



# WELCOME TO PATHWAY TO PROGRESS 2024

Ad Net Zero Ireland Sustainability Summit



Dublin May 1<sup>st</sup> 2024





**AD NET ZERO**  
ALL FOR NONE



MICHELLE ROWLEY

HEINEKEN

**Michelle Rowley**  
**Heineken Ireland**





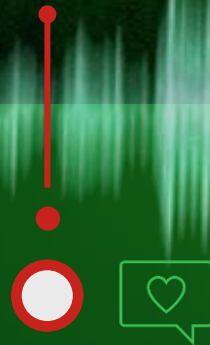
# THE HEINEKEN<sup>®</sup> BAR

Michelle Rowley  
Senior Brand Manager- Heineken Ireland

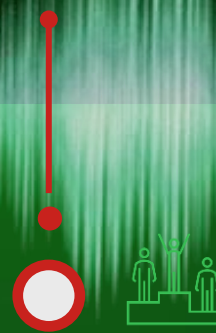




# WHY HEINEKEN® AND MUSIC



Passion point for people today more than ever



No#1 LAD brand associated with music



Incredible properties through venues, outdoor gigs and festivals

# HEINEKEN IRELAND







**THE HEINEKEN<sup>®</sup> BAR**

**A FESTIVAL FIRST**





A **NEW** entertainment experience for Heineken®, that uses new building methods, materials and technologies focused on improving how we upcycle, recycle and reuse materials.

EP'S FIRST FULLY  
SUSTAINABLE BAR

REUSE-LED DESIGN  
MODEL

60% LOWER EMISSIONS



# THE HEINEKEN® BAR LIVES BY THE FOLLOWING PRINCIPLES



## RETHINK



**Using** items that are plentiful in supply and have sustainable supply chains

Nothing in the bar is **unnecessary** or produced **“for the sake of it”**

**Avoiding** glues or chemicals and complex materials that cannot be reused for other purposes



## REUSE



**All materials** have had a life before this bar or will continue to have one afterwards

**Eliminating** single use items



## RECYCLE



Each **element** in the bar can be broken down into its **original components** and these can be reused

**All parts are standardized** - EG: wood can be returned to the supply chain for future use, bolts can be reused by the building industry







# LIVING ART FEATURES



We created striking, photo worthy installations using a mix of **plant life** and **upcycled** Heineken product materials to **communicate** the energy of live music.





# HEINEKEN® 0.0%

Key to our approach with all music events is our “Responsibility” pillar which falls under our “Brew a Better World” strategy.

Heineken 0.0% was available on draught for one of the very first times.





# A SPACE TO SHARE

We invited industry, thought leaders and sustainability experts to engage with us, experience our activation and to share innovative ideas around more sustainable production.

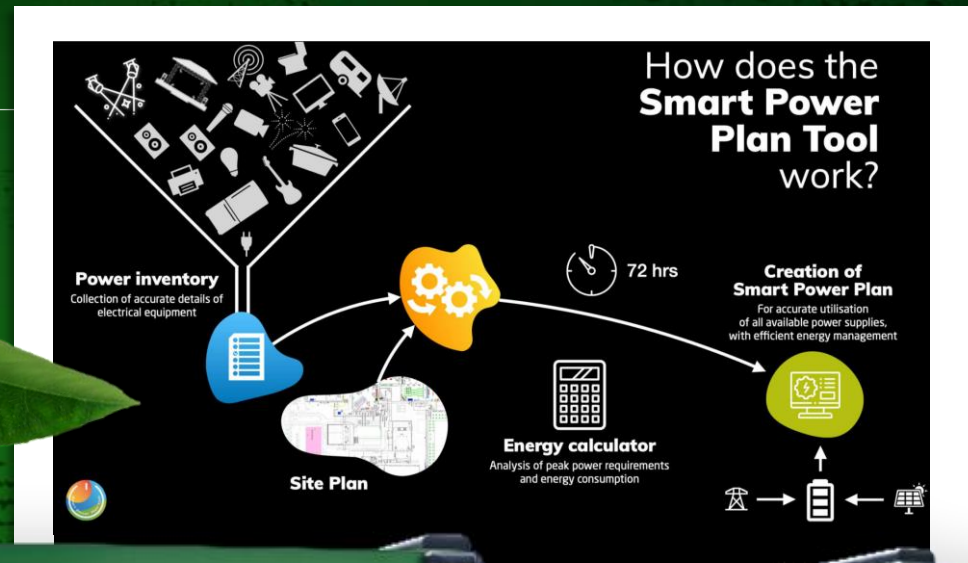




# SUSTAINABLE PRODUCTION

The **Smart Power plan** is based on a complete inventory of power requirements through the collection of accurate details of electrical equipment from all festival power use.

