

STRENGTH IN UNITY



SOUTH AFRICA WINE
Please drink responsibly
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Please drink responsibly



EDWARD SNELL & CO.



A MESSAGE

FROM ANGELA RUSSELL, CEO

Dear Stakeholders, Partners, and Communities,

As we reflect on another year of progress and impact, I am proud to introduce our Corporate Social Investment (CSI) report, which showcases the strides we have made in uplifting communities, fostering sustainable practices, and driving meaningful change. At the DF-SA, we firmly believe that our role in society extends far beyond business; it is about being a catalyst for growth, opportunity, and transformation.

This year, we have seen the power of unity like never before. Our initiatives are made possible through the collective efforts of the companies that form part of the Drinks Federation of South Africa (DF-SA). Each member has contributed to building a strong foundation for positive social impact. United, we have worked towards improving the lives of many, creating a legacy of support and sustainable development that goes beyond our brands.

Together, we have focused on three core pillars: **Knowledge**, **Support**, and **Preservation** – each representing our commitment to education, community upliftment, and sustainability. Across these pillars, we have joined hands to support initiatives that empower communities, preserve vital resources, and build a future rooted in shared value and long-term impact.

This report proudly presents how our united efforts have touched lives across South Africa. We are humbled by the resilience, creativity, and courage of the individuals and communities we have supported. These stories testify to what can be achieved when diverse partners work together towards a common goal.

As we look ahead, we remain steadfast in our dedication to making a meaningful difference through collaboration. We are stronger together, and our collective efforts are shaping a brighter tomorrow for all.

Thank you to all our partners, stakeholders, and the DF-SA members who have contributed to these achievements.

Together, we are united for good.

Sincerely,

Angela Russell

Chief Executive Officer
DF-SA

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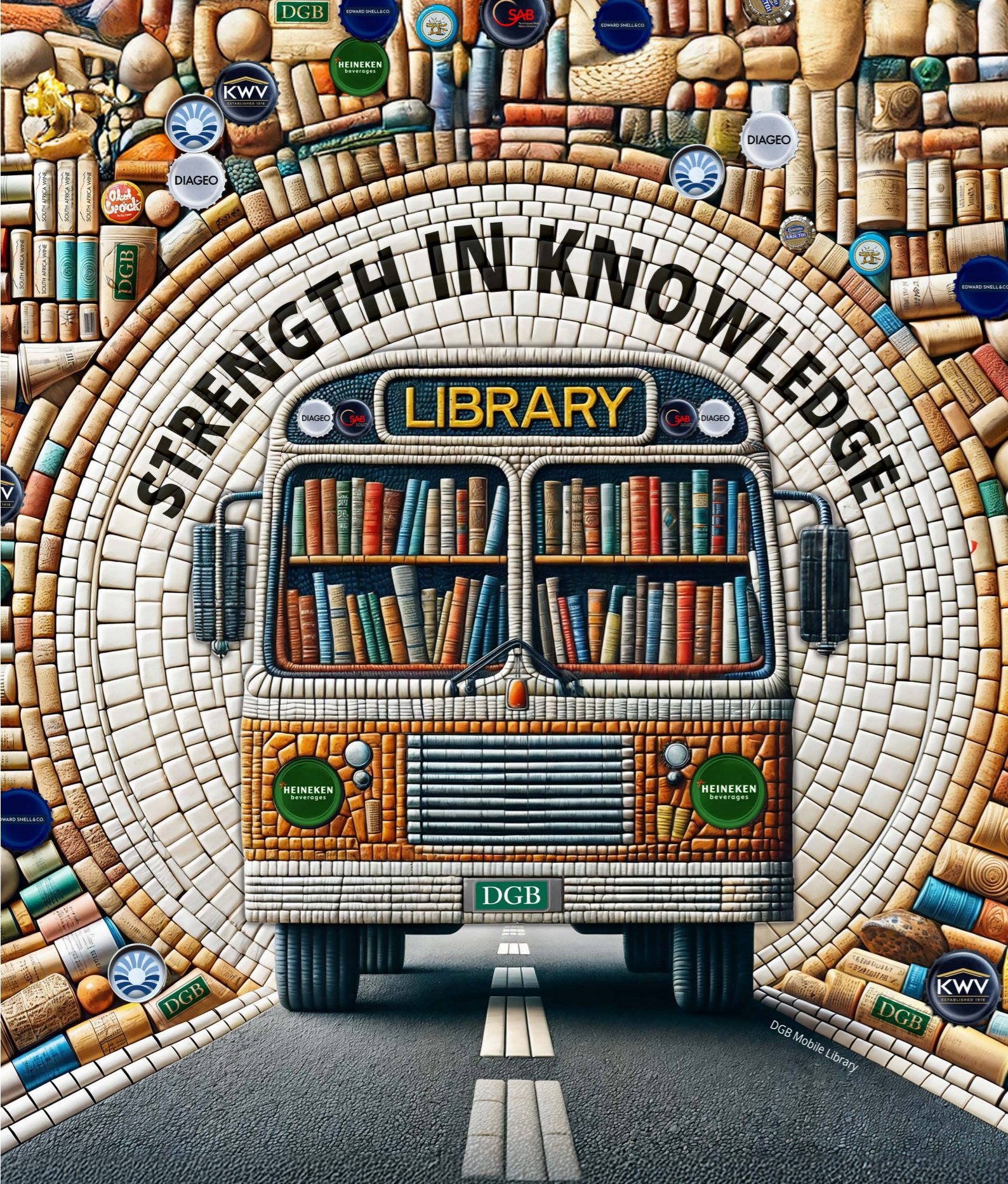
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FINAL WORD

A unified commitment to progress. **66**





INTRODUCTION

OVERVIEW OF THE DF-SA'S STRENGTH IN KNOWLEDGE INITIATIVE

The Strength in Knowledge initiatives embody the Drinks Federation South Africa's (DF-SA) commitment to fostering a culture of continuous learning and skill development. Recognising the importance of education as a powerful tool for empowerment, this initiative aims to equip individuals and communities with the knowledge they need to thrive. By collaborating with various stakeholders, including educational institutions and industry partners, the DF-SA ensures that its programmes are aligned with the evolving demands of the job market, thereby enhancing participants' employability and contributing to the region's overall economic growth.

COMMITMENT TO EDUCATION AND SKILL DEVELOPMENT

At the DF-SA, education and skill development are essential cornerstones for building a prosperous future. Our commitment goes beyond merely providing resources; we strive to create opportunities that facilitate personal and professional growth. We empower individuals to unlock their full potential through targeted educational programmes, mentorship initiatives, and community engagement. This holistic approach not only benefits the participants but also enriches the communities in which they live, fostering a ripple effect of positive change that extends far beyond the classroom.

COMMUNITY IMPACT AND GROWTH

The impact of the DF-SA's initiatives on local communities is profound and multifaceted. By prioritising education and skill development, we contribute to reducing unemployment rates, fostering entrepreneurship, and enhancing overall community resilience. Our programmes are designed to be inclusive, reaching individuals from diverse backgrounds and providing them with the tools they need to succeed. As we continue to invest in our communities, we are not only creating pathways to success for individuals but also nurturing a vibrant, knowledgeable society that can tackle the challenges of today and tomorrow.

Knowledge is the foundation of empowerment and the key to unlocking potential. It transforms lives, breaks the chains of circumstance, and opens doors to opportunity. Investing in learning fosters resilience and sparks innovation, creating a ripple effect of change that uplifts entire communities.

By harnessing the strength of knowledge, we equip ourselves to face challenges and seize opportunities with confidence. Together, we can champion the power of knowledge, illuminating the path toward a brighter future for all.



DGB



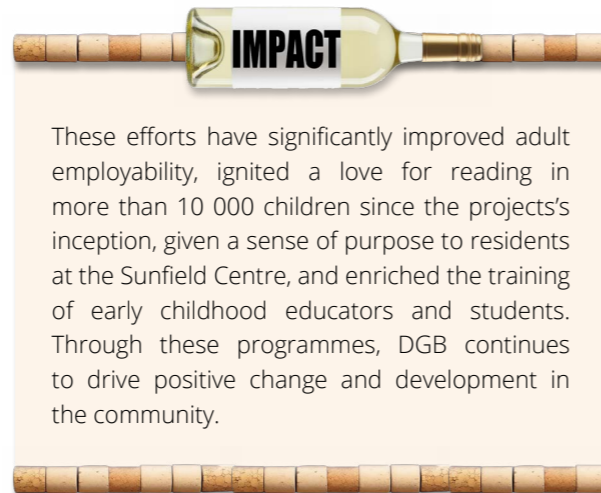
EDUCATION & TRAINING

• DGB's Ongoing Commitment to Growth & Education

DGB promotes education and personal development through focused programmes that support both youth and adults in underserved communities. By partnering with schools and local organisations, DGB provides resources and opportunities that enhance learning, encourage skill-building, and open pathways to future success. These initiatives empower individuals to achieve their potential and contribute positively to their communities.

KEY PROGRAMMES

DGB's commitment to education spans various initiatives. The Adult Education and Training programme supports adult skill-building, while two mobile libraries offer a myriad of books and 40 computers to primary schools lacking these resources. Partnering with the Sunfield Centre, DGB provides meaningful, paid roles for intellectually disabled adults, promoting societal inclusion. Through Kinderland Academy, DGB enhances early childhood education by supporting the training of 300 educators since 2018, and fostering essential development skills.



IMPACT

These efforts have significantly improved adult employability, ignited a love for reading in more than 10 000 children since the project's inception, given a sense of purpose to residents at the Sunfield Centre, and enriched the training of early childhood educators and students. Through these programmes, DGB continues to drive positive change and development in the community.



DIAGEO

DIAGEO

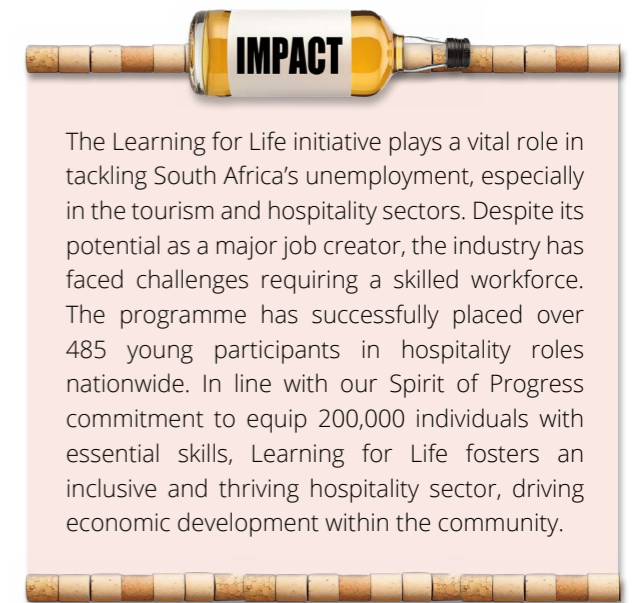
EDUCATION & TRAINING

• Empowering the future of South Africa's tourism industry through the Diageo Learning for Life programme

The Learning for Life initiative is part of our commitment to empower 200,000 young individuals with vital business and hospitality skills, dramatically enhancing their employability and uplifting their livelihoods. This transformative initiative targets unemployed youth, predominantly from disadvantaged backgrounds, with a special focus on women, who comprise 75% of the programme participants. By equipping these young people with industry-relevant skills, we aim to create a profound and lasting impact on their futures and communities.

KEY PROGRAMMES

The initiative features customised training and mentorship programmes focused on hospitality, tourism, bartending, and customer service. Participants undergo a comprehensive curriculum that includes practical skills in spirits and bartending, food safety, and professional skills such as interview preparation and conflict resolution. To ensure hands-on experience, the programme offers a three to four-month fully paid internship at various hospitality outlets across South Africa. Collaboration with the UJ School of Hospitality and Tourism, the leading hospitality school in Africa, enhances the quality and relevance of the training provided.



IMPACT

The Learning for Life initiative plays a vital role in tackling South Africa's unemployment, especially in the tourism and hospitality sectors. Despite its potential as a major job creator, the industry has faced challenges requiring a skilled workforce. The programme has successfully placed over 485 young participants in hospitality roles nationwide. In line with our Spirit of Progress commitment to equip 200,000 individuals with essential skills, Learning for Life fosters an inclusive and thriving hospitality sector, driving economic development within the community.



EDUCATION & TRAINING

- **Pursuing Greatness for Good**

At Edward Snell & Co., our purpose is to pursue greatness for good, driving meaningful change and making a positive impact. We are committed to investing in and empowering our people to achieve excellence and contribute to transformation within the organisation.

KEY PROGRAMMES

At Edward Snell & Co., transformation goes beyond best practices to ensure employees are supported and valued as the company grows. As HR and Transformation Manager Nangamso Mahunonyane emphasises, employees are the company's greatest asset. To align with this, Edward Snell has introduced initiatives like the Leadership Journey, which focuses on self-awareness and leadership skills, a bursary programme that funds tertiary education for employees and their families, and work-integrated learning programmes that provide youth with practical experience and career development opportunities.



These programmes ensure that employees feel valued and supported. The Leadership Journey cultivates effective leadership, enhancing personal and professional growth. The bursary programme facilitates educational advancement for employees and their families, while the work-integrated learning initiatives equip youth with practical experience, aiding their career development. Through these efforts, Edward Snell & Co. drives its mission of pursuing greatness for good and creating a positive impact.



SIBA ENGINEERING



ECONOMIC EMPOWERMENT

- **Fueling Growth in the Engineering Sector**

Edward Snell & Co. is committed to driving progress and supporting critical sectors through impactful investments. One such initiative focuses on enhancing the capabilities of SIBA Engineering, a key player in the engineering industry.

KEY PROGRAMMES

To bolster SIBA Engineering's growth, Edward Snell & Co. has provided a R1.2 million interest-free loan dedicated to the acquisition of a state-of-the-art drilling rig. This strategic investment is designed to support the expansion of SIBA Engineering's operations and accelerate its growth within the sector. By equipping the company with advanced machinery, Edward Snell & Co. aims to enhance SIBA Engineering's capacity to undertake larger projects and increase its operational efficiency.



The loan significantly enhances SIBA Engineering's capabilities, allowing it to expand its operations and take on more complex projects. This support strengthens the company's position in the industry, driving growth and innovation while creating additional value for stakeholders. Edward Snell & Co.'s investment highlights its commitment to fostering development and sustainability within critical sectors.



EDUCATION & TRAINING

- **Transforming Lives Through Education and Support**

Chrysalis Academy empowers vulnerable youth in the Western Cape through a three-month residential programme. Since 2013, it has been part of HEINEKEN Beverages' Social Impact investment, providing a supportive space for young people to build resilience, grow personally, and develop the skills to create positive change in their lives and communities.

KEY PROGRAMMES

Participants engage in workshops, personal development sessions, and practical training to build self-awareness and resilience. The programme fosters life skills and personal mastery, empowering youth to overcome adversity and prepare for a brighter future.

Nearly 15,000 youth have graduated from the academy, gaining tools for personal growth, increased resilience, and the ability to influence positive change within their families and communities.



- **Commitment to Skill Development through the Sedibeng Packaging Learnership Programme**

HEINEKEN South Africa is developing local talent and promoting transformation in the brewing industry through its Learnership Programme. The initiative addresses unemployment while strengthening the skills of HEINEKEN's workforce through accredited, industry-specific training.

KEY PROGRAMMES

The Sedibeng Packaging Learnership, accredited by FoodBev SETA, offers brewery-related training to learners from the Vaal University of Technology and Pilié's Farm. The programme champions gender diversity by encouraging women to enter the male-dominated brewing sector.

By 2024, 104 learners graduated from the programme, with training based at the Sedibeng Brewery. Of these, 56.73% were women. The initiative enhances employability and introduces participants to HEINEKEN's operations and culture.



ECONOMIC EMPOWERMENT

- **Honouring a Legacy of Entrepreneurship**

HEINEKEN Beverages continues to support entrepreneurship through the Green Seeds Entrepreneurship Programme, a core part of its Brew a Better World sustainability strategy. Rooted in HEINEKEN's legacy since 1864, the initiative aims to empower local entrepreneurs, promote community growth, and drive social impact.

KEY PROGRAMMES

Green Seeds supports small businesses by offering compliance assistance, access to markets, and financial inclusion. It forms part of HEINEKEN's broader Enterprise and Supplier Development (ESD) commitment to uplift and empower entrepreneurs across South Africa.



Since its launch, the programme has supported close to 200 small businesses. It has positively impacted enterprises in diverse industries, including food and beverage, construction, and IT—strengthening their operations and long-term sustainability.



- **SBA Development Programme: Empowering Small Business Owners for a Brighter Future**

The SBA Development Programme, initiated by the University of Stellenbosch Business School's Small Business Academy and funded by HEINEKEN, empowers small business owners in low-income communities. Through targeted support, it aims to sustain businesses, stimulate economic growth, and reduce poverty in the region.

KEY PROGRAMMES

Participants receive tailored training to overcome business challenges. The curriculum includes engaging learning modules and culminates in presenting business plans to panels of academics, sponsors, and support organisations. Ongoing mentorship helps participants identify core issues and develop practical, growth-focused solutions.



By equipping entrepreneurs with knowledge and tools, the SBA Development Programme enhances livelihoods, contributes to job creation, and strengthens the local economy—playing a vital role in long-term poverty alleviation.

EDUCATION & TRAINING

- **Empowering South Africa's Craftsmanship**

In 2021, Pernod Ricard embarked on a mission to uplift some of South Africa's most visible yet often overlooked craftspeople – the roadside artisans who create furniture, artwork, and other fine goods. Despite their remarkable skills, many of these makers lack the education and resources needed to transform their talents into sustainable businesses.

KEY PROGRAMMES

The Maker's Programme supports local artisans by investing R5 from each participating product sold into their education. The programme, in collaboration with Furntech and the Gauteng Department of Economic Development, provides these makers with valuable business skills and craft training, helping them build sustainable businesses. By fostering entrepreneurship, the Maker's Programme empowers artisans to create better futures for themselves, their families, and their communities, contributing to long-term socio-economic growth in the region.



IMPACT

The Maker's Programme initiative is transforming the lives of South Africa's roadside makers by providing essential education and business training. This support helps artisans elevate their crafts into sustainable businesses, fostering personal growth and community development. As a result, these makers are not only advancing their prospects but also contributing positively to their families and communities, embodying the spirit of continuous improvement and innovation.



ECONOMIC EMPOWERMENT

- **The Bar World of Tomorrow: Pioneering a Sustainable Bartending Culture**

Launched in 2020 by Pernod Ricard, in partnership with Trash Collective and the Sustainable Restaurant Association, The Bar World of Tomorrow (BWOT) aims to foster a global community of sustainability-driven bartenders. The programme has trained over 6,400 bartenders, promoting sustainable and responsible bar practices worldwide.

KEY PROGRAMMES

BWOT focuses on practical training, covering fresh ingredient sourcing, waste management, water conservation, and staff wellbeing. Centred around the five Rs—rethink, reduce, reuse, recycle, and respect—the programme emphasises creative approaches to sustainability. Notably, in-person workshops have expanded to Asia, training over 1,200 bartenders. The programme also featured at the 2022 Athens Bar Show, offering specialised training to bartenders from 22 European markets.



IMPACT

BWOT is driving global change in bar culture, aligning with the UN's Sustainable Development Goals (SDGs). The initiative has inspired sustainable practices in bars, with innovative, low-impact cocktails and operations. With the goal of training 10,000 bartenders by 2030, BWOT is set to leave a lasting mark on the hospitality industry.



ECONOMIC EMPOWERMENT

- **Supporting Grassroots Entrepreneurs through SocioNext**

In collaboration with SocioNext, the SAB Foundation is working to transform the lives of unemployed individuals in peri-urban and rural communities. Through five-day acceleration workshops, participants are equipped with essential entrepreneurial skills, gaining the confidence to start businesses in their local areas. These workshops aim to foster self-sufficiency and create a sustainable path for economic growth.

KEY PROGRAMMES

During the workshops, participants form groups, brainstorm business ideas, conduct market research, and engage with potential customers. They are also trained to pitch their business ideas to investors, offering them real-world experience and feedback. This initiative provides a direct pipeline into the SAB Foundation's Tholoana Enterprise Programme, which supports continued growth and development for promising entrepreneurs. The programme has been lauded for its ability to spark transformative change in a short time.

The SocioNext programme has achieved significant outcomes: 84% of participants are employed or running businesses, with 60% of ventures still operational, showing a strong long-term impact. Small businesses supported by the programme collectively generate R600 thousand in monthly turnover. With a focus on empowering youth (77%) and women (75%) entrepreneurs, SAB's R18 million investment into SocioNext is fostering sustainable community growth and resilience in South Africa's entrepreneurial sector.



- **SAB Foundation's Impact on Sustainable Business and Social Upliftment**

The SAB Foundation provides ongoing support for entrepreneurs and social innovators to build sustainable businesses that create jobs, address social challenges, and uplift communities. Their focus is on supporting individuals and businesses that benefit women, youth, rural communities, and people with disabilities.

KEY PROGRAMMES

Through its various programmes, the SAB Foundation offers funding, business skills development, mentorship, and help with market access and finance. These initiatives are designed to guide entrepreneurs from ideation through growth, ensuring they have the tools and resources needed to succeed. The foundation's approach particularly emphasises sectors such as manufacturing, IT, business services, and agriculture.

To date, the SAB Foundation has supported 6,422 businesses and entities, contributing to the creation of 10,384 new jobs. Of these jobs, 33% are permanent, directly improving the lives of those financially dependent on these entrepreneurs. Additionally, participating businesses have seen a 96% increase in turnover, growing from a collective R512 million to R1.1 billion, showcasing the programme's success in scaling enterprises.

SOUTH AFRICAN BREWERIES (SAB)



ECONOMIC EMPOWERMENT

- Disability Empowerment: Building a More Inclusive Future**

The Disability Empowerment Awards programme is dedicated to supporting innovators, social entrepreneurs, institutions, and social enterprises that develop solutions for individuals with disabilities. This initiative aims to foster inclusivity by providing essential resources and opportunities to those working to improve the lives of persons with disabilities.

KEY PROGRAMMES

The Disability Empowerment Awards, part of our Social Innovations Awards, provide grant funding, mentorship, and business support to drive growth for disability-focused projects and businesses. Through a partnership with the Medunsa Organisation for Disabled Entrepreneurs (MODE), we equip individuals with disabilities with essential skills, creating a pathway to join the Tholoana Enterprise Programme. This initiative empowers disabled entrepreneurs to transition from start-ups to established business leaders.

The programme has invested R46.3 million in 240 social innovators and enterprises, resulting in a 55% increase in job creation. Additionally, businesses supported by the programme have seen a 178% growth in turnover, underscoring its success in driving both employment and economic growth for ventures focused on enhancing the lives of individuals with disabilities.



- The Rural Catalyst Programme: Fostering Entrepreneurship and Job Creation in Rural Areas**

The Rural Catalyst Programme focuses on creating jobs and fostering entrepreneurship in rural areas through innovative business models. By developing enterprises that can succeed locally and be expanded or replicated across other regions, the programme aims to stimulate sustainable economic growth. Through targeted support and resources, it empowers entrepreneurs to build resilient businesses that contribute to the prosperity of their communities and beyond.

KEY PROGRAMMES

The programme focuses on identifying and supporting entrepreneurial ventures that generate significant employment opportunities in rural communities. By investing in scalable and replicable business models, it aims to create sustainable economic impact and improve livelihoods in these areas.

With a total investment of R71 million, the Rural Catalyst Programme has successfully created 6,164 new jobs, directly enhancing employment opportunities in rural regions. Additionally, approximately 24,000 livelihoods have been indirectly impacted, demonstrating the programme's broad reach and positive effect on local communities. Participating businesses have achieved an average turnover of R21 million, reflecting the programme's success in fostering viable and thriving enterprises in rural areas.





ECONOMIC EMPOWERMENT

- **SAB's Support for Emerging Farmers**

SAB's Emerging Farmer Support programme, in partnership with Farmsol, has significantly advanced agricultural development across South Africa. SAB supports farmers managing around 53,000 hectares of maize, barley, and sunflower crops by providing production loans, market access, and mentorship.

KEY PROGRAMMES

Through the Siquo Grower Empowerment programme, SAB ensures that products from these smallholder farmers are incorporated into major brands like Rama, Stork Margarine, and Rondo. This collaboration with Farmsol connects farmers to large-scale markets, boosting their economic opportunities and sustainability.



The initiative is a key component of SAB's ESG strategy, addressing climate resilience, water stewardship, and inclusive economic recovery. By promoting sustainable agriculture, SAB contributes to food security and economic growth, building a more resilient and equitable agricultural sector for the future.





INTRODUCTION

OVERVIEW OF THE DF-SA'S STRENGTH IN SUPPORT INITIATIVE

The Strength in Support initiative reflects the DF-SA's unwavering commitment to uplifting those most in need within our communities. By addressing critical issues such as hunger, education, and addiction, the DF-SA seeks to provide a safety net for vulnerable individuals and families. This initiative harnesses the power of collective action, drawing together resources and partnerships to create lasting change. Through a network of support programmes, we aim to restore dignity, offer hope, and empower individuals to rebuild their lives.

COMMITMENT TO ADDRESSING COMMUNITY NEEDS

The DF-SA's Strength in Support initiative goes beyond short-term relief, focusing on sustainable, community-driven development. By working with local partners and utilising data-driven insights, the DF-SA tailors solutions to address critical needs like education, food security, and recovery programmes. This approach ensures meaningful, long-term impact that meets immediate challenges and fosters ongoing growth.

COMMITMENT IMPACT AND GROWTH

Strength in Support has successfully provided pathways for individuals to rebuild their lives. By combining job training with mental health and recovery services, the DF-SA supports both personal transformation and broader community growth, helping to nurture self-reliance and create future leaders.

Support is the vital force that binds us, empowering us to rise above challenges. In moments of adversity, a united front creates a network of strength that fosters resilience and hope. Each act of kindness reverberates through our communities, reminding us that we are not alone.

Together, we transform struggles into opportunities, nurturing a spirit of compassion and solidarity. By lifting one another, we ignite change that extends beyond our immediate surroundings. Let us celebrate the strength found in support, for it is this collective spirit that shapes a brighter tomorrow for all.

COMMUNITY UPLIFTMENT

- **DGB's Support for Children and Youth Empowerment**

DGB is dedicated to enriching the lives of vulnerable children and youth by offering comprehensive support and building strong partnerships. By prioritising well-being and development, DGB aims to create opportunities for young people facing adversity. This commitment reflects DGB's broader mission of fostering social responsibility and uplifting communities by focusing on meaningful, sustainable change for South Africa's younger generations.

KEY PROGRAMMES

DGB partners with the Andrew Murray Children's Home and Johannesburg Children's Home, providing financial and practical assistance that directly supports nearly 300 children. The contributions ensure these children have access to necessities, quality care, and nurturing environments. Through ongoing commitment to these homes, DGB strengthens programmes that promote stability, education, and personal growth for children, helping them build foundations for a promising future.

Through its involvement, DGB has significantly enhanced the quality of life for children at these homes, creating a positive, lasting impact. The support allows these young individuals to grow up with the necessary resources and emotional backing to thrive. As a result, DGB's efforts not only benefit the children today but also set them up for lifelong success, reflecting a genuine investment in future generations.

- **Building Futures in Doringbaai: DGB's Commitment to Community Support**

DGB is dedicated to enhancing the lives of residents in the Doringbaai community, home to Fryer's Cove wines, through impactful social initiatives. This community grapples with numerous socio-economic challenges, and DGB aims to be pivotal in addressing these issues.

KEY PROGRAMMES

DGB sponsors a soup kitchen for local children and supports a junior soccer club to promote teamwork and physical activity. The company has renovated the community hall and established a Wellness Centre focused on life skills training and substance abuse prevention, fostering healthier lifestyles and community resilience.

DGB is committed to creating lasting positive change in the Doringbaai community through its Fryer's Cove social projects. By addressing immediate needs like food security while also focusing on long-term health and educational programmes, DGB strives to enhance the overall quality of life for residents. These initiatives reflect DGB's dedication to responsible corporate citizenship and community development.



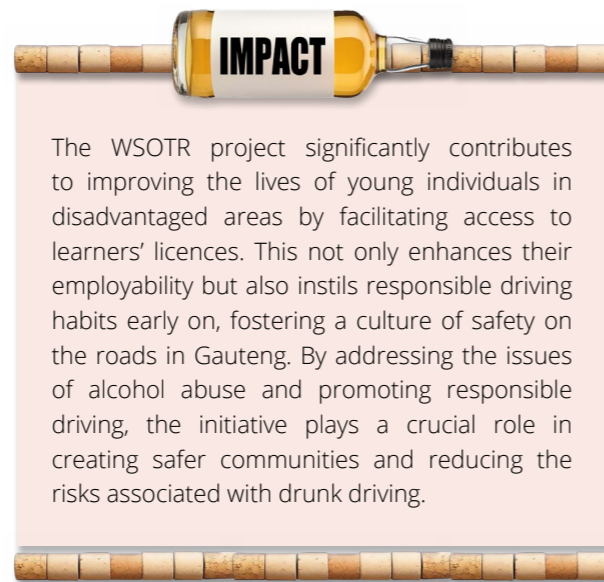
ALCOHOL RESPONSIBILITY & AWARENESS

- **Driving Change: Diageo's Road Safety and Youth Empowerment Initiative**

The Wrong Side of the Road (WSOTR) project is a powerful initiative designed to highlight the severe consequences of alcohol abuse and driving under the influence. By tackling the societal stigma associated with these behaviours, WSOTR offers an immersive experience where participants engage in meaningful dialogue with individuals affected by drunk driving. This innovative approach fosters awareness and encourages conversations about the impacts of alcohol on driving behaviour.

KEY PROGRAMMES

In October 2023, Diageo partnered with the Gauteng Provincial Government to enhance the WSOTR initiative by launching the Learner's License Project. This project specifically targets youths aged 17-34 in TISH areas (Townships, Informal Settlements, and Hostels) across Gauteng. The initiative aims to financially support administrative fees for 40,000 young individuals to obtain their learners' licence, coinciding with Transport Month to further emphasise the importance of safe and responsible driving.



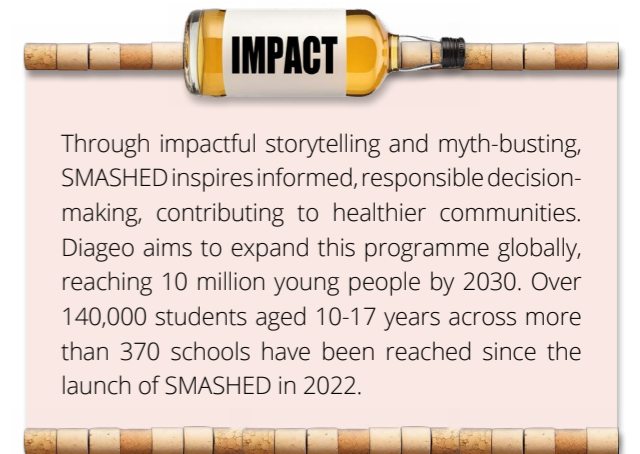
The WSOTR project significantly contributes to improving the lives of young individuals in disadvantaged areas by facilitating access to learners' licences. This not only enhances their employability but also instils responsible driving habits early on, fostering a culture of safety on the roads in Gauteng. By addressing the issues of alcohol abuse and promoting responsible driving, the initiative plays a crucial role in creating safer communities and reducing the risks associated with drunk driving.

- **SMASHED: Raising Awareness on the Dangers of Underage Drinking**

SMASHED is Diageo's global educational programme designed to tackle the risks of underage drinking. Recognising the long-term societal and public health impacts, the programme leverages interactive experiences to shift youth perspectives on alcohol consumption.

KEY PROGRAMMES

SMASHED engages students through live and online theatrical workshops conducted in schools across South Africa, including Gauteng, Western Cape, KwaZulu Natal, Eastern Cape, and Northwest. These sessions provide immersive, age-appropriate education and encourage participants to make informed choices about alcohol.



Through impactful storytelling and myth-busting, SMASHED inspires informed, responsible decision-making, contributing to healthier communities. Diageo aims to expand this programme globally, reaching 10 million young people by 2030. Over 140,000 students aged 10-17 years across more than 370 schools have been reached since the launch of SMASHED in 2022.



COMMUNITY UPLIFTMENT

- **Transforming Lives Through Art: The Butterfly Art Project**

Established in 2010, the Butterfly Art Project (BAP) is a non-profit organisation dedicated to supporting traumatised individuals, especially children, by facilitating the therapeutic power of art. Through its extensive network, BAP aims to uplift under-resourced communities across South Africa by fostering healing and empowerment through creative expression.

KEY PROGRAMMES

One of BAP's cornerstone initiatives is Project Cocoon, which trains and supports Community Art Facilitators (CAFs). These facilitators provide art therapeutic classes that help children process trauma, while also contributing to their emotional and psychological well-being. Project Cocoon goes beyond just training—it equips CAFs with the skills necessary to mobilise resources, including art materials, equipment, and funding for salaries. By integrating entrepreneurship with art therapy, the programme empowers facilitators to sustainably expand their impact.



Through its partnership with Edward Snell & Co., the Butterfly Art Project exemplifies a shared vision of uplifting communities. The project has contributed significantly to the emotional recovery of children in disadvantaged areas while fostering local entrepreneurship. Edward Snell & Co.'s support ensures that art continues to serve as both a healing tool and a platform for socio-economic growth, embodying a commitment to sustainable community transformation.



OUR IMPACT

Community Art Facilitators (CAFs) Programme			
CAFs work with at least 7 children a week in carefully designed art therapeutic classes			
2020	2021	2022	2023
177 Active CAFs in 83 communities serving 3,868 children	220 Active CAFs in 92 communities serving 6,859 children	249 Active CAFs in 112 communities serving 10,219 children	374 Active CAFs in 142 communities serving 20,228 children

Love Bugs Programme			
Bringing stability to severely neglected children not in school			
2020	2021	2022	2023
31 children registered in the Love Bugs Programme with 4 children successfully registered in school	60 children registered in the Love Bugs Programme with 20 children successfully registered in school	61 children registered in the Love Bugs Programme with 49 children successfully registered in school	48 children registered in the Love Bugs Programme with 38 children successfully registered in school. 111 former Love Bugs attend formal schooling (as at January 2024)

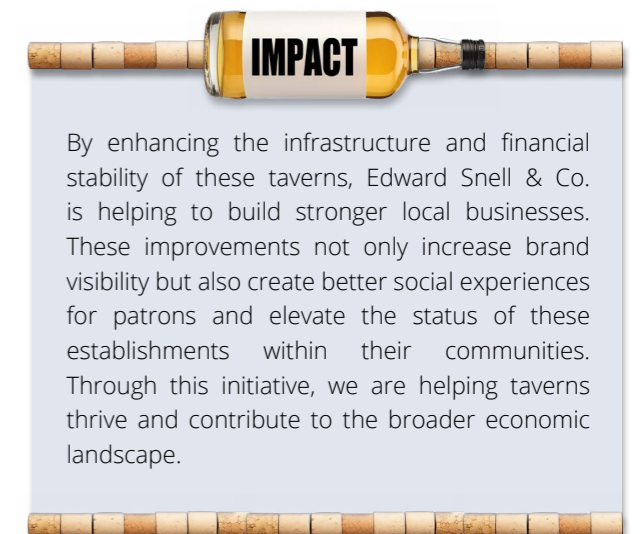
Heart For Art Programme			
Encouraging creativity and healing through art in children and youth			
2020	2021	2022	2023
Had to close during lockdown. 40 CAFs delivered healing Art Kits to 4491 children to help them deal with the effects of the Covid Lockdowns	661 after school healing art classes facilitated with 185 children and youth at our Art Centre in Vrygrond	619 after school healing art classes facilitated with 227 children and youth at our Art Centre in Vrygrond	600 after school healing art classes facilitated with 224 children and our Art Centre in Vrygrond

- **Strengthening Taverns for Community Prosperity**

Taverns are more than just places of business in South Africa's informal economy; they serve as key social hubs within communities. Edward Snell & Co. recognises their vital role and is committed to supporting tavern owners by investing in their growth and sustainability. This initiative is part of our broader mission to uplift stakeholders across our value chain.

KEY PROGRAMMES

Through the Tavern Development Project, ten taverns in coastal regions were selected for upgrades, including painting, roof repairs, new furniture, uniforms, and modern point-of-sale (PoS) systems. To further bolster their operations, stock loans totalling R990,000 were provided to 41 taverns in the Western Cape and KwaZulu-Natal provinces. These loans help owners manage cash flow and improve business operations, ultimately contributing to their long-term success.



By enhancing the infrastructure and financial stability of these taverns, Edward Snell & Co. is helping to build stronger local businesses. These improvements not only increase brand visibility but also create better social experiences for patrons and elevate the status of these establishments within their communities. Through this initiative, we are helping taverns thrive and contribute to the broader economic landscape.

EDWARD SNELL & CO.

- **U-Turn Mandela Day 2023 Initiative – Edward Snell & Co.**

On 18th July 2023, Edward Snell & Co. proudly participated in Mandela Day, honouring Nelson Mandela's legacy of generosity and community service. With a mission grounded in the pursuit of greatness for good, the company viewed this day as a powerful opportunity to unite as a proudly South African organisation. This year's initiative saw a continued collaboration with U-turn, an NGO dedicated to helping individuals experiencing homelessness through a holistic rehabilitation programme.

KEY PROGRAMMES

Edward Snell & Co. partnered with U-turn to support their four-phased rehabilitation programme, which includes food and clothing relief, substance abuse rehabilitation, and skills development. Employees across Edward Snell's regional offices actively contributed by donating and delivering essential items like clothing, blankets, food, and toiletries to U-turn's regional offices and local partners. Some donated clothing, in good resale condition, was sold at U-turn charity shops, helping fund the rehabilitation programme while also offering skills training through retail work experience for those in recovery.



Edward Snell & Co.'s ten-year partnership with U-turn has significantly uplifted communities by promoting responsible consumption, lifelong learning, and sustainable development. Supporting global sustainability goals, their efforts impact individuals overcoming homelessness. On Mandela Day, Edward Snell employees addressed immediate needs while aiding long-term rehabilitation, empowering people to rewrite their stories and reintegrate into society with dignity.



- **Challenging Limits, Sparking Change**

As the world's most-awarded single-malt whisky, Glenfiddich embodies innovation and a drive to challenge convention. With this spirit, Edward Snell & Co. launched the Glenfiddich Challengers Club in 2019, a platform that gathers mavericks and visionaries to confront some of South Africa's toughest challenges through bold discussions and actionable solutions.

KEY PROGRAMMES

The Glenfiddich Challengers Club has held four impactful events since its inception, fostering conversations that have led to tangible outcomes. One notable achievement includes funding the Buza app, which provides digital education tools for non-English first-language speakers, helping to localise critical education resources. Further expanding its impact, the Club is currently funding the construction of five water wells in the Matatiele region of the Eastern Cape, showcasing a commitment to uplifting communities in meaningful ways.



Throughout its four events, the Challengers Club has donated R3 million to various beneficiaries, exemplifying the power of collaboration and innovation. These initiatives not only foster discussions but also drive real-world impact, transforming communities and addressing systemic issues. Edward Snell & Co. is proud to be part of a platform that turns conversations into positive change for South Africans.



ALCOHOL RESPONSIBILITY & AWARENESS

- Cultivating a Responsible Drinking Culture: Edward Snell's Commitment to a Healthier South Africa**

South Africa faces a significant challenge with its drinking culture, marked by the sixth-highest adult per capita consumption of absolute alcohol globally. While only 43% of adult men and about one in five women consume alcohol, the prevailing culture poses a threat to the country's future prosperity. In response, Edward Snell is proactively promoting responsible drinking through initiatives in partnership with Aware.org, aiming to cultivate a more socially responsible drinking culture.

KEY PROGRAMMES

Edward Snell addresses South Africa's drinking culture through initiatives promoting public awareness and responsible consumption. Partnering with Aware.org, the company educates on responsible drinking and is committed to lowering the alcohol content in its products. Additionally, Edward Snell collaborates with Lyres, a top non-alcoholic spirits producer, offering consumers healthier options. These efforts work together to reshape consumer habits and create a more mindful drinking culture.



Edward Snell's commitment to social responsibility is reshaping corporate priorities from profit maximisation to community well-being and environmental sustainability. By prioritising corporate social responsibility and environmental, social, and governance (ESG) initiatives, Edward Snell is building stronger relationships with stakeholders and communities throughout the supply chain. These internal improvements enhance the company's resilience and ensure a sustainable future, ultimately contributing to a healthier society and a more responsible drinking culture in South Africa.



