118,853.0	58,418,110.0	5,864,985.0	3,686,120.0	306,458,257.0
2014	54,480,628.0	54,979,096.0	62,013,478.0	61,455,671.0	55,511,416.0	5,844,235.0	3,337,639.0	297,622,163.0
Change from 2015 to 2016	10.86%	- 10.59%	- 1.41%	5.06%	- 3.54%	- 0.51%	4.58%	0.20%
<b>Total consumption of electricity (kWh)</b>								
2016	6,225,172.0	6,085,633.0	6,041,400.0	6,719,831.0	6,501,924.0	544,364.0	394,105.0	32,512,429.0
2015	5,588,451.0	6,375,300.0	5,929,376.0	6,445,743.0	6,547,450.0	549,075.0	356,445.0	29,025,740.0
2014	5,451,552.0	6,400,317.0	5,667,335.0	6,014,887.0	6,251,086.0	542,301.0	325,572.0	30,653,050.0
Change from 2015 to 2016	11.39%	- 4.54%	1.89%	4.25%	- 0.70%	- 0.86%	10.57%	2.27%

The data were taken from the centralized BCS data acquisition system. The data collected and stored in this system originate from the internal documentation tools of the individual breweries (Hell System) and are based on the total consumption of thermal energy (expressed in MJ) and electricity (expressed in kWh). In order to calculate the total energy consumption, we use the definition from the WBCSD protocol: thermal energy (MJ) + 3.6 x electrical energy (kWh).

We also feed energy into the power grid. This amount of energy is subtracted from the value for total energy consumption.

\*In 2015, we recalculated energy figures for Puntigam (thermal energy and electricity). That is why comparison to previous years is only possible to a limited degree. The recalculations also yielded new figures for the total energy consumption, so comparison of these values with previous years is also not possible.

We operate our own cogeneration plant in Puntigam which is powered by natural gas, thus generating thermal energy as well as electrical energy.

In the reporting period for 2016, the consumption figures are reported as follows:

Natural gas consumption is attributed to thermal energy consumption; the thermal and electrical energy generated are not reported separately.

Thermal energy – by type of source (2016)	Percentage of total consumption (%)	Total consumption of thermal energy (MJ)
Renewable thermal energy (biogas, biomass)	20.3%	62,350,056
Gas fuels	76.5%	235,040,575
Liquid fuels	3.2%	9,691,200
Total thermal energy	100.0%	307,081,831*
*of that, imported, renewable energy		61,103,002



## Appendix – Figures, Data, Facts

Electricity – by type of source (2016)	Percentage of total consumption (%)	Total consumption of electricity (kWh)
Self-generated renewable energy	4.0%	1,315,788
Imported renewable energy (Öko-Zertifikat, green electricity certificate)	86.5%	28,117,841
Self-generated non-renewable energy	9.5%	3,078,800
<b>Total electrical energy</b>	<b>100.00%</b>	<b>32,512,429</b>
Exported electrical energy		3,955,772

With regard to thermal energy production, the most frequently consumed fuel is natural gas followed by imported heat (e.g. community heating in Göss and Wieselburg) and renewable thermal energy. Imported energy accounts for the largest share of electricity – this kind of imported energy is 100% renewable and is verified with a green electricity certificate.

### EN5 ENERGY INTENSITY – SPECIFIC ENERGY CONSUMPTION

	2008	2009	2010	2011	2012	2013	2014	2015	2016	Compared to the average value for HEINEKEN N.V. in 2016	Change from 2015 to 2016
Specific consumption - thermal energy MJ/hl	63.7	68	69	62.1	61.9	62.2	56.9	59.8	57.4	63	-9.9%
Specific consumption - electricity kWh/hl	7.2	7.5	7.4	7	6.8	6.7	6.1	5.8	6.34	7.8	-12.5%
Total specific energy consumption MJ/hl	89.8	95	95.4	87.4	86.3	86.5	79.0	80.6	80.2	91	-10.6%

In order to calculate the total energy consumption, we use the definition from the WBCSD protocol: specific thermal energy (MJ) + 3.6 x electrical energy (kWh). The total amount of energy consumption is not applied to calculate the specific energy consumption for beer production. To promote the use of biogas, we do not include the percentage for biogas in the calculation. The energy consumed by internal logistics is also not included in the calculation.

