



**MESSAGES FROM  
OUR LEADERSHIP**





# MESSAGE FROM THE GROUP BOARD CHAIRMAN

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I invite you to delve into the pages of this report, explore our achievements, and join us on this crucial journey towards sustainability.



I am honored to present to you our third annual Sustainability Report, detailing our progress against our 10-year strategic action plan – Society 2030: Spirit of Progress. While we are immensely proud of the achievements detailed within this report, we also acknowledge that we are evolving and growing every year in our sustainability journey.

As we confront emerging challenges and navigate an ever-changing landscape, we recognise the importance of continual improvement, innovation, and adaptive management. We value the power of learning, and we will continue to use our sustainability reporting process to reflect and build on our existing approaches.

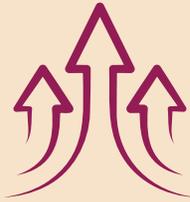
We remain resolute in our commitment to implementing evidence-based policies, driving technological advancements, and nurturing partnerships that accelerate progress towards our sustainability goals.

Crucially, this report serves as a platform for transparency and accountability. We believe that open dialogue and the exchange of knowledge are fundamental to fostering trust and engagement with our stakeholders.

It is through this shared understanding that we can harness the collective power to overcome obstacles, shape policies, and create transformative change.

We extend our gratitude to the dedicated individuals, organisations, communities and governments who continue to walk the journey with us. Without your collaboration, passion, and unwavering commitment to our causes, our achievements would not have been possible. Together, we have laid the groundwork for a more sustainable future—a future in which communities prosper, nature thrives and generations to come can inherit a healthy and resilient planet.

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join us on this crucial journey towards sustainability.

Together, let us keep marching forward, driven by the shared vision of a harmonious coexistence between humanity and nature—a future in which our legacy is one we can be proud to pass on to future generations.

*Dr. Martin Oduor-Otieno, CBS*

Group Board Chairman



# 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*

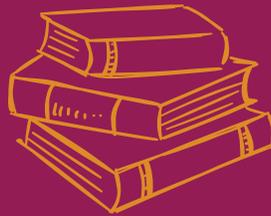
Group MD & CEO



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**We have also made strategic investments in education and training across the organisation to ensure that sustainability principles are well-understood.**



# MESSAGE FROM THE KBL MANAGING DIRECTOR

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Furthermore, this year we concluded the successful pilot of Project Rudisha, through which we aim to run a sustainable glass collection operation in our Spirits business.



“**W**e are the first generation to feel the effect of climate change and the last generation who can do something about it.”

- Barack Obama, Former US President

I am delighted to present our third annual Sustainability Report to the world. We in KBL are proud of the strides we have made in integrating sustainability into our business practices, fostering social impact, and preserving the environment. We recognise that our operations have direct and indirect



impacts on the environment, communities, and the economy and as such, have embraced sustainability as a core value, shaping our decisions, strategies, and actions. Environmental stewardship lies at the heart of our sustainability efforts. We are dedicated to reducing our carbon emissions, conserving natural resources, and promoting sustainable practices throughout our value chain.

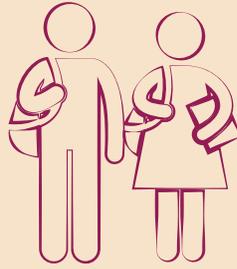
Through renewable energy investments, waste reduction programmes, and responsible sourcing, we aim to contribute to the preservation of Kenya's natural beauty and combat climate change.

Our production sites are almost 100% net zero, since we installed biomass across our operations. In the last six months, since January 2023, we have been producing our beverages mainly from renewable energy, with our biomass boilers at our Kisumu and Tusker plants, the latter in Nairobi, running at over 97% renewable fuel.

Furthermore, this year we concluded the successful pilot of Project Rudisha, through which we aim to run a sustainable glass collection operation in our Spirits business.

We will make the shift from one way glass use to a returnable spirits glass model. Rudisha will help us reduce our Scope 3 emissions, value chain emissions, which are the majority of businesses' total greenhouse gas (GHG) emissions. The other benefits of the project will include reduced water and energy consumption, reduced contribution to landfills and reduced cost of business. Additionally, the project will provide jobs to people who will collect, wash, sort, and return the glass bottles to us.

Project Rudisha demonstrates our awareness and understanding of the interconnected nature of sustainable practices, and we look forward to the next phase of the project.