COMMUNITY UPLIFTMENT

- PROCARE's Holistic Support for Farmworker Families**

PROCARE provides psychosocial support to farmworkers and their families across 15 HEINEKEN-owned and member farms. Its interventions address personal, work-related, and socio-economic challenges with the goal of strengthening individuals, families, and overall community resilience.

KEY PROGRAMMES

PROCARE offers face-to-face counselling sessions that build life skills, emotional intelligence, and resilience. These sessions provide practical tools to manage stress and address issues such as addiction—empowering individuals to navigate personal and social challenges more effectively.



By promoting life skills and healthier coping mechanisms, PROCARE has significantly improved the mental well-being of farmworker families. This holistic approach strengthens both individuals and the broader workforce, fostering more resilient farming communities.

PROCARE
together we make a difference
EMOTIONAL WELLNESS



COMMUNITY UPLIFTMENT

- **Building Stronger Communities Through Employee Volunteerism**

STARGIVERS is HEINEKEN Beverages' employee volunteerism programme, encouraging staff to uplift communities by sharing their time, resources, skills, and experience. Each year during Mandela Month, HEINEKEN allocates funds toward social impact projects nominated by employees—driving lasting change through meaningful community partnerships.

KEY PROGRAMMES

Employees nominate organisations that promote care and upliftment. STARGIVERS funds these community initiatives, supporting grassroots causes across South Africa. The programme reflects HEINEKEN's belief in collective responsibility and employee-led impact.



In 2024, employees partnered with Rise Against Hunger to pack over 100,000 meals—feeding 430 people five days a week for a year. Additionally, 12 employee-nominated organisations received donations from HEINEKEN Beverages' Social Responsibility fund, further expanding the programme's reach and community impact.

#STARGIVERS



Impendulo Foundation NPO	Lerato Community Care Centre	Limpopo Anti-Drugs, Gangsterism, and Crime (LADGAC MAKHURA)
Lotus Park Helping Stars	Animal Anti-Cruelty League	Eersterust Welfare Organisation for the Aged (EWOFA)
Huis van Genade	Black Hawk Foundation	Sinomonde Old Age Home
Sakhisizwe Old Age Home	Uitenhage Peoples' Old Age Home	Sizamile Old Age Home Development Foundation

- **HEINEKEN Africa Foundation and WaterAid Partner for Pandemic Preparedness**

The HEINEKEN Africa Foundation and WaterAid have entered a new €1.125 million partnership aimed at pandemic preparedness by focusing on handwashing facilities across five African countries. This partnership follows the successful joint COVID-19 response programme that reached over 37 million people across Nigeria, South Africa, Rwanda, Mozambique, and Ethiopia, demonstrating the power of collaboration in driving health outcomes.

KEY PROGRAMMES

Since 2020, the HEINEKEN Africa Foundation has donated €2.8 million to WaterAid to combat COVID-19 in vulnerable communities. The programme established over 1,400 handwashing stations, reaching 1.7 million people, while training 1,800 individuals in hygiene promotion. Millions received hygiene messages through various media. The partnership has evolved to provide sustainable handwashing facilities and water points, aiming to maintain hygiene practices and improve water access in communities, reducing disease spread beyond COVID-19.



The COVID-19 response programme significantly improved safety by installing handwashing facilities in healthcare centres like Ricatla Health Centre in Mozambique and reached over 37 million people with essential hygiene information. Moving forward, the HEINEKEN Africa Foundation and WaterAid are investing €1.125 million to enhance pandemic preparedness and health resilience, ensuring more sub-Saharan African communities have access to hygiene facilities and clean water.

ALCOHOL RESPONSIBILITY & AWARENESS

- **Supporting Healthier Futures: HEINEKEN's Commitment to Responsible Drinking**

HEINEKEN Beverages aims to educate and support pregnant and breastfeeding women in making informed, responsible choices about alcohol consumption—promoting healthier pregnancies and improved outcomes for both mothers and babies.

KEY PROGRAMMES

In partnership with FARR, FasFacts, and the Thintane Foundation, HEINEKEN implements training, education, and prevention programmes to raise awareness of the dangers of alcohol use during pregnancy. Interventions include mentorship for pregnant women, educational workshops, and community engagement that supports families and strengthens social networks.



Through these partnerships, HEINEKEN has made measurable progress in raising awareness about Fetal Alcohol Spectrum Disorders (FASD). By providing support to women and families, the initiative creates an informed community equipped to reduce alcohol-related harm and promote long-term health and well-being.



- **Harm Reduction: Promoting Wellness Through Responsible Actions**

HEINEKEN Beverages promotes responsible alcohol consumption and community well-being through its global mantra: **Low. Slow. No.** The initiative encourages moderation, supports education, and addresses key societal issues linked to alcohol misuse—part of HEINEKEN's broader commitment to “brewing the joy of true togetherness” and inspiring long-term positive change.


KEY PROGRAMMES

Focus areas include:

- Binge drinking awareness (10,000+ students reached via peer ambassadors)
- No to underage drinking (via the Icelandic Model: 20,600 students, 790 teachers, 156 parents)
- No to drinking and driving (through tavern and taxi rank activations)
- No to drinking during pregnancy (through FASD-focused interventions and community engagement)




In 2024, road safety activations were held in **four high-risk provinces**, promoting safer driving practices. Social investment programmes supported hundreds of vulnerable individuals—empowering women through FASD prevention, men through Men's Dialogues, and broader communities through GBV education and youth resilience. These efforts reflect HEINEKEN's commitment to fostering healthier, more resilient communities across South Africa.

R400m

Programmes to promote responsible consumption of alcohol.



R175m

Transforming Taverns into safer drinking establishments.

ALCOHOL RESPONSIBILITY & AWARENESS

- **Rewarding Responsibility: Driving Compliance with Bansela**

The Bansela Responsible Trader Programme is a main market loyalty rewards initiative designed to improve compliance among taverns and counter service outlets. With 17,254 outlets participating, the programme incentivises responsible trading practices through a structured rewards system, reinforcing HEINEKEN Beverages' commitment to ethical business conduct.

KEY PROGRAMMES

HEINEKEN Beverages conducts monthly outlet audits through its Sales Force, evaluating compliance based on Responsible Trading principles. Outlets are assessed on criteria such as valid liquor licensing, adherence to trading hours, prohibition of sales to minors and pregnant women, and responsible alcohol promotion. High-scoring outlets—those achieving above 90% compliance—are rewarded with Bansela Bucks, redeemable for business-related items.

The programme has led to a compliance score increase from 73% to over 90%, significantly improving responsible trading behaviour. Recognised for its success, it was awarded the Best Loyalty Social Responsibility Campaign at the 2024 South African Loyalty Awards Competition. By fostering safer and more compliant trading environments, the initiative benefits both businesses and local communities.

- **Empowering Traders: Building a Sustainable and Responsible Liquor Industry**

The Responsible Trader Training Programme equips liquor traders with fundamental business skills while reinforcing the importance of responsible trading practices. Designed to promote sustainable business growth, the initiative ensures that outlet owners are well-prepared to operate ethically and in compliance with industry regulations.

KEY PROGRAMMES

The programme conducted 54 training sessions across all nine provinces, delivered by experienced facilitators in partnership with Provincial Liquor Boards and SAPS. Participants received training on business fundamentals, responsible trading, responsible drinking, and business growth strategies. Knowledge improvement was measured using pre and post-training assessments to track progress.

More than 1,700 outlet owners and store managers have been trained, leading to a knowledge improvement from 62% to 85% (+23%). By enhancing traders' understanding of responsible business practices, the programme contributes to a safer, more compliant liquor industry, benefiting both businesses and the communities they serve.



- **Strengthening Safety: The Community Patroller Programme**

The Community Patroller Programme is a safety initiative powered by Memeza Shout Crime Prevention, enabling rapid auditing and reporting of non-compliant customers in liquor outlets. The programme targets high-risk areas based on SAPS Crime Stats, ensuring that non-compliant outlets receive warnings and corrective guidance to prevent liquor licence revocation.

KEY PROGRAMMES

The initiative identified hotspots across 16 police stations in 7 provinces, with 52 patrollers allocated for 12 months and an additional 56 patrollers deployed for the festive season. Weekly compliance audits are conducted by Community Safety Patrollers (CPF/neighbourhood watch). Non-compliant customers face a four-stage escalation process, involving SAPS, Liquor Boards, and final warnings regarding potential licence loss. A Gauteng expansion adds 118 new wardens—80 funded by HEINEKEN Beverages and 44 by the Gauteng Liquor Board.

With 95% participation (2,659 outlets engaged), the programme has conducted 50,876 audits, achieving an average compliance score of 92%. Of the 154 escalations, 94% were successfully resolved, including 92 high-noise level violations, 57 underage alcohol sales, and 19 after-hours trading violations. By promoting self-regulation and law enforcement collaboration, the initiative is driving long-term compliance and community safety.

COMMUNITY UPLIFTMENT

- **KWV Foundation's Commitment to Social Impact**

Partnering with Nation Builder as its social investment manager, the KWV Foundation supports registered non-profits in the Cape Winelands to create sustainable social impact. Through structured monitoring and reporting, Nation Builder ensures these organisations deliver meaningful results, directly benefiting the most vulnerable members of the community.

KEY PROGRAMMES

The KWV Foundation supports individuals from early childhood to job readiness, aiming to build sustainable citizens. Partnering with Nation Builder and non-profits, its initiatives include the Pebbles Project, providing education and health for children of farm-working families, and the Khula Development Group, which reintegrates vulnerable children into schools. The Elevation Programme further prepares individuals with job skills, empowering them to seize opportunities and contribute to society.

By investing in these programmes, the KWV Foundation is ensuring lasting improvements in education, empowerment, and community well-being, fostering sustainable citizens and stronger communities for the future.

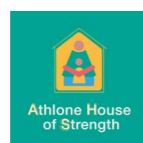
- **KWV's Mandela Day Initiative: Partnering for Community Upliftment**

In partnership with Nation Builder, KWV employees embraced the spirit of Mandela Day by volunteering at the Athlone House of Strength (AHOS) in Paarl. Close to 40 KWV staff members spent 67 minutes engaging in various tasks, such as painting, cooking, gardening, and building a sandpit for the children. This initiative is part of KWV's broader commitment to social upliftment through impactful collaborations with organisations like Nation Builder, aimed at creating sustainable change.

KEY PROGRAMMES

The Mandela Day initiative at AHOS highlights KWV's dedication to improving the lives of vulnerable women and children. AHOS provides shelter, therapeutic support, and skills development for women, while also running an Early Childhood Development Centre for young children. With Nation Builder's involvement, KWV employees played an active role in supporting these efforts, contributing to the well-being of the residents and enhancing the facilities.

KWV's partnership with Nation Builder exemplifies its commitment to fostering long-term community development. Through hands-on involvement and meaningful contributions, KWV is helping to empower women and children, while honouring Nelson Mandela's legacy of social responsibility. This Mandela Day initiative stands as one of many fruits of KWV's dedication to driving sustainable impact in South African communities.



- **From Risk to Resilience: Khula's Mission to Keep Kids Learning**

The Khula Development Group (KDG) operates in Paarl, Klapmuts, and Stellenbosch, fostering a culture of learning and ensuring at-risk children remain in school. Active in ten primary schools, KDG works with learners from underserved communities to prevent school disengagement, particularly in overpopulated schools where additional support is critical.

KEY PROGRAMMES

KDG focuses on foundation-phase education (Grade R to Grade 4), addressing the root causes of disengagement. Through individualised, holistic interventions, learners receive weekly support during the school term. Approximately 80% of participants achieve their developmental potential within a year. For the remaining 20%, referrals are made to designated child protection organisations (DCPOs) or School-Based Support Teams, ensuring long-term educational and social assistance.

By reintegrating children into the school system and providing essential academic and social support, KDG helps safeguard their future potential. The programme not only improves attendance and engagement but also ensures that vulnerable learners receive sustainable, structured support to thrive in their educational journey.



ALCOHOL RESPONSIBILITY & AWARENESS

- Empowering Traditional Communities: Pernod Ricard's Commitment to Responsible Drinking**

Pernod Ricard is dedicated to promoting responsible drinking within traditional communities, where alcohol dependence can pose significant health risks and hinder community development. This initiative aims to educate traditional leaders and their communities about the negative impacts of alcohol misuse, while also emphasising the economic and social benefits of responsible consumption.

KEY PROGRAMMES

The initiative empowers traditional leaders to combat alcohol misuse by providing workshops that equip them with essential knowledge and tools. These sessions educate on the health and social impacts of alcohol while promoting governance and accountability for community-led interventions. A key aspect includes translating Pernod Ricard's responsible alcohol use manual into local languages, ensuring accessibility and comprehension.



By capacitating traditional leaders with this knowledge, Pernod Ricard is fostering alcohol-literate communities that can make informed decisions regarding alcohol consumption. The programme encourages leaders to move away from alcohol dependence, focusing instead on the long-term economic and health benefits of responsible drinking. Furthermore, it strengthens governance within these communities, empowering them to protect and promote the rights and responsibilities related to responsible alcohol consumption, ultimately driving positive social change.

- Drink More Water: Pernod Ricard's Digital Campaign for Responsible Drinking**

Pernod Ricard has launched the Drink More Water digital campaign, aimed at promoting responsible alcohol consumption and combating binge drinking, especially among young adults. This initiative emphasises the importance of hydration while drinking, using an innovative and disruptive approach to raise awareness about the consequences of harmful drinking behaviour.

KEY PROGRAMMES

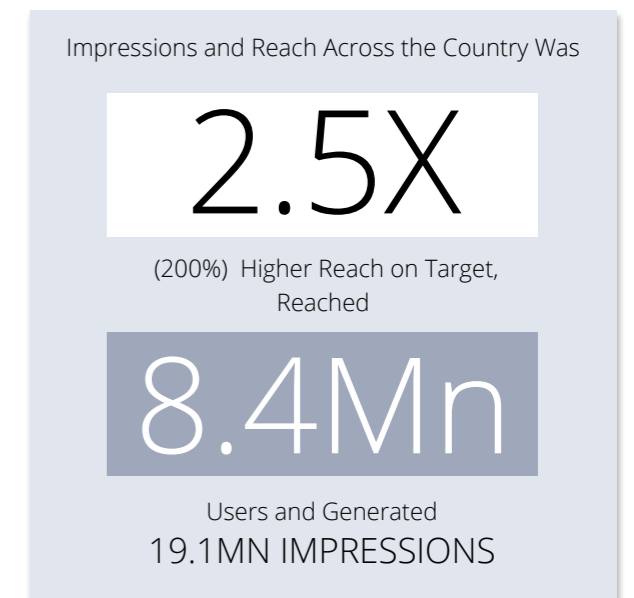
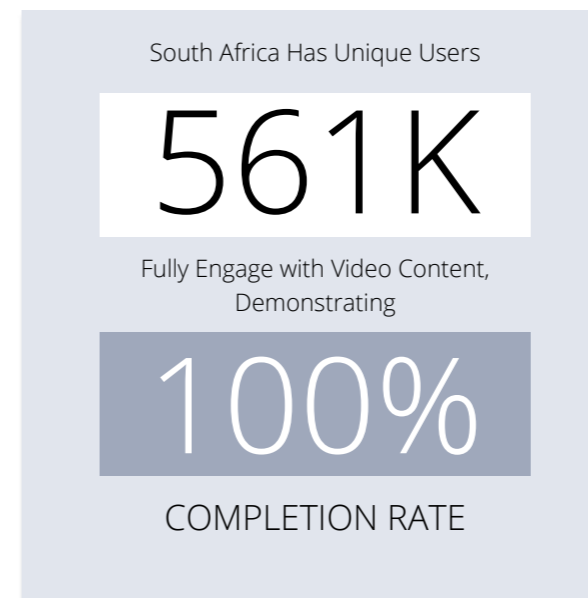
At the heart of the campaign is the message that encourages individuals to balance their alcohol intake with water consumption, promoting healthier drinking habits. The campaign leverages digital platforms, field activations, and creative outdoor advertising to maximise reach. Key activations include using digital billboards, murals, and social media to spread the message. With a robust presence on platforms like Facebook, Instagram, and Twitter, Pernod Ricard aims to remind young adults of the importance of staying hydrated while consuming alcohol.



The Drink More Water campaign has had a significant digital footprint, reaching 12 million adults across social media platforms and generating over 46 million impressions. Engagement has been strong, with 2 million interactions and a video completion rate of 89%. Outdoor campaigns, such as murals and billboards, further amplified the message, reaching over 600,000 people through murals and 2-3 million monthly viewers via digital billboards. This multi-channel approach has successfully engaged a wide audience, encouraging responsible drinking and promoting a positive change in behaviours.



EASTER 2024 STATS:



COMMUNITY UPLIFTMENT

- **Road Safety Through Education: The Auto-Sobriety Programme**

Pernod Ricard, in partnership with UNITAR, launched the Auto-Sobriety initiative, an educational module designed to prevent alcohol-related traffic accidents and fatalities. The programme specifically targets drivers in high-risk sectors, focusing on promoting sober driving behaviours and raising awareness about the dangers of alcohol consumption when operating a vehicle.

KEY PROGRAMMES

The Auto-Sobriety initiative is conducted within driving schools and municipalities, targeting individuals who are likely to have a broader societal impact, including municipal staff, drivers of municipal vehicles, taxi and bus drivers, driving instructors, and owners of private driving schools. The programme works closely with local entities such as the Ethekewini Municipality and KZN UDSOA, as well as Cifal and UNITAR, ensuring that participants receive comprehensive training on the consequences of driving under the influence of alcohol.



Since its inception, the Auto-Sobriety programme has successfully trained over 100 driving schools in collaboration with key stakeholders in the Ethekewini region. By educating these instructors and drivers, the initiative is expected to contribute to a significant reduction in alcohol-related traffic incidents. This comprehensive approach not only improves safety on the roads but also fosters a culture of responsible driving in communities, potentially saving countless lives in the future.



COMMUNITY UPLIFTMENT

- **SAB and Moletele Community Lime Farming Partnership**

In partnership with the Moletele Community, SAB has transformed barren land into South Africa's most productive lime farm. This initiative addresses a national lime shortage while providing the Corona brand with a sustainable, premium lime supply. It's a story of innovation and community upliftment, making SAB and the Moletele Community the country's largest lime producers.

KEY PROGRAMMES

Through a pioneering agri-tech solution, lime harvesting has increased to every two months, far surpassing the usual yearly yield and ensuring consistent availability. This groundbreaking approach, developed in partnership with the Komati Group and the Moletele Community, empowers emerging farmers, turning them into commercial producers and supporting the community's growth through sustainable agriculture.



This partnership supplies export-quality limes to more than 800 Corona outlets, greatly reducing import dependence. Since its inception, the initiative has planted over 34,000 lime trees, directly supporting 1,615 families and boosting local employment by 13%. The farm has produced over 3,000 tons of limes across 60 hectares, demonstrating a sustainable model for economic empowerment and agricultural success.



COMMUNITY UPLIFTMENT

- **Bread of the Nation: Made From the Goodness Within**

The Bread of the Nation project by Castle Lager repurposes spent grain from the brewing process to create nutritious bread for communities in need across South Africa. This initiative reflects Castle Lager's commitment to community welfare, showing they're "more than just beer"—they are dedicated to nourishing the nation.

KEY PROGRAMMES

Castle Lager produces bread from spent grain, a by-product of the brewing process, which is high in fibre, energy, and protein. This bread is distributed to communities across South Africa, particularly targeting those facing food insecurity. The three-year commitment aims to combat hunger and support local nutrition, helping bring essential sustenance to areas most in need.



As of 2023, the Bread of the Nation initiative has produced 33,000 loaves, feeding approximately 99,000–132,000 people. With a sustainable cost of R12.90 per loaf, Castle Lager has made an impactful step towards reducing hunger and supporting South African communities.



ALCOHOL RESPONSIBILITY & AWARENESS

- **Leading the Way: SAB's Commitment to Responsible Consumption and Entrepreneurship in South Africa**

In 2021, South African Brewery (SAB), with over a century of history, introduced its first Environmental, Social, and Governance (ESG) strategy. The strategy centres around eight priorities: climate action, water stewardship, entrepreneurship, diversity and inclusion, circular packaging, smart agriculture, responsible consumption, and ethics and transparency. In response to the harmful effects of alcohol misuse, SAB is actively addressing major concerns like road safety, where drunk driving remains a significant threat.

