


HEINEKEN
K r a k ó w

Culture book



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“Everyone who joins HEINEKEN Kraków immediately experiences the unique culture we share, with green blood pumping through our veins and the enjoyment of life embedded in our DNA. This booklet will help you grasp our identity and culture, the values we share, and get a sense of the True Togetherness that HEINEKEN is so proud of”.

Gerard Vries, Director of HEINEKEN Kraków

We are HEINEKEN

Purpose, values

Our HEINEKEN behaviours

Meet Management Team

Local history

Feel welcome

Hubs & structure

Code of Business Conduct

Trusted Representatives

Our purpose

We brew the Joy of True Togetherness to inspire a better world. We ignite the moments that bring us together, create bonds, and are unforgettable. They help make the world a little better... One day, one beer, one cheers at a time! We need to live our purpose and bring it to life in everything we do with consumers, customers, colleagues, and the community.



Our values

We often talk about the magic of HEINEKEN. We feel it in our hearts, but it's hard to explain exactly what makes being part of HEINEKEN so special. It all comes down to our values, both as individuals and together. These values guide us.



Passion for consumers & customers

We are brand-builders who truly understand the needs & desires of our consumers. We brew the highest quality beers and beverages to best serve our customers... to win together.



Care for people & planet

People are at the heart of our company. Green blood pumps through our green hearts. We can only thrive if all our people, communities, and our planet thrive.



Enjoyment of life

We believe that joyful moments shared together are what truly matter. Nothing beats the simple pleasures of a beer, a chat, and laughter with friends.



Courage to dream & pioneer

Born in Amsterdam and raised by the world. We set bold ambitions and challenge the status quo with imagination, creativity, and pragmatism to deliver the goods and grow sustainably.

Deliver



Play to win & celebrate success

We are driven, passionate and determined. We are in it to win it! We cheer, have fun and celebrate success.



Deliver the goods

We take ownership and deliver results. We act decisively and pragmatically, with simplicity and agility.

Connect



Champion a culture of belonging

We are a “we” company: fostering a safe, caring, and inclusive culture. We speak authentically, connecting through vulnerability.



Learn, share and reply

We connect globally, fostering collaboration across borders. We break down silos, rejecting the “not invented here” syndrome. We actively replicate and apply great work from others.

Shape



Think consumers first

We understand customer needs, leverage insights and data. We stay ahead of competitors, being creative and innovative. We anticipate trends, move quickly to make them a reality. We test, learn, and adapt.



Make courageous moves

We act like entrepreneurs: exploring, pioneering, and focusing on big bets for the business. We are courageous risk-takers, constantly curious, seeking market-winning opportunities.

Develop



Have real conversations

We value feedback, driving growth for individuals and the company. We engage in courageous, direct conversations, constructively sharing diverse perspectives.



Embrace learning and growth

We prioritise intentional learning, fueling personal, team, and organisational growth. We embrace curiosity and actively seek challenges that push us beyond our comfort zone.

Meet Management Team



Łucja Łyczkowska
Transformation Manager

Gerard Vries
Director of HEINEKEN Kraków

Ewa Szalewska
People Functions Manager

Kwofi Dubois
Finance Manager

Dominika Nawrocka
Communications & Employer
Branding Manager

Michał Ciecierski
Manager D&T Hub

Małgorzata Sowa-Głodek
Manager Finance Hub

Piotr Wilk
Operational Excellence
Manager

The HEINEKEN Kraków Management Team is responsible for driving the Centre's strategy and development, monitoring business operations, setting operational policies and budgets, and ensuring fair conditions for employees' daily work and workplace well-being. At HEINEKEN Kraków, we proudly prioritise equality and inclusivity. Our board consists of an equal number of men and women.

