



PILLAR 2: **CHAMPION INCLUSION AND DIVERSITY**

- 1. Context and Emerging Trends**
- 2. Progress from 2022 to 2023**
- 3. How are we achieving our targets?**
 - Our Initiatives**
 - Using the Power of our Brands**
 - Meet our people**



CONTEXT AND EMERGING TRENDS

Every individual who works with EABL should feel like they belong and know that they can thrive. To achieve that, we embrace diversity in every possible sense. Given the context of where we work, we have put significant focus on two areas: empowering women to flourish in all roles, and increasing the representation of those from vulnerable backgrounds, including people with disabilities. It is the right thing to do and a critical driver of our Society 2030: Spirit of Progress ambitions. Our unwavering commitment lies in cultivating an exceptionally inclusive and diverse culture while spearheading progressive policies and practices that set industry standards. This approach enables us to attract the finest and most diverse talent, fostering a thriving environment for innovation and driving outstanding commercial performance.

Beyond the confines of our workplace, we extend our impact through partnerships, creative skills, and media investments, actively contributing to a more equitable society through education and empowerment. As we champion inclusion and diversity, it remains at the heart of our purpose, encapsulated by our belief in 'Celebrating Life, Every Day, Everywhere.'

Embracing diversity is not just a strategic endeavour; it reflects our steadfast commitment to doing what is right, nurturing a brighter, more inclusive world for all.



PROGRESS FROM 2022 TO 2023



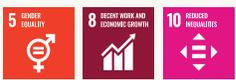
We committed to scale up our efforts to champion inclusion and diversity across our operations, and we have seen a steady rise in our reach across our markets. We set an ambitious target this year to reach 8% media spend that is progressive, and were able to achieve 2%. We recognise that we are one of East Africa's largest advertisers and we're committed to changing the industry from script to screen, so that everyone sees themselves represented. We will use our Progressive Marketing to challenge stereotypes and commit investment to address under-representation of diverse voices in media, making mainstream media more inclusive.

47%

We are very close to our 2030 target to have 50% of senior leadership female – we are currently at 47%.

141%

We have also surpassed our targets to provide business and hospitality skills training by 141%.

GLOBAL SOCIETY 2030 TARGET	KEY PERFORMANCE INDICATOR	EABL TARGET FOR F23	F21	F22	F23	CUMULATIVE
<p>Champion gender diversity with an ambition to achieve 50% representation of women in leadership roles by 2030.</p> <p>SDG alignment: 5.5; 8.1; 10.2; 10.4</p> 	Percentage of female senior leadership	50%		36%	47%	47%
<p>Increase the percentage of diverse suppliers across our value chain: 10% by 2025 and 15% by 2030</p> <p>SDG alignment: 5.5; 10.2; 10.4</p> 	Spend with diverse suppliers as % of total influenceable spend		N/A	N/A	6.8	6.8
<p>Use our media spend to support progressive voices, increasing % spend year-on-year.</p> <p>SDG alignment: 5.5; 8.1; 10.2; 10.4</p> 	Percentage of media spend that is progressive	8	N/A	N/A	2	2
<p>Provide business and hospitality skills to 200,000 people, increasing employability and improving livelihoods.</p> <p>SDG alignment: 4.4; 8.1; 8.6; 10.2; 17.16</p> 	People reached via business and hospitality skills programmes	3,700	521	5,327	8,932	14,780
<p>Through the Diageo Bar Academy, we will deliver 1.5 million training sessions providing skills and resources to help build a thriving hospitality sector that works for all.</p> <p>SDG alignment: 4.4; 8.1; 8.6; 10.2; 17.16</p> 	Training sessions delivered through the Diageo Bar Academy	10,000	N/A	N/A	17,278	17,278
<p>Ensure 50% of beneficiaries from our community programmes are women.</p> <p>SDG alignment: 5.5; 5A</p> 	Percentage of community programme beneficiaries who are women	50%	54% (Average representation across SBL, UBL and KBL)	63%	50%	N/A

HOW ARE WE ACHIEVING OUR TARGETS?

