

Heineken sows 'Green Seeds' of entrepreneurial success

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Heineken South Africa has launched the Green Seeds Programme, an enterprise development initiative that supports small, micro and medium enterprises (SMMEs) in the Gauteng province. The Green Seeds Programme forms part of Heineken's ***Brewing a Better World***, the global brewers' sustainability programme.



Gerritt van Loo

“Heineken is committed to growing with communities, and more importantly with entrepreneurs within those communities. As a family business that was started by an entrepreneur, Heineken believes that small businesses hold the key to unlocking our country’s massive economic potential. Through the Green Seeds Programme, Heineken aims to progress these enterprises into self-sufficient businesses that are not only able to survive but thrive and hopefully do business with HEINEKEN in the future,” says Millicent Maroga, Corporate Affairs Director, Heineken South Africa.



Millicent Maroga

Phase 1 and 2 of this programme has already kicked off with an intake of around 20 SMMEs, with another 30 to join in the New Year. The earmarked businesses, representing a variety of industries such as construction, as well as health and safety and agriculture, will be mentored and participate in masterclass sessions with relevant experts, who will cover important business topics that will help position these companies for their current sustainability and future success.

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