HEINEKEN in Kraków



2012

Opening of HEINEKEN Kraków
Number of employees: 100

2015

Expansion of processes transferred to HGGG
Number of employees: 900

2021

Establishing of the D&T Hub
Number of employees: 1200

2022

Establishing of the Transport Management
Brand new office
Number of employees: 1400

2024

Year of Awards:
Fair To Women, Forbes Najlepsi Pracownicy
w Polsce, HR Dream Team and more

“When I joined HEINEKEN in 2012, there were about 60 people. Now, we have over 2100. So I’ve witnessed our growth firsthand – from replacing old processes with modern ones to creating new departments and units, and even moving into a fantastic new office. But it’s the people that make me stay at HEINEKEN for so long. They have the power to turn the worst day into the best one!”

Katarzyna Boguszewska, CFIN Consultant OtC



5 things you won't hear at HEINEKEN

1. "Where is your tie?"

The dress code in our office is business casual, so you can feel comfortable.

2. "My beer is warm".

In our bar you will only get cold beer.

3. "Mr./Ms."

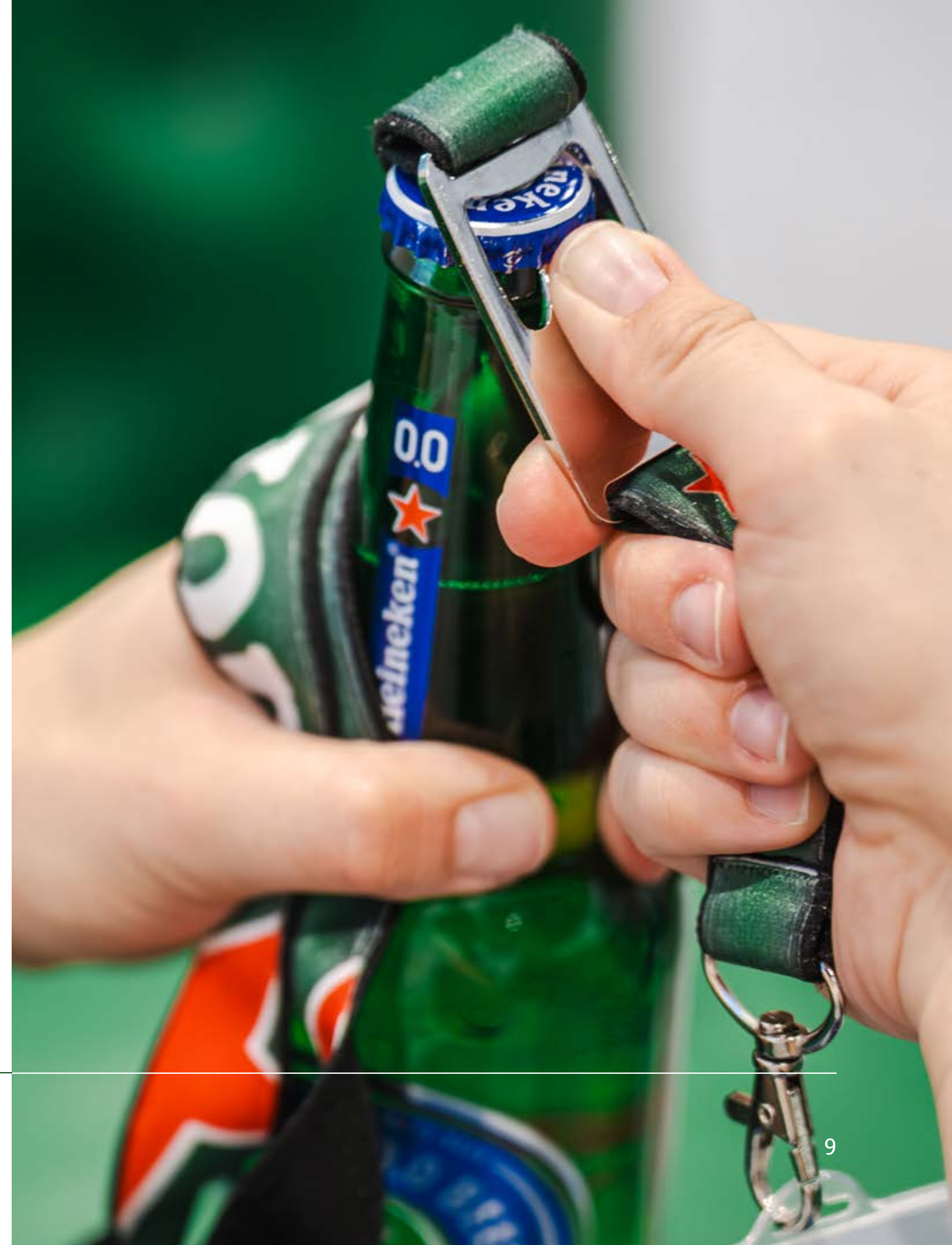
We all call each other by name.