Our Initiatives

Learning for Life



Learning for Life is our business and hospitality skills programme for those seeking employment in the hospitality industry, but who may have faced barriers to education and employment in their lives. It provides equal access to business and hospitality skills and resources to increase participants' employability, improve livelihoods and support a thriving hospitality sector that works for all. The programme also incorporates a mentorship initiative aimed at providing the learners with continuous technical support for those venturing into the business sector. In partnership with local educational, government and training organisations, Learning for Life supports the growth of the participants, and the hospitality industry overall.



SBL awarded
75
scholarships

SBL has continued to focus on the awarding of the Kilimo-Viwanda scholarships that are geared towards supporting gifted, needy students from agricultural communities across the country. In F23 we awarded scholarships to a group of 75 students pursuing diploma level Agricultural courses at different colleges that are partnering with SBL, including Kaole Wazazi Agricultural College located in Bagamoyo, Maria Goretti Agricultural College in Iringa, Igabiro Training Institute of Agriculture in Kagera, as well as Kilacha Agricultural College in Moshi. In addition to paying school fees and other academic related costs, the programme also offers a package of other benefits to students, including field attachments at SBL to give learners practical exposure to commercial farming, brewery tours to SBL factories to get a glimpse of industrial food processing, mentorship, as well as providing graduate beneficiaries with seed capital to become farmers themselves.



UBL graduated
200
50% women

200 beneficiaries graduated from Uganda Learning for Life Programme; 50% were women. For the first time, 10% of the beneficiaries were persons with disabilities (PWDs) and our disability inclusion partner Light for the World, provided de-biasing training. We also partnered with Enterprise Uganda, a leading training institution in the country, which offered training on entrepreneurship, business and life skills.



KBL reached
8,505
participants

KBL reached 8,505 participants, including PWDs. The programme has enabled 51 youth to find gainful employment in the hospitality sector. Additionally, 26 youth have secured various internships and on-the-job-learning experiences. The implementation of Learning for Life training continues to receive overwhelming support from the leadership of the six counties involved (Embu, Mombasa, Kisumu, Nakuru, Machakos and Nairobi) with requests to expand the programme to other areas.

Cocktailing 'a Career within a Career'

From timeless classics to innovative concoctions, cocktails have long held a special place in social gatherings, parties, and bars around the world. The art of mixology, or the skillful crafting of cocktails, is an intriguing fusion of science, artistry, and creativity. Whether you're a curious amateur or an aspiring bartender, learning how to make cocktails can be a delightful and rewarding journey. So, let's embark on this adventure and unveil the secrets of mixology...

Majority of Learning for Life participants had very little knowledge on the broad spectrum of equipment and ingredients needed for professional cocktail-making and this was effectively covered in the mixology classes through practical demonstrations. Many of the participants saw a new opportunity to grow a career in mixology as a way of accessing new employment opportunities within the hospitality



industry. As part of the evaluation process for the training, majority of the trainees made a commitment to further pursue the subject online through the Diageo Bar Academy link, acquire their certifications and establish a professional career on cocktail-making.

Ms. Nana, a trainee in Kisumu termed it a 'career within a career'.

.....DIAGEO..... BAR ACADEMY (DBA)

The DBA is a global community of professionals that offers practical resources and training from the best industry experts to help raise the bar. DBA delivers a variety of courses, online and in-person. DBA supports the development of a more diverse and inclusive hospitality sector, with a focus on ensuring the participation of women.



10,931

KBL trained 10,931 bar staff and 2,335 bar owners this year. We also introduced a Kenya-specific page on the Diageo Bar Academy website featuring locally curated content.



A focus on persons with disabilities



We have been passionate about changing the narrative around the underrepresentation of persons with disabilities in employment and in the supply chain across our business and have made empowering them a business priority. Working with our partner, Riziki, who specialises in recruitment of persons with disabilities, we have developed a one-year apprenticeship programme. This has given persons with disabilities an opportunity to access all our markets’ talent pool.



**10% PWDs
all new hires**

UBL launched a one-year apprenticeship programme for persons with disabilities to work at the brewery. We formulated a recruitment policy to ensure that 10% of all new hires are persons with disabilities and have so far onboarded eight.



**100 PWDs -
50% women**

SBL joined hands with the Tanzanian government and the Foundation of Disabilities Hope (FDH) to promote agribusiness opportunities for persons with disability through targeted training. Over two days, the programme provided agricultural and business training to 100 PWDs — 50% women. The training was conducted by experienced agriculture experts from the Sokoine University of Agriculture who provided participants with practical skills.



**170 PWDs
Farmers**

KBL's five-year programme with Inclusive Futures partner, Sightsavers has impacted more than 170 farmers with disabilities across eight sub-counties in Kenya since its inception. This follows a successful pilot programme in Homa Bay County where we onboarded farmers with disabilities into the sorghum value chain. In addition, KBL onboarded three persons with disabilities in the one-year apprenticeship programme. KBL also joined the Kenya Business and Disability Network to further our work in ensuring inclusion and diversity in the workplace.

Ensuring 50% representation of women in community projects

We ensure that each of our community engagement projects specifically target women who are often marginalised and under-represented.



KBL partnered with CARE International in Kenya (CIK) to launch a Community Engagement toolkit for women's equal participation in Water, Sanitation and Hygiene (WASH). The toolkit will be used by EABL employees as well as their WASH delivery partners working on designing and implementing community WASH programmes. It will allow them to integrate this approach to surfacing and addressing social norms as part of future projects and programmes.



UBL's Spirited Women donated a universal anesthesia machine with a monitor, vaporiser, and ventilator to Mayuge Health Centre IV to support and build awareness for maternal health, providing hospital equipment to select health facilities and donating 'Mama' kits for the welfare of mothers in underserved hospitals.



mdundo

SBL collaborated with Mdundo, a music service provider to understand the unique barriers to entering and thriving in the male-dominated music industry that women face in Tanzania. Following a survey hosted on Mdundo's platform, SBL held an empowerment seminar for female artistes in Tanzania to network and learn from fellow artistes and key industry players on tools and tactics that they can use to address their challenges.





We are also proud to see strong gender representation across our markets:

	TZ	UG	KE
Gender representation (% of female)	31%	31%	39%

47%

At the Group level, women represent 47% of the EABL Group's Management Team.

Further:

75%

One of our production lines at the brewery in Uganda is managed by a team with 75% women representation.

100%

An all-women team runs the end-to-end operations of the new Cube Spirits Production Facility at our Moshi brewery in Tanzania.

Increasing gender diversity across EABL:

We have consistently run apprenticeship programmes for women university students in Science, Technology, Engineering and Mathematics (STEM) fields. The programme entails a one-year foundational internship that is followed by a robust selection and vetting process to identify potential candidates who will be picked for permanent employment based on business needs. STEM apprentices have an opportunity to gain hands-on experience, giving them a head start in their careers in our supply chain. In addition to the hands-on experience, each candidate is assigned a coach who is responsible for supporting them throughout the programme to ensure they are continually learning and growing their skills.



During the year SBL onboarded 10 STEM apprentices. The Group, comprising of ladies only, had an opportunity to work in SBL's Supply department taking up various roles in what has been historically known to be a male-dominated department within the manufacturing sector. Following a successful completion of the programme, SBL has onboarded nine of the apprentices into full employment.



Women empowering women:



KBL – KBL’s Spirited Women forum is an active internal staff platform geared towards empowering women within the organisation. During the year, Spirited Women ran a number of initiatives, including mentoring and coaching sessions, as well as organising a unique International Women’s Day Forum that brought together internal and external speakers to cover matters around women empowerment.



UBL – In addition to running internal staff initiatives for its women employees, UBL’s Spirited Women offered agribusiness training and donated 2,000 mushroom gardens to Luzira single mothers. The donation was aimed at reducing the growing income gaps due to the multiple forms of barriers women face in their everyday lives which have put them at a greater risk of poverty.



SBL – The Spirited Women network provided internet equipment with unlimited data for a whole year to Tanzania’s Women Centre Innovation Hubs, contributing to improving the inclusivity of women in the digital space. This was in line with this year’s International Women’s Day (IWD) theme, “DigitALL”, calling for innovation and technology for gender equality. The support was given in partnership with Airtel Tanzania PLC, whereby the women-centered hubs received WI-FI routers, satellite connectors and other data-supportive equipment.





Your Voice Survey

Every year, EABL runs the 'Your Voice' survey which gives employees a chance to share how they feel about working at the organisation. We have partnered with a renowned global consultant to deliver our survey.

The survey consists of 29 questions exploring employee engagement and advocacy, as well as various aspects of our culture and performance ambition.

