



# Messages from our Leadership



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**Championing Inclusion and Diversity**

**2024**  
EABL Sustainability Report

# Message from the Group Corporate Relations Director



This year we made the decision to thematically focus on our pillar: 'Championing Inclusion and Diversity' as an opportunity to reflect on our region's rich tapestry of cultures, traditions, and talents.



We welcome our audience, to explore our fourth Annual Sustainability Report!

Despite the challenges of the past year, we have continued to respond to the needs of our stakeholders and do our part for the planet by supplying products that deliver quality while minimising our environmental impact. EABL continues to work as a force for good. This report is simply another step in our ongoing journey. In documenting our successes, challenges, and the experiences of our stakeholders, we hope to provide a platform for continuous learning and growth.

This year we made the decision to thematically focus on our pillar: 'Championing Inclusion and Diversity' as an opportunity to reflect on our region's rich tapestry of cultures, traditions, and talents. We are a mosaic of diverse ethnicities, languages, and backgrounds, making inclusivity a natural cornerstone of our societal fabric. By embracing this theme, companies can harness the power of this diversity to drive innovation, creativity, and problem-solving. Ultimately, prioritizing inclusion and diversity aligns with Africa's spirit of unity amidst diversity, promoting sustainable growth, and ensuring businesses are well-equipped to navigate the complexities of our dynamic continent and global markets alike.

In this report you will read more about the work EABL is doing to ensure that everyone feels heard, represented and valued. This is the cornerstone of who we are as a business, and I am eager to share our lessons and experiences with our stakeholders.

In addition, our commitment to sustainability is deeply integrated into our corporate culture, as evidenced by the successful internal Sustainability Week marked in February 2024. This event not only showcased our Sustainability Strategy, 'Spirit of Progress', but also engaged our staff in meaningful ways through training sessions, sustainability showcases, and community partnerships.



## 800 staff

We trained over 800 staff, on the value of our Sustainability Strategy and the impact that it is having across the regions where we operate.



In this report we, therefore, proudly showcase our ongoing commitment to sustainability and responsible corporate citizenship. From initiatives that protect our environment to projects that empower communities, we invite you to discover how we're making a positive impact in the regions we serve. Together, we're not just creating a better future for our company, but for all stakeholders involved.

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We have also reviewed our material topics, in our ongoing commitment to transparency and accountability, to ensure that they reflect the evolving priorities of our stakeholders and the broader sustainability landscape. This comprehensive review process has allowed us to identify and prioritize the most relevant environmental, social, and governance issues that impact our business and stakeholders alike. By regularly assessing our material topics, we aim to strengthen our performance against our Sustainability Strategy, 'Spirit of Progress', enhance our decision-making processes, and better align our initiatives with the Sustainable Development Goals (SDGs). We remain dedicated to addressing these material topics with diligence and transparency, driving positive change within our organisation and the communities we serve.

In this report we, therefore, proudly showcase our ongoing commitment to sustainability and responsible corporate citizenship. From initiatives that protect our environment to projects that empower communities, we invite you to discover how we're making a positive impact in the regions we serve. Together, we're not just creating a better future for our company, but for all stakeholders involved.

Join us in celebrating our achievements, learning from our challenges, and envisioning a more sustainable tomorrow. Thank you for your interest and continued support.

*Eric Kiniti,*

**Group Corporate Relations Director**