

Heineken South Africa supports local communities

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Mandela Day calls on all South Africans to give of their time, skills and resources to make a difference in someone's life. Heineken South Africa's teams gave of their time to improve the lives of those around them.

There can be no greater gift than that of giving one's time and energy to helping others without expecting anything in return. ~ Nelson Mandela

Repurposing with a purpose for Mandela Day

In the spirit of 'giving back' Heineken's Sandton staff joined the Mandela Day movement by repurposing wooden packaging pallets, a frequently used item in food and beverage logistics.

Teams worked together in 67-minute timeslots to reuse pallet boards to create bookshelves for school classrooms as well as vegetable growing boxes. These simple, but lovingly hand-crafted shelves and boxes made by team members will be donated to needy organisations.

Heineken Corporate Affairs Director, Millicent Maroga noted that seeing staff actively using their hands to craft and create, mirrors the late statesman Nelson Mandela's famous quote: "It is in your hands to create a better world for all who live in it."

Caring for the local communities

Sedibeng brewery staff put together trauma comfort packs to be donated to the brewery's local Victim Empowerment Units based at Kliprivier and De Deur police stations. These unit deals with domestic violence, child abuse and sexual crimes. While the Egoli sales team assisted in the refurbishment of the De Deur police station in partnership with the Mayor of Midvaal.

The different sales teams across different regions adopted initiatives close to their communities. The KwaZulu-Natal team spent time restoring the victim empowerment unit at Durban North SAPS. While Cape sales force assisted an orphanage in De Doorns and providing fencing for their vegetable garden. The team also hosted a soup kitchen for the members of the community. Also assisting an orphanage, the Mpumalanga sales teams refurbished a children's home and the organisation with vital water tanks.





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