4. "Do you have a bottle opener?"

We all have them around our necks.

5. "I can't help you".

We always look for a solution and we do it together.



Our onboarding

We understand that transitioning to a new work environment can be a challenging experience, and we have taken steps to make it as smooth and welcoming as possible. Our onboarding process has been designed to be inclusive and transparent, aiming to provide you with all the necessary information and support you need during your initial days with us. During the 3-day onboarding, you will become familiar with HEINEKEN culture, values, and processes. Each new employee is assigned a „buddy” who will be there for you. Remember, you can ask them anything. Their role is to ensure your comfort and make your first days at work enjoyable.



HEINEKEN's hubs

Digital & Technology

We digitalise and integrate our processes to make HEINEKEN the best connected brewer. The best-in-class technology and data-driven culture help to develop new competencies and support other functions. We are always on the lookout for new solutions and innovations.



Finance & Operational Excellence

It covers all unique accounting operations ordered by HEINEKEN (managerial, planning, controlling, cost allocation), it supports customers in their seamless journey from placing an order to ultimate payment. Our Operational Excellence deals with relationship, performance as well as improvement management.

Transformation

This hub drives the adaptation of sustained changes and capability development to enable the HEINEKEN Kraków strategy. Our goal is to be the Transformation Centre of Excellence within the company and constantly enhance our capabilities.



Transport Management

We are all about logistics. Transport planning and execution are our main scope. We make sure transportation routes and channels are optimal, and without delays. Modern tools used by a perfect team get the golden brew delivered to people to enjoy it.

Support Functions

We onboard new colleagues, offer training and well-being programs, provide development opportunities, well-being payroll, and maintain a well-equipped workplace. We strive to keep everyone informed, up-to-date, and foster a sense of belonging to the HEINEKEN culture.

Other (P&CI, ARC, GPM, Global Audit)

Whether it comes to process improvements, a global outlook on company activities, consolidating reports, or auditing and controlling the company's financial processes, our dedicated support teams are always there to help. Activities happening in the background are as important as fulfilling customer orders or invoicing. We are there with our insights and controlling eye to ensure stable business and further innovation.

Code of Business Conduct

As a proud and responsible global brewer, we prioritise conducting business with integrity, fairness, and respect for the law, our values, and our company Manifesto, We Are HEINEKEN.

Our Code of Business Conduct outlines the fundamental principles that our colleagues must adhere to as a part of our company. It communicates our commitments and expectations for our employees.

Speak up

At HEINEKEN, we take integrity and ethical conduct seriously. If someone has any concerns or suspicions regarding a possible violation of our Code of Business Conduct or underlying policies, we encourage people to speak up. Because actions play a crucial role in allowing us to address the issue promptly. We believe in fostering a safe and transparent work environment, where everyone can contribute to maintaining our high standards of ethical behaviour. Together, we can uphold the principles that make HEINEKEN a trusted and respected company.

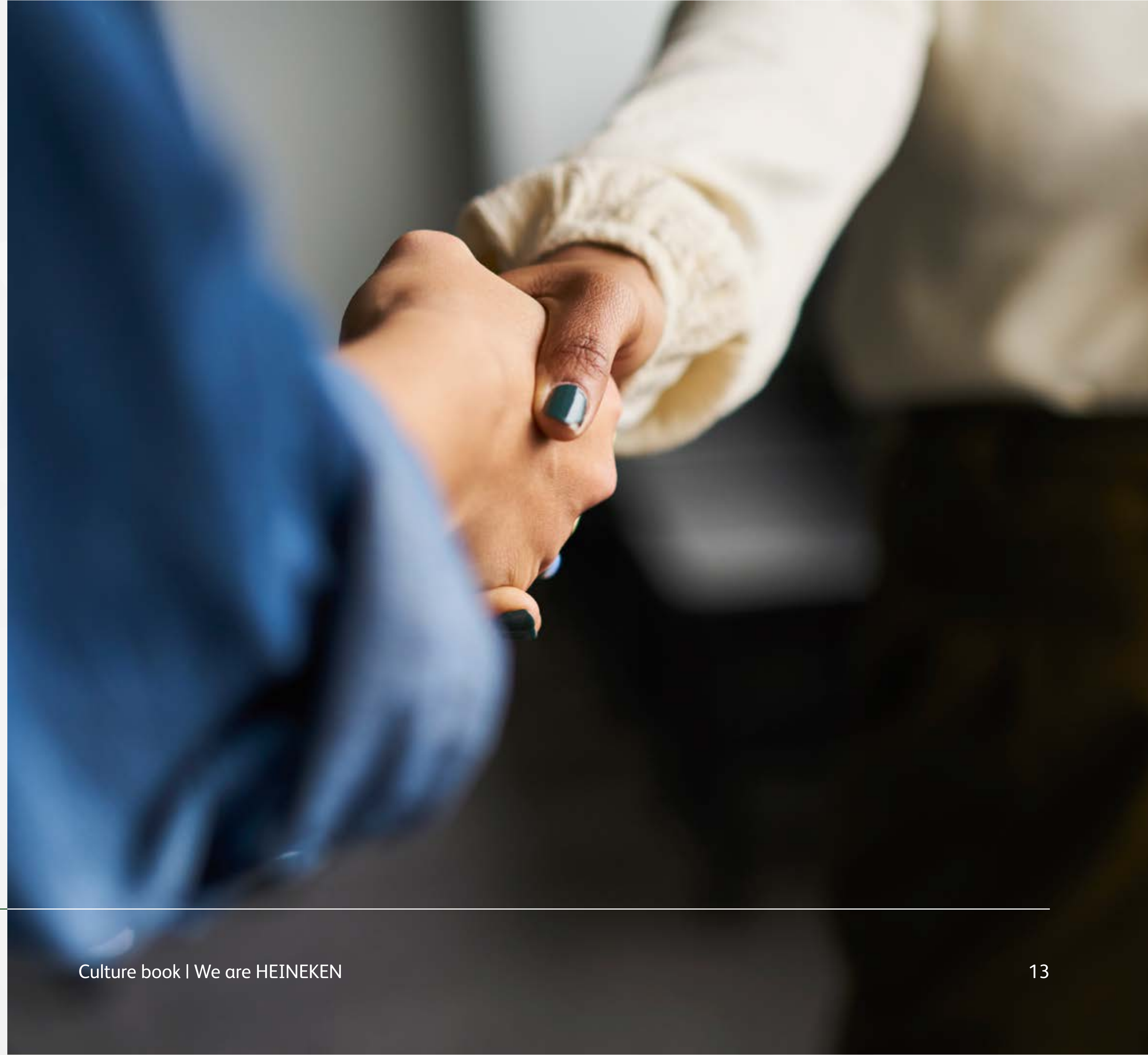
Protection against retaliation

HEINEKEN values employees and business partners who report misconduct. This allows us to address any issues and continuously improve. Retaliation for speaking up is not tolerated and is a violation of our Code of Business Conduct.

Our Speak Up initiative is available to everyone, both internally and externally. Employees can raise concerns through their manager, People Function, Legal function, P&CI function, the Global Business Conduct department, or our Speak Up service. Local Trusted Representatives also serve as points of contact for discussing concerns related to suspected misconduct.

Trusted Representatives

At HEINEKEN, Integrity is our top priority in conducting business. We adhere to our Code of Business Conduct and have a team of Trusted Representatives to provide support in case of any breaches of our rules. These Representatives, with their experience, impeccable reputation, and the trust of others, advise colleagues who may witness any violations, misconduct, or unequal treatment of our employees, and assist them in speaking up about these issues.



