



**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



Aviwe Filita
Social Impact Specialist





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

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
of resources
to have DUI
roadblocks**

**Availability
of NPA
approved
testing
methods**

**Turn around
time to test**

**Test results
traceability**

**Turnaround
time for
court
appearance**



AEC Results

- 20 operational AECs handed over to authorities across the country
-
- Increased drink driving arrests
-
- Increased rate of prosecutions





Sp. Michael M Botolo
Head of AECs in JHB

Since the introduction
of the EBAT machine,

Responsible. Together.

What have we learned through this journey

- 1 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 Monitor and evaluate to ensure the solution is delivering the intended results
- 4 Take your stakeholders on the journey

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

57 men were arrested and put in jail in this street for drink driving



Don't be the next one – Drive Sharp

SABSHARP

FOR REFERENCE ONLY

SABSHARP

THANK YOU

