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Social Strategy Coord - Heineken CR



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SUSTAINABILITY:

CROSS-CUTTING

TRANSPARENCY:

13 YEARS OF REPORTING

INDICATORS:

WATER MANAGEMENT
CIRCULARITY

LOVE 2025
MARKS
CENTROAMÉRICA

#1 Imperial[®]
+ LOVED
+ ICONIC



National Beer

Local Pride

100 Years

PROBLEM



ENVIRONMENTAL

PROBLEM



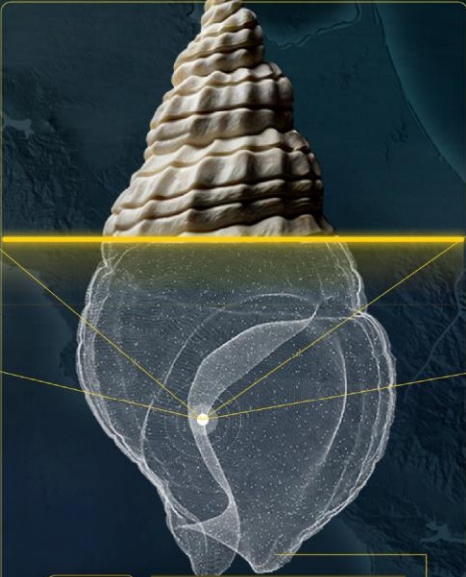
TECHNICAL

PROBLEM



LOGISTICAL

SOLUTION



SHAPE
DETECTED

TEXTURE
DETECTED

COLOR
DETECTED

SIZE
DETECTED

ZONE: PACIFIC

A DATABASE OF OVER 18,000 IMAGES, ALLOWING THE MODEL TO ANALYZE EACH SEASHELL IN SECONDS.

SOLUTION



YOLANDA CAMACHO
Marine Biologist

 **MINISTERIO DE
AMBIENTE Y ENERGÍA**

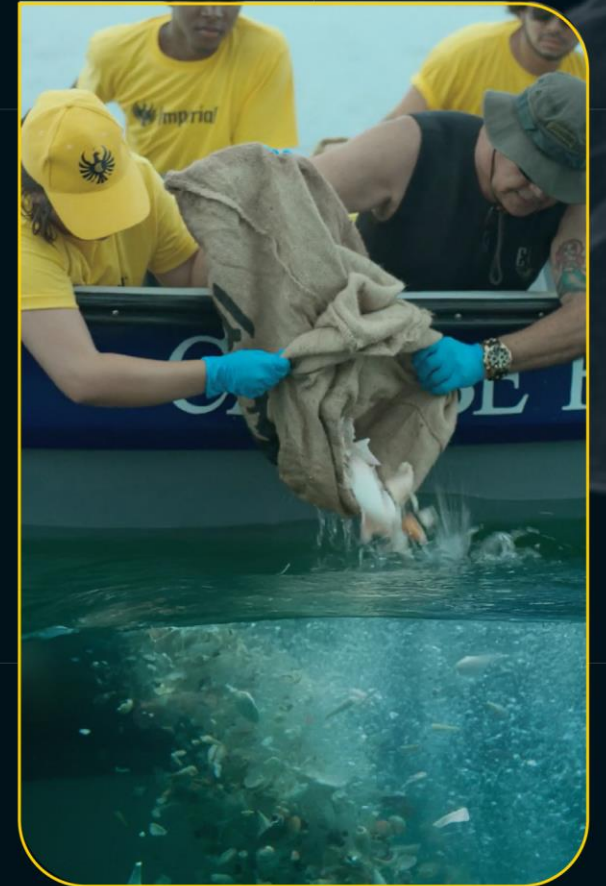
 **SINAC**
SISTEMA NACIONAL
DE ÁREAS DE CONSERVACIÓN
COSTA RICA

 **AERIS**
CCR AEROPUERTOS

 **UCR**

STRATEGIC PARTNERSHIPS

SOLUTION



METHODOLOGY & VOLUNTEERING

MS-CRPBA 1168-2024
EL ABUSO DEL LICOR ES NOCIVO PARA LA SALUD



Imperial®

RESULTS

RETURNED SHELLS

156K

VOLUNTEERS

+400

2 YEARS

CONSECUTIVE YEARS

+24.9M

DOCUMENTARY VIEWS

+17.4M

PEOPLE INTERACTED WITHOUT
PAID MEDIA INVESTMENT

MEDIA COVERAGE

+75 COUNTRIES

PUBLICATIONS

1.609

DOCUMENTARY TRANSLATED INTO

18 LANGUAGES

DELFINO

NAVER

Diario Extra

MORNINGSTAR®

FIFCO AND IMPERIAL'S
INITIATIVE TO SAVE MARINE ECOSYSTEMS.