Business experts

Career paths

Learning & Development

Let's develop!

“The support of leaders and people in the company allowed me to grow”.

“In 2015, I began my journey at HEINEKEN as a Senior Collection Specialist. Seeking new challenges, I transitioned in 2018 to the Autobank team. It involved completely new tasks, different responsibilities, and definitely growth. For a few years I was leading this team, and I am truly proud of the achievements we made. Now, for more than a year, I have been part of the OtC Global Finance Team where I can apply my past experiences to shape and develop our finance strategies and standards. In less than 10 years, I have achieved more than I thought possible. That's the kind of opportunity HEINEKEN provides.”.

Łukasz Skibiński, Global Process Expert Europe (OtC)



“Hoi! from Amsterdam!”.

“My journey with HEINEKEN started in 2019. Since then, I have held different positions, switched departments, and explored various areas of interest. **I have been growing and developing.** At one point, I was offered a dream position, but... I’m grateful that **HEINEKEN offers flexible work arrangements.** I didn’t want to relocate to the Netherlands, so my supervisor suggested different employment options, including a commuter assignment – a contract that allows me to continue living in Poland while giving me the opportunity to meet with the team and **visit Amsterdam** approximately once a month”.

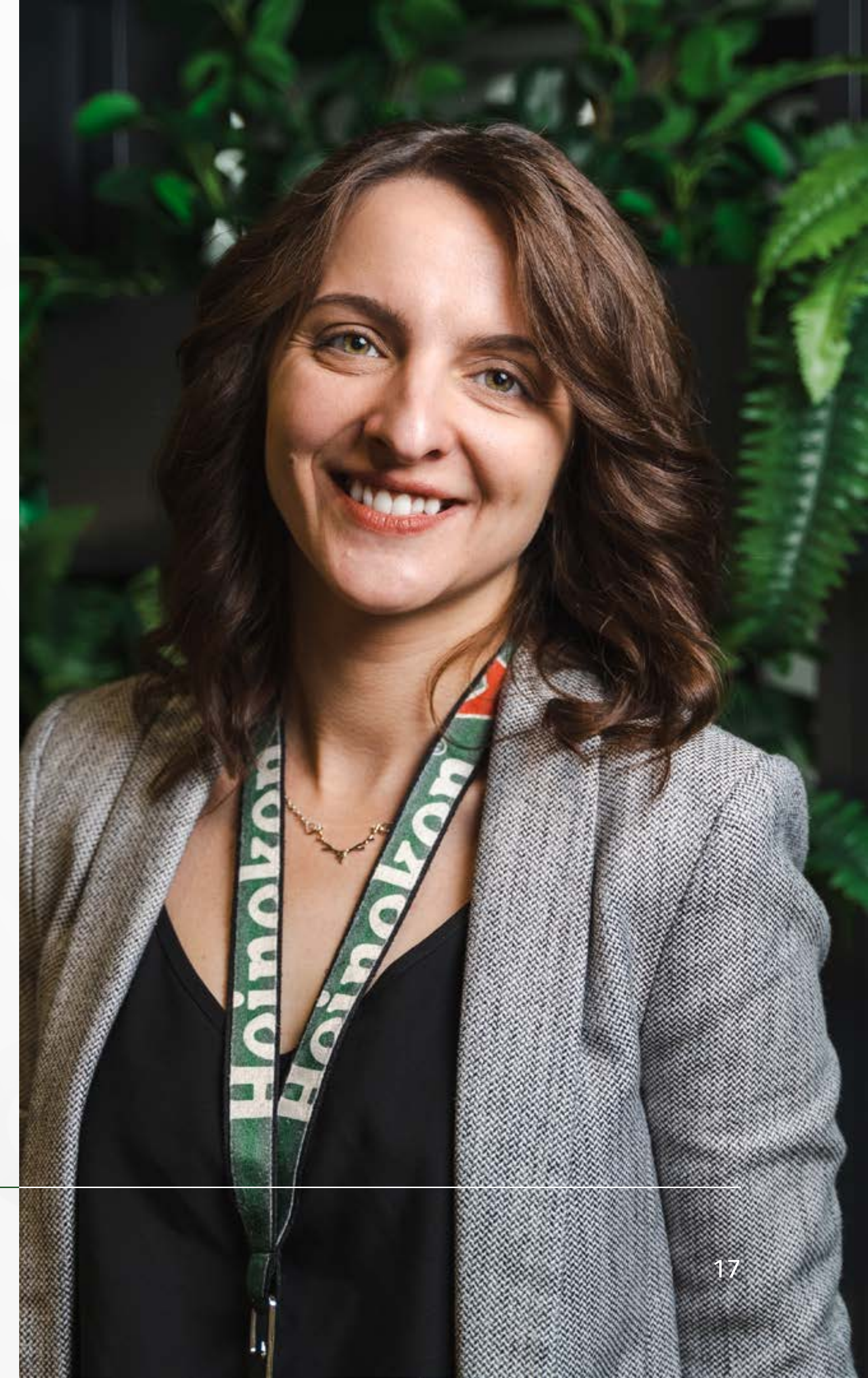
Patryk Stępek, Accounting & Reporting Analyst Export



