



**Women Biomass Fuel Suppliers:**

Partnering with KBL has empowered women in our community by providing them with stable income through the collection and supply of biomass materials. This income has transformed their lives, enabling them to provide for their families' basic needs and invest in personal projects through a self-help group that they have formed. On the business side, KBL's reliable payments have allowed me to expand my operations and secure financing with confidence. Importantly, this partnership supports environmental sustainability, as we contribute to clean energy solutions and participate in reforestation efforts.

In short, our collaboration with KBL has improved livelihoods, fostered community growth, and advanced environmental conservation.

*Esther Wanjiku Ndonga Kamau, Agrihard Suppliers Limited*



**Uganda Manufacturers Association**

We are proud to be associated with Uganda Breweries. UBL is one of the top companies with the best sustainability practices, and we encourage other UMA members to pick an interest. UBL believes in doing business the right way every day, everywhere. The organisation is committed to understanding what it means to act with integrity in business. From the inclusion and diversity initiatives, carbon emissions control, water, and waste management to policy initiatives, UBL is doing well. There is transparency in communication of the sustainability risks and what they are doing to mitigate the risks. This is commendable."

*Allan Ssenyondwa, Director of Policy - Uganda Manufacturers Association*



**Aid Environment East Africa Office**

We are excited to partner with UBL to deliver the Collective Action on Water project in the Mt. Elgon region. Uganda Breweries' strong commitment to restoring and protecting the catchment areas around their raw material sources inspires us, benefiting both the environment and the local communities.

*James Kisekka, Director - Aid Environment East Africa Office*



**Ministry of State for Agriculture, Animal Industry and Fisheries**

Through the Farmers symposium, UBL has demonstrated their commitment to empowering farmers with the fastest knowledge and tools to navigate the challenges of a rapidly changing agricultural landscape. They have fostered key dialogues that will shape the future of agriculture and promote sustainable practices."

*Hon. Kyakulaga Fred Bwino, - Minister of State for Agriculture, Animal Industry and Fisheries (Agriculture)*



**NEMA**

Far from being a cost burden, adopting sustainable practices can lead to multiple benefits that contribute to long term profitability and competitiveness. Accordingly, we assess the environmental practices of organisations through our National Sustainable Environment Awards. This year, NEMA recognised Uganda Breweries for their commitment to environmental stewardship and sustainable business practices.

*Dr. Barirega Akankwasah, Executive Director - NEMA*



**LCV**

The borehole donation from Uganda Breweries serves as a strong example of how responsible corporate initiatives can make a meaningful impact on society, complementing the efforts of local governments. In my Kapelebyong District and the broader Teso region, where water scarcity has long been a challenge, and many communities have had to depend on unclean water sources, these contributions bring much-needed relief and hope for a healthier future.

*Francis Akorikin, LCV Chairman - Kapelebyong District*

**British High Commission Office Kenya**

During King Charles III and Queen Camilla's royal visit to Kenya, Jane Karuku, Group MD and CEO of East African Breweries (EABL), joined a roundtable discussion on the importance of accelerating to a Just and Sustainable Future, followed by a presentation of EABL's sustainability work to the King. In his remarks on the reception, Rt. Hon. James Cleverly, Secretary of State for Foreign, Commonwealth and Development Affairs of the United Kingdom, singled out Diageo, applauding it for its exemplary and unique implementation of sustainability initiatives in Kenya.





# Pillar: Promote Positive Drinking

## Context and Emerging Trends

## Progress from 2023 to 2024

## How we are achieving our targets

- Our Initiatives
- Using the Power of our Brands
- Meet our people



# Context and Emerging Trends



The illicit trade in alcohol, which is essentially alcohol that is traded outside regulation and taxation generates a variety of socio-economic problems including:

- Endangering public health.
- Illicit trade disproportionately affects the poorer and less educated consumers, leading to more severe consequences for these socio-economic groups.
- Revenue loss for governments - by avoiding official channels and taxation, illicit alcohol trade deprives governments of valuable tax revenues that would have been generated through legal sales.
- Harming legitimate businesses - the presence of unregulated alcohol reduces the sales and competitiveness of law-abiding, tax-paying businesses in the market.

We want to change the way the world drinks, for the better. Our brands have been part of people's celebrations for generations; we make them with pride, and they are made to be enjoyed responsibly. We embrace our responsibility to proactively promote positive drinking. Our Positive Drinking approach is premised on the following four pillars to deliver impact and change:

- Tackling harmful drinking through education.
- Promoting moderation via our brand marketing.
- Tackling underage drinking.
- Changing attitudes to drink driving.

