

Rethinking Mobility for Sustainability, Safety and Inclusion 18 May 2023 **SAB DRIVE SHARP:** A RESPONSIBLE ALCOHOL CONSUMPTION PLATFORM TO DETER DRINK-DRIVING BEHAVIOUR IN SOUTH AFRICA



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Live Sharp	Drive Sharp	Talk Sharp	Sell Sharp
Responsible Communities	Responsible Driving	Responsible Marketing	Responsible Trading
We commit to help the nation Live Sharp by uplifting the areas we do business in	We commit to help the nation Drive Sharp by empowering our authorities to enforce regulations deterring drink driving	We commit to help the nation to Talk Sharp using our brands to promote the enjoyment of beer with dignity, on all platforms	We commit to help the nation to Sell Sharp by training and rewarding businesses who champion responsible consumption in our communities
We will secure and protect jobs & reduce prevalence of GBV in hotspot areas	We will Reduce alcohol- related road incidents in hotspot areas	We will Reduce binge drinking in hotspot areas	We will ensure all our customers are responsible traders

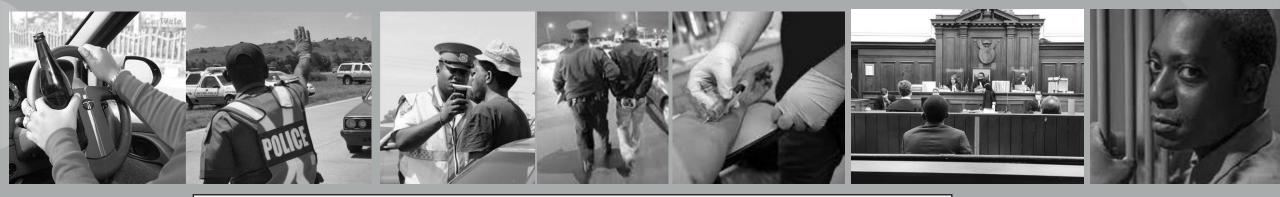
How can we deter drink driving?

Research shows that most effective channel to deter drink driving is enforcement

If you drink and drive you will be caught and it will negatively impact your life



Understanding enforcement challenges



Availability Availability Turnaround of NPA of resources Turn around **Test results** time for approved to have DUI time to test traceability court testing roadblocks appearance methods





AEC Results

• 20 operational AECs handed over to authorities across the country

• Increased drink driving arrests

• Increased rate of prosecutions







Responsible. Together.

What have we learned through this journey

Partner with the right people who will ensure sustainability of the programme

2

Design the solution with the party custodian of solving the issue based on reliable research/data

3

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Monitor and evaluate to ensure the solution is delivering the intended results

Take your stakeholders on the journey



Looking ahead to the future plans of the programme....





THANK YOU