**289,542**

**KBL significantly surpassed our annual targets on our SMASHED programme, reaching 289,542 students with messages on the dangers of underage drinking.**



**268,013**

**We also significantly surpassed our Water Replenishment targets, achieving an outcome of 268,013 cubic metres.**

Additionally, this year KBL significantly surpassed our annual targets on our SMASHED programme, reaching 289,542 students with messages on the dangers of underage drinking. We worked closely with partners such as the Ministry of Education, the Teachers Service Commission, and various secondary schools across the country to achieve this. Furthermore, we continue to sustain and develop our partnership with the National Transport and Safety Authority (NTSA) to educate and sensitise road users on responsible drinking to enhance road safety in Kenya. We also significantly surpassed our Water Replenishment targets, achieving an outcome of 268,013 cubic metres, compared to a target of 221,948 cubic metres.

Also unique was our approach to implementing Inclusion and Diversity during the year. We ran an all-women smallholder farmer training to not only train the women farmers on good agricultural practices, but to also discuss gender and social norms prevalent in the smallholder farmer communities.

At KBL, sustainability is not just an aspiration but a driving force that propels our organisation forward. True leadership lies in integrating sustainability into our DNA, empowering our teams to think creatively, and nurturing a culture that values purpose-driven action. Together, we can build resilient organisations that drive positive change and create a world we can be proud to leave behind.

*Mark Ocitti*

KBL Managing Director



## MESSAGE FROM THE SBL MANAGING DIRECTOR

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We are passionate about engaging in projects and activities that drive real, tangible and long-lasting impact.



“**T**he time is past when humankind thought it could selfishly draw on exhaustible resources. We know now the world is not a commodity.”

- Francois Hollande, Former President of France

On behalf of Serengeti Breweries Limited (SBL), I am pleased to share our contribution to EABL's third annual Sustainability Report. In Tanzania, we are blessed with rich natural resources, diverse ecosystems, and vibrant communities. However,

we also face significant environmental and social challenges that require our immediate attention and collective action. As a responsible corporate citizen, we recognise the importance of preserving our environment, uplifting communities, and promoting sustainable practices that benefit present and future generations.

We are passionate about engaging in projects and activities that drive real, tangible and long-lasting impact. In support of this, we have made some thoughtful investments this financial year to ensure that we continue to scale our initiatives. For example, we injected Tsh. 380 million to fund the renovation and construction of the Kwamizi water dam in Handeni District, Tanga region.

The project, which is being implemented in partnership with Water Aid and the local government, has a capacity to hold 108,800 cubic metres of water and provide clean water to 2,000 men, women and children of Handeni District. This is particularly impactful as, according to latest research by the World Bank, in 2023, only 61% of households in Tanzania currently have access to a basic water-supply, 32% have access to basic sanitation, and 48% have access to basic hygiene. As a business that strives for positive impact, improving water access and availability for our communities is a priority action for us.

In addition, this year we partnered with the Ministry of Agriculture and the Foundation for Disability Hope to empower over 100 persons abled differently (PADs) through agricultural and business training in Dodoma. 50% of the participants were women, who are historically excluded from economic opportunities.

There is much more that we have been working towards in support of Society 2030: Spirit of Progress, our sustainability strategic ambitions which we detail throughout the report. The detailed reporting ties to our commitment, as



**100**

**This year we partnered with the Ministry of Agriculture and the Foundation for Disability Hope to empower over 100 persons abled differently (PADs) through agricultural and business training in Dodoma.**



**108,000**

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SBL, to transparent governance and ethical conduct, which are paramount to our sustainability journey. We value trust, and we are committed to building strong relationships with our customers, employees, suppliers, and communities.

As business leaders, we have the power to shape a sustainable future. We continue to use our experience, resources, and creativity to redefine success by integrating sustainability into every aspect of our operations. We remain committed to create a world where profitability goes hand in hand with environmental stewardship and social progress.

*Obinna Anyalebechi*  
SBL Managing Director



## MESSAGE FROM THE UBL MANAGING DIRECTOR

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It's about leaving a positive legacy for future generations, demonstrating that business can be a force for good.



“**C**limate change is the single greatest threat to a sustainable future, but at the same time, addressing the climate challenge presents a golden opportunity to promote prosperity, security and a brighter future for all.”  
- Ban Ki-Moon, Former Secretary-General of UN

Our commitment to sustainability has never been about ticking boxes or meeting regulations; it's about embracing a higher purpose. It's about leaving a positive legacy for future generations, demonstrating that business can be a force for good, and showing that profitability and sustainability are

not mutually exclusive but interconnected drivers of lasting success. This is the ethos we live by at Uganda Breweries Limited (UBL).

We have a responsibility within the wider ecosystem, as Uganda, like many other countries, faces a range of environmental and socio-economic challenges that impact its development and the well-being of the people.

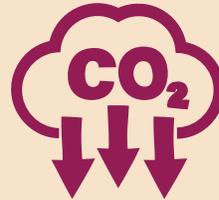
Addressing these socio-economic challenges requires concerted efforts from the government, civil society, and development partners. It entails investing in human capital development, improving governance and institutional capacity, promoting inclusive economic growth, and prioritising sustainable development practices.

