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College Essay

## Annotated Bibliography

Crane, A., Matten, D., Glozer, S., & Spence, L. J. (2019). *Business ethics: Managing corporate citizenship and sustainability in the age of globalization*. Oxford University Press, USA.

The article "Business ethics: Managing corporate citizenship and sustainability in the age of globalization" by Crane, Matten, Glozer, and Spence highlights Heineken's history of addressing concerns about sustainability and corporate responsibility. Specifically, the article discusses the environmental impacts of Heineken's production and distribution practices, which have included using fossil fuels for transportation, producing industrial waste through brewing processes, and causing water pollution through water discharge. To address these areas of concern, Heineken has implemented numerous strategies to improve their environmental impact such as investing in renewable energy sources like wind turbines; adopting green technologies such as anaerobic digestion systems; supporting local ecosystems with reforestation projects; developing more efficient packaging materials; increasing water efficiency through reuse and recycling; and reducing carbon emissions. By implementing these initiatives, Heineken has shown a commitment to corporate responsibility and sustainability, which is beneficial not only to the company's reputation but also to the wider environment. Ultimately, this article demonstrates that businesses can be successful while also taking steps to reduce their environmental impact and improve corporate citizenship.

Gereziher, B., & Shiferaw, Y. (2020). Corporate social responsibility practice of multinational companies in Ethiopia: a case study of Heineken Brewery SC. *Br. J. Arts Humanit*, 2(2), 36-55.

The article examines the corporate social responsibility practice of Heineken Brewery SC, a multinational company in Ethiopia. It focuses on the environmental impact of Heineken's production and distribution practices, as well as how the company has addressed concerns about sustainability and corporate responsibility throughout its history. The research found that Heineken had adopted different strategies to reduce its environmental footprint. These included energy efficiency and emissions control improvements, water conservation efforts, waste reduction initiatives, an integrated natural resource management plan, and product stewardship activities such as packaging recycling measures. The company was also engaged in community development initiatives, including training programs for local producers and suppliers, support for local educational institutions, health services provisioning through partnerships with non-governmental organizations (NGOs), and improved access to clean water. Overall, the researchers concluded that while Heineken has taken steps to reduce its environmental impact and increase its corporate social responsibility practice, it still faces challenges in terms of monitoring compliance with regulatory standards and ensuring sustainable production practices across all operations. The article provides useful insights into how multinational companies in Ethiopia can address such issues and suggests further avenues for research on this topic.

Stewart, R., & Niero, M. (2018). Circular economy in corporate sustainability strategies: A review of corporate sustainability reports in the fast-moving consumer goods sector. *Business Strategy and the Environment*, 27(7), 1005-1022.

Heineken, the world's second largest beer company, has employed circular economy principles in its corporate sustainability strategies for over a decade. In response to a growing public concern about environmental degradation and resource scarcity, Heineken has implemented initiatives to reduce water and energy usage, increase recycling rates and maximize

input recovery from waste streams. The company also now focuses on developing biodegradable packaging materials such as paper-based containers and plant-based straws. Throughout their long history of production and distribution practices, Heineken has gradually addressed concerns about sustainability and corporate responsibility by establishing efficient processes for product delivery that minimize the environmental footprint. By engaging with local communities to identify best practices for sustainable manufacturing and distribution operations, Heineken has implemented initiatives to reduce water consumption, improve energy efficiency and increase recycling rates. The company has also committed to a goal of zero waste to landfill by 2020 and has reduced its carbon footprint by 37% since 2008. Finally, they have actively worked towards the United Nations' Sustainable Development Goals through the Heineken Foundation, which provides resources to local communities in need throughout Africa and Asia. By doing so, Heineken is demonstrating leadership in corporate sustainability strategies that are aligned with sustainable development principles. Therefore, through responsible sourcing, efficient production and distribution operations and sustainable packaging initiatives, Heineken is leading the way for other companies to embrace circular economy principles in their corporate sustainability strategies.

Johnson, G., Whittington, R., Regnér, P., Angwin, D., & Scholes, K. (2020). *Exploring strategy*. Pearson UK.