To ensure that our staff fully understands our Sustainability Strategy, and plays an active role in building a sustainable future as stipulated in the strategy, the survey includes a specific segment that covers our employees' understanding of the strategy's three pillars and how they can play active roles.

Our Society 2030: Spirit of Progress index score in this year's survey recorded a substantial double digit (16%) improvement to a 92% positive sentiment. This shows our commitment to creating an environment where colleagues can belong, thrive and effectively contribute to our sustainability commitments.

Specifically, EABL:



16%

Grew by 16% on our knowledge around Society 2030 and the part that every employee can play in driving the agenda — From 76% in F22, to 92% in F23. This is a 14% growth compared to Diageo overall.



Score

Similarly, disaggregated by department, most scored higher in the understanding of our Sustainability Strategy. We have instituted a Sustainability Week (see page 132) contributing to the increased knowledge across the organisation.



Using the Power of our Brands

Serengeti empowers female music artistes in Tanzania

SBL's flagship brand trademark, Serengeti (Premium Lite), in collaboration with Mdundo, a music service provider, conducted an empowerment seminar for female artistes in Tanzania to impart them with skills that will enable them to address challenges they face in the male-dominated music industry in Tanzania.

The empowerment seminar was timely — after Mdundo conducted a survey in November and December last year, and established that female artistes in the Tanzanian music industry face dire challenges, including difficulties in thriving in the industry, limited access to funds and resources, among others. The sponsorship of this powerful seminar was an opportunity for the flagship brand to support progressive voices and champion inclusiveness and diversity.

The survey responses helped the flagship brand identify the challenges. The next step was to create a platform where women in music in Tanzania could

meet, network and learn from fellow artistes and key industry stakeholders who have enough experience and authority to speak on these challenges and offer relevant advice, tools and tactics they could use to address the issues at hand and ensure they progress beyond just earning royalties from platforms like Mdundo.

The seminar was held in partnership with the Copyright Society of Tanzania (COSOTA), various media houses and music distribution and licensing companies.

The progressive initiative went beyond the Mdundo partnership, and in March, as part of the activations to mark the International Women's Day, Serengeti sponsored the Malkia Wa Nguvu initiative that is geared to empower women in business as they strive to enhance their livelihoods and create a positive impact on society with their entrepreneurial efforts.



Tusker at Uhai Festival 2023

The Uhai Festival 2023, held on 24th March at the Masinde Muliro University of Science and Technology (MMUST), was aimed at giving persons with disabilities (PWDs) an opportunity to showcase their talent, celebrate life, and network with other members of society.

Tusker, in partnership with Signs TV, proudly supported the event as part of its commitment to promoting an inclusive society where everyone, including PWDs, can thrive. The event was attended by representatives from different institutions across the Western region. Each institution brought teams that took part in sports and other arts such as poetry and pageantry. Some of the institutions that took part were Shamberere School for the Deaf, Maseno University, Masinde Muliro University Of Science and Technology, Jaramogi Oginga Odinga University, Shamberere Technical Training Institute, Lugari Teachers Training Institute and Kisumu National Polytechnic, amongst others. In total, there was representation from 272 institutions on the day, which speaks to the impact that the festival had in the region.

Tusker is proud to have supported the Uhai Festival 2023 and looks forward to more opportunities to celebrate diversity, culture and creativity.



272
In total, there was representation from 272 institutions on the day, which speaks to the impact that the festival had in the region.

EABL backs the Magical Ladies Open through Johnny Walker

Gender inequality is prevalent in sports, with women often receiving significantly less financial support than men. This sponsorship (to the tune of Ksh 15,000,000) renewed our enduring commitment to championing inclusion for women in the world of sports. The Magical Ladies Open is the only professional women's golf tournament in the East African region. Johnnie Walker is a long-time supporter of golf and added life to the tournament through a range of activations carried out, including providing entertainment at the village for fans.

The tournament is in line with the brand's 'Keep Walking' philosophy and our mission as EABL to promote gender diversity and inclusion by encouraging individuals to take bold actions and strive for progress in creating a more inclusive and equal sports industry.





Progressive portrayal

We have partnered with content creators across the region to effectively connect our brands with consumers in an authentic way so that everyone sees themselves represented. We use Progressive Marketing to challenge stereotypes and commit investment to address under-representation of diverse voices in media, making mainstream media more inclusive. This year, we refreshed our Progressive Marketing Framework and Training to include a new model focused on inclusive design, which allows us to be at the forefront of breaking stereotypes in advertising for greater inclusion and diversity.

Some powerful examples of progressive marketing and authentic representation in action are the Gilbey's Comic Series, Kenya Cane's Greats Toast Twice campaign, Guinness' Black Shines Brightest, Ngule's Buganda Kingdom partnership, Bell Lager's focus on Persons with Disability and Serengeti's Malkia wa Nguvu.

SPENCER LUGALIA
Living with a disability should not define you

*Spencer Lugalia is the kind of person who sees life as a puzzle, always exuding confidence that he will see the full picture when he puts all the pieces together. Born with a disability, he has had his fair share of challenges which he says did not deter him from pursuing his goals and wanting more for himself. He talks to **DIANA RACHEL MBUGUA** about living and doing life with a disability, and being a beneficiary of Kenya Breweries Limited's (KBL's) inclusivity agenda, an opportunity that has affirmed to him that disability is not inability.*



...or caused by environmental factors. Their impact on a child's health depends on their severity.

"Unlike a secondary disability, which could result from an accident, no one chooses to have a primary disability. You are born with it and you have to live with it." Spencer says, adding that he has learnt to live with his disability, and having support from individuals and organisations like KBL makes his life easy, although it has not always been smooth sailing.

"This kind of disability limits me from walking long distances or standing for long hours. KBL understands my challenges as a differently-abled employee and supports me and other disabled people in the organisation fully," says Spencer.

Growing up...
 Spencer was raised in Gachie town in Kibuye, Kiambu County. He spent his early childhood there before relocating to Kakamega County with his paternal grandmother. He says his father worked away from home and prefers not to talk about his mother. He started school at Gachie Primary School where he says he received remarkable support from his teachers as a disabled child. They ensured

Kenya Cane celebrated Mr. Spencer Lugalia, a person with disability working at KBL by providing a platform for him to share his story. The article ran on Parents Magazine's March edition and was also amplified on the supplier's digital version of the publication.

Guinness Black Shines Brightest – the campaign is about recognising and celebrating the unique and creative spirit of young Ugandans. This year, we partnered with Ms. Peace Diane, a female sports commentator on CBS FM. Ms. Diane has shown her audience how she shines brightest by taking into the unique world of being female sports commentator.





Gilbey's Special Dry and Women Empowerment: In partnership with Standard Media Digital, we highlighted and celebrated females excelling in male-dominated industries, such as female truck drivers, barbers, DJs e.t.c., through a fun and playful comic. The first edition focused on a character called Sharleen who owns and runs a successful barbershop in an area known to be dominated by male barbershop owners. Through Gilbey's, we hope to continue empowering women via storytelling.



Ngule beer promotes cultural diversity: UBL partnered with the Buganda Kingdom to promote their unique culture through different communication channels such as billboards, posters e.t.c.



Bell Lager Connects Persons with Disabilities: We positioned a sign language personality in the Mpolo Enjoyments Bell Lager campaign advert, to promote inclusivity in reach.



SBL partnered with Clouds Media Group to support the Malkia wa Nguvu platform that works with women in Tanzania to create employment opportunities. The sponsorship included curation of 10 inspirational documentaries of women from various backgrounds making a difference in society, setting up 5 free exhibition booths for persons with disability to showcase their products/services and cheques worth Tsh. 30 million to fund projects of the 2023 winners and help them continue bettering the society.



Tusker empowers youth for a sustainable future

Tusker Nexters is an initiative by Tusker Lager that aims to create a platform for the next generation of consumers in Kenya to engage with the brand through shared passion points of music and sports. The initiative began with a talent search that took place in various regions across Kenya, including Meru, Nairobi, Eldoret, and Kisumu. Thousands auditioned, each with their own skill sets, and competed to climb the ladder to be the next big stars. Talents who advanced to the semi-finals were rigorously groomed, with the help of masterclasses and coaching, to ensure they achieved their full potential beyond the competition.

Through Tusker Nexters, young talented artistes have connected and collaborate with renowned artistes, grow their fan base, and headline performances during EABL events. Tusker Nexters has been able to leverage resources and expertise to maximise its impact and reach, and has created a vibrant community of young adults who share a passion for music and sports.



