



# Messages from our Leadership



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**Championing Inclusion and Diversity**

**2024**  
EABL Sustainability Report





# Message from the KBL Managing Director



Looking ahead, together with our stakeholders and partners, we will continue to make a meaningful impact on our environment and communities. As we reflect on this year's accomplishments, I am proud of the steps that we have made this far as we grow in our journey towards sustainable development in Kenya.

This time of year is always an exciting one for me. As we reflect on our progress, review our learnings and build on our commitment for a more sustainable future, I am reminded of why we do what we do.

For a long time, at Kenya Breweries Limited (KBL), we have recognised our responsibility to lead by example and contribute positively to our society and environment. It is very clear to us that sustainability is the foundation for our business' success. We continue to look at our operations, from the production to the distribution of our products, with a sustainability lens, consistently asking ourselves how we can further enhance our business practices with the goal of contributing towards sustainable development.

To draw on this year's theme, 'Championing Inclusion and Diversity', this aspect is increasingly recognised as essential component of successful business practices. Embracing diversity fosters a more innovative and dynamic workplace while strengthening organisational resilience and adaptability in a competitive market. While the theme is also a distinct pillar under our Sustainability Strategy, 'Spirit of Progress', at KBL we continuously strive for greater inclusion and diversity in everything that we do. Our experience is that this promotes employee engagement, morale, and retention, as individuals feel respected and valued for their unique contributions.

In this way, fostering inclusion and diversity not only enhances business performance but also contributes positively to societal progress by championing equal opportunities and representation across all levels of the organisation.

This is indeed demonstrated in the different awards KBL has secured in this financial year. One I am particularly proud of, is a special accolade honouring



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women Supply Chain Leaders and Executives whose accomplishments, mentorship and examples set a foundation for women at all levels of a company's supply chain network. This year the 'Women in Supply Chain Award' was presented to our Operations Director, at KBL, Rosemary Mwaniki-Cheshire, for her leadership. This accolade truly reflects our dedication to inclusive leadership and sustainable practices.

In addition, for over a decade, KBL has partnered with Friends of Karura and the Kenya Forest Service to safeguard Karura Forest. Our efforts, including the Kshs 8.5 million investment in forest fencing, have not only enhanced security but also boosted visitor numbers and increased the forest's revenue from entry charges. This sustained collaboration was exemplified in September 2023 with our sponsorship of the 5th edition of the Friends of Karura Run, engaging over 3,000 participants and further promoting environmental awareness.

Furthermore, we understand the fundamental importance of access to clean water, particularly for vulnerable populations like women and schoolchildren. At Ngara Girls Secondary School, unreliable water supply posed significant challenges to hygiene and sanitation, affecting menstrual hygiene management and overall health. We made a Kshs 7.5 million investment in a borehole and solar-powered water system to ensure sustainable access to clean water for 1,400 students and staff, empowering them to focus on education and agricultural activities.

Looking ahead, together with our stakeholders and partners, we will continue to make a meaningful impact on our environment and communities. As we reflect on this year's accomplishments, I am proud of the steps that we have made this far as we grow in our journey towards sustainable development in Kenya.

Mark Ocitti,

KBL Managing Director



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