



## SABMiller

SABMiller is a multinational brewing and beverage company with a presence in more than 80 countries and over 70,000 employees. They are committed to their work in sustainable development and wish to do business in a way that improves livelihoods and builds communities.

The company has made vast strides in implementing the SDGs as part of its business strategy. SABMiller's sustainable development strategy and sustainable development reports specifically use the SDGs as a framework for outlining the work and progress they have made. Furthermore, they understand the importance of moving beyond philanthropy to a business model that fully integrates ideas of sustainable development- an attitude that is demonstrated through a sustainable development strategy based on "five shared imperatives," acknowledging the need to work with local communities, suppliers, governments and consumers to tackle joint risks and create mutual benefits.

"While philanthropy and community investment continue to play a role, our most powerful contribution will be made through our core operations and our value chain – through the jobs we create and sustain, the economic growth and investment that we stimulate, the way we steward natural resources, and the high standards of responsible behaviour that we set for ourselves right across our business."

The company sees the SDGs as a valuable tool for businesses, creating a framework for collaboration and a way of connecting sustainability efforts with the creation of business value. In an effort to facilitate the application of the SDGs to all businesses, SABMiller, in partnership with Earth Security Group, has created an SDG business impact tool which acts as a lens through which potential avenues for engagement with sustainable development within core business activities can be understood.

## Case Study: Precision Irrigation of Barley (PIB)

As part of its "a resilient world" imperative, SABMiller has launched a number of initiatives aimed at achieving a more efficient use of water. This is based not only on a commitment to environmental sustainability, but the reality that water is an essential part of the brewing process and therefore essential to SABMiller's continued productivity.

Notable among these is SAB's Maltings precision irrigation of barley (PIB) project in South Africa. The barley used by the company is grown in an arid region of South Africa's North Cape, where it competes for limited water resources with the mining sector, other agriculture and domestic consumption.

Maltings partnered with the University of the Free State and volunteer farmers to develop a system that would reduce the amount of water used for irrigation. According

to internal studies, in 2009 SAB Ltd.'s water footprint in South Africa stood at 155 liters of water per liter of beer, 84% of which corresponded to irrigation.

The two-year programme required volunteer farmers to experiment with new irrigation techniques, which involved specific amounts of water being used at each growth stage of the barley. By collecting extensive data, SABMiller was able to create a personalized irrigation recommendation chart for each farm, to be used in conjunction with advice from external consultants. A partnership with the University of the Free State in the second year allowed for continued evaluation of the results and more intensive barley-growing trials.

By the end of the program participation had increased from three farms to thirteen, and water usage had been cut in half.