The article "Exploring Strategy" by Johnson, et al. (2020) delves into Heineken's approach to corporate responsibility and sustainability throughout its history. The authors note that, although Heineken has made concerted efforts to reduce their environmental impact through improved production and distribution practices, the company still faces challenges in terms of sustainability and corporate responsibility due to the complexity of their operations. Heineken

recognizes the need for more responsible manufacturing processes and transportation networks as part of their commitment to reducing their environmental impacts. To this end, they have implemented initiatives such as water reduction projects across multiple sites and a significant investment in renewable energy sources. In addition, they have taken steps to improve efficiency in their supply chain management systems and have implemented energy-saving practices in their breweries. Heineken has also taken steps to ensure that their corporate responsibility extends across all aspects of their business, with a particular focus on promoting ethical and sustainable employment practices. This includes making sure that wages are fair, working conditions are safe and secure, and human rights are respected within the company's operations. In addition, Heineken has invested heavily in local communities through initiatives such as its Clean Street Program, which helps to reduce littering and promote environmental awareness within local neighborhoods. Overall, it is clear that Heineken has recognized the importance of sustainability and corporate responsibility throughout its history and has taken significant steps towards reducing the environmental impact of its production and distribution practices.

Zatwarnicka-Madura, B., Siemieniako, D., Glińska, E., & Sazonenka, Y. (2019). Strategic and operational levels of CSR marketing communication for sustainable orientation of a company: a case study from Bangladesh. *Sustainability*, 11(2), 555.

The article by Zatwarnicka-Madura et al. (2019) looks at the strategic and operational levels of CSR marketing communication for sustainable orientation of a company, specifically Heineken in Bangladesh. The article focuses on how Heineken sought to meet its corporate responsibility by making changes to its production and distribution practices. Heineken has long been concerned with environmental sustainability and corporate responsibility throughout its history. To address these issues, the company made improvements to both their production and

distribution processes, such as reducing their water usage by implementing wastewater treatment plants, introducing more efficient energy systems into their production processes and changing their packaging materials so that they are lighter and easier to transport. These improvements have had a positive impact on the environment by reducing the amount of energy and resources consumed during production and distribution. In addition, Heineken also implemented several sustainability initiatives, such as recycling programs and green electricity use, to further reduce their environmental impact. These changes have allowed Heineken to create a more sustainable environment in Bangladesh while also maintaining their corporate responsibility. By making these improvements to their production and distribution processes, Heineken has been able to reduce their environmental footprint while still producing quality products for consumers in the country. This case study is an example of how companies can make small changes that can have a big impact on sustainability. By taking the time to address concerns about sustainability and corporate responsibility, companies like Heineken are helping to create a better future for both people and the planet.

Alon, I., Jaffe, E., Prange, C., & Vianelli, D. (2020). *Global Marketing: Strategy, Practice, and Cases*. Routledge.

Heineken has focused on sustainability and corporate responsibility throughout its history, taking steps to reduce the environmental impact of production and distribution practices. The company implemented initiatives such as water conservation, reduced energy consumption, recycling programs, and waste reduction efforts. In addition, Heineken invested in renewable energy sources for their breweries and took steps to increase resource efficiency. To further develop its commitment to sustainable development, Heineken launched a global "Brewing a Better World" program which aims at reducing carbon dioxide emissions by 30% by 2020 and

promoting responsible consumption among consumers. This includes advocating for responsible drinking across all markets as well as supporting local communities with initiatives such as sponsoring education programs related to social health like HIV/AIDS prevention and promoting sports and leisure activities. Heineken also developed an environmental strategy to reduce water and energy use, as well as increase recycling of materials used in production processes. Heineken has made a commitment to sustainability, corporate responsibility, and environmental protection throughout its history, aiming to reduce the environmental impact of production and distribution practices while advocating for responsible consumption. The company's initiatives are ongoing and they will continue to strive towards becoming an even more sustainable business in the future. By doing so, Heineken hopes to set an example for other businesses around the world on how to operate responsibly with regards to the environment, people, and communities.



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