“If you are considering a career change within HEINEKEN, just go for it!”.

“I started my journey at HEINEKEN in 2019 as a Junior Master Data Specialist in the Master Data Team. One day, an opportunity arose for me to apply for the role of Local Data Steward. In 2022, I made the decision to transition from the Data Domain to IT. I have been a part of the Finance Platforms Team since 2022, and I’m truly pleased that I had the courage to make this career breakthrough”.

Karolina Dec, Finance Platforms Consultant



Learning & Development

In the L&D team, **our utmost concern is your development** – both professionally and personally, as we believe these areas are interconnected and equally important. All the initiatives we undertake, and all the experts and specialists employed here, are dedicated to serving you and your needs.

In the L&D team we have experienced specialists, who provide training in the areas of:

- business skills,
- analytical and digital skills,
- leadership skills,
- resilience skills,
- financial skills.

Number of training sessions

351

Average training feedback

4,94/5 ★★★★★

Sum of people present on trainings

3825

We support employee development, providing co-financing for external trainings and certifications — including ACCA or CIMA — not covered in our internal suite of offerings.

We run a **Trainers Community** bringing together employees who want to share knowledge and have coaching aspirations. Within the community, they can count on support both through Train the Trainers training, but also through consultations and care of our trainers.

We support new leaders through our internal program – **Effective Leadership Academy**.

Mentoring Program which allows employees to become mentors or mentees.

Great place to work

Brew a Better World

Health & Well-being

Diversity, Equity & Inclusion

Employee clubs

Open it up!

Bar

Main social events

The Deadlines

Climate survey

Young Stars Academy

Brew a Better World

We believe in accelerated actions and working in partnerships to achieve shared goals, scale our positive contribution and limit our negative impacts. Mobilising our entire global organisation will be crucial if we are to deliver our 2030 vision.

Any HEINEKEN employee in Kraków can join the local cell and participate in organising initiatives aimed at Brewing a Better World. Some examples of activities include contributing to the Kraków Food Drive, collecting animal food for shelters, or participating in sport challenges for employees that have an impact on CO2 reduction.

Brew a Better World is a program supporting a global strategy based on 3 pillars and 9 ambitions.



Szlachetna Paczka (11000 PLN estimated value of support)



Food Hunt (856,5 kg of food collected)

”BaBW is a great initiative of HEINEKEN, which focuses on supporting world and people. In Kraków we are doing our best to make our colleagues, our local communities, and organisations healthier and happier. And the most important that we are doing this from our hearts, beyond our scopes, because doing it really fulfills us and brings good”.

Urszula Ulanik,
Facility & OHS Manager, BaBW team member

Health & Well-being

Our goal is to create a supportive environment for our employees' health and well-being. We prioritise their physical, mental, emotional, and professional development, as well as their work-life balance.

At HEINEKEN Kraków we create a culture that cares about health and well-being and empowers people to take care of themselves and others. We provide resources and knowledge to help employees take care of their bodies through proper diet, sleep, posture, and physical health. We also ensure a safe work environment for them to work effectively and energetically.