ERUMBO
ECONOMICO

조개껍데기 분류 AI 기술로
코스타리카의 생태계 복원 지원

UN EXEMPLE DE RESTAURATION MARINE : "BACK HOME".
LE PROJET QUI RAMÈNE DES COQUILLAGES
À LEURS ÉCOSYSTÈMES GRÂCE À L'INTELLIGENCE ARTIFICIELLE.

REPRETEL

aap

CNET

nate 뉴스

Le Lézard

국가기간뉴스통신사
연합뉴스
YONHAP NEWS AGENCY

infogate

ADVFN
Home of the Private Investor

Vietnam+



yahoo!

CBS

The Asahi Shimbun

LA REPUBLICA

5.928.957.454
PEOPLE REACHED

"BACK HOME" A CALL TO RESTORE
COSTA RICA'S MARINE ECOSYSTEMS

Teletica.com

"BACK HOME" VON IMPERIAL: MIT HILFE VON KI
BRINGT COSTA RICA ÜBER MUSCHELN IN IHREN LEBENSRAUM
ZURÜCK. UM DAS ÖKOLOGISCHES SYSTEM WIEDERHERZUSTELLEN

Luzerner
Zeitung

47 NEWS

AR

THE AI TOOL DEVELOPED BY IMPERIAL CAN CLASSIFY SEASHELLS
BY ECOSYSTEM USING A PHOTOGRAPH.

Panamá 24 Horas



adnkronos

R4

LA NACIÓN

FOX NEWS

IMPERIAL 助貝殼歸家: 藉由人工智能, 哥斯達黎加將超過
36,000 顆貝殼歸還至其棲息地, 以恢復生態系統

ZD
NET

NAMUBAK

IMPERIAL の社内 AI により、コスタリカは 36,000
個以上の貝殻を生息地に戻し、生態系を回復させた。

朝日新聞

Summa

經濟日報
Economic Daily News



crhoy.com
NOTICIAS 24/7

BENZINGA

Televitos.com

AFP

Los
40
104.3 FM

Canal
8

OCEAN CONSERVATION MEETS TECHNOLOGY

Protecting the ocean demands not only commitment, but also innovation. From monitoring marine ecosystems to restoring biodiversity, advanced technologies provide the tools we need to better understand and protect the ocean. Costa Rica is proud to support cutting-edge initiatives like Ocean Prediction for Costa Rica (OP4CR) by Mercator Ocean International and Back Home ("De Vuelta a Casa") by Imperial, demonstrating how science and technology can drive effective ocean action.

The OP4CR project develops marine monitoring tools based on ocean forecasting to support sustainable marine management in Costa Rica. By combining satellite data, in situ, and ocean models, OP4CR provides accurate, real-time information about ocean conditions. This helps decision-makers, researchers, and coastal communities protect marine ecosystems and respond to climate challenges more effectively, supporting Costa Rica's efforts to achieve 30% marine protection by 2030.



The Back Home project has created an artificial intelligence to determine whether seashells seized by airport authorities come from Costa Rica's Pacific or Caribbean coasts. Without this technology, it would be impossible to return them to their original ecosystems. By enabling the safe return of these natural elements, the project helps restore coastal environments while raising public awareness about the importance of protecting beach biodiversity. Additionally, it is a replicable technology that can be applied anywhere in the world where ecosystems face similar challenges.

A woman in a light-colored dress is crouching on a sandy beach. She is holding her hands together, pouring water into a seashell that sits on the sand. The background features a sunset over the ocean with a bright sun low on the horizon, creating a golden glow and reflecting on the water. The sky is filled with soft, orange-hued clouds. The overall mood is peaceful and serene.

Pura Vida

Imperial

