



## **EABL commits Kshs 190M to Kenya's water conservation strategy**

**East African Breweries PLC (EABL) has made a Kshs 190 million commitment towards the restoration of water towers in Kenya to help mitigate the effects of climate change, reduce carbon emissions and reduce water scarcity, as the country marked this year's World Water Day on Friday March 22<sup>nd</sup>.**

The amount constitutes two tranches announced in the previous days as a part of collective action to support Kenya water conservation strategy, stem greenhouse emissions as well as halt and reverse deforestation.

EABL made the first commitment on Tuesday 19<sup>th</sup> March when Debra Crew, the CEO of Diageo (EABL's parent company) met President William Ruto at State House, Nairobi.

The investment is aimed at buttressing Kenya's environmental ecosystems, which are facing constant threats from ongoing degradation, impacting ecological balance and community livelihoods.

The initiative, dubbed 'Conservation at Scale' is being spearheaded by The Executive Office of the President, through the Office of the Climate Envoy, with a view to offering high level critical direction and ensuring alignment with national climate objectives and the outcomes of the Africa Climate Summit 2023.

Further, EABL made the second Kshs 60 million commitment today to help scaled up water conservation and protection of Nairobi's key water source, the Upper Tana, through the Upper Tana Nairobi Water Fund Trust (UTNWFT).

The funds will be used to fund UTNWFT's initiatives in the water towers and other areas in the Upper Tana, which involves the public and private sectors both as users of the rivers' waters and stewards of the areas where the rivers originate.

Speaking at the event, East African Breweries Plc's Group Corporate Relations Director Eric Kiniti said the company's commitment is driven by a deep sense of responsibility towards the environment, society, and its stakeholders.

"At EABL, we have invested heavily in water conservation and recovery projects within our production facilities and in the areas where the water we depend on originates. We have invested Kshs 780 million in water recovery plants at our facilities in Nairobi and Kisumu, which together have the capacity to recover 1,968 cubic meters of water daily.

Through our partnership with UTNWFT and other stakeholders, we aim to improve water accessibility, availability, and quality in the region, ensuring a more sustainable and resilient

future for all. Through our partnership with UTNWFT and other stakeholders, we aim to improve water accessibility, availability, and quality in the region, ensuring a more sustainable and resilient future for all,” said Kiniti.

He added: “The Upper Tana is a critical source of water for Nairobi, whose population is expanding fast. The commitment of KShs 60 million brings to KShs 190 million, the total funding that will go to projects and other efforts for environmental conservation efforts aimed at mitigating the effects of climate change,” said Kiniti.

He said the initiative’s ultimate beneficiaries would be the millions of people and wildlife that depend on the Tana River as a source of water for domestic, agricultural, and industrial use.

Julius Korir, Principal Secretary for Water and Sanitation said investments in water conservation efforts would go beyond enabling economic growth by reducing water scarcity for the 15 million Kenyans who lack access to water.

“As a ministry, we transfer water from one area to another and our policy is to take care of amenities and other projects around there. As we design our projects, we look at the upstream and downstream so that we don’t abstract water from water towers, take it to water-scarce areas and forget the towers,” said Korir.

“As we celebrate World Water Day, it is essential to recognize the role each of us plays in ensuring responsible water management. Sustainable solutions are crucial to mitigating the impacts of water scarcity and promoting peace and co-existence between communities,” said Korir.

Eddy Njoroge, the President, and Trustee of UTNWFT said: “The Trust’s focus is to promote high value partnerships that can support innovative approaches to water stewardship and transform lives. The partnership between KBL and UTNWFT underscores the power of collaboration between the private sector, communities, and government in addressing water-related challenges. It aligns with the Ministry of Water, Sanitation, and Irrigation’s vision to ensure water resource availability and accessibility for all Kenyans.”

In 2023, KBL supported the Upper Tana Nairobi Water Fund with a KShs 5 million grant that went towards supporting farmers to plant more high-value fruit trees that will aid in curbing climate change while also providing food and additional income for the farmers.

World Water Day, observed annually on March 22, seeks to spark conversations, forge partnerships, and explore solutions to the pressing challenges related to water scarcity. In Kenya, the Upper Tana watershed is one example where collaborative public-private partnership is showing lasting impacts under the leadership of Upper Tana Nairobi Water Fund Trust.