



Greece

Country:	Greece
Name of the project:	Cool@work
Name of the company/organisation:	Athenian Brewery S.A.
kind of company	profit organisation production sector
Company size	Big enterprise (501 and more staff members)
Number of employees	1200
Location	Company with a headquarter and one or more other branches/locations
Main aims and objectives	<p>As one of the major beer companies in Greece committed to raising awareness regarding responsible alcohol consumption to our employees, customers and consumers.</p> <p>The Cool@work program is addressed to the employees and promotes responsible alcohol consumption in order to prevent alcohol abuse and misuse.</p> <ol style="list-style-type: none"> 1. Ensuring employees' safety at work and during work-related activities 2. Receiving employees' commitment towards Alcohol Policy and creating ambassadors of responsible alcohol consumption 3. Providing support in cases of misuse of alcohol 4. Encouraging employees to adopt Alcohol Policy in their daily lives
main prevention strategy	Behavioural <u>and</u> structural prevention
main target groups of the project	All staff members
initiative started and implemented by	Management
How does the PPP work: Is it valid in the whole company or only in some locations or specific work areas?	<ul style="list-style-type: none"> - The program is implemented in all Heineken operating companies around the world. - Nationwide all over the company
How was it developed?	It was implemented over the whole company from the beginning.

Start of the PPP in the company	Between 2000 and 2009
Duration of the PPP applied	Permanent measure/offer
project is funded by	Company
financing for a successful implementation is guaranteed	Long-term (over 2 years or permanent)
Focus of the alcohol policy:	<p>Through our Cool@Work programme, they encourage all employees to drink beer responsibly - setting a good example to all those outside our business.</p> <ul style="list-style-type: none"> - Maintain an alcohol information programme for several years which informs employees about the effects of alcohol in beer and explains how they can enjoy it responsibly. - The programme has been introduced via workshops designed to help operating companies set up local Alcohol & Work programmes. - A special training programme has been devised for on-trade representatives, because people employed in this sector have to cope with additional pressures at work. - Heineken offers help for employees with respect of alcohol-related problems.
<u>a) Universal prevention</u>	<ul style="list-style-type: none"> - Managers are trained to identify alcohol problems at an early stage. - Managers are instructed to take disciplinary measures if an employee was deemed to be under the influence of alcohol during working hours.
<u>b) Selective prevention</u>	-
cooperation with other companies, organisations, counsellors in the context of the PPP	Yes, Heineken N.V. (mother company);, Heineken Health Services, NGO "The Sober ones"
General tools being used	<ul style="list-style-type: none"> - Alcohol policy implementation generally includes the broad dissemination of written information, training or discussion groups for employees and staff, and extra training for managers.
a) Management tools	Management/supervisors received alcohol policy training prior to the dissemination of information packages among employees (Guidance how to implement the policy)

<p>b) Dissemination of the Alcohol policy developed:</p>	<ul style="list-style-type: none"> - Policy contains written material on the implementation and content. - Information disseminated in the workplace by letters, by posters, by brochures and by intranet - Information packages distributed to all employees: alcohol information package and a copy of the formalised alcohol policy, including details of how and why it was set up has been adapted
<p>c) Participation of the employees:</p>	<p>Discussions involving representatives of several departments (e.g. personnel, medical services)</p>
<p>trigger for the decision to develop and to implement a workplace alcohol policy</p>	<p>commitment to promoting responsible alcohol consumption is part of our corporate social responsibility program</p>
<p>main aims of a workplace alcohol policy</p>	<p>Educate employees about the importance of responsible alcohol consumption not only at work but also in their daily lives, as a responsible way of living.</p>
<p>the PPP has been documented (not generally applicable to laws) by</p>	<p>?</p>
<p>evaluation</p>	<p>No evaluation is being intended</p>
<p>evidence effect by the PPP for a <i>positive cost-benefit calculation for the company</i></p>	<p>No.</p>
<p>pre-conditions for success for the PPP/ main lessons to be learnt from it</p>	<p>Effective communication of the programme to all employees.</p>
<p>sense to transfer the PPP to other companies <i>and/or</i> in other countries</p>	<p>Yes, it is explicit and professional.</p>
<p>documents, reports, websites e.g. publicly available of this policy (in national language or in English) or a legal law, official guidelines by government etc.</p>	<p>Yes, http://www.heinekeninternational.com/alcoholpolicy/brochure.aspx http://www.heinekeninternational.com/alcoholpolicy/pdf.aspx http://www.heinekeninternational.com/rulesresponsiblecommercialcommunicationnov2008.aspx</p>
<p>Organisation:</p>	<p>Athenian Brewery SA</p>
<p>Contact person:</p>	<p>Elli Panagiotopoulou</p>
<p>Email address:</p>	<p>elli_panagiotopoulou@heineken.com</p>
<p>Organisational website:</p>	<p>http://www.enjoyheinekenresponsibly.com/pages/languageselect.aspx; www.athenianbrewery.gr</p>

Annex:

extract from:

Responsible beer consumption

http://www.heinekeninternational.com/7_focus_responsible_beer_consumption.aspx

Employees as Ambassadors – Cool@Work

We believe that our employees are the ambassadors of our Company. To this end, a core, Company-wide programme, Cool@Work provides employees with information on the meaning of responsibility and training when necessary. Specific elements such as sales force training and support for individuals who may have a problem dealing with alcohol are also elements of the programme. It is mandatory that all employees are made aware of their special responsibility as Heineken employees at least once every two years. The Cool@Work programme is implemented by the operating companies and supervised by our Group Head office.

Compliance with all three strategic pillars of our Alcohol Policy are subject to periodic audit by our Group Internal Audit department and the results are shared with the responsible Regional Presidents, the Executive Board and the Supervisory Board.