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Foundation update

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Responsible We Are

Responsibility is at the core of every business decision taken by our business. This resonates through our production processes that engage efficiency as tantamount to realizing environmental sustenance; our innovation function that has given rise to world renowned Senator Lager that has been commended for the ground gained in countering the consumption of illicit brews; our Social investment programme that has seen hundreds through university and given water access to hundreds of thousands...

It has been a challenging yet fulfilling first half of the year. Lack of rainfall has affected millions of Kenyans but what has reigned evident is that many Kenyans, even in hard times, feel the sense of responsibility to their countrymen – this seen in the numerous famine alleviation projects launched and successfully delivered. In turn EABL has been highly participant in this activating its rapid response fund and upping its water agenda that will deliver water to over 400,000 people by end of June.

Enjoy your read of this issue of Update where we give you a glimpse of our projects including responsible drinking where we have made headway in Uganda plus incorporated petrol station chains in drink drive campaigns.

Drink responsibly, live responsibly.

Jean Kiarie-Ngumo, *Group Corporate Citizenship & RD Manager*



Taking the shilling further

The launch of the EABL Foundation almost four years ago did not mark the ignition of our social responsibility efforts. EABL had been participant in a great number of activities in the region that benefited the community. A great realization in the running of the Foundation is the great value that a formal centralized social investment unit adds to our efforts.

We have created greater focus in our selection and implementation processes in all our projects. Relationships with stakeholders and organizations with similar interests have grown and with this one of our biggest wins – partnerships.

Partnerships with like-minded corporates and other organizations have helped take our shilling further. We operate in a region where societal needs are high and hence so is the demand for funding support. This understandably limits anyone's social investment budget. Each year sees the EABL group of companies commit significantly to assist in developmental issues but this, as many will agree, is never enough to quench growing basic needs such as health, water access, housing, famine reduction etc.

With most of our projects we have encouraged contributions from: the benefiting community – this in cash or kind, the government – from CDF and corporates. Many willing project funders may, due to policy or budget, not be able to contribute fully to a certain project and this is where we come in. By collating all available funds, we find that together we can help complete a project and also accrue the involvement of all stakeholders thus assure valuable sustainability that is essential for all projects.

Do you have a good project and need a partner to fulfill its completion? Write us on eablfoundation@eabl.com and together we will take that shilling further for our community.

Ken N. Kariuki
Managing Trustee, EABL Foundation





Skills for life

EABL Foundation Scholars in Uganda & Tanzania Graduate

December saw the graduation of EABL foundation's scholarship scheme first Tanzania scholars.

Lilian Sifael graduated from Mzumbe University on 4th with an honours degree in Accounting and Finance. A first born in a family of three, Lillian has not had a smooth sail in her studies and the scholarship was a big relief to her mother. " I will always be grateful for the opportunity EABL foundation gave me, I can now help my family back at home, education is the best thing they could give me" said Lillian soon after her graduation. Lillian an outstanding student of her class now works with Tanzania Revenue Authority.

Edson Kamugisha a third born from a family of seven children also graduated on the 5th of December with honours from university of Dar-es-salaam where he was pursuing a Bachelors degree in Commerce.

" After completing school I was worried about where to get funding for my university education especially now that government funding for university students has gone down, then one afternoon coming from the shop I decided to read the newspaper wrappings of what I had bought and there I saw the EABL foundation advert and immediately applied" remembers Edson. Being a top student, Edson now works as an auditor at Innovex ltd in Dar-es-Salaam.

Speaking at the graduation parties of the two scholars, Paul Ochieng who coordinates the EABL Foundation scholarships, stated that he was very proud of them especially as they were first scholars in Tanzania and looked forward to them as good ambassadors of the Foundation.

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Water of Life

Water for Jerusha!

This project is expected to serve over 36,000 people working in the city. "God has finally answered our prayers."



Jerusha Wanjiku's food kiosk at the Kinangop bus terminus where EABL Foundation has funded a water ablution block.

Ms Jerusha Wanjiku opens her fruits shop at the Kinangop bus stage in Naivasha every morning at before 10 am. She goes through the daily ritual of cleaning and washing her shop apparatus before embarking on washing and peeling her various fruits that she sells as fruit salad to the hundreds of commuters and operators at the bus stage.

