

PILLAR 1: **PROMOTE POSITIVE DRINKING**

- 1. Context and Emerging Trends**
- 2. Progress from 2022 to 2023**
- 3. How are we achieving our targets?**
 - Our Initiatives**
 - Using the Power of our Brands**
 - Meet our people**



CONTEXT AND EMERGING TRENDS

Alcohol can be part of a balanced lifestyle, but if consumed in excess, it can lead to dire consequences. At EABL, we want to change the way the world drinks for the better by celebrating moderation and addressing the harmful use of alcohol through tackling underage drinking, drink driving and binge drinking.

At the same time, illicit alcohol trade, which is operating outside regulation and taxation, brings about a plethora of adverse socio-economic consequences, 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.

As EABL, we have instituted innovative programmes such as SMASHED and the Wrong Side of the Road, as well as brand-led initiatives to tackle the dangers of illicit alcohol, underage drinking and drink driving.



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PROGRESS FROM 2022 TO 2023

We continue to work on refining our reporting frameworks to ensure that we are able to capture work that is being done across the entire business. This year, for instance, we included the impacts of our brand-led campaigns in promoting positive drinking.

458%

We have surpassed our annual targets on SMASHED by 458%.

258%

We are 258% above our Wrong Side of the Road target.

GLOBAL SOCIETY 2030 TARGET	KEY PERFORMANCE INDICATOR	EABL TARGET FOR F23	F21	F22	F23	CUMULATIVE
Scale up our SMASHED partnership, and educate 10 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	74,000	2,245 (Uganda)	48,690	338,550	389,485
  						
Promote changes in attitudes to drink driving reaching five million people. SDG alignment: 3.5; 12.8; 17.16	People educated via Wrong Side of the Road programme	18,500	N/A	29,729	47,709	77,438
  						
Leverage Diageo marketing and innovation to make moderation the norm – reaching one billion people with dedicated responsible drinking messaging by 2030. SDG alignment: 3.5; 12.8; 17.16	People reached with messages of moderation	32,000,000	16,000,000	7,577,715	29,011,638	52,589,353
  						



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HOW ARE WE ACHIEVING OUR TARGETS?





Our Initiatives

Tackling Underage Drinking through the SMASHED Campaign:

 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 parents' guide. The programme actively measures changed attitudes in young people who participate through pre and post evaluation surveys.

 <p>UBL reached 32,922 students</p>	<p>UBL partnered with Topowa Youth Mentoring Organisation in Uganda to reach 50 schools across the country. Through this partnership, UBL reached 32,922 students.</p>
 <p>KBL reached 289,542 students</p>	<p>KBL reached a total of 289,542 students with messages on the dangers of underage drinking, working closely with partners such as the Ministry of Education, the Teachers Service Commission, and various secondary schools across the country.</p>
 <p>SBL reached 16,086 students</p>	<p>SBL reached a total of 16,086 students across 18 schools in Dar es Salaam and Tanga, enabled through strong partnerships, including Bridge for Change Organisation, Temeke Municipal Council, Tanga Municipal Council, Ubungo Municipal Council and the Ministry of Education.</p>

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

 <p>47,709</p>	<p>WSOTR was developed in partnership with the United Nations Institute for Training and Research (UNITAR). It is our digital learning experience that helps 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.</p>
 <p>7,627</p>	<p>UBL brought on board influencers during the festive period to push out messaging around the campaign, as many accidents are registered during the festive season. As a result of this approach, we reached 7,627 people.</p>
 <p>38,558</p>	<p>KBL's WSOTR campaign 'Sherehe Bila Hasara' educates and sensitises road users on responsible drinking in order to enhance road safety in Kenya. In addition, through strategic partnerships, such as the National Transport and Safety Authority (NTSA), we reached a total of 38,558 people this year.</p>
 <p>1,524</p>	<p>SBL continues to explore new partnerships and ways of spreading the positive drinking message. For example, this year we held a responsible drinking and anti drink driving training session to educate various road users on road safety as the country went into the holiday season. The session convened more than 100 motorcycles and Bajaj (tricycle) drivers who were sensitised on the importance of adhering to road safety measures and avoiding drink driving by the Chief of Traffic and SBL staff. As a result of this and other sessions, this year we reached 1,524 people, surpassing our annual target to reach 1,000 people.</p>

