

Corporate Relations

OUTCOME

Enhance and protect Diageo's reputation to be the most trusted and respected consumer company in the world.

Inspire our people and build an open working environment.

Protect our license to operate and unlock policy opportunities to help the business win quality market share.



FUNCTION →

The CCA Corporate Relations function is a fully integrated team working across our society, communications, tax and government agenda.

ROLES



Head of Corporate Relations CCA

Lead a full integrated agenda across our Society, Communications, Tax and governments to protect and promote Diageo's CCA Reputation and license to operate across our markets.



Reputation Manager, CCA

Work on all our community, empowerment, skills and environmental programs in pursuit of our 2030 sustainability and responsibility goals as well as our positive drinking movement.



Employee Communications & Engagement Manager, CCA

Encompasses internal employee engagement and external communications focused on telling our story, inspiring our people and building, influencing and enhancing our reputation.

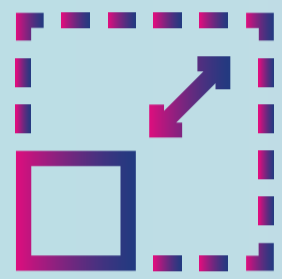


Policy and Public Affairs Manager, CCA

Focuses on our national stakeholder relationships and taxation.

Corporate Relations

KPIs



Install boldness and Scale to raise the bar for non-financial performance (2.000 L4L graduates per year)



Establish ESG as the way of doing business, building necessary internal capabilities and committing partners to drive change



Focus where it matters: Prioritization of policy opportunities through meaningful alliances with governments (CR tax simplification)



Partnering with LAC to Install and boost a cohesive and multistakeholder approach, to accelerate the fair spirits treatment conversation across stakeholders.



Developing a strong brand DIAGEO to drive stakeholder recognition and engagement among employees, using a targeted approach.



TRANSFORMATIONAL FUNCTION

- Lead the industry in reducing underage drinking and drink driving.
- Ignite I&D activism through breakthrough partnerships.
- Secure alliances with suppliers to drive waste and carbon footprint reduction.
- Drive simple and fair taxation where the biggest opportunities are.
- Preserve balanced regulations for sales and consumption in top 6 markets.
- Elevate spirits reputation through Alcohol is Alcohol platforms.