

HEINEKEN INSTITUTE

Created in 2022, the HEINEKEN Institute is aligned with the sustainability pillars of the global strategy Brew a Better World – Raise the Bar 2030.

The projects that are supported focus on benefiting three audiences mapped based on our value chain.

Focus of the HEINEKEN Institute

- Street vendors
- Recyclable material pickers
- Young people in situations of social vulnerability

Performance axes

- Socio-emotional development
- Technical training and entrepreneurial skills
- Creation of income and jobs

We want to humanize the reality and social perception of **waste pickers** and **street vendors**, investing in providing tools, in productive inclusion, and in income generation. For **young people**, our ambition is to encourage a healthier and balanced relationship with alcohol through self-knowledge, in addition to foster entrepreneurship and create jobs and income.

Waste pickers and street vendors: **10,000** people impacted

GOAL FOR 2025



INVESTMENTS IN 2022
BRL 10 MILLION



STREET VENDORS



We provide tools to street vendors so they can enhance their skills, entrepreneurial competences, work processes, and sales.

“Esse Verão é Meu” (This Summer is Mine):

A pilot project conducted in a partnership with Aliança Empreendedora in Praia do Corsário and Farol da Barra (BA) with the aim of increasing income. With this initiative, we seek to establish an ongoing relationship with beverage vendors, enabling autonomy, emancipation, and more dignified working conditions, through sales, marketing, and finance tips, face-to-face meetings, challenges, bonuses, and monitoring by specialists.

20

street vendors participated in the pilot project in early 2023 in Salvador



RECYCLABLE MATERIAL PICKERS



We promote the human and professional development of waste pickers by means of the educational, cooperative, and increased income routes, we encourage better use of the collected materials, and foment the glass recycling chain.

“Academia Recicleiros do Catador” (Waste Picker Recyclers Academy):

In a collaboration with the Recicleiros Institute, we contributed to the socio-professional training program focused on the technical and human development of recyclable material pickers working in the “Recicleiros Cidades” (Cities Recyclers) program’s cooperatives. This initiative seeks more efficient operations, sustainable governance, and the autonomy of the Recyclable Material Processing Units (cooperatives), in the long term, through structuring, provision of tools, and a certification system. We also support the development of solutions to reduce solid waste in the environment and create job opportunities for the most vulnerable people.

HEINEKEN supported

270

waste picker cooperatives in 2022

60 cities in all states by 2023

10,000 tons of recycling per month

3 MILLION people with access to selective collection

3,000 jobs in Brazil



Catafolia: The HEINEKEN Institute, in a collaboration with the “Pimp My Carroça” movement and with the Cataki app, worked, in São Paulo, with the old-style Carnival groups Acadêmicos do Baixo Augusta, Casa Comigo, Unidos do Swing, and Tarado Ni Você, which are sponsored by Amstel, promoting social and environmental values. Package collection actions were conducted, which generated an increase in income for 121 professionals, promoting the importance of recycling and dignified work for waste pickers during the biggest street fest in Brazil. Professionals signed up to participate in the action through an open form and active search done in the city, and received training on work safety, reduction of damage, and non-violent communication, among other topics. The action also guaranteed a daily work allowance, food safety during working hours, hydration, rest times, t-shirts, and personal protective equipment.

121

collectors (59 men and 62 women)
worked in the old-style Carnival groups

2.6

tons of waste collected

In terms of the impact the collected and recycled volume had on the environment, we estimate savings of 14.73 tons of CO₂, 29.34 cubic meters of landfill space, 50,000 liters of water, and 79,000 kilowatt-hours of power.



Citizenship Hub for Assisting Recyclable Material

Pickers: The HEINEKEN Institute and the National Association of Recyclable Material Collectors (Ancat) are developing this initiative to offer social services to self-employed waste pickers.

With services commenced in the second half of 2023, this mobile hub will have a team comprising psychologists, social workers, nurses, nutritionists, and public policy advisors, among other professionals and services, promoting a better quality of life for waste pickers in the city from São Paulo (SP). A thousand waste pickers are expected to be impacted in 12 months.



YOUNG PEOPLE IN SITUATIONS OF SOCIAL VULNERABILITY



We encourage responsible alcohol consumption among young people aged 18 to 24 years through the WeLab project. In 2022, we joined forces with the PROA Institute, creating more opportunities. Managed by the HEINEKEN Institute and using its own methodology, WeLab hopes to positively impact young people in vulnerable situations, adding to their perspectives of employability and entrepreneurship.

WeLab: This is a 100 percent free journey of personal and professional learning for young people to recognize and expand their strengths and abilities. This experience provides tools to enable a more balanced life and relationship with alcohol through social behavior change technology.

What is worked on at WeLab

- Self-awareness and social-emotional skills
- Entrepreneurship skills
- Harmful triggers related to alcohol
- Employability – bridge to the job market

About

200

young people were transformed in 2022



WeLab results in 2022

UNDERSTANDING HARMFUL CONSUMPTION

- The number of young people who consider themselves very well informed about drinking alcohol increased from **25% to 52%**.

REDUCTION OF HARMFUL CONSUMPTION

- The number of young people who drink every weekend or more has decreased by **70%**.
- The number of young people who drank with the intention of getting drunk has decreased by **80%**.

SOCIO-EMOTIONAL DEVELOPMENT – UNDERSTANDING TRIGGERS

- Young people who gained greater self-control when it comes to drinking increased by **16%**.
- The number of young people wanting to drink in different situations dropped **17%**.
- After participating in the program, young people reported greater confidence in their own future and felt they had more tools and support to deal with difficult situations.

Aipê – Alliance for Productive Inclusion

The HEINEKEN Institute is part of the founding group of Aipê and supports projects to create jobs and income conducted by associations, cooperatives, micro-enterprises, and individual entrepreneurs selected in calls for proposals, divided into the areas of Peripheral Urban Entrepreneurship and Inclusive Rural Business. We will invest **BRL 40 million** over the next four years to support more than **120 community-based startups**, inclusive businesses, and **7,000 low-income entrepreneurs** with businesses and the National Bank for Economic and Social Development (BNDES).

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