Chrome invests in the creative economy for youth

From 'Shine On' to 'Flow na Chrome' and 'Street Filosofia', Chrome has endeavoured to generate inclusive opportunities in how we execute our campaigns.

This year, Chrome Vodka reached out to vulnerable communities to provide more opportunities to budding producers, performers and artistes.

The Kenyan music culture is primarily driven by events and artistes' ability to secure shows to perform to make revenue, without which they struggle to make a name in the industry and create more music, which requires heavy financial investments.

More often than not, artistes release singles over years as they gather finances to work on an album. Chrome, having noted consumers' love for music and the challenge faced by musicians in the country, partnered with Sauti Sol and Sol Generation. Chrome offered brand ambassadorship to Sauti Sol and influencers for Sol Generation to offer financial capacity that allowed the two entities to work on new music and albums that were sponsored by the brand.

Chrome went further to offer sponsorship within the music video production process with product placement in 'My Everything', 'Rhumba Japoni' and 'Party' music videos. The brand continues to offer an elevation platform and celebrate artistes through the hood parties held every quarter. During the parties, the brand uses local talent to perform at the

concerts and further offers Sol Genreation financial support and a platform to showcase their music and more events where they can perform.

Chrome has held events in Nairobi, Mombasa, Kisumu, Eldoret, Nyeri, Thika, Kenyatta University and JKUAT, giving over 50 artistes a performance platform.

The brand continues to sustain the graffiti industry talent by identification and collaboration opportunities with graffiti artists who worked on the making of the Chrome Gin and 'Vodka Nganya' as well as the execution on shoes that consumers are given during the activations.



Shikisha Form na Senator



Senator Keg runs an annual campaign to steer and empower local-led community projects. This is part of the brand's purpose to enrich lives every day, everywhere. Through Senator Keg, we award five of our consumers across different counties in Kenya, with Ksh 2 million each, towards a community action project that meets the immediate needs of the communities they represent. We foster partnerships with local county governments and local suppliers to actualise the community projects identified by the winners.

This year, several impactful projects under various community groups were funded by Senator Keg. The projects, which focused on women's economic empowerment, included:

Anybody Can, a community-based organisation in Mombasa received funding to scale a women's empowerment programme that produces liquid soap for sale. This project has empowered over 5,000 women, scaling production from 100 litres to 1,500 litres per day. The organisation also stocks and sells their products in 67 shops across Mombasa and Kilifi counties and 10 supermarkets.

She Is More women's group in Malindi received funding for rearing chicken for sale to promote women's economic empowerment.

To alleviate poverty and boost community economic opportunities, the brand also covered projects, including:

GriinCom SHG, which provides fertilisers for farmers in Molo and Njoro areas.

Green Thumbs, a community-based organisation in Nakuru received funding to develop a fish processing plant run by youth in the area. As a result, a total of 200 fish farmers currently supply fresh fish across the county empowering additional stakeholders across the value chain. Additionally, they stock their fish in 15 supermarkets across Nakuru.

Restoring Dignity in Korogocho whereby two houses were constructed for elderly families in Korogocho.

And finally, projects that increased water availability and access for vulnerable communities:

Nyamila Water Project in Siaya received funding to develop water facilities for the Nyamila community.

Mtito Andei Development Project in Makeni provided four water stations for the communities.

Furaha Community in Nairobi was funded to build water sanitation units for Huruma residents.

Bungasi Water Project provided water and enhanced distribution channels for the Mumias community.

Kambu Water & Sanitation Project in Kibwezi received funding to provide water facilities for Mangelete A & B, Kambu Town and Kiundwani communities. Kambu Water Project currently services the three localities, and provides approximately 80,000 residents with a consistent supply of water.

As a result of this year's Shikisha Form na Senator we:

- **Created job opportunities for 420 youth** (directly and indirectly – masons, electricians, welders, riders, security personnel e.t.c.).
- **Improved access and availability of water** to over **1,500 households** (in Mumias and Siaya) and provided over **200 farmers** with a reliable source of water in Mtito Andei & Kibwezi. These included **60 farmers with disabilities**, 18 of whom we supplied water directly in their homesteads.
- We also provided access to sanitation facilities for **2,000 residents** in Nairobi.



Meet some of our leaders

“

Our employees were instrumental in establishing and driving the ‘Spirited Women’, our internal programme, to engage our existing women leaders as mentors and champions.