Ms Wanjiku needs at least 40 liters of water to ensure her fruits and serving dishes are disease free and hygienic. Unfortunately, she has no access to clean water near her business premises and she is forced to buy from the tens of young men vending water in jerricans atop donkey driven carts.

"I have to ensure that what I am selling is hygienic because it is food and it is eaten in its raw form. The only source of water in this town is the boreholes and we have to buy it from the vendors," admitted Jerusha. She buys water at Kshs 7 per 20-liter jerrican. Fair she says, in some areas, the jerrican retails at Kshs 10.

Her customers including Wathima Njoroge, a matatu operator concurs. "We have to buy drinking water in polythene bags from the hotels around," he adds. Hotels charge between Kshs. 5 and Kshs. 10 for drinking water sold in plastic bags, according to Mr Njoroge. The water situation is compounded by the lack of sanitation facilities inside the town center. There is one public convenience facility located at the edge of the town near the market place but in a town with at least 70,000 working or visiting, the demand is clearly high.

"There are some hotels in town that at some point allowed us to use their facilities but that has changed in the last few years. We all have to pay. Even customers are forced to pay for drinking water and toilet facilities," said Ms Wanjiku. The town center has one sanitation facility located at the market place and no communal water point. EABL Foundation and Ecotact recently commissioned a water and sanitation project in the town center.



Naivasha commissioning of the water block

This project is expected to serve over 36,000 people working in the city. It is here that Ms Wanjiku and others will benefit. The project which features an ablution block, a water point, a shoe shine center and newspaper vending area is located at the Kinangop bus terminus a few meters from where she operates her fruit kiosk. "God has finally answered our prayers. The water problem in this town is legendary. We are grateful for the project and wonder why the could not give us water earlier yet when this sanitation project was commissioned, there was piped water available immediately," she wondered.

"It was disheartening to see passengers alighting from the matatus here and have to walk around to the hotels to get convenience facilities and buy water in plastic bags. The nighttime travelers were worst affected especially since many of the hotels were closed. Can you imagine an

old lady having to walk into a bar to use the toilet or to borrow a glass of water?" Mr Njoroge asked.

According to the Managing Director of the Naivasha Water, Sewerage and Sanitation company Engineer James Gichana, Naivasha town center and its environs has at least 300,000 people living and working.

Over the years informal settlements such as Karagita emerged to cope with the migrant workers of the flower farms dotted along the shores of Lake Naivasha. Eng Gichana said the town is straining under the existing facilities, which were last upgraded over 20 years ago. Despite its prime location next to Kenya's second largest fresh water lake access to clean water and sanitation facilities has become a matter of priority for the council.

"Current water coverage in Naivasha from the municipal council is only 27%. The rest is provided by the private boreholes owned by individuals and flower farms," he said. All the water in Naivasha is from underground as the lake water is hardly used domestically. "We are currently exploring use of lake water without damaging the ecosystem. However, the challenge is that many of the rivers draining into Lake Naivasha are also depleted upstream and very little water is reaching the lake," added Eng Gichana.



Jerusha Wanjiku gets water from the newly constructed facility. With her are Diageo Africa's John Harrod, Naivasha Deputy mayor James Wachira.

Blocks of H₂Ope



Group Managing Director EABL, Gerald Mahinda (middle) and Ken Kariuki, EABL (left) hands over a cheque of Kshs. 16.2million to Ecotact Chairman Mr Kamithi Nganga. EABL Foundation in partnership with Ecotact will see the Construction of 18 ablution blocks in 18 municipalities countrywide at a total project cost Kshs. 32,400,000.

Seven towns across the country will benefit from major water and sanitation projects valued at Kshs 32 million in the next six months courtesy of EABL Foundation and Ecotact.

Provision of water and sanitation has been named as key catalyst to meeting the Millennium Development Goals and Kenya's Vision 2030. In response, Government has acknowledged the need to link private sector in development of sustainable, environment friendly water services and waste disposal. Due to rapid growth and rural urban migration in most towns, water and sanitation facilities have become strained and unable to meet demand.

Blocks of H₂Ope will see the construction of 18 facilities across Nairobi, Kisumu, Kakamega, Eldoret, Nanyuki, Karatina and Thika where public water and sanitation facilities are not adequate. Speaking during the launch of Blocks of H₂Ope, EABL Foundation Chairman, Gerald Mahinda said, "We recognize that water is a basic need and an important catalyst for both economic and social development of the country. We however cannot de-link water from sanitation especially in the informal settlements." "Find sustainable solutions to the problems of our people underscores our commitment to the communities in which we operate".