Cultivating strategic partnerships to enable us to tackle illicit alcohol trade

UBL partnered with the Private Sector Foundation Uganda (PSFU), and held a dialogue with key stakeholders, including the Government, to curb the illicit trade in alcohol. UBL also unveiled the 'Responsible Code of Business Conduct 2023' in partnership with the Uganda Alcohol Industry Association (UAIA) to generate an avenue for players in the alcoholic beverage sector to dialogue and collaborate with sector stakeholders.



KBL has been partnering with various industry associations such as Bar Hotels Liquor Traders Association of Kenya (BAHLITA) and Alcoholic Beverages Association of Kenya (ABAK), among others, to curb the menace of consumption of illicit alcohol. During the year, KBL, in partnership with the industry associations, ran various education and awareness creation activities in different parts of the country, including Tharaka-Nithi, Meru, Machakos and Isiolo. The activations included press briefings and regional radio interviews, as well as working with various influencers to push the anti-illicit alcohol consumption narrative.



Using the Power of our Brands

WhiteCap Promotes Positive Drinking through Motorsport

WhiteCap took an active role in promoting education and sensitisation of responsible drinking within motorsport through participation in several motorsport events, including Rhino Charge 2022, Lioness Ladies Rally, Kenya National Rally Championship 2022 season, East African Safari Classic, East African Mini Classic 2022, and Concours d'Elegance.

WhiteCap has worked with several partners, including the Ministry of Sports, Culture & Heritage, Kenya Motorsport

Federation, Rhino Ark Charity and the Kenya Drivers Association to support:

- A reduced number of accidents related to motorsport events.
- Promote messages of responsible drinking in the motorsport community.
- Increased signage and engagement on responsible drinking within motorsport events.



Tusker Integrates Messages of Moderation into Oktobafest



The 2022 edition of the Tusker Oktobafest lived up to its billing as Kenya's biggest beer festival attracting 41,304 revellers in Meru, Mombasa, Eldoret, and Ngong Racecourse who came through to mark the climax of Tusker's 100th anniversary celebration. Beer and music lovers were treated to a month of exhilarating live performances by more than 100 Kenyan artistes drawn from various regions.

Oktobafest is an ideal opportunity for EABL to leverage our expertise in consumer insights and marketing to positively influence attitudes towards moderation. This year, Oktobafest played an important part in providing a range of businesses with an opportunity to showcase their products. The event had over 60 vendors who sold a variety of items and services providing

opportunities to young business owners to capitalise on the immense footfall to sell their products and services. This included food, clothing, body art, jewellery, and make-up booths, where festivalgoers paid to get glammed up for the party.



Johnnie Walker ‘Walks the Talk’ in promoting positive drinking

Johnnie Walker (JW) is a brand that is best enjoyed responsibly. We take promoting responsible and positive drinking seriously by applying responsible drinking in our digital communication as well as on ground during Walker Town events/sponsorships.

- 10% of all digital communication messages are dedicated to moderation messaging.
- All Walker Town events have responsible drinking messaging on screen and at several water points. At Walker Town events, we make responsible drinking fun by partnering with DRINKIQ and setting up an interactive gaming booth to educate consumers on responsible drinking
- Johnnie Walker has partnered with Little Cab to ensure road safety for those attending Walker Town events and JW-sponsored events.

READY FOR SHIN CITY?

KEEP WALKING

On 16th APRIL, Get **KES 500 OFF** rides to & from Carnivore grounds with Little Cab
CARNIVORE GROUNDS GATES OPEN AT 4PM

JOHNNIE WALKER | C | TUSKER

eabl | **DO NOT FORWARD TO PERSONS UNDER THE AGE OF 18 YEARS. EXCESSIVE ALCOHOL CONSUMPTION IS HARMFUL TO YOUR HEALTH. NOT FOR SALE TO PERSONS UNDER THE AGE OF 18 YEARS.** | **UBV**

Meet some of our leaders

“

29,011,638

Individuals we have reached across the region on our digital channels.



