



Messages from our Leadership



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2024
EABL Sustainability Report

Message from the SBL Managing Director



Our Sustainability Strategy, anchored in Diageo's 'Spirit of Progress', has allowed us to foster a strong sense of purpose across our organization. It's something we're deeply proud of.



I am both honoured and excited to present our 2024 Sustainability Report, reflecting our unwavering commitment to driving inclusive growth and sustainable development. At SBL, our dedication extends beyond environmental stewardship – we actively engage with local communities to foster sustainable livelihoods. Our training programs empower farmers with knowledge of sustainable practices, contributing to climate resilience while promoting resource efficiency and conservation. This holistic approach cements SBL's leadership in advancing Tanzania towards a more sustainable and resilient future.

We firmly believe in the power of inclusion and diversity. We know that fostering an inclusive workplace – where everyone feels valued and empowered – is essential to driving innovation and enabling long-term growth. Our commitment to inclusion and diversity is reflected in all that we do, from the way we operate as a company to the programs we implement within our communities. We recognize that diversity is a strategic advantage, not just an ethical responsibility, and this belief underpins our approach to sustainability.

One of the programs we are especially proud of is our SMASHED campaign, which focuses on addressing the issue of underage drinking. Over the past year, we've reached over 16,000 secondary school students across Dar es Salaam and Tanga, delivering vital messages about responsible drinking habits.

This initiative reflects our commitment to safeguarding the well-being of Tanzania's youth, helping to secure a healthier, more responsible future for the next generation.

Our Kilimo Viwanda Scholarship is another example of our dedication to inclusion and diversity. Since its inception, more than 300 young men and women have benefited, gaining access to quality education and opportunities to become future leaders in agriculture. We believe in the power of education to transform lives and drive long-term sustainability, and this program is a key part of our efforts to strengthen agricultural efficiency and innovation in Tanzania. I am particularly excited to share the stories of some of these remarkable students in this report, as their journeys are truly inspiring.



16,000

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300

We continue to nurture future agricultural leaders, with over 300 students benefiting since the program's inception.



By integrating agronomy and agribusiness training with gender and disability inclusion, we are not only supporting local farmers but also promoting greater equity and resilience throughout our supply chain. This project is a perfect example of how sustainability can create lasting, positive change at every level of our operations.

In addition to our education initiatives, we continue to focus on building resilient supply chains that reflect our commitment to inclusion. Our partnership with Sightsavers International on the disability-inclusive sorghum supply chain pilot project exemplifies this holistic approach. By integrating agronomy and agribusiness training with gender and disability inclusion, we are not only supporting local farmers but also promoting greater equity and resilience throughout our supply chain. This project is a perfect example of how sustainability can create lasting, positive change at every level of our operations.

Water conservation and access remain top priorities for SBL. We are acutely aware of the challenges posed by water scarcity and the disproportionate impact it has on vulnerable communities. This year, through our investment in the Kabila Water Supply Project, we've helped bring clean, safe water to 11,000 residents of the Magu District in the Mwanza region. This initiative represents our unwavering commitment to improving the quality of life for those most in need while promoting environmental sustainability through responsible water management practices.

Our Sustainability Strategy, anchored in Diageo's 'Spirit of Progress', has allowed us to foster a strong sense of purpose across our organisation. It's something we're deeply proud of. Our employees are at the heart of these efforts, and we are committed to creating a work environment where everyone feels valued and motivated to contribute. The recognition we received this year – 1st Runner-Up for the Local Content Employer of the Year Award and 2nd Runner-Up for Private Sector Employer of the Year – is a testament to the strong culture of pride, passion, and purpose that we are cultivating.

This achievement reflects the dedication of our people, and it reinforces our belief that sustainability must begin within our own walls.

Looking ahead, I am filled with optimism and confidence as SBL remains committed to advancing sustainable practices and inclusive growth. Together, through collaboration, innovation, and empowerment, we will continue to build a better future – one that enriches lives, strengthens communities, and ensures a sustainable and prosperous Tanzania for generations to come.

Dr. Obinna Anyalebechi,

SBL Managing Director