At EABL, we have a unique opportunity to be a catalyst for positive change. Our approach to sustainability in HR aligns seamlessly with our company’s broader goals and initiatives. We understand that sustainability isn’t only about environmental impact; it encompasses social responsibility, ethical practices, and fostering a culture of inclusivity and well-being. We recognise that our people are at the heart of these efforts.

The HR department plays a pivotal role in shaping the culture and values of our company. We encourage a sustainable mindset among our employees, making them conscious of their choices and actions in the workplace and in their personal lives. Employee engagement is a powerful tool in driving sustainability initiatives. Employees who work in the day-to-day operations of a company often have first-hand experience with the challenges and opportunities for sustainability, making them valuable assets in developing and implementing effective strategies. For example, our employees were instrumental in establishing and driving the Spirited Women, our internal programme, to engage our existing women leaders as mentors and champions. We are proud of the work we have done in creating an environment where women uplift, support, and inspire one another to achieve their full potential. Through ‘Spirited Women’, we show that women’s empowerment is not only an individual endeavour but a collective journey that benefits our entire organisation and the communities we serve. In addition, we are walking the talk and clearly demonstrating the power of women leadership for business performance and success. EABL is one of the few companies in Africa to boast such a high level of women leaders. We will continue to foster an environment where employees feel empowered to contribute their ideas and suggestions for making our workplace and operations more sustainable. By embracing diversity and inclusivity, we can tap into a wealth of perspectives and experiences that will enrich our approach to sustainability.

Temitope Akinsanya

Group Human Resources Director

“

A questionnaire was sent out to all existing artistes on Mdundo's platform and a total of 106 respondents submitted responses.



“It is a known factor that women in any male-dominated industry such as music and entertainment come with its challenges. We, therefore, set out to first understand the challenges that women in music face in Tanzania by engaging with Mdundo, a music service provider, to conduct the survey. A questionnaire was sent out to all existing artistes on Mdundo's platform and a total of 106 respondents submitted responses.”

Anitha Rwehumbiza
SBL's Marketing and Innovation Director



Meet some of our EABL family

Aristida – Tanzania



“Orphaned at an early age, I didn’t know what to do next when I received my instructions to join Igabiro Training Institute of Agriculture (ITIA). The joining instructions, instead, rekindled memories of my parents who had passed away a few months after completion of my form four in 2020. My extended relatives added to my woes — instead of paying my school fees, they made me a farm and house help. My day would start at 5am with house cleaning, washing utensils and cooking breakfast for the family before proceeding to the farm where I would spend many hours cultivating crops and attending to a few livestock that my uncle owns.

As an ‘A’ student and determined to succeed in life, I have always been very resourceful. So, on the day of reporting to ITIA with no school fees and other joining requirements, I had one thought in mind — to report to the principal’s office, recount my life experience and seek to be exempted from paying school fees. Unfortunately, this did not quite work out. Sent back home and shattered, I soon received a call from the same college principal, informing me that I had been awarded the Kilimo-Viwanda scholarship by SBL, which has changed my life.”

Jennifer Atieno Opiyo – Homa Bay



“I am very happy with this work! I remember a time when I needed to pay school fees for my children and we hadn’t harvested our sorghum yet. I explained this to the KBL team here and they enabled me to get a cash advance to pay the school fees before harvesting my sorghum. I have five children and you can imagine the pressure to provide and the challenges I was facing as a person with disability.”

Charles Odondi Agutu – Homa Bay



“I have been supplying KBL with sorghum since 2013, and now I have 200 farmers within my network as a farmer hub lead. White sorghum is very prone to birds, and when you have a disability like us, it is difficult to control the bird problem. Now that we grow it as a community, we are able to support each other, and have better systems so that we don’t feel the weight of pests that we would otherwise struggle to manage on our own. We now want to start sifting and sorting the sorghum ourselves so that we can increase our margins and grow even more.”



Maren Atieno Owino – Homa Bay

“I also have 200 farmers under me now, I never thought I could be in charge of so many people or have so many responsibilities as a person with disability. It is unheard

for a woman here. As a farmer hub lead, I also requisition for farmer inputs and pest control material for my network of farmers, and I am able to earn a commission from this process in addition to selling my sorghum. As a single mother it gives me so much joy to be able to provide for my children. I am both mum and I am dad, and I am grateful to have access to a consistent market that allows me to provide for my family.”

