

Heineken raises awareness on responsible alcohol consumption, road safety

At the Ubuntu Awards ceremony, held last week in Cape Town, Heineken South Africa, as a lead sponsor, further pledged to raise awareness on responsible alcohol consumption and road safety.

The awards, hosted by the Department of International Relations and Cooperation (DIRCO), saw government ministers, members of the diplomatic corps, high profile members from the community and business stakeholders attend the gala event.

Ubuntu Awards recognise and honour South African industry leaders, organisations and extraordinary citizens for their distinguished service and contribution to promote South Africa's national interests and values throughout the world. Each award was given to an organisation and/or an individual, who through excellence, innovation, creativity, social responsibility and patriotism, distinguished themselves as exceptional ambassadors of South Africa.

Campaign on road safety

Heineken fully recognises the impact of alcohol consumption in society if not consumed responsibly. While the vast majority of people consume alcohol responsibly, tackling harmful drinking is a priority for the group, which has a long history of encouraging responsible consumption and taking this role seriously. For Heineken, the goal is to make moderate, responsible consumption aspirational. When brands communicate directly, in a positive manner, the message resonates more strongly with consumers.



Zodwa Velleman

Heineken South Africa has embarked on a corporate and brand campaign to educate and encourage people to consume alcohol responsibly. To support various initiatives of reducing irresponsible alcohol consumption, the local company will contribute to the Heineken Group ambition to invest 10% of Heineken media budget and utilise the various global initiatives and platforms that it has available, for example, 'When you drink, you never drive', campaign.

"We are committed to addressing the role that alcohol plays when it comes to drinking and driving. We acknowledge the need for intervention programmes and initiatives to raise awareness. Alcohol, when not consumed responsibly, can have harmful consequences not only to those using the product, but to our society as well," says Zodwa Velleman, Heineken SA corporate affairs director.

"Alcohol abuse in South Africa is a great concern not only for government and for NGOs, but also to our industry, as misuse of alcohol threatens the sustainability of our business. It is only by working in partnership and joining forces and expertise that we will make a difference in South Africa."