



# MESSAGE FROM THE GROUP MD & CEO

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**Our top management team is going through a unique programme called Leading Sustainable Corporations in partnership with the Oxford Saïd Business School.**



**O**ur sustainability strategy, Society 2030: Spirit of Progress, is deeply ingrained in our long-term business strategy and its ambition aims to make a positive impact on people and the planet everywhere we live, work, source and sell. At the heart of Society 2030: Spirit of Progress are three

priorities: Promote Positive Drinking – changing the way the world drinks, for the better, Champion Inclusion and Diversity – creating an inclusive and diverse culture for a better business as well as Pioneer Grain-to-Glass Sustainability – preserving the natural resources we all depend on.



We are leveraging partnerships to support our Society 2030: Spirit of Progress objectives. EABL joined the Africa Business Leaders Coalition (ABLC) at the COP27 Summit in November last year and became a signatory of the Climate Statement. The statement is signed by fifty six African companies from a range of sectors and includes commitments around climate adaptation and resilience, and a just transition and mitigation. One of our most significant achievements on climate adaptation and resilience is the operationalisation of biomass plants in Kampala, Kisumu and Nairobi, which has brought us to the point where we are mainly using renewable energy in our operations.

Moreover, we are committed to enhancing our staff capability. We have made strategic investments in education and training across the organisation to ensure that sustainability principles are well-understood and successfully executed. Further, our top management team is going through a unique programme called Leading Sustainable Corporations in partnership with the Oxford Saïd Business School. This programme has helped leaders to not only understand Sustainability but also actively advocate for and lead it in their different departments.

The progress against our Society 2030: Spirit of Progress goals is defined by key performance indicators that drive accountability and is reported through our annual Integrated Report as well as our separate Sustainability Report. I am, therefore, happy to present our third annual Sustainability Report, showcasing our organisation's commitment to building a more sustainable future.

I extend my appreciation to all our employees, whose passion and dedication drive our sustainability initiatives forward. I also express gratitude to our stakeholders for their trust, support, and invaluable

input. Together, we will shape a sustainable future that not only benefits our organisation but also contributes to the well-being of society and the preservation of our planet.

*Jane Karuku, MGH*

Group MD & CEO



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