We set ambitious targets for each pillar.

Over the last four years we have made excellent progress across all four pillars. In fact, Diageo has already achieved the 2030 target for education (DRINKIQ) in fiscal 22. We have also leveraged the power of our brands to deliver moderation messaging by end of fiscal 23. We are proud of the momentum we have built.



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# Our Progress From 2023 To 2024

## F24 Investment:





This year, across our markets we scaled our activations and interventions geared towards promoting positive drinking practices.

**SMASHED**

**48%**

We surpassed our annual target for SMASHED campaign by 48%. We have linked our areas of intervention with areas where our research showed high prevalence of underage alcohol consumption.

OUR STRATEGIC PLANS TO 2030	KEY PERFORMANCE INDICATOR	OUR F24 TARGET	OUR F24 ACTUAL	CUMULATIVE TARGET TO DATE	CUMULATIVE ACTUAL TO DATE
Scale up our SMASHED partnership, and educate million young people, parents, and teachers on the dangers of underage drinking.  SDG alignment: 3.5; 12.8; 17.16 	People educated through SMASHED partnership.	254,000	376,933	367,950	766,418
Promote changes in attitudes to drink driving reaching five million people.  SDG alignment: 3.5; 3.6; 12.8; 17.16 	People educated via Wrong Side of the Road programme.	68,000	68,084	131,500	145,522

**NOTE on Targets:** We are proud to have met our 2030 targets for DRINKiQ and brand-led moderation campaigns in fiscal 22 and 23 respectively. They remain important tools in our work to promote positive drinking and are now embedded into our operations. This means they are transitioning to business as usual and will not be reported as a distinct target under 'Spirit of Progress'.

# How we are achieving our targets:

## Tackling underage drinking through the SMASHED Campaign:

**SMASHED**

**376,933** People educated through the SMASHED partnership across the region

SMASHED is an award-winning alcohol education programme, developed by Collingwood Learning and implemented across our markets. It is an inspiring live theatre experience touring schools with interactive workshops for students, resources for teachers and a parent's guide. The program actively measures changed attitudes in young people who participate through pre and post evaluation surveys.

This year we had a variety of projects that we rolled out under SMASHED across the region:



**KBL:** KBL, in collaboration with the Ministry of Education and the Teachers Service Commission, has been actively conducting SMASHED training sessions across various schools in the Western and Central regions of the country. The SMASHED program is designed to address the issue of underage drinking by empowering students with the skills to resist peer pressure, reject alcohol, and prioritize their education. Following the training sessions, students displayed increased confidence and made commitments to make responsible decisions, including abstaining from alcohol consumption.

engagements during school holidays—a period when young people are particularly vulnerable to harmful behaviours like alcohol use. These engagements targeted children, parents, teachers, and the broader community, promoting discussions on how to protect the youth from alcohol consumption. The campaign achieved significant reach and engagement, raising awareness about the dangers of underage drinking and fostering a broader societal conversation around this critical issue.

In addition to the school-based initiatives, KBL partnered with a prominent parent and influencer to drive social media



**Pillar: Promote Positive Drinking**



**SBL:** In the Northern region of Tanzania, the prevalence of alcohol consumption among secondary school students aged 15 and above, ranges from 12.9% among girls to a staggering 63.9% among boys. These figures underscore the urgent need for action. Through live theatre performances, we engaged 16,285 students from 15 schools in Dar es Salaam and Tanga. The performances discourage underage drinking, emphasising the importance of students abstaining from alcohol to safeguard their schooling and well-being. SMASHED Live's focus on building resilience, improving communication skills, and developing a positive self-identity can help students make better choices not just with alcohol, but in other areas of their lives as well.



**UBL:** In an underage drinking study done by the Ministry of Health, through its Mental Health Department, it was revealed that most children who consumed alcohol started doing so before the age of 15 due to lack of information. This emphasises the importance of empowering the youth with information on the harmful effects of alcohol by performing the "SMASHED education program" live in schools to students between the ages of 13- 17.

In F24, we engaged 36,326 students in 80 schools across over 20 locations in Central and Eastern Uganda. The live skit performance educates students in secondary schools about the dangers of underage drinking and equips them with the facts, skills and confidence to make better choices.