KEY PROGRAMMES

SAB Sharp is a five-year initiative with four pillars: Live Sharp, Drive Sharp, Talk Sharp, and Sell Sharp. Live Sharp addresses social issues and supports communities, Drive Sharp aids law enforcement in reducing drunk driving, Talk Sharp promotes healthier alcohol conversations, and Sell Sharp encourages responsible trading to prevent underage drinking. Together, they reflect SAB's commitment to safer, more responsible communities.



ALCOHOL RESPONSIBILITY & AWARENESS

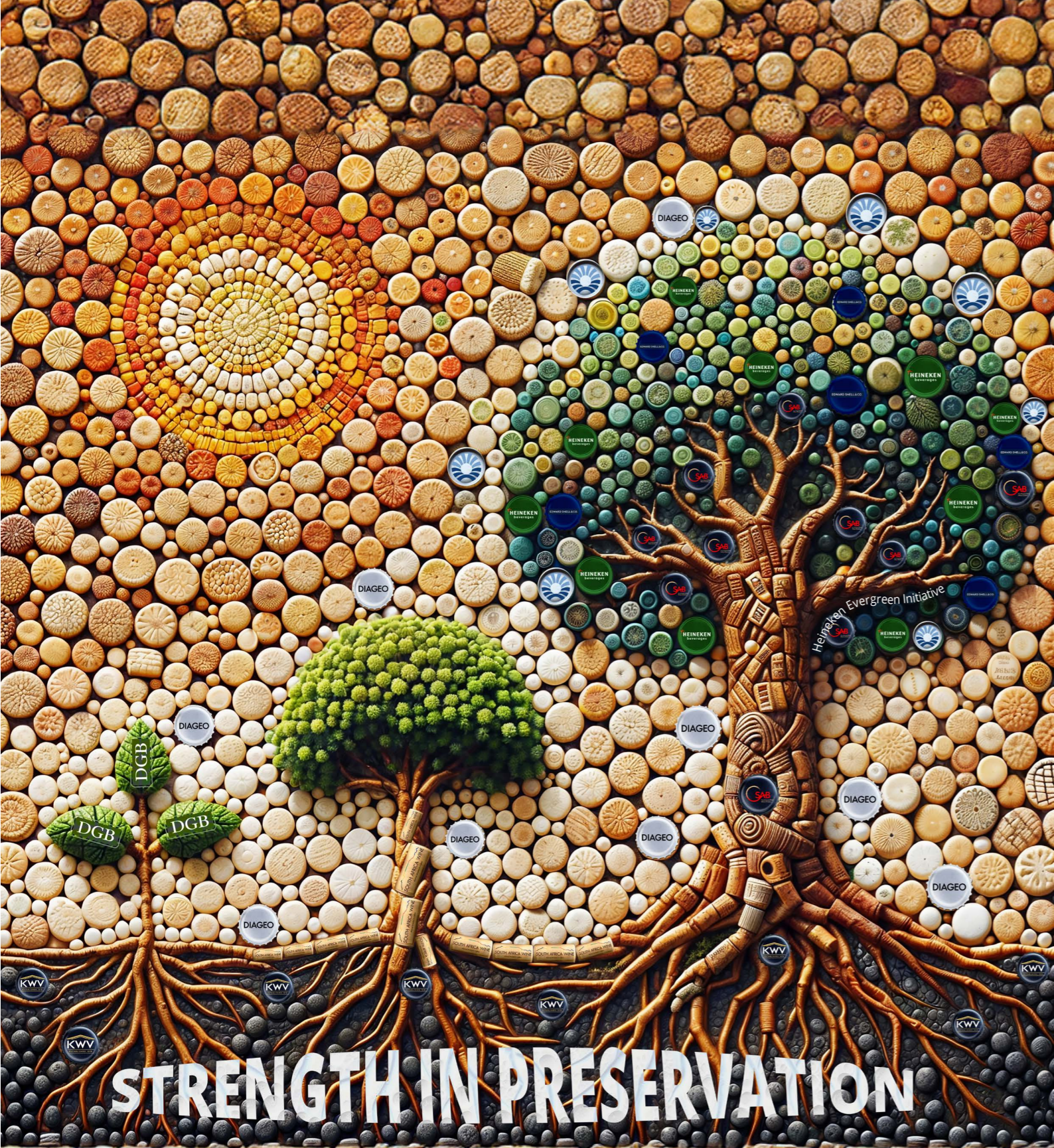
- **Together for change: Driving Aware.org's Mission for Responsible Drinking**

As a committed member of Aware.org, South Africa Wine plays a vital role in fostering a socially responsible and compliant wine and brandy industry. Under CEO Mokebe Thulo's leadership, Aware.org is enhancing its mission to reduce alcohol-related harm through deeper community engagement, educational outreach, and data-driven strategies. South Africa Wine proudly supports these efforts, contributing financially and collaborating to cultivate a healthier and more responsible drinking culture.

KEY PROGRAMMES

Aware.org addresses alcohol-related harm through campaigns like #NoToU18, targeting underage drinking, drinking and driving, and alcohol use during pregnancy. Led by Mokebe, these initiatives are expanding with community-focused strategies, using digital and local engagement to promote responsible drinking. In partnership with the Foundation for Alcohol-Related Research (FARR), South Africa Wine supports awareness programmes against fetal alcohol spectrum disorder (FASD), focusing on prevention through education, research, and outreach.





INTRODUCTION

OVERVIEW OF THE DF-SA'S STRENGTH IN PRESERVATION INITIATIVE

The Strength in Preservation initiative embodies the DF-SA's commitment to safeguarding our environment and natural resources for future generations. In a time when environmental sustainability is more crucial than ever, this initiative focuses on sustainable practices that protect ecosystems, promote biodiversity, and restore the delicate balance between nature and human activity. By prioritising preservation, the DF-SA is fostering a culture of responsibility, ensuring that environmental stewardship becomes a cornerstone of our collective future.

COMMITMENT TO ENVIRONMENTAL SUSTAINABILITY

The DF-SA's Strength in Preservation initiatives actively tackle environmental challenges through sustainable solutions, including eco-friendly agriculture, renewable energy, and community-driven conservation efforts. These initiatives aim to reduce harm and foster a culture of environmental responsibility, ensuring lasting benefits for both nature and people.

EMPOWERING COMMUNITIES FOR RESILIENCE

By educating communities and offering green job training, the DF-SA's initiatives not only protect the environment but also support local economies. This dual focus builds resilient communities, ready to thrive in a sustainable future while contributing to environmental preservation.

Preservation is a shared responsibility that unites us in safeguarding our planet and each other. As we confront the challenges of environmental degradation, our collective actions become vital in nurturing the ecosystems that sustain us.

By embracing sustainable practices and championing conservation, we can create a legacy of ecological stewardship.

Every effort - whether it's ensuring clean water, managing waste responsibly, or protecting biodiversity - contributes to a healthier environment. Together, we empower ourselves and future generations to thrive in harmony with nature, ensuring a vibrant planet for years to come.

ENVIRONMENTAL SUSTAINABILITY

- **Diageo's WASH Projects in Umlazi: Transforming Lives Through Clean Water and Sanitation**

Diageo's Water, Sanitation, and Hygiene (WASH) projects in Umlazi address critical challenges in one of South Africa's largest townships. These initiatives, part of the Spirit of Progress strategy, aim to improve access to clean water, sanitation, and hygiene education. With a focus on sustainability and community health, the projects tackle pressing needs while fostering long-term resilience. By targeting schools and public spaces, Diageo is creating healthier environments, ensuring children can learn safely and businesses thrive despite the region's ongoing water scarcity.

KEY PROGRAMMES

Through extensive WASH efforts, Diageo has supported over 32 schools with water purification systems, new sanitation blocks, and hygiene education. The standout Water Replenishment Project at Zimisele Primary School overhauled ablution facilities, upgraded kitchens, and trained caretakers to maintain high hygiene standards. Educational initiatives were also introduced to instil lasting hygiene practices within the school community. These comprehensive interventions not only improve infrastructure but also equip communities with tools to sustain improved sanitation and water access over the long term.

IMPACT

Diageo's WASH projects have led to measurable improvements in health, education, and economic stability in Umlazi. The decline in waterborne diseases, coupled with enhanced school attendance and performance, underscores the projects' success. Local businesses also benefit from reliable water access, contributing to broader economic growth. As Durban faces heightened water restrictions, these initiatives serve as critical safeguards for vulnerable communities, ensuring sustained well-being and fostering resilience in the face of environmental challenges. Diageo's efforts continue to build a foundation for sustainable progress in Umlazi.



ENVIRONMENTAL SUSTAINABILITY

- **Advancing Sustainability Through K1 Recycling and Community Impact**

Inclusive growth is essential for sustainable development, particularly in empowering local communities. Edward Snell's enterprise development programme includes K1 Recycling, a township-based recycling company in Katlehong. This initiative emphasises the importance of upskilling community members while promoting environmental sustainability.

KEY PROGRAMMES

K1 Recycling, one of the region's largest scrap buyers, promotes recycling and separation-at-source practices within communities, highlighting green economy opportunities. CEO Tsepho Mazibuko notes that support from Edward Snell's enterprise development programme has boosted K1's operations, enabling more recyclables to be bought from the community at better rates. This initiative provides vital income for township families dependent on recycling, while also fostering a cleaner environment and essential job creation.



Through this initiative, K1 Recycling is actively contributing to the local economy, fostering sustainable practices, and providing vital training and resources to empower community members, thus paving the way for inclusive growth within the green economy.

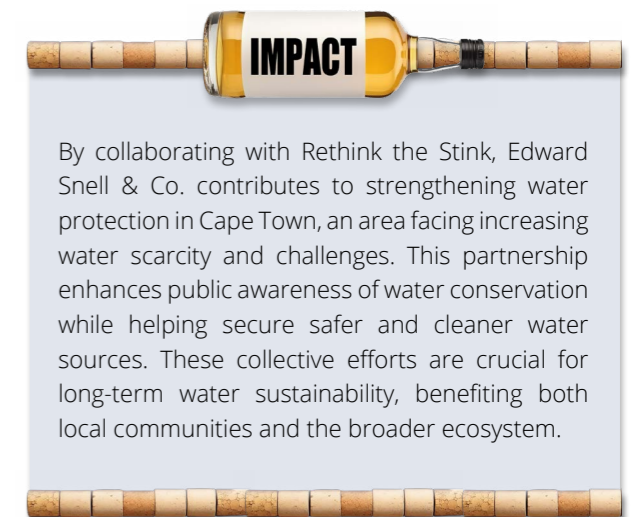


- **Safeguarding Water for Future Generations**

Water is an essential resource for both life and industry, yet South Africa faces significant challenges as one of the world's most water-scarce countries. Edward Snell & Co. recognises the critical importance of responsible water management in our operations, aligning with initiatives such as Rethink the Stink, a non-profit organisation dedicated to protecting and improving water resources in Cape Town. This partnership reflects our shared commitment to environmental sustainability and community engagement.