Christopher Okwachho – Homa Bay



“I was planting maize and beans before transitioning to sorghum and they were not doing well. The price of maize was constantly falling and we couldn’t keep up with our costs. Planting with KBL has enabled

me to sell at least 10kg of sorghum a day. From the balance of what we don’t sell, we feed our pigs and cows, saving money on animal feed. Typically, persons with disabilities are the last to get support, but KBL has made us a priority. We now have access to bank loans due to the consistent income and can plan for our futures.”

Naume Ekwee – Learning for Life participant and Disability Inclusion Facilitator, Uganda



“In my opinion, the training was inclusive to persons with disabilities. It was participatory; we were involved at every stage. For example, they communicated inclusively, we had sign language interpreters and personal assistants for persons with visual impairment.”



Micheal Sewe – Field Agro-economist



Duncan Otieno – Field Agronomist – Syngenta Foundation



“Once you have consistent uptake of product, local farmers are motivated to upgrade their skills and scale their farms. We have provided training to farmers on good agronomical practices, including regenerative agriculture, good business management and post-harvest storage and handling. The farmer hub leads you have met — like Charles and Maren — have an entrepreneurship mindset and we want to nurture them so that they can also grow and serve farmers in their local areas.”

Diageo has also started to implement the Koltiva App – a platform that provides traceability for all the sorghum that is planted and harvested”

Mwinyi Makame – Manyara

“Collaborating with SBL has been an exceptional voyage marked by determination, steadfastness, and tenacity. Each planting season introduces us to distinctive challenges, yet, with SBL’s resolute backing, we have acquired the ability to traverse this domain with renewed assurance. Through extensive training sessions and workshops, we have embraced eco-friendly methods, like opting for well-based irrigation instead of depleting our vital water reserves. While these trainings may be demanding, they are essential for the advancement of farming in the times ahead.”

Thomas Venance – Kilimanjaro

“I am living proof of the profound impact of SBL’s contract-farming approach. Over a span of merely seven years of partnering with the brewery, I have expanded my farming land from a humble 50 acres to a remarkable 100 acres per growing season. The horizon holds even more potential, as SBL equips me with superior seeds for the current season. I am projecting a 20% surge in the upcoming harvest output.”

Bora Masaki – Kilimanjaro

“The era of grappling with unstable markets is a thing of the past. We were rescued by SBL and their groundbreaking approach to contract-farming. They thoroughly evaluated the excellence of our barley and acknowledged its quality. Ever since, SBL has stood by our side as a dependable collaborator, offering a steady marketplace for our agricultural yield.”

Alex Chele – Lira

“In 2016 UBL came looking for village agents in the barley value chain and I was elected as a parish agent in my village. They asked us to open bank accounts where they (UBL) would pay us directly for the service provided and supply of produce. We were tasked to mobilise farmers to grow barley on large scale, harvest and deliver it to Kapchorwa Commercial Farmers Association where we were paid Ksh 400 per kilo. This price has now changed to Ksh1,500 per kilo. The beauty of growing barley is that I am able to obtain seed and agro inputs such as fertiliser at a subsidised price. Once the barley is harvested, there is readily available market by UBL.”

Tonny Oluma – Lira

“Five years ago, I owned a two-acre piece of land which was an inheritance from my father. I struggled to grow maize and get market for my produce. My life turned around in 2017 after being trained by UBL on various agronomic practices that can work in the area that receives unreliable rainfall. I was trained on how to use conservation farming methods that increase water retention while inhibiting any weed growth. Today, my farm is a lush green spectacle in the dry land, as it hosts sorghum, which occupies 10 acres, and maize the rest — all that farmed under conservation agriculture. I employ about 10 people to harvest, thresh and winnow, which takes about three days. On average, from an acre of sorghum, I harvest 20-25 bags and UBL will buy each kilo at Ksh 1,000, reaping handsomely from the crop. Normally, I transport the sorghum to my store, where the produce is collected by UBL agents.”

Looking ahead to F24:

We will increase our media spend that is progressive, reflecting our dedication to driving positive change, fostering innovation and amplifying messages that align with our values and contribute to a more inclusive and sustainable future.