For the 2015 report year, we completely recalculated the energy figures for Puntigam (thermal energy and electricity) which also changed the amount of total energy consumption. As a result, the figures for specific consumption shown here may only be compared with those from previous years by bearing this change in mind. A comparison is only shown between the baseline year 2008 and 2015.

### EN8 TOTAL REMOVAL OF WATER BY SOURCE (M3)

	Göss	Puntigam	Schwechat	Wieselburg	Zipf	Falkenstein	Schladming	Gesamt
2016	323,029.0	328,978.0	290,716.0	332,236.0	320,949.0	23,324.0	12,464.0	1,631,696.0
2015	306,593.0	316,171.0	299,691.0	316,016.0	355,393.0	22,223.0	11,564.0	1,627,651.0
2014	295,420.0	324,477.0	295,238.0	320,728.0	397,663.0	21,707.0	10,422.0	1,665,655.0
2013	304,333.0	346,809.0	316,696.0	303,562.0	399,713.0	24,011.0	11,009.0	1,706,133.0
Change from 2015 to 2016	5.36%	4.05%	- 2.99%	5.13%	- 9.69%	4.95%	7.78%	0.25%

The majority of the water supplying Brau Union Österreich originates from privately owned wells. The Schladming Brewery and the speciality manufactory Hofbräu Kaltenhausen are the only production facilities to utilize municipal water sources. Our own wells meet all of the drinking water quality standards while the quality of water from the source in Puntigam is equivalent to that required for a thermal spa.

	2008	2009	2010	2011	2012	2013	2014	2015	2016	Compared to the average value for HEINEKEN N.V. in 2016	Change from 2008 to 2016	Change from 2008 to 2016
Specific water consumption in hl water / hl beer	5.7	5.7	4.5	4.1	3.4	3.4	3.3	3.2	3.18	3.6	-44.21%	-0.63%



#### EN15 DIRECT GHG EMISSIONS INCLUDING GWP (SCOPE 1) (kg CO<sub>2</sub>e)

	Göss	Puntigam	Schwechat	Wieselburg	Zipf	Falkenstein	Schladming	Gesamt
2015	1,918,462.60	1,764,939.80	3,426,679.30	1,900,534.00	3,222,232.00	442,299.70	279,736.60	12,954,884.10
2016	147,819.34	1,900,293.33	3,394,169.59	2,223,039.50	3,233,814.66	456,306.25	300,266.84	11,655,709.52

The following emissions are incorporated in the calculations for direct and indirect greenhouse gas emissions: direct emissions – CO<sub>2</sub> emissions from the combustion of fuels; indirect emissions – emissions from imported thermal energy and emissions from purchased electricity. The emission factors and the Global Warming Potential utilized in the calculations were taken from the Greenhouse Gas Protocol. In some cases, these data were entered directly into the system at individual brewery locations.

#### EN16 INDIRECT GHG EMISSIONS (SCOPE 2) (kg CO<sub>2</sub>e)

	Göss	Puntigam	Schwechat	Wieselburg	Zipf	Falkenstein	Schladming	Gesamt
2015	–	2,295,128.00	–	–	–	–	–	2,295,128.00
2016	1,956,015.01	1,800,746.57	- 187,016.78	- 61,829.02	- 126,636.27	- 12,677.21	- 5,921.00	3,362,681.29

For the reporting year of 2015, the CO<sub>2</sub> emissions (direct and indirect CO<sub>2</sub>e) were recalculated. For this reason, the figures cannot be compared with those of previous years.

