

Bringing Communities together to create green urban Growing Spaces in partnership with

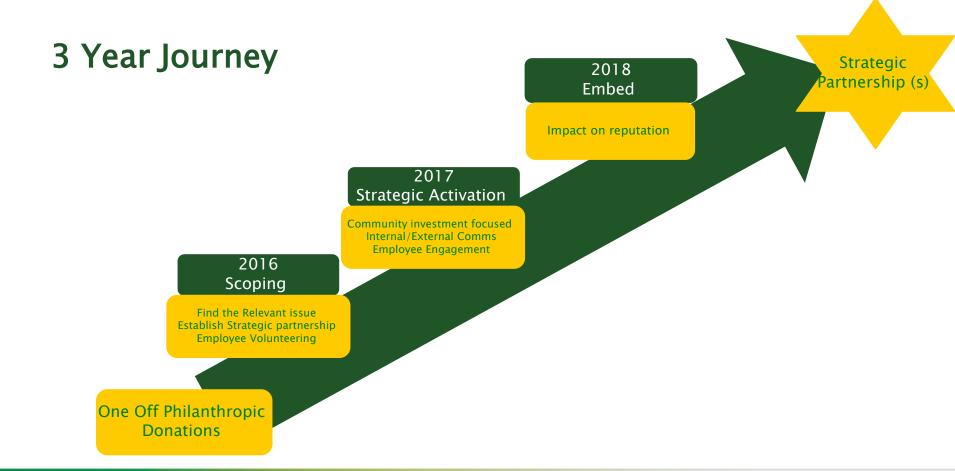




Overall Objective

Reposition Community Investment away from one off donations to long-term community (local and national) investment partnerships







Our Approach

- Collaborative we set up our "Communities Tribe"
- Key thinkers/ Cross Functional Representation



Review & Scoping

Purpose identification, stimulus, best practice case studies - HKN & External

Relevant Issue & I x half day workshop

Idea mapping, shortlisting & brief development

Pre-work & 1 x 2 hour Lunch-time brainstorm

Potential partner Investigation

BITC & Sandy Boundy



It all started with Purpose....

- Our Purpose: We build true human connections and break down barriers because we believe great moments of shared experiences are the best in life
- Relevant issue: Increased urbanisation leads to environmental pressure (resources, pollution etc.) and negatively impacts human health
- Our solution: Urban greening we wish to bring people together to create green urban spaces resulting in a positive impact to the local community and environment
- Fit with HEINEKEN Ireland: Our products come from natural ingredients and depend on a sustainable eco system – we are playing our part with our employees and our communities to spread food and environmental empathy
- Big Idea: Community Greening



2017 – 3 Branch Programme







Let's see what we achieved.....





"Growing with our Communities" – HEINEKEN & GIY

Branch 1: Starts internally - GIY@Work, #StarGrowers

- ◆ Linked to Wellbeing Day, 31st March
 - 2 x 1 hour GIY workshop with 40 people in a group 1 x Cork & 1 in Dublin, Videoed for Roadbased
 - 30 min talk & 30 min planting
 - 4 week internal competition -"Al Desko Growing" -Office Based & "Road-side" growing (in their cars / vans)





"Growing with our Communities" - HEINEKEN & GIY

Branch 2: Spreads externally - "Grow it Forward" - 10 x Community Groups

- Blackpool Community Centre
- Tir na N'Og Cork Simon
- Mad About Cork Leitrim Street
- St Michael's Inchicore, Dublin
- New Street Community Gardens, Waterford
- Solas, Waterford
- Tir Na Nog, Cork Simon
- Clanmorin House, Cork Simon
- Dublin Inchicore environmental group

Branch 3: Star Gardens - 3 x Showcase Community Greening Projects

- Blackpool Community Centre
- St Michael's Inchicore
- New Street Community, Waterford









St Michael's Community Centre, Inchicore







New Street Garden Waterford





Measurement

EMPLOYEE ENGAGEMENT

REPUTATION

COMMUNITY IMPACT

MEDIA COVERAGE



COMMUNITY IMPACT

I would like to extend a massive thanks to you both, and to all the Heineken Ireland volunteers, for once again supporting Cork Simon through your volunteering day.

We were delighted to welcome back your team and the results at Tír na nÓg & Clanmorin House are fantastic! Please pass along our most sincere thanks to everyone who worked amazingly hard on Friday.

Our maintenance team work under incredible pressure, trying to maintain high standards in all of our houses and properties; they were delighted with the work you completed last week and have said that it has definitely eased the pressure on them – so thank you!

Cork Simon Community

"Huge thanks to GIY and Heineken for the super workshop that our Men's Support Group enjoyed in November. Caitriona has a wealth of information and facilitated the session so well. The participants really enjoyed the morning and got so much from it. We have a new space here on the grounds after building a new car parking area and the Men's Group are going to work on developing this space into a tranquil garden—they have been inspired!"

GIY worked with Heineken to transform some waste space around St. Michael's Community Centre to reclaim some waste space and the results are brilliant. We now have several beds with peas and beans, some garlic and a very varied selection of herbs. All of which will be used by the cookery classes which are run in the centre which are attended by young people in the area. We also have some apple trees which will hopefully bear loads of fruit which can be used also. We have loads of lavender and some plants which will enhance the outside of our building. It has been a total pleasure working with this group of very dedicated people who so willingly gave their time and expertise. Our centre now has a cared for look and is a source of pride for everyone who works there and also the people who use it.

Mary Fagan, St Michaels Community Centre Inchicore

"There is and always has been a strong connection between Blackpool and the Brewery – so many people have worked there in the past and are still working there now. What you are doing makes a real difference to the people of Blackpool".

Bill Dunlea, Blackpool

"We believe that projects like this have the power to change a city and make it a better place. It is great to be able to collaborate with a company like HEINEKEN and we hope it might encourage other businesses to get involved."

Solas, Waterford

Alan Hurley, Mad About Cork

- ◆2 x Star Gardens on a bigger scale more volunteers, community involvement & investment
 - ■Cork Field of Dreams
 - ■Dublin WALK
- ◆Expand into our customer base pilot group of publicans in Cork GIY workshop
- ◆Biodiversity Urban Orchard to be planted in our Lady's Well Brewery





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