**Acting against drink-driving by providing responsible messaging through the Wrong Side of the Road Campaign (WSOTR):**



WSOTR was developed in partnership with the United Nations Institute for Training and Research (UNITAR). It is our digital learning experience to help as many people as possible understand the consequences of drink-driving. It uses real-life experiences to teach consumers about the dangers of drink-driving. It involves consumers visiting the platform to have a virtual conversation with drink-driving survivors. Together we continue to support the second UN Decade of Action for Road Safety. We launched campaigns across the region to deliver our anti-drink driving messaging.



**KBL:**

KBL launched a new digital campaign titled 'Usichome'. Stepping away from the norm, 'Usichome' sought to inspire behaviour change through humour by highlighting the potentially embarrassing situations people could find themselves in if they didn't follow DRINKIQ. 'Usichome' reached six million people on social media and sparked a conversation around responsible drinking.



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Championing Inclusion and Diversity

2024 EABL Sustainability Report

How we are achieving our targets:



**SBL:** SBL proudly launched the 'inawezekana' campaign which translates to "It Is Possible," serving as a call to action and a testament to our continuous commitment to change the way the world drinks for the better. Through our flagship Brand Serengeti Premium Lager, we were pleased to partner with the National Traffic Police of Tanzania for 'Usalama Barabarani Jamii Cup,' an event deeply entrenched in its support for the motorcycle riding community aimed at instilling responsible drinking practices and elevating road safety standards from grassroots levels to the national stage. The Motorcycle drivers assumed central roles, receiving education on the dangers of drinking and driving through SBL's online platform. The training underscored our broader commitment: instilling responsibility and raising the bar on road safety standards among drivers.



**UBL:** UBL hosted a number of activations including the 2023 Nyege Nyege Festival where we sensitized the public on our Wrong Side of the Road Campaign and Drink IQ – our digital campaign. In addition, at the end of 2023, UBL launched the 'Tokisusa Campaign' to scale much needed responsible drinking education during the festive season. The campaign was launched in partnership with Nation Media Group (NMG) and ran for three months on NTV Uganda and our Red Card responsible drinking platforms.



# Using the Power of our Brands



## Tanqueray is Unmistakably Her

Achieving gender equality and enhancing women's well-being across all aspects of life is imperative for building prosperous economies and ensuring a healthy planet. We partnered with a dynamic platform committed to empowering women by creating a supportive community that exposes them to opportunities for personal and professional development. Using the power of our Tanqueray as a Brand, we looked at using progressive voices to foster an inclusive environment where everyone, especially women, can thrive. The goal was to create positive brand association with our consumers by offering a platform for storytelling and fostering an inclusive environment. By doing so, we aimed to ensure that everyone, especially women, has the opportunity to succeed and contribute fully. This initiative was exemplified by our partnership with the organisation "She Is Woman," where we worked closely with 30 women to share their inspiring stories.

As a result of participating in this initiative. Their stories were a testament to the power of inclusive support and the positive changes that can occur when diverse voices are amplified.

Additionally, to mark International Women's Day, we collaborated with three remarkable women who shared their life journeys while mixing their favorite cocktails. This partnership not only highlighted their personal and professional achievements but also underscored the importance of gender equality and the need for platforms that support women's voices. Through our ongoing commitment to gender equality and women's empowerment, we will continue to support and celebrate the diverse voices that contribute to a more inclusive and prosperous society.

**We partnered with a dynamic platform committed to empowering women by creating a supportive community that exposes them to opportunities for personal and professional development. Using the power of our Tanqueray as a Brand, we looked at using progressive voices to foster an inclusive environment where everyone, especially women, can thrive.**

One of the standout aspects of this project was its direct impact on the lives of individual women and persons with disabilities (PWD). For instance, three women, one of whom is living with a disability, shared their transformative experiences

# Meet some of our Leaders:



At the heart of our brands, and in every facet of our marketing strategies, we believe in promoting positive drinking practices that celebrate responsibility and enjoyment together. In this regard, we leverage our brands as our most powerful tools in shaping consumer attitudes and promoting moderation. EABL is truly committed to fostering a culture of environmental consciousness, social responsibility, and ethical business practices. Together, let's create campaigns that inspire and uplift everyone."

*Charles Okanya,*  
Ag. Marketing and Innovations Director, KBL.



The Traffic Department, through the USALAMA BARABARANI POLISI JAMII CUP and Serengeti Breweries Limited, aims to promote road safety by controlling driving under the influence. This partnership aligns with our goal of encouraging motorcyclists and all drivers to adhere to traffic laws and drive safely."

*Ramadhani Ng'anzi*  
- The Commander of the Traffic Department of Tanzania



Educating Tanzania youth on the dangers of underage drinking is essential for fostering a responsible and healthy future."