#### EN18 INTENSITY OF GHG EMISSIONS (SCOPE 1 AND SCOPE 2) AND EN19 REDUCTION OF GHG EMISSIONS

	2008	2015	2016	Compared to the average value for HEINEKEN N.V. in 2016	Change from 2008 to 2016	Change from 2008 to 2016
Direct GHG emissions in kg CO <sub>2</sub> e/hl beer	3.9	2.4	2.27		- 41.79%	- 5.42%
Indirect GHG emissions in kg CO <sub>2</sub> e/hl beer	1.4	0.5	0.66		- 52.86%	32%
Total GHG emissions in kg CO <sub>2</sub> e/hl beer	5.3	2.9	2.93	6.5	- 44.72%	1.03%

Since the CO<sub>2</sub> emissions were recalculated for 2015, only the figures for the baseline year 2008 as well as those for 2015 and 2016 are shown here.

#### EN21 NO<sub>x</sub>, SO<sub>x</sub> AND OTHER SIGNIFICANT AIR EMISSIONS

	2013	2014	2015	2016
NO <sub>x</sub> emissions (kg)	27,488.8	16,740.5	15,417.5	31,967.9
SO <sub>x</sub> emissions (kg)	224.9	–*	331.2	1,250.0
NH <sub>3</sub> usage (kg)	44,291.0	44,291.0	44,291.0	44,291.0
NH <sub>3</sub> losses (kg)	3,037.0	1,800.0	2,770.0	800.0
Hydrocarbon-based refrigerants (kg)	694	696	701	698
Hydrocarbon-based refrigerant losses (kg)	11.8	6	11	10
kg R11 equivalents	–	–	–	–
Tons of CO <sub>2</sub> equivalents	34.1	11.7	36.2	21.1

Refrigerant losses (e.g. HCFCs) have an especially detrimental effect on the ozone layer. Eutrophication is caused by NO<sub>x</sub>, SO<sub>x</sub> and NH<sub>3</sub> emissions. R11 is the ozone depletion potential. The air emissions listed under EN21 are not included in the representation of the Scope 1 emissions.

\*Due to a change made to the computer system, the value for SO<sub>x</sub> emissions in 2014 cannot be reported.



## Appendix – Figures, Data, Facts

### EN22 TOTAL VOLUME OF WATER DISCHARGE BY QUALITY AND DESTINATION

	2013	2014	2015	2016
<b>Total volume of wastewater (m<sup>3</sup>)</b>	2,712,584.00	1,202,740.00	1,171,223.00	1,169,447.00
<b>Quality of the wastewater</b>				
Organic load of the wastewater in tons (COD)	2,696.50	2,588.40	2,530.30	2,626.10
Nitrogen content (kg N)	13,220.00	–	–	–
Phosphorus content (kg P)	4,209.00	–	–	–
Suspended solids in tons (SS)	11.2	–	–	–
<b>Discharge destination of the wastewater</b>				
Surface water	1%	0%	0%	0%
Water treatment plant	99%	100%	100%	100%

COD = the chemical oxygen demand of the treated or untreated wastewater which is discharged into surface water destinations. Nitrification is determined using the values for COD and the nitrogen and phosphorus content of the wastewater. The wastewater generated is not reused.

### EN23 TOTAL WEIGHT OF WASTE BY TYPE AND DISPOSAL METHOD

	2013	2014	2015	2016
<b>Total by-products, packaging and industrial waste (t)</b>	97.840.88	95.741.72	101.261.01	103.652.03
Non-recycled waste (%)	0.00%	0.00%	0.00%	0.00%
<b>Total sewage sludge (t)</b>	15.49	141.80	119.96	131.49
Non-recycled sludge (%)	0.00%	0.00%	0.00%	0.00%
<b>Total hazardous waste (t)</b>	67.37	67.11	78.55	85.68
Non-recycled hazardous waste (%)	0.03%	0.00%	0.00%	0.00%
<b>Total waste (t)</b>	98.224.43	97.403.68	102.733.23	105.262.57

The amount of waste is recorded in the decentralized AMES System at the respective locations and then entered into the BCS system. All of our waste is recycled. For us, this means that all waste is disposed of in the appropriate manner as dictated by law.



