

Driving Down Emissions



HEINEKEN has rolled out Europe's biggest ever electric truck for distribution duty in the Netherlands. The 19-tonne vehicle, developed in partnership with The City of Rotterdam, Hytruck and G van der Heijden distribution B.V., is our latest leap forward in CO2 reduction. HEINEKEN has set ambitious targets to reduce our energy usage within [Brewing a Better Future](#), our approach for a sustainable future, including a 20% reduction in distribution emissions by 2020.

On October 10th, Europe's largest-ever electric truck made its maiden journey, distributing HEINEKEN beers in the city of Rotterdam, the Netherlands. The 19-tonne vehicle, with a 9-tonne load capacity and driving range of 200 kilometers, is ideally suited for urban distribution.

The new truck will make 22 tons of CO2 emissions savings annually, and represents the latest step in HEINEKEN's sustainability journey. Jeroen Cover, HEINEKEN Director Wholesale, comments: "As part of our sustainability strategy and goals, HEINEKEN is constantly working to reduce CO2 emissions. This is a prime example of how we can make a real difference."

Reducing CO2 emissions is one of four focus areas contained within [Brewing a Better Future](#), our long-term approach for a sustainable future. HEINEKEN vehicles make thousands of deliveries a day around the world, and we are conscious of the opportunity to improve the energy efficiency of this distribution process. Our target is to reduce distribution emissions 20% by 2020, including [greater use of renewable energy](#) where possible.

Energy Synergy

HEINEKEN regularly seeks to engage in partnerships to advance our sustainability goals, whether with local governments, private companies or NGOs. Through these groups, with each member contributing their particular skills and expertise, better solutions can be found than those possible when acting alone.

The electric truck is an excellent example of the value of a partnership approach. The logistics required in a project of this stature – from functional design to ensuring it can complete its daily delivery route – are considerable. To successfully deliver the project, HEINEKEN collaborated with the City of Rotterdam; private companies Hytruck and G van der Heijden distribution B.V., as well as receiving additional support from Erasmus University and sustainability experts Urgenda.

This partnership initiative has been wholeheartedly welcomed within Rotterdam. Alexandra van Huffelen, Rotterdam City Councillor for Sustainability, says: "This is a good example of how we can work together with business to create a clean, healthy and economically strong city."

Future Friendly

With this truck on the streets, plans are already in place to roll out more, including three 19-tonne electric trucks in Rotterdam, and four 12-tonne versions on the streets of Amsterdam. With tougher urban emissions laws appearing, these trucks also help future-proof our business. Bert van de Heijden, Manager G van der Heijden distribution B.V., tells Dutch TV station RTV: "We like to stay ahead – that's our entrepreneurial spirit. Jeroen reveals the ultimate ambition: "By 2020, we want all cities in The Netherlands to use electric transportation."

The culture of energy consciousness within HEINEKEN helps to create such innovative and practical solutions. We are proud to be leading the way within the brewing industry on a number of environmental and sustainable matters, and achievements such as this help drive us even further.

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