At HEINEKEN, we aim to create an inclusive environment where everyone can support each other, share their experiences, and exchange best practices.



“We started health and well-being initiatives in 2020 at HGSS. We understand that personal and professional lives are interconnected and cannot be separated. This has become even more apparent during the pandemic and recent conflicts. Our physical and mental health have an impact on how we operate at work, no doubt about it. The work environment plays a significant role in our overall well-being, as it may cause chronic stress and burnout. We strongly believe that taking care of health and well-being improves teamwork, employee performance, retention, and attracts talent”.

Agnieszka Woźniak-Karpiel,
Senior Learning
and Development Specialist

Diversity, Equity & Inclusion

We create a network and collectively design our actions, based on the input from our colleagues across the organisation. Our goal is to raise awareness and provide support around different topics from DEI area, e.g. LGBT+, neurodiversity, disabilities and others.

In 2024 we delivered many actions, just to name a few:

- continuous training of our leaders on Inclusive Practices
- organising a DEI week with over 900 participants and with Stonewall Group and Mental Health Helpline
- hosting and sponsoring D&I Changemakers Festival in collaboration of Diversity Hub and taking part in the biggest DEI lesson in Europe
- breaking taboos with Library of our Stories.



We believe:

that embracing and celebrating diversity enriches our lives and strengthens our business

that diverse and inclusive teams ignite diversity of thought, greater innovation and better performance

that inclusion starts with courageous leadership, and we all have a role to play to foster inclusion

in respect for all, recognising that the majority of cultures lead the way in creating a sense of inclusion for everyone

that inclusion is a journey – a joyous, sometimes bumpy journey – where we grow by opening our hearts and minds to foster a sense of true togetherness

Employee clubs

We have **many clubs** you can join. You can also start your own club.

- Badminton Club
- Basketball Club
- Board Games Club
- Chess Club
- Cricket Club
- Cycling/Triathlon (TriCycling Club)
- Football Club
- HGSS Swim Team
- Hiking Club
- Running Club
- Ski Club
- Squash Club
- Thai Boxing Classes
- Volleyball Club

“The basketball team has its own budget, sponsored by HEINEKEN. Our league consists of about 12 people, so sometimes our friends join us. We have won the league championship twice. After the matches, we often gather for a beer or dinner, which gives us the opportunity to build stronger relationships”.

Giannis Gousios, DBB Deployment Business Analyst MTC



Open communication

We value openness, and that's how we communicate. That's why we meet frequently and at various levels, so that everyone knows what's going on.

- **Town Halls** – meetings for everyone, held twice a year, addressing strategic matters.
- **All Ins** – meetings for everyone, focusing on operational and employee-related issues.
- **Workplace** – internal social media platform.



Social Media Stars

is HEINEKEN Kraków's employee advocacy program that unites a passionate group of colleagues who love showcasing what makes our workplace extraordinary. The Stars are from different hubs and job grades which will present a variety of perspectives and possibilities.



"Effective communication is vital for collaboration within our organisation. We arrange different types of meetings such as Town Halls and All-ins.

These meetings foster openness and transparency. Additionally, we use Workplace, a platform similar to Facebook, as a hub for information and dialogue. We value input from our employees and gather ideas for the future. Every opinion is given equal attention".

Dominika Nawrocka,
Communications & Employer Branding Manager

Modern office

- Hybrid WoW: 5 days per month from the office
- Located at al. Jana Pawła II 43a, close to the city center, accessible by bus and tram
- The location is well connected in terms of bike paths, and the office is equipped with changing rooms and showers
- Underground car park with a charger for electric cars, and roofed bicycle parking racks with a repair station
- In the building, there is a canteen and a gym, with a nearby parcel locker, pools, shops, and a park

What's in it for you

- Bar
- Personal Immersion room – board game room
- Digital Dose room – video game room
- Chillax room – relaxation zone with massage chair, mini-library, and hammock
- Silent zone – designated quiet work area
- Mothers' room – a room for breastfeeding mothers, equipped with a comfortable chair and refrigerator
- Adjustable desks, diverse rooms tailored for various types of meetings, plenty of greenery



“While designing our new office, we considered our tasks and the needs of current and future employees. We took into account how the world is changing. We have created a modern and flexible space that people want to come to and where they can collaborate comfortably and creatively”.

