



Our Spirit of Progress targets

Our Spirit of Progress targets underpin our ongoing ESG action plan to create a more inclusive and sustainable world and are aligned with the United Nations' Sustainable Development Goals.

When we launched Spirit of Progress in 2020, we set out a series of ambitious priority targets. Now we're a few years into our journey we have taken stock, reflected on our excellent progress to date, and refreshed our focus for the critical years ahead. Our 12 priority performance targets focus on where we believe we have the greatest control to drive positive change at scale across positive drinking, inclusion and diversity and grain-to-glass sustainability.



PROMOTE POSITIVE DRINKING

- Scale up our SMASHED partnership, and educate 10 million young people, parents, and teachers on the dangers of underage drinking,
- Extend our UNITAR partnership and promote changes in attitudes to drink driving reaching 5 million people.



CHAMPION INCLUSION & DIVERSITY

- 50% representation of women in leadership roles by 2030.+
 - 45% of leaders from ethnically diverse backgrounds by 2030.*+
 - Business and hospitality skills provided to 200,000 people, increasing employability and improving livelihoods through Learning for Life and other skills programmes.+
- +Representation statements are ambitions for Diageo and should not be considered targets



PIONEER GRAIN TO GLASS SUSTAINABILITY



PRESERVE WATER FOR LIFE

- Reduce water use in our operations with a 40% improvement in water use efficiency in water-stressed areas and a 30% improvement across the company
- Replenish more water than we use for operations in water-stressed areas.
- Engage in collective action in all priority water basins to improve water accessibility, availability and quality and contribute to net positive water impact.



ACCELERATE TO A LOW CARBON WORLD

- Become net zero carbon in our direct operations (Scopes 1 and 2).
- Reduce our value chain (Scope 3) carbon emissions by 50%.
- Develop regenerative agriculture pilot programmes in five key sourcing landscapes.
- Continue our work to reduce total packaging and increase recycled content in our packaging (delivering a 10% reduction in packaging weight and increasing the percentage of recycled content in our packaging to 60%).

We remain committed to the additional 11 targets, numerous of which have already been achieved

PROMOTE POSITIVE DRINKING

- Champion health literacy and tackle harm through DrinkIQ in every market where we live, work, source and sell.*
- Leverage Diageo marketing and innovation to make moderation the norm – reaching 1 billion people with dedicated Responsible Drinking messaging.*

CHAMPION INCLUSION AND DIVERSITY

- Increase spend with diverse-owned, and disadvantaged businesses each year to 2030.
- 50% of beneficiaries from our community programmes to be women and our community programmes to enhance diversity and inclusion of under-represented groups.*
- Continue our work to support progressive voices in our media spend – both in front of and behind the camera.*

PIONEER GRAIN TO GLASS SUSTAINABILITY

PRESERVE WATER FOR LIFE

- Invest every year in improving access to clean water, sanitation and hygiene (WASH) in communities near our sites and local sourcing areas in all of our markets with water-stressed sites

ACCELERATE TO A LOW CARBON WORLD

- Use 100% renewable energy across all our direct operations.
- Achieve zero waste created intended for landfill in our direct operations.
- Ensure 100% of our packaging is recyclable (or reusable/compostable).
- Increase the average recycled content in our plastic bottles to 35% by 2025, then deliver sequential improvement by 2030 where the quality and availability meets our needs.
- Provide agricultural skills and resources through regenerative agriculture and other programmes to strengthen the resilience and economic prosperity of smallholder farmers in our most important ingredient-sourcing landscapes

**Targets have already been achieved; we continue to embed these crucial programmes into the rhythm of daily business.*