*Rehema Awadhi*  
- Program officer SMASHED Tanzania



DRINKiQ has been instrumental in promoting positive and responsible drinking, raising awareness about alcohol consumption and its effects throughout the region. This initiative aligns with their 'Spirit of Progress' (Promote Positive Drinking) goals, while also emphasizing sustainability and community well-being. It fosters a balanced lifestyle for consumers who celebrate life and contribute to shaping a more positive role for alcohol in society.

As brand ambassadors, we have reached over 200,000 people in the region, many of whom are our peers, driving us to deliver the impactful message of responsible drinking education. It is a great honour to be associated with this campaign and with EABL.

*Carlton Oyagi,*  
Positive Drinking Brand Ambassador



I have witnessed, firsthand, the detrimental effects of underage drinking on students. I have seen bright, talented young individuals struggle both academically and personally, as they face the pressures and risks associated with alcohol consumption.

When SMASHED Kenya approached me, I was thrilled to collaborate with them. Their program presents a valuable opportunity to engage our students in meaningful discussions that empower them to make informed decisions and resist the temptation of alcohol. At our school, we are deeply committed to fostering a safe and healthy environment. Through educational initiatives and outreach programs, we aim to raise awareness about the dangers of underage drinking - not only for the sake of students' health, but also for their academic success and overall well-being. It is through collective efforts that we can cultivate a culture that prioritizes well-being, safety, and respect for our children and our community. I urge parents, guardians, and community members to join us in this critical conversation. Together, we can guide our children towards making responsible choices and saying no to alcohol."

*Mrs. Mutembei, Principal*  
- Kanyekine Girls secondary school



It has been a great privilege to represent DRINKiQ and raise awareness about the importance of responsible drinking. Through this initiative, I've seen firsthand how irresponsible drinking can affect people's lives, and I am proud to be part of a campaign that shows EABL's genuine care for its consumers. Drink IQ has taught me that it's entirely possible to enjoy life while staying responsible, and I am honoured to be an ambassador for this cause. Thank you!

*Margret Nyokabi,*  
Positive Drinking Brand Ambassador



As a DRINKiQ brand ambassador in Kenya, working on events and smaller EABL conferences has been an incredibly inspiring experience. DRINKiQ has equipped me with the knowledge to promote responsible drinking, deepening my understanding of alcohol's effects while empowering me to engage meaningfully with audiences. This has allowed me to help others make informed decisions about their consumption. DRINKiQ has truly supported me by providing valuable resources and a platform to advocate for healthier drinking habits, making a positive impact in our communities and the people around me.

*Destiny Teresa,*  
Positive Drinking Brand Ambassador



DRINKiQ has become like family to me over the years, and being entrusted to lead this campaign has taught me a lot about team leadership. I've learned that different audiences have different expectations, and in respecting diversity and generational differences, we always strive to connect and resonate well with the crowd. As a team leader and part of the DRINKiQ initiative, I've been able to sharpen and enhance my supervisory skills when managing audiences at both social and corporate events.

*Ivan Kaka,*  
Positive Drinking Brand Ambassador



I don't know how to show my gratitude for the support DRINKiQ has shown me as its Brand Ambassador. Ever since I joined the team I have learnt a lot about its products and the campaign in general, which emphasizes mostly on the importance of hydrating and the different ways of consuming alcohol responsibly. DRINKiQ has helped me improve my communication skills through enabling me to effectively share the brand's message and build long-lasting relationships with customers. It has also built my confidence as an individual through interaction with clients directly. Through travelling DRINKiQ has enabled me to adapt to different situations like environments, groups of people and demographics. Also, by working as teams, DRINKiQ has also enabled me to meet colleagues who with time have become more than workmates and have impacted my life differently but in very positive ways. In conclusion, DRINKiQ has also inspired me on so many levels as an individual and as its Brand Ambassador. It has been able to motivate me and create a positive outlook on life in general and given me the strength to work by harnessing the power of positive thinking. Reframing our brains to think positively is a key step in leading a happy and successful life.

*Meshack Ileri,*  
Positive Drinking Brand Ambassador

## Looking ahead to F25

We have seen great success with SMASHED and the Wrong Side of the Road programmes, and as such, we have revised our targets: for SMASHED, the target has been revised upwards to reach 3,000 more youths compared to F24 - thus a F25 target of 257,000 youths.



**78,000** For Wrong Side of the Road program, the target has also been revised upwards to reach 10,000 more individuals compared to F24 - thus a F25 target of 78,000 individuals.



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