Ewa Szalewska, Head of People Function

Bar

Our bar operates on an alternating schedule: open on Thursdays for one month and then on Fridays the following month, starting at 5:00 PM. Our dedicated bar Committee is responsible for organising events such as themed parties, karaoke nights, and regular bar events.





Family Picnic

At HEINEKEN, we care about a great atmosphere and close relationships. We build them every day, but also on special occasion – such as our annual Family Picnic, where our employees and their close ones come together. It’s time for celebration, fun, making new connections, and joy. Because joy is always with us!



Carnival Gala

To ensure that winter isn’t so chilly (but the beer remains cold!), every year we organise an event that we all love. The Carnival Gala is another opportunity for us to have fun, laughter, and joy together. We want each event to be memorable, so we collectively (through voting) choose the theme for the gala.



Career Festival

Something more than a regular internal job fair: people can get to know the work of other teams, sharing their successes, career advice, developmental workshops with external guests.

“We had a fantastic time at HEINEKEN Kraków picnic. It was filled with laughter, delicious food, and unforgettable moments. Kids played games while adults enjoyed lively conversation. The event allowed everyone to reconnect and bond”.

Sanbir Singh, Technology Specialist GSD/SMT

The Deadlines

The Deadlines is a rock band spontaneously formed in 2023 by four HEINEKEN Kraków colleagues: Karolina Jagła (vocals), Bartek Przęzak (vocals), Janusz 'Johnny' Martini-Kielan (bass), and Adrian Bogacz (guitars). They performed their first gig during a Career Festival Bar event, and despite having no drummer at that time, they decided to continue. With Przemek Nowodworski's (drums) joining the band, they made a plan to perform at the HEINEKEN Carnival Gala, which they did, causing a shockwave within the world of rock and roll. While being strong enthusiasts of heavy-sounding music, they do not stray from covering popular pop songs as well. Their former members do not include James Hetfield, Bruce Dickinson, or Lady Gaga, but they consider themselves lucky, saying: "Too much fame almost proved destructive to us." Controversially known to wear the color black (not green) for their gigs, stating that "it makes them look slimmer than they actually are".



Climate Survey

At HEINEKEN, we champion a culture of belonging where all perspectives are heard and valued.

Climate Survey:

The Climate Survey is our annual checkpoint where we stop and assess how we feel about working at HEINEKEN and the conditions we work in.

What do we measure?

- engagement
- satisfaction
- commitment
- pride
- willingness to be an ambassador for the organisation



“It is well known that a positive workplace climate leads to numerous benefits for individuals and the organisation: improved morale, enhanced employee engagement and satisfaction, positive interpersonal relationships, better business outcomes, and many more. We are a company that values great people and their unique skills. We are committed to ensuring that the workplace we create together is exceptional. That’s why we periodically survey our employees to assess the climate, identify areas that are working well, and determine areas that need improvement within our organisation. This collaborative effort is how we build HEINEKEN Kraków together”.

Małgorzata Sowa-Głodek, Manager Finance Hub



Young Stars Academy

We have had three editions of internships for final-year students who have developed their skills in the field of finance at HEINEKEN Kraków.

Can you start your career path in a better place? Let the answers be the ratings of an anonymous survey!

Should your friends apply to HEINEKEN?



YES! A score of 4.8 out of 5!

"Excellent experience! I learned a lot of new things, but most importantly, I met great people!"

PtP intern

"I learned many new things and understood what collaboration in an office environment is all about. Everyone on the team was willing to help me".

OtC intern

"Working in such an excellent team is a pleasure. Everyone is incredibly helpful and supportive. I learned a lot from this experience".

Transportation intern



From the 2024 edition 7 Interns now work for HEINEKEN Kraków!



Follow our social media to learn more!



heinekenkrakow.pl