By type of disposal method	Total weight (t) 2015	Percentage of total weight (%) 2015	Total weight (t) 2016	Percentage of total weight (%) 2016
Reuse	–	0.00%	–	0.00%
Human nutrition	–	0.00%	–	0.00%
Animal feed	92,863.80	90.39%	83,612.10	79.43%
Materials	5,597.10	5.45%	8,516.78	8.09%
Compost / Fertilizer	2,301.90	2.24%	2,482.62	2.36%
Energy (biogas)	1,449.10	1.41%	10,651.07	10.12%
Combustion with energy generation	521.30	0.51%	–	0.00%
Combustion with heat generation	–	0.00%	–	0.00%
Disposal in landfill	–	0.00%	–	0.00%
<b>Total</b>	<b>102,733.20</b>	<b>100%</b>	<b>105,262.57</b>	<b>100%</b>

EN32, LA14, HR10, SO9 SUPPLIER ASSESSMENT BASED ON ENVIRONMENTAL IMPACTS WITH REGARD TO LABOR PRACTICES, HUMAN RIGHTS AND IMPACTS ON SOCIETY

	2015	2016
Current suppliers	2,104	2,090
Suppliers which do not conform to the Supplier Code	–	–
Suppliers with a confirmed deviation from the Supplier Code*	2	–
Suppliers which have submitted a signature	2,095	1,798
Percentage of suppliers which have submitted a signature	99.60%	86%
Suppliers which have been subjected to a risk analysis	2,104	2,405
Percentage of suppliers undergoing risk analysis	100%	100%
Total number of suppliers, who represent a high risk according to the EcoVadis assessment	18	20
Total number of suppliers posing a risk, which have completed the EcoVadis assessment	16	13
Percentage of suppliers posing a risk, which have completed the EcoVadis assessment	89%	65%

\*Suppliers which appear here have not taken part in an EcoVadis assessment due to certain internal reasons.





# Appendix – Figures, Data, Facts

## FOR THE GOOD OF OUR EMPLOYEES

LA1 TOTAL NUMBER AND RATES OF NEW EMPLOYEE HIRES AND EMPLOYEE TURNOVER BY AGE GROUP, GENDER AND REGION

	2015	2016
<b>Total number of employees</b>	<b>2,228</b>	<b>2,348</b>
full-time	2,030	2,137
part-time	198	211
male	1,814	1,922
female	414	426
under 30 years old	308	310
30-50 years old	1,016	1,062
over 50 years old	904	976

\*as of 31 December 2016

TOTAL NUMBER OF EMPLOYEES (ANNUAL AVERAGE FOR 2016) BY STATE

Burgenland	26
Kärnten	132
Niederösterreich	607
Oberösterreich	676
Salzburg	91
Steiermark	611
Tirol	157
Vorarlberg	12

<b>New employee hires by age group and gender</b>	2013	2014	2015	2016
under 30 years old	105	240	82	59
30-50 years old	99	101	47	98
over 50 years old	6	21	3	39
male	152	258	87	154
female	58	104	45	42
<b>Total number of new employee hires</b>	<b>210</b>	<b>362</b>	<b>132</b>	<b>196</b>

<b>Employees which terminated employment by age group and gender</b>	2013	2014	2015	2016
under 30 years old	47	192	37	40
30-50 years old	63	65	47	51
over 50 years old	76	69	45	65
male	134	234	86	115
female	52	92	43	41
<b>Total number of employees terminating employment</b>	<b>186</b>	<b>326</b>	<b>129</b>	<b>156</b>

In 2016, the turnover rate for employees at Brau Union Österreich was 6.6%. This denotes an increase (0.8%) compared to 2015.



## LA2 BENEFITS PROVIDED TO FULL-TIME EMPLOYEES

All of the services offered by Brau Union Österreich are available to all employees, regardless of whether they are full or part-time, or if they are employees with fixed-term contracts.

Among others, the following services are available to our employees:

- payment to or through the collective
- social security and health and pension insurance
- special allowance for seniority (after one year)
- pension fund (after five years)
- right to parental leave
- discounts on beverage purchases
- occupational health management
- etc.