“We have a responsibility to ensure that future generations have an inclusive and habitable world where they can prosper.

The world today has benefited from rapid development that has led to significant improvement in the quality of life we live and enabled access to global markets. There is, however, a dark side to all the progress humanity has made and continues to make. We are depleting our natural resources at an alarming rate and negatively impacting the earth’s climate that is critical to life. Diageo’s ambitious ‘Society 2030: Spirit of Progress’ strategy is designed to ensure that we create an inclusive and sustainable world by promoting positive drinking, championing inclusion and diversity, pioneering grain to glass sustainability and doing business the right way.

Skill-full and well-resourced marketing teams build strong brands that engage and excite consumers, providing multiple reasons for people to prefer them. More and more, consumers are choosing brands that proactively build society be it through sustainability or social impact. Our brands have strong voices that we continuously leverage to change the way the world drinks for the better. As part of brand communication planning, we embedded messages on responsible drinking across all strategic brands for both online communication and also event/experiential activation reaching over 29 million people across East Africa, with White Cap carrying the positive drinking flag through our partnerships in Motorsport.

We have made strides in championing inclusion and diversity with our overall brand communication being designed to portray a modern and progressive view of society. Kenya’s national flagship brand Tusker has supported the training and coaching of female content producers and directors, White Cap has sponsored a female motorsport team, Serengeti has backed the national female soccer team in Tanzania while Johnnie Walker supported Ladies Golf, lending its voice to the gender pay gap in sport. Chrome Vodka, our mainstream spirits power brand continues to partner with upcoming artists and creatives through our Street Filosofia campaign, ensuring they get a seat at the creative table while our work with influencers and content creators has been groundbreaking, we work with over 130 talented people across East Africa, giving all an opportunity to leverage their talent to earn a living. I am personally committed to ensuring we build an inclusive and sustainable world. As we build strong commercial brands we will continuously leverage their power to make a positive impact on society.”

Anne Joy Michira

Marketing & Innovations Director, EABL



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At all Uganda Waragi brand experiences, we provide a non-alcoholic cocktail on the menu to reinforce our commitment to positive drinking.



“As UBL, we are actively partnering with the Ministry of Health to ensure that more awareness creation and education is done amongst Ugandans who are in the legal drinking age, reminding our consumers that alcohol can be, and should be, part of a balanced lifestyle. Giving an example of one of our flagship brands, Uganda Waragi, we place key moderation messages strategically adjacent to water points. In fact, at all Uganda Waragi brand experiences, we provide non-alcoholic cocktails and water on the menu to reinforce our commitment to positive drinking. We were able to reach 10 million Ugandans with messages of positive drinking with key online and offline executions.”

Emmy Hashakimana

Former Marketing and Innovations Director for UBL

Meet some of our EABL family

Daniel Opolot – Uganda



“I am a 32-year-old IT Specialist living in Najjera, Wakiso. I am married and have two amazing children. Outside my career and work life, I am very social and find pleasure in hanging out with friends. Unfortunately, I have, on more than one occasion, found myself on the wrong side of the road sustaining significant injuries as well as post-traumatic stress. I

developed a phobia of sitting in a car because of the trauma it caused me. So, when I drink, I do not drive — it is that serious. I was off alcohol for a year, plus and nowadays, when I drink, I do it very lightly. If I am visiting a friend and I get intoxicated, I would rather sleep over and go home the next day. I have shared my experiences and their impact on my life through the Wrong Side of the Road platform, which I truly hope will change lives. I hope that people will learn from the choices that I have made, and make more responsible decisions. I tell my friends not to drink and drive because you will never actually know the moment when one wrong thing will lead to so many wrong things. So, if you're to drink, don't drive. You can call a taxi or find alternative ways of getting home.”

Looking ahead to F24:

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, upwards by 243% from last year's target of 74,000 across the region, and for Wrong Side of the Road by 268%.