KEY PROGRAMMES

Rethink the Stink focuses on promoting public participation in water quality initiatives, educating communities on the importance of safe and clean water, and advocating for improved water management policies. Their efforts also include raising awareness of water contamination and engaging with local authorities to influence science-based decision-making. As part of our sustainability strategy, Edward Snell & Co. supports these initiatives through participation in waterway cleaning efforts and flood mitigation activities, ensuring the protection and preservation of vital water resources.



By collaborating with Rethink the Stink, Edward Snell & Co. contributes to strengthening water protection in Cape Town, an area facing increasing water scarcity and challenges. This partnership enhances public awareness of water conservation while helping secure safer and cleaner water sources. These collective efforts are crucial for long-term water sustainability, benefiting both local communities and the broader ecosystem.



ENVIRONMENTAL SUSTAINABILITY

- **Brewing a Sustainable Future: Heineken Evergreen Initiative**

The Heineken Evergreen initiative embodies our commitment to sustainability, directly aligning with our Brew a Better World objectives. This programme focuses on enhancing recycling, reusing, and repurposing efforts, promoting a circular economy, and engaging communities in vital environmental projects.

KEY PROGRAMMES

Through the Evergreen initiative, we actively participate in various recycling projects, such as community bottle clean-up campaigns, which foster collaboration with local stakeholders. Furthermore, we invest in educational training on recycling practices and support community-driven initiatives like tree planting and urban greening efforts.

By championing these programmes, Heineken not only contributes to a cleaner environment but also empowers communities to take an active role in sustainability. Our ongoing efforts to reduce waste and promote responsible consumption are crucial steps towards achieving carbon neutrality in our production by 2030 and across our entire value chain by 2040. The Evergreen initiative serves as a beacon of our dedication to brewing a better world for future generations.

- **Igniting Safety: Protecting Lives and Homes in Vulnerable Communities**

In South Africa's informal settlements, shack fires pose a devastating risk to lives, homes, and livelihoods. HEINEKEN, in partnership with Midvaal Municipality and Lumkani, has launched a transformative fire prevention initiative in the high-risk Sicelo community near the Sedibeng Brewery. This project aligns with HEINEKEN's 'Brew a Better World' sustainability strategy, aiming to protect vulnerable communities, preserve generational wealth, and foster social cohesion by reducing the frequency and impact of devastating fires.

KEY PROGRAMMES

The initiative implemented 1,400 fire alarms across vulnerable homes in the Sicelo community, providing early warnings to prevent fires from spreading. The Lumkani system integrates community-wide alerts, encouraging collective response and enabling access to fire insurance. Additionally, the programme created employment for eight women from the local area, equipping them with skills to support fire safety efforts. Through these measures, HEINEKEN actively contributes to making communities safer and more resilient.

In 2024 alone, the Lumkani system alerted the community to 73 fire events, successfully preventing large-scale fires. With 3,733 beneficiaries, the initiative has safeguarded lives and homes, ensuring access to financial protection and fostering social cohesion. By mitigating fire risks, this project not only reduces poverty but also empowers communities to retain generational wealth and rebuild stronger. Through these efforts, HEINEKEN exemplifies its commitment to building safer, thriving communities in South Africa.



ENVIRONMENTAL SUSTAINABILITY

- **Powering Progress: Sedibeng Brewery's Solar Revolution**

HEINEKEN is committed to reducing its carbon footprint across production sites by 2030 and achieving full value-chain carbon neutrality by 2040. The company has invested in renewable energy solutions to drive sustainable brewing operations as part of this commitment.

KEY PROGRAMMES

HEINEKEN commissioned a 6.5MW solar plant at the Sedibeng Brewery to advance its sustainability journey. Operational since 2022, the plant supplies 30% of the brewery's energy demand, making it the largest freestanding solar plant powering a brewery in South Africa and the largest within the HEINEKEN group. With 14,000 solar panels, it significantly reduces reliance on non-renewable energy sources.

By integrating solar power into its operations, HEINEKEN reduces greenhouse gas emissions and promotes energy sustainability in South Africa's brewing industry. The initiative supports HEINEKEN's broader commitment to environmental responsibility while setting a benchmark for renewable energy adoption in large-scale beverage production.



- **Driving Circularity: Project Vuselela and Green Up**

HEINEKEN Beverages is committed to advancing recycling and upcycling solutions through Project Vuselela and Green Up. These circular economy initiatives promote environmental sustainability by establishing efficient value chains for collecting, sorting, and processing recyclable waste. By focusing on returnable and crushed glass in informal and rural areas, the projects not only drive waste reduction but also foster economic empowerment.

KEY PROGRAMMES

Project Vuselela and Green Up address waste management challenges by creating structured collection systems that integrate local businesses and waste collectors. These initiatives provide infrastructure, training, and support to small, medium, and micro enterprises (SMMEs) involved in recycling. By ensuring that collected glass is reintegrated into production cycles, they contribute to reducing landfill waste while strengthening community-driven sustainability efforts.

Since inception, over 30,000 tonnes of glass have been collected, significantly reducing environmental waste. The initiatives have supported waste management SMMEs in Gauteng, KwaZulu-Natal, and the Western Cape, helping them scale operations. Over 50 jobs have been created, and more than 300 waste collectors have been empowered, generating employment opportunities and driving sustainable environmental and economic growth.

HEINEKEN BEVERAGES



ENVIRONMENTAL SUSTAINABILITY

- **Sustainable Innovation: Heineken Star Bottle and Green Zones**

HEINEKEN is revolutionising its packaging strategy with the 650ml returnable Star Bottle, reinforcing its commitment to environmental sustainability. This initiative significantly reduces single-use glass waste, with 65% of HEINEKEN Beverages' beer portfolio transitioning to returnable bottles in 2024. Complementing this effort, the Heineken Green Zones provide sustainable, community-driven green spaces across key regions.

KEY PROGRAMMES

The Star Bottle supports a circular economy by reducing waste and extending the lifecycle of packaging materials. The Green Zones initiative, launched in Phillipi (Cape Town), Eldorado Park, and Lawley (Johannesburg), transforms underutilised areas into sustainable urban hubs. These spaces integrate food and flower gardens, creative arts zones, and recreational areas, encouraging eco-conscious behaviours and fostering community engagement.

Five Urban Green Zones have been created across Cape Town, Johannesburg, and Durban, revitalising under-greened communities. These spaces serve as cultural hubs, food security initiatives, and venues for community programmes. Cross-sector collaboration has ensured local ownership while capacity-building efforts empower community-based organisations to sustain long-term impact. The initiative strengthens local partnerships and promotes sustainable urban development.



- **Securing Water for Communities and Sustainability**

Through a collaboration with WWF, HEINEKEN Beverages is improving water access in KwaZulu-Natal and Mpumalanga, ensuring sustainable supply for rural communities. The initiative safeguards village springs, enhances water access for consumption and agriculture, and supports rural women who play a crucial role in South Africa's water story.

KEY PROGRAMMES

The initiative raises awareness about water conservation, sanitation, and responsible water use while driving socio-economic development. HEINEKEN Beverages integrates comprehensive water treatment facilities across four major manufacturing sites, treating effluent and reusing water for processes like floor cleaning and cooling. Additionally, stringent site water targets ensure ongoing reductions in water waste, reinforcing long-term sustainability.

The project has transformed water access in Thekwane, Ndlamlenze, and Mgundeni, where over 50% of households now have reliable water supply due to infrastructure upgrades, including new pipelines and storage tanks. In Ndlamlenze, spring improvements ensure water availability during winter shortages. A women-owned communal vegetable garden now benefits from a steady water source, enhancing agricultural productivity. The initiative has also created 18 jobs, strengthening local water infrastructure and promoting sustainable farming practices.

SOUTH AFRICAN BREWERIES (SAB)



ENVIRONMENTAL SUSTAINABILITY

- **Polokwane Water Partnership: A Collaborative Solution to Water Scarcity**

In a significant milestone for public-private partnerships, the Polokwane Water Partnership celebrated the completion of Phase 3 of its groundbreaking project to address water scarcity challenges in the Polokwane region. Bringing together the South African Breweries (SAB), Anglo American, the Strategic Water Partners Network (SWPN), and the City of Polokwane Local Municipality, this initiative continues to make meaningful progress in safeguarding one of the region's most precious resources: water.

KEY PROGRAMMES

Phase 3 builds on the foundation laid by earlier phases, focusing on key interventions for water conservation and demand management. These include visible leakage repairs, bulk metre replacements, pressure management strategies, and improved monitoring of top water consumers. The partnership is also implementing flow, pressure, and level monitoring systems to reduce losses, enhance billing accuracy, and ensure long-term financial sustainability.



The partnership's collective efforts have yielded tangible results, safeguarding vital water resources while supporting economic resilience and growth in the region. By addressing water inefficiencies, the initiative not only improves water security but also highlights the power of public-private collaboration in solving critical societal challenges. As a model for tackling water scarcity, the Polokwane Water Partnership demonstrates how joint action can drive long-term, sustainable solutions for both communities and industries.





FINAL WORD

A Unified Commitment to Progress


The initiatives outlined in this CSI reflect the cohesive efforts of the Drinks Federation of South Africa and its partners, unified under the guiding principle of Strength in Unity. This commitment is evident across diverse projects aimed at advancing Knowledge, Support, and Preservation within communities.

Each initiative embodies a shared vision—promoting responsible growth, driving educational and economic opportunities, and fostering environmental sustainability. Collectively, they demonstrate the Federation’s dedication to enhancing individual lives, strengthening communities, and preserving resources for future generations.

By aligning their efforts under the banner of Strength in Unity, the Federation and its partners continue to lead the way in creating sustainable, impactful change. These initiatives improve lives and underscore the Federation’s role as a force for socio-economic progress and environmental stewardship, laying the groundwork for a brighter, more sustainable future for all.

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