



Messages from our Leadership



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2024
EABL Sustainability Report

Message from the UBL Managing Director



Looking back on our fiscal year, 2024, I am pleased to report that Uganda has had successes in key projects that we are doing in the market, which will further contribute towards conserving our environment and empowering our communities where we live, work, source and sell.



I am delighted to present Uganda Breweries Limited's – UBL's - contribution to East African Breweries PLC's, EABL's, Annual Sustainability Report for 2024, highlighting our steadfast commitment to sustainability across various initiatives. In the heart of Uganda, UBL stands as a beacon of sustainability and environmental stewardship. This pioneering organisation has integrated sustainable practices into every facet of its operations, from eco-friendly agricultural methods to renewable energy initiatives. UBL is committed to reducing its carbon footprint through innovative solutions such as biomass powered boilers and regenerative agricultural practices that enhance soil health and biodiversity.

Looking back on our fiscal year, 2024, I am pleased to report that Uganda has had successes in key projects that we are undertaking in the market, which will further contribute towards conserving our environment and empowering our communities where we live, work, source and sell.

I am particularly excited about our theme this year, which allows us to amplify our work in championing inclusion and diversity. In our business, the value of inclusion and diversity cannot be overstated. We embrace a diverse workforce that brings together individuals with varied backgrounds, experiences, and perspectives, fostering innovation and creativity in problem-solving.

At UBL, over 60% of our Top Leadership comprises of women, and additionally, across the organisation, women comprise of over 30% of our total staff population.

We have stories to tell related to this year's report theme of 'Championing Inclusion and Diversity'. Highlights on a few outcomes linked to our Society 2030 targets include the following:

This year, we commenced the 2024 Diageo Bar Academy sessions, training 44 key distributors and outlets in Kampala and 450 staff members. This initiative not only elevates industry standards but also nurtures individuals who embody UBL's values and vision. Over 40% of the participants were women.

Through our Learning for Life program, which focuses on business and hospitality skills, we trained 42 beneficiaries. We are confident that the skills they gained will empower them to secure employment or start their own businesses, helping to reduce income inequalities and strengthen the Uganda's hospitality sector.

We leveraged our key consumer experience events and platforms, such as the Uganda Waragi Nyege



4,800

On the environmental side, in the Teso region, UBL completed the Teso Water Project, delivering ten boreholes that will benefit over 4,800 residents out of whom 50% are women.



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Nyege Festival, Roast and Rhyme Concert, OBA Festival, Pilsner's culture-themed events amongst many others, to actively promote responsible drinking. Through a combination of on-ground "below the line" activations and digital campaigns, we aligned these efforts with our Positive Drinking programs. Our Tokisusa Campaign, launched in partnership with Nation Media Group, provided much needed responsible drinking education during the festive season, demonstrating our dedication to public health and safety.

On the environmental side, in the Teso region, UBL completed the Teso Water Project, delivering ten boreholes that will benefit over 4,800 residents out of whom 50% are women. This project supports Uganda's National Development Plan III by improving access to safe water, enhancing community health, and safety.

Further, we have made significant strides in our effluent treatment. We have successfully improved the Chemical Oxygen Demand (COD) for our effluent, reducing it from 100 to 70 milligrams per liter, reflecting our commitment to sustainable waste management.

We also made notable progress in advancing the circular economy by testing and approving the use of rPET with 40% recycled content. We are also excited about the plans in the pipeline to reuse spirits bottles in F25, further supporting our sustainability goals.

As a result of our efforts this year, we were honoured as the 'Private Sector ESG Champion of the Year' by the Private Sector Foundation Uganda, recognising our ongoing efforts to promote sustainable practices and uplift local communities.

Additionally, Guinness was celebrated as Uganda's Most Admired Brand, reflecting its impact on local talent development and consumer satisfaction.

We have been very busy and looking forward, we are committed to expanding our community initiatives and strengthening environmental stewardship as we continue to embed responsible business practices across our operations. We will also continue to embrace inclusion and diversity covering the aspects of gender and people with disabilities.

I invite you all to delve into our Annual Sustainability Report to discover more about how EABL and the worldclass team at Uganda Breweries Limited, is shaping a sustainable future for Uganda.

Andrew Kilonzo,

UBL Managing Director