In our endeavour to tackle the climate crisis, I am happy to report significant progress in our carbon reduction journey. Since December 2022, we are proud to report that we have transitioned fully from non-renewable sources to biomass utilisation, effectively cutting 95% of our carbon emissions. We are also tackling our post-consumer waste. This year, we entered into a partnership with five peer companies in beverage production to form an Extended Producer Responsibility organisation to manage our plastic packaging waste, collectively.

We are also cognisant that significant gender disparities persist in Uganda, particularly regarding access to education, employment, and decision-making positions.

Discrimination and gender-based violence remain issues hindering inclusive development and women's empowerment. For this reason, we have invested heavily in championing Inclusion and Diversity, enabling women to have equal access to opportunities.

We leverage partnerships to increase the



**95%**

**Since December 2022, we are proud to report that we have transitioned fully from non-renewable sources to biomass utilisation, effectively cutting 95% of our carbon emissions.**



**60%**

**Among the 202 beneficiaries of the 'Learning for Life' programme, 60% were women, and 10% were people with disabilities (PWDs).**

scale and impact of our Inclusion and Diversity programmes. This year we partnered with the office of the Luzira Women Councillor, LC III, in March 2023, to offer agribusiness training and donate 2,000 mushroom gardens to Luzira single mothers. Women face unique barriers as a result of structural inequity, and we sought to reduce the growing income gaps that put them at a greater risk of poverty in Luzira.

We also worked closely with the Mayuge Health Centre and donated a universal anaesthesia machine with a monitor, vaporiser, and ventilator.

Furthermore, to address income disparities, this year we delivered the Learning for Life programme, our training initiative that seeks to promote equal access to hospitality education. Among the 202 beneficiaries, 60% were women, and 10% were people with disabilities (PWDs).

We cannot afford to be passive bystanders in the face of social inequality. As business leaders, we have a unique platform and responsibility to take bold actions, invest in sustainable practices, and inspire others to follow suit.

Let's lead by example, leaving a legacy of positive impact and showing that business can be a driving force for sustainability.

*Andrew Kilongo*  
UBL Managing Director



# MESSAGE FROM THE GROUP CORPORATE RELATIONS DIRECTOR

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At EABL, we firmly believe that by working together with like-minded organisations, governments, communities and stakeholders, we can drive meaningful change and create a lasting impact.



**U**nless we take action on climate change, future generations will be roasted, toasted, fried and grilled.”

– Christine Lagarde

I am pleased to share our organisation’s commitment to sustainability and the progress we have made on our journey. Sustainability is not just a standalone initiative; it is ingrained in our corporate DNA and central to our long-term success.

Our sustainability efforts are driven by a deep sense of responsibility towards the environment, society, and our stakeholders. Through effective corporate relations, we strive to build strong partnerships with our stakeholders. We actively engage with employees, customers, suppliers, investors, communities, and civil society organizations to understand their expectations, address concerns, and align our sustainability initiatives with their needs.

At EABL, we firmly believe that by working together with like-minded organisations, governments, communities and stakeholders, we can drive meaningful change and create a lasting impact. This financial year we have continued to sustain meaningful collaborations with our stakeholders and have forged new relationships that we look forward to nurturing. For example, we have partnered with Care International to develop a Gender Inclusion Toolkit to empower our communities on the importance of including women in water projects leadership committees, thereby further enhancing the delivery and longevity of our water projects.

Further, we have continued to make 'Ambassadors of Sustainability' out of our diverse workforce through continued education and awareness creation of our sustainability strategy.

To this end, this financial year we held a unique Sustainability Week for our staff, and we engaged various external stakeholders, including those in the entertainment arena, to bring our sustainability strategy to life in a more creative and engaging manner. We cover this in more detail in this report.

Our approach to corporate relations is rooted in openness and active listening. We value the feedback and perspectives of our stakeholders, as they play a critical role in shaping our sustainability strategy and actions. By fostering constructive dialogue,



**Through Project Rudisha, which is geared towards reducing our carbon emissions and waste to landfill by reusing our Spirits bottles, we have engaged our distributors in the collection and return of used bottles.**



**By fostering constructive dialogue, we can build shared understanding, identify common goals, and co-create sustainable solutions that deliver value for all.**

we can build shared understanding, identify common goals, and co-create sustainable solutions that deliver value for all. It is only together and in embracing the spirit of ubuntu, that we can create a sustainable future, one that balances economic growth, social progress, and environmental stewardship. I am proud of our achievements thus far and look forward to the continued journey ahead, working hand in hand with our stakeholders to drive positive change.

*Eric Kiniti*

Group Corporate Relations Director