## LA3 RETURN TO WORK AND RETENTION RATES AFTER PARENTAL LEAVE

	male	female
Total number of employees eligible for parental leave	1,922	426
Total percentage of employees eligible for parental leave	100%	100%
Total number of employees who took parental leave	4	26
Total number of employees who returned to work after parental leave	4	18
Total number of employees who returned to work after parental leave and were still present 12 months later	4	15
Rate of employees returning to work	100%	58%
Employee retention rate	100%	83%

In Austria, clearly defined requirements exist with regard to what constitutes "parental leave". New mothers are not allowed to work any earlier than 8 weeks (16 weeks, in some cases) after childbirth (= maternity leave). Parental leave begins after maternity leave and lasts, at the longest, to the second birthday of the child. Therefore, in this case, Brau Union Österreich does not have access to meaningful statistics in terms of either the return rate or retention rate after one year of employee absence.

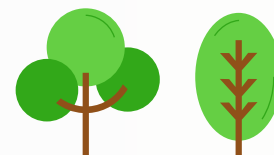
## LA6 TYPE OF INJURY AND RATES OF INJURY, OCCUPATIONAL DISEASES, LOST DAYS, AND ABSENTEEISM AND TOTAL NUMBER OF WORK-RELATED FATALITIES

2016	Support	Logistics	Sales	Production	Total
Work-related fatal accidents	0	0	0	0	0
Severe accidents	1	31	4	2	38
Minor accidents	0	6	0	2	8
<b>Total accidents</b>	<b>1</b>	<b>37</b>	<b>4</b>	<b>4</b>	<b>46</b>
Number of days lost to injury	13	907	54	47	1,021

	2015	2016	Change from 2015 to 2016
Accident rate	1.6	2	+25%
Accident severity	40	45	+12.5%

The figures reported for this evaluation are drawn from our own internal HEINEKEN system ARISO (Accident Reporting & Investigation Software) and include only accidents and number of days lost for Brau Union Austria employees and approximately 70 temporary employees  
 Accident rate = accidents/100 FTE  
 Accident severity = days lost/100 FTE  
 FTE = Full-time equivalent



## Appendix – Figures, Data, Facts

### LA9 AVERAGE HOURS OF TRAINING AND EDUCATION PER YEAR PER EMPLOYEE

Hours per employee by gender (h)	2015	2016
male	19.2	16.6
female	13.9	14.7
average	18.2	16.3

Hours per employee by category (h)	2015	2016
Senior management	14.2	11.44
Middle management	20.5	24.01
Other employees	18.1	11.96

Gesamtstunden aller Mitarbeiter (h)	2015	2016
male	36,503	31,928.4
female	6,129	6,275

The number of hours for training and education include those for Brau Union Österreich employees as well as for temporary employees.

### LA12 COMPOSITION OF GOVERNANCE BODIES AND BREAKDOWN OF EMPLOYEES PER EMPLOYEE CATEGORY

	2014		2015		2016	
	male	female	male	female	male	female
<b>Senior management</b>						
under 30 years old	0	0	0	0	0	0
30–50 years old	3	0	2	0	3	0
over 50 years old	4	0	5	0	5	0
<b>Middle management</b>						
under 30 years old	0	4	4	3	9	8
30–50 years old	57	14	57	14	87	29
over 50 years old	45	1	46	1	75	9
<b>Other employees</b>						
under 30 years old	187	97	207	94	203	90
30–50 years old	834	169	774	169	780	163
over 50 years old	653	124	719	133	760	127