Power requirements are then matched **to the exact power generation demands of the users.**





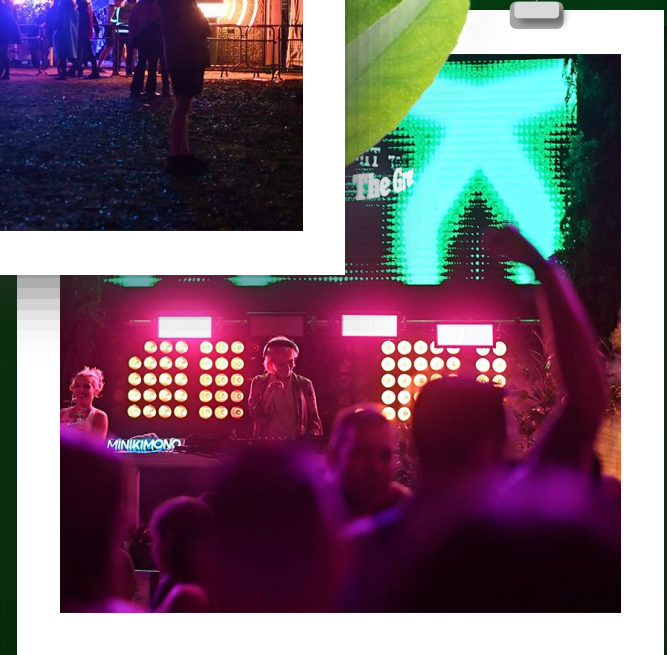
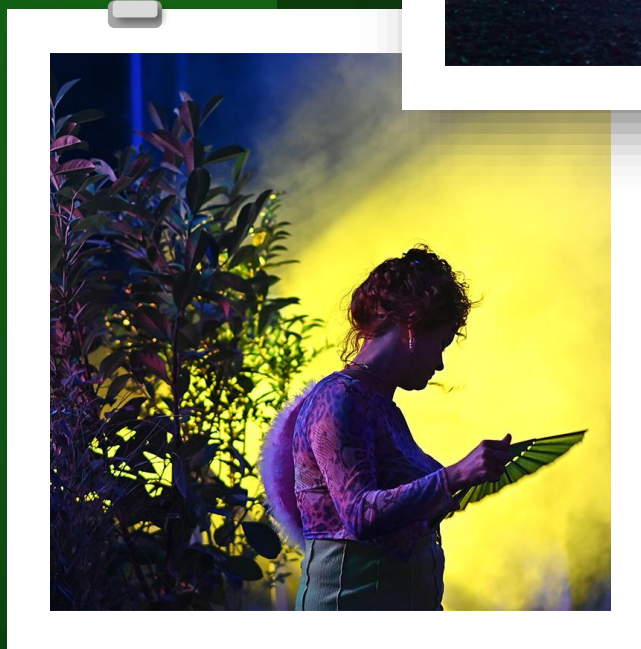
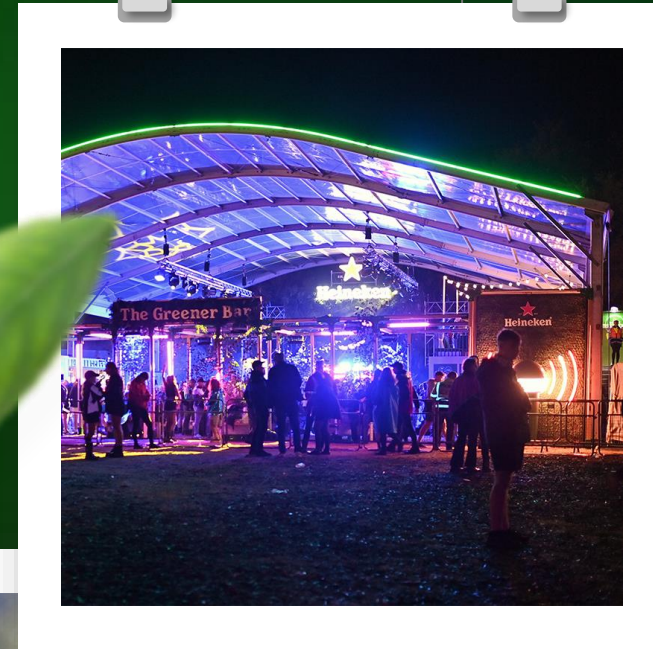
# SUSTAINABLE PRODUCTION

## ECO HIRING

The power to our build was provided through batteries, hybrid and HVO (biodiesel) generators and portable solar arrays and circular economy signage.

Our lighting and tech was designed from the outset with sustainability in mind, that required the lowest power consumption, LEDS, Beams etc.

Our Audio equipment was the most power effective and was powered down at night.





# RETURNABLE CUPS

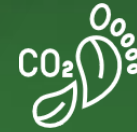
We brought the **most sustainable returnable cup** solution to the Heineken<sup>®</sup> Bar that retains **the highest possible quality experience** for our fans.

Our returnable cups programme eliminated **over 20,000** single use rPET Cups over the 3 day event.





# PROGRAMMING



A part of reducing the carbon footprint meant focusing on local and diverse talent. This marked the first year the brand cut international travel in preference of 100% local artists and DJ's contributing to our 60% less emissions reduction goal.



 HEINEKEN



# GREENER PRODUCTION RESULTS

**23,646 kg**

Est. CO2 saved  
compared to previous  
year

**4,600**

Homes create the  
equivalent electricity  
saved per year

**45,91kg**

Total direct energy  
emissions from production

**11,132**

Average Irish households  
create the amount of daily  
waste we saved



## LESS CO2

Saved an estimated 23,646 kg of CO2 emissions from 2019- more than the daily waste of 11,132 average Irish households.

The total direct energy emissions from the production (excluding materials) was 45.91kg CO2 - the same amount of energy as roughly 30 average Irish households (in the same period).





# WRAP SIZZLE REEL





# EP 2024 IS JUST AROUND THE CORNER!

POP DOWN AND ENJOY A  
PINT OF HEINEKEN<sup>®</sup> OR  
HEINEKEN 0.0% WITH US!



*Electric Picnic*  
MUSIC AND ARTS FESTIVAL

**LIVE NATION**

**HEINEKEN**