The facilities will be high quality and hygienically sound with all relevant fittings for male and female toilets and showers. Beyond the basic sanitation facilities for the public, the blocks will offer a water vending points at each facility with 10,000 litre storage tanks connected to the utility and with UV installation to ensure clean portable water to the residents of the informal settlements.

A water points (for public drinking points and fire extinguishers), public information points, shoeshine centers, newspaper and magazine vendors, and other viable add-on enterprises are also encompassed in the design.

Blocks H₂Ope, which are in conjunction with the various municipalities are expected to be complete and commissioned before the end of the year.

Environment



In support of the EABL Green Goals 2010, the company employees have dedicated their time to environmental activities that include tree planting, energy efficiency and recycling.

Green Team On A Tree Planting Roll This Season

EABL Green team members comprising employees of the five EABL subsidiaries have planted thousands of trees around Nairobi's two major water catchments, Ndakaini and Sasumua Dams

The team with an agenda to develop the ecosystems around the country has planted over 100,000 trees in various water catchments this financial year. The two important water reservoirs have been declining following low rainfall in the last year.

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In Uganda, E-Green members were joined by delegates from the Buganda Kingdom and National Environmental Management Authority to plant over 1000 trees in Balitta Sub Parish in Busukuma area. The team was led by UBL's Head of Corporate Relations, Sandor Walusimbi and Buganda Kingdom's Minister for Agriculture, Owekitibwa Hajji Mansoor Simbwa. The E-Green Team made a further contribution of ten thousand tree seedlings to the Kingdom's environmental program.

Responsible drinking



Caltex RD Messaging

As a demonstration of its commitment to promoting Responsible Drinking EABL invested Ksh10 million in a partnership with Caltex to roll out “Don’t Drink & Drive” at Caltex service stations.

EABL’s Director of Corporate Affairs, Ken Kariuki, said in a statement issued today that as a responsible corporate citizen, the company was committed to ensuring that RD messages reach Kenyans at all levels. Kariuki added, ‘We have noted that service stations have several lifestyle conveniences and would like to use this as an opportunity to communicate Responsible Drinking messages around drinking and driving.’

Caltex outlets nationwide will be branded with this messaging.

We ID Launches in Uganda

Uganda Breweries Limited officially kicked off the “WE ‘ID!’” campaign ahead of the Easter festive season.

The campaign aimed at curbing underage drinking at points of sale involves training of outlet owners and those serving alcohol to ensure they do not serve any alcohol to those suspected to be below the legal drinking age. Under “WE ‘ID!’” Outlets, we mandated to check for valid ID document before selling drinks. The outlets now bear “WE ‘ID!’” label and other campaign materials.

Speaking at the same venue, Police Spokesperson, Ms. Judith Nabakooba reiterated that it is illegal to sell alcoholic beverages to minors under the Liquor Licensing Act Cap 93 Section 19.



Outlet staff during the “WE ‘ID!’” course. Owners and staff of 130 outlets in Kampala underwent training and signed on to WE ID, agreeing not to sell alcohol to persons under the legal drinking age.

Partnership with Kenya Taxi Cab Association

Responsible Drinking (RD) campaign moved a notch higher engaging the Kenya Taxi Cab Association in a joint project to provide taxi services to consumers.

The program which began in Nairobi has 140 taxis signed on and was recently launched in Mombasa. These taxis are branded with RD messaging and will be stationed near or outside popular pubs. “We keep encouraging our consumers not to drink and drive. By bringing taxis closer to them we are sending a message that they can make the right choice by taking a taxi home,” said Ken Kariuki, EABL Director of Corporate Affairs.



Picture speak

EABL shines with multiple awards!

Vision

The EABL Foundation will be the most trusted, effective, visible and transparent community development foundation touching the lives of the less fortunate and excluded people in East Africa.



The awards were...

1. Diageo Enriching Communities award.
2. GBC award for business excellence (HIV peer educator programme).
3. Total Eco challenge - bronze award for a sustainable tree planting and environmental conservation agenda.
4. PRSK – 3 awards: Citizenship report, EABL Foundation Update & Green Goals Campaign.
5. Icpak Fire Award Corporate Citizenship award.
6. Ai Index Series Awards, 1st runners up.
7. Ai – HR award.



EABL Foundation

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