G4-19 COMPREHENSIVE MATERIAL ASPECTS AND G4-27 KEY TOPICS AND CONCERNS FOR STAKEHOLDERS

Stakeholder	Key Topics and Concerns	GRI / Brau Union Österreich Aspects	G4-Performance Indicators / Brau Union Österreich Figures	Aspects from the Materiality Analysis
Customers	Profit	Economic performance		
	Compliance with HEINEKEN targets	Indirect economic impacts	G4-EC8	Indirect economic impacts
Customers	Quality, flexibility, price to performance relationship	Customer satisfaction	G4-PR5	Customer satisfaction
	Declaration of ingredients in the product, Health aspects, Transparency in sustainability matters	Product labeling	G4-PR3, PR4, PR9	Consumer health and safety Compliance
	Organic raw materials	Products and services	G4-EN27	Materials, products and services
Employees	Job stability	Employment	G4-LA1, LA2, LA3	Employment and diversity
	Diversity and equal opportunity	Diversity and equal opportunity Non-discrimination	G4-LA12, HR3	Employment and diversity Compliance
	Training and education	Training and education	G4-LA9, LA10, LA11	Training and education
	Occupational health and safety	Occupational health and safety	G4-LA5, LA6, LA7	Occupational health and safety
	Salary levels	Equal remuneration for men and women	G4-LA13	Remuneration
Suppliers	Local procurement / Regionality	Local procurement	G4-EC9	Indirect economic impacts
	Code responsibilities for suppliers, Long-term partnerships	Supplier assessment	G4-EN32, EN33, LA14, LA15, LA15, HR10, HR11, SO9, SO10	Supplier assessment
Environment	Reduction in energy consumption and CO <sub>2</sub> emissions	Energy Emissions Transport	G4-EN3, EN4, EN6 G4-EN15, EN16, EN17, EN18, EN19, EN21, G4-EN30	Energy and CO <sub>2</sub> emissions Emissionen (NO <sub>x</sub> , SO <sub>x</sub> )
	Protection of water resources	Water	G4-EN8, EN9	Water and wastewater
	Waste reduction	Wastewater and waste	G4-EN22, EN23	Water and wastewater Waste
	Climate change	Climate change risk	G4-EC2	Climate change risk
	Environmentally friendly materials	Materials	G4-EN1, EN2	Materials, products and services
	Environmental management and environmental costs	Environmental management	G4-DMA	Environmental management
Lawmakers/ Nation	Transparency on significant court judgments and fines	Compliance	G4-EN29, SO8	Compliance
	Prevention of corruption	Anti-corruption	G4-SO3, SO4, SO5	Anti-corruption
	Complaint management	Complaint management	G4-EN34, LA16, HR12, SO11	Complaint management
	Fair competition Complaint management Beer tax	Indirect economic impacts	EC8	Indirect economic impacts
Society	Prevention of addiction	Customer health and safety	G4-PR1, PR2	Customer health and safety
	Obesity	Local communities	G4-SO1	Indirect economic impacts
	Conservation and promotion of Austrian beer culture	Beer culture	Brau Union Österreich internal indicator: number of certified beer sommeliers	Beer culture

The table above is a list of our stakeholders and their key topics or concerns. In addition, the table contains information regarding which topics can be assigned to specific GRI performance indicators and how our comprehensive material aspects have been derived from the materiality analysis.

We ascribe great importance to meeting the demands of our consumers and customers, whom we support with our product portfolio and our activities, not only in terms of creating quality products but also in terms of sustainability and corporate responsibility. Therefore, we maintain a regular line of communication with all those who are involved in or are affected by our products or activities – our stakeholders. It is of great importance to us that we not only notify our stakeholders of our activities but that we are receptive to their views through open dialogue in order to identify important issues or any challenges we may face. Developing concrete objectives and implementing policies allow us to stay on point and bring about improvements.

Consequently, we frequently communicate with our stakeholders and constantly monitor our impact on the environment: We gather information concerning the issues which our owners and suppliers deem significant in personal conversations as well as in regularly scheduled meetings. We also receive clear objectives from our owners every quarter. Working together with our suppliers, we are also finding ways to more efficiently cultivate raw materials and to develop efficient packaging methods, i.e. our suppliers are directly involved in these processes. We are kept abreast of legal requirements and learn about issues relevant for Austria in regular meetings held by the various organizations to which we belong. Relevant topics for our customers and society in general are explored through market research, social media, and attendance at various trade shows, and especially from our customers in regular visits by our sales representatives. We are also in regular contact with our employees – via e-mail, announcements on notice boards, staff events, employee representatives and our staff newspaper PROST. So that we can continue to live in an intact natural environment, we also constantly monitor the state of our environment and the effects of our actions on it.

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