

EABL to launch CSI program

By [Carole Kimutai](#)

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East Africa Breweries (EABL), through its corporate social investment division - EABL Foundation, has confirmed plans to step up environmental promotion and awareness programs in four East African countries.

The EABL Foundation has committed to raising awareness of both urban and rural environmental concerns as a sustainable conservation strategy. Speaking during a tree planting session organised for its reality talent show contestants on Tusker Project Fame 3, foundation manager Keith Obure disclosed that an EABL staff driven initiative - EABL Green Team - had recently been formed to champion environmental issues beyond the firm's commercial activities.

“EABL Foundation will seek to build alliances with such individuals and organisations that help promote environmental conservation and sustenance which is a key business plank both for us and our sponsor EABL,” said Keith Obure.

EABL Foundation is also looking at possibilities of extending its water and sanitation projects its currently running in Kenya to include Uganda and Tanzania. Provision of water and sanitation has been named as key catalyst to meeting the Millennium Development Goals and Kenya's Vision 2030.

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