



Diageo and WaterAid announce five year international partnership

Powerful alliance will advocate and deliver access to safe water, sanitation and hygiene at local, national and global levels.

Diageo, a global leader in beverage alcohol, today announces a five year partnership with WaterAid, an international NGO providing access to safe water and sanitation in some of the world's poorest communities. Through this exciting new collaboration, the partners will use their collective influence to advocate universal access to safe water, sanitation and hygiene (WASH) at local, national and global levels and work together to reach those affected by water scarcity. Diageo employees will also play an active role, taking part in fundraising, advocacy, volunteering and skills training for WaterAid staff and projects around the world. The partnership is designed to directly contribute to the achievement of the United Nations Global Goals for Sustainable Development (SDGs), specifically goal six: ensuring availability and sustainable management of water and sanitation for all.

Good health, women's empowerment, education, nutrition, food security, housing and urban planning all rely on good water, sanitation and hygiene services. Through its flagship community water programme in Africa, Water of Life, Diageo has supported WaterAid for over 15 years. Over the last five years Diageo has raised over £1m to invest in WaterAid projects, transforming the lives of over 140,000 people with access to safe water and over 150,000 people with access to a toilet. Diageo is already working with WaterAid in Nigeria, supporting WaterAid's programme in Bauchi State, which will provide access to safe water, improved sanitation and hygiene for over 10,000 people.

The partnership, which is UN registered, will identify communities which are most in need of support and located near or within areas which Diageo operates or sources agricultural raw materials. Projects will build toilet facilities and household or school water connections, install pumps and water points and promote good practice on hygiene and sanitation. The partnership will also help to implement Diageo's commitment to the World Business Council on Sustainable Development's 'WASH in the Workplace Pledge', which ensures appropriate access to safe water, sanitation and hygiene for all employees at work.

David Cutter, President Global Supply and Procurement, Diageo plc commented, "As a global drinks company, the careful management and conservation of water is a top priority for us. I'm very proud of Diageo's long and strong record in responsible water stewardship and our Water of Life programme which has brought clean, safe water and sanitation to millions people in 18 countries over the last 10 years.

"WaterAid is a fantastic NGO and we are hugely proud to partner with them to intensify our efforts. Whether in India, Africa or South East Asia, our partnership will bring together Diageo's broad geographical footprint with WaterAid's great expertise and experience. We will step up our engagement with governments and businesses on the vital need for universal access to safe water, sanitation and hygiene and focus our projects on local communities near our sites and in our supply chain".

Barbara Frost, Chief Executive, WaterAid, commented, 'We're delighted to announce a five-year strategic partnership with Diageo. This new partnership builds on support Diageo has given WaterAid over the last 15 years to help reach some of the world's most marginalised communities with access to safe water and sanitation.

"WaterAid believes safe water and sanitation are basic human rights, and that the private sector has an important role to play in achieving universal access to water and sanitation. The global water and sanitation crisis requires a joined-up and collaborative approach between NGOs, businesses and governments to ensure everyone everywhere has safe water and sanitation by the year 2030."

In addition to new projects, the partnership will mean more support for communities in Uganda where Diageo is already working with WaterAid to provide water and sanitation services to more than 3,000 people. This has changed lives. The effort and time 60-year-old Jesca Mugala spent on collecting water left her little time to do anything else, but since a borehole was installed in her village in 2014, the community has prospered and women like Jesca have seized new opportunities. She's now the chairperson of the Water Users committee, which manages the new water points, which she is extremely proud of.

A third of Diageo's operations are based in water stressed areas and the partnership with WaterAid will underpin the commitments made by Diageo in its Water Blueprint. This global strategy on water stewardship is designed to effect substantial, sustainable and measurable change in how the company manages water in its own operations and in its broader supply chain.

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About Diageo

Diageo is a global leader in beverage alcohol with an outstanding collection of brands including Johnnie Walker, Crown Royal, J&B, Buchanan's and Windsor whiskies, Smirnoff, Cîroc and Ketel One vodkas, Captain Morgan, Baileys, Don Julio, Tanqueray and Guinness.

Diageo is a global company, and our products are sold in more than 180 countries around the world. The company is listed on both the London Stock Exchange (DGE) and the New York Stock Exchange (DEO). For more information about Diageo, our people, our brands, and performance, visit us at www.diageo.com. Visit Diageo's global responsible drinking resource, www.DRINKiQ.com, for information, initiatives, and ways to share best practice.

Celebrating life, every day, everywhere.

About Water Aid

WaterAid's vision is of a world where everyone has access to safe water and sanitation. The international organisation works in 37 countries across Africa, Asia, Central America and the Pacific Region to transform lives by improving access to safe water, hygiene and sanitation in some of the world's poorest communities. Since 1981, WaterAid has reached 23 million people with safe water and, since 2004, 21 million people with sanitation. For more information, visit www.wateraid.org, follow @WaterAidUK on Twitter, or visit us on Facebook at www.facebook.com/wateraid.

- Around 315,000 children die each year from diarrhoeal diseases caused by dirty water and poor sanitation. That's nearly 900 children each day, or one child every two minutes.
- Over 650 million people (around one in ten) are without safe water
- Over 2.3 billion people (around one in three) live without improved sanitation
- For every £1 invested in water and sanitation, an average of £4 is returned in increased productivity.

Just £15 can help provide one person with access to safe water.

Examples of Diageo and WaterAid partnership projects

Maputo, Mozambique (May 2013 – August 2015)

The programme "Kubasisa Muganga," which means "clean the neighbourhood," was supported by Diageo. The project provided access to water, sanitation and hygiene (WASH) to four neighbourhoods in the peri-urban districts of KA Mubukwana and Ka Mavota of Maputo City, Mozambique. Through this project, Diageo and WaterAid were able to:

- Reach 45,395 people with access to safe water and 34,811 people with access to sanitation services
- Install 4,993 household water connections
- Reach 268,553 people with hygiene promotion messages, both in communities and schools.
- Reach 14,758 school users through the construction and rehabilitation of seven school sanitary blocks and seven water points.
- Demonstrate innovation through the introduction of ecological latrines, demonstrating how human waste can be turned into useful compost. Communities were trained in the construction and maintenance of eco-san latrines and community members were taught how to use the latrines and the compost as a fertilizer in the household production of vegetables.

Gibe and Lemo - Hadiya Zone, Ethiopia (May 2013 – 2015)

Diageo and WaterAid worked together to increase access to safe water supply for 43,821 people and improved access to sanitation for 41,809 people in Gibe and Lemo. Diageo's support also enabled the training of community health promoters, WASH committees and water technicians to help ensure post-intervention sustainability of the project.

Namacurra District, Mozambique (Dec 2013 – 31 August 2016)

Through a partnership project, Diageo and WaterAid worked together to transform the lives of marginalised communities in Namacurra District, Zambezia Province through access to safe water, sanitation and hygiene education. The programme benefitted 56,357 people with access to safe water and 44,424 with access to improved sanitation in the villages within the locality of Furquia, Macuse Sede, Mