



# **Spirit of progress** *society 2030*





# Why spirit of progress



## The decade of action is now

- In 2015, the United Nations Sustainable Development Goals (SDG\*) were launched as a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.
- This creates risks for companies that are slow to act and opportunities for businesses willing to set bold ambitions – creating a platform for deeper engagement with governments, consumers, employees and other stakeholders.
- With under 10 years until the SDG deadline, companies are facing ever intensifying scrutiny on how their actions are contributing to the delivery of the goals.
- Society 2030: Spirit of Progress is our action plan towards the achievement of the Sustainable Development Goals (SDGs) in our company, with our communities and for society.



DIAGEO

**WTG** Walking  
Towards  
Greatness  
CCA onboarding program

**CCA**



# What is the diageo spirit *of progress (society 2030)*



## #SpiritOfProgress



# Our spirit of *progress ambition*



Society 2030: Spirit of Progress is Diageo's 10-year action plan to help create a more inclusive and sustainable world.

## Promote positive *drinking*

Change attitudes towards drink driving  
**5 million people by 2030**

**REACH**



**1 BILLION**

People with a targeted *message of moderation* by 2030

**EDUCATE**



**10 MILLION**

young people, parents and teachers on the *dangers of drinking underage* by 2030

## SMASHED

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# Our spirit of *progress ambition*



## Champion inclusion *and diversity*



Championing gender diversity  
with an ambition to achieve **50%**  
*Representation of women in  
leadership roles by 2030*



*Championing ethnic diversity* with  
an ambition to increase representation  
of leaders from ethnically diverse  
backgrounds to **45%** by 2030



*Improving employability and  
livelihoods* for **200.000 people**  
through learning for life and other  
skills initiatives

..... DIAGEO .....  
**BAR ACADEMY**  
.....

*Providing skills and resources*  
to **1.5 million people** through the  
Diageo Bar Academy



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# Our spirit of *progress ambition*

## Pioneer grain to *glass sustainability*



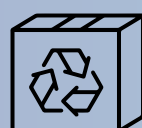
**By 2026** we will replenish more water than we use in all our water-stressed areas



Over 150 community water projects by **2030**

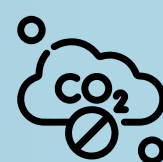


**Zero waste** Achieve zero waste in our direct operations and zero waste to landfill throughout our supply chain by **2030**

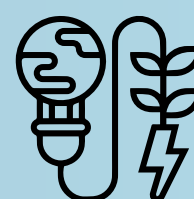


**100%** of our packaging will be widely recyclable with 60% of it made from **recycled material**

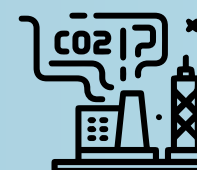
## All own operations will be.



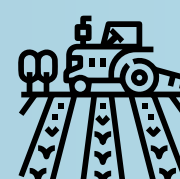
**Net Zero** carbon by 2030



Powered by **100%** renewable energy by 2030



We partner with our suppliers to halve the carbon in our supply chain by **2030**



We are providing all our local sourcing communities with agricultural skills and resources, supporting **150.000** smallholder farmers by 2030



# Our spirit of *progress ambition*

**Doing business the right way**  
*from grain to glass*



*All our people are treated fairly and with respect; ensuring no one compromises on their values, and everyone goes home safe and healthy every day, everywhere.*



In 2014, we signed the UN Guiding Principles on Business and Human Rights committing to embed a respect for *human rights into everyone's working day*



*We work with peers and trade associations to take collective action to bring about peace and justice and build the strong institutions we all need to thrive*

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# The DIAGEO

## *total ambition*

### Must do 4

#### ACCOUNTABILITY



1. Champion health literacy and tackle harm through DRINKiQ in every market where we live, work, source and sell	CR
2. Scale up our SMASHED partnership, and educate 10 million young people, parents, and teachers on the dangers of underage drinking	CR
3. Extend our UNITAR partnership, and promote changes in attitudes to drink driving reaching 5 million people	CR
4. Leverage Diageo marketing and innovation to make moderation the norm – reaching 1 billion people with dedicated Responsible Drinking messaging	MKTG

### Must do 5

#### ACCOUNTABILITY



5. Champion gender diversity with an ambition to achieve 50% representation of women in leadership roles by 2030*	HR
6. Champion ethnic diversity with an ambition to increase representation of leaders from ethnically diverse backgrounds to 45% by 2030*	HR
7. We will use our creative and media spend to support progressive voices, measuring and increasing the % spend year on year	MKTG
8. Accelerate inclusion and diversity in our value chain measuring and increasing the percentage of Diageo suppliers from female and minority owned businesses year on year	PROCUREMENT
9. Provide business and hospitality skills to 200,000 people, increasing employability and improving livelihoods through Learning for Life and our other skills programmes	CR
10. Through the Diageo Bar Academy we will provide 1.5 million training sessions delivering skills and resources to help build a thriving hospitality sector that works for all	MKTG
11. 50% of beneficiaries from our community programmes are women & our community programmes will be designed to enhance ethnic diversity and inclusion of underrepresented groups	CR





# The DIAGEO

## *total ambition*

### Must do 6



#### ACCOUNTABILITY

12. Reduce water use in our operations with a 40% improvement in water use efficiency in water stressed areas and 30% improvement across the company	SUPPLY
13. Replenish more water than we use for our operations in 100% of sites in water-stressed areas by 2026	CR
14. Invest in improving access to clean water, sanitation and hygiene (WASH) in communities near our sites and local sourcing areas in all of our water-stressed markets	CR
15. Engage in collective action in all of our Priority Water Basins to improve water accessibility, availability and quality and contribute to a net positive water impact	CR



#### ACCOUNTABILITY

16. Become Net Zero carbon in our direct operations (scope 1 & 2)	SUPPLY
17. Reduce our value chain (scope 3) emissions by 50%	PROCUREMENT
18. Use 100% renewable energy across all our direct operations	SUPPLY



#### ACCOUNTABILITY

19. Achieve zero waste in our direct operations and zero waste to landfill in our supply chain	SUPPLY
20. Continue our work to reduce total packaging and increase recycled content in our packaging (delivering a 10% reduction in packaging weight + increasing the % recycled content of our packaging to 60%)	SUPPLY + MKTG
21. Ensure 100% of our packaging is widely recyclable (or reusable/compostable)	SUPPLY + MKTG
22. Achieve 40% recycled content in our plastics by 2025, and 100% by 2030	SUPPLY + MKTG
23. Ensure 100% of our plastics is designed to be widely recyclable (or reusable/compostable) by 2025	SUPPLY + MKTG
24. Provide all of our local sourcing communities with agricultural skills and resources, building economic and environmental resilience (supporting 150,000 smallholder farmers)	PROCUREMENT
25. Develop regenerative agriculture pilot programmes in 5 key sourcing landscapes	PROCUREMENT



# The DIAGEO *total ambition*

## Key internal *2030 targets*



ACCOUNTABILITY

26. By 2025 fully mapped/visibility of all ingredients, their suppliers and production sites for All Reserve and Global Giants	SUPPLY
27. Brand Promoter Standard - Quarterly Compliance Check Delivered	MKTG
28. Human Rights Impact Assessment - action plans embedded in every market where an HRIA has been completed	HR
29. We will track and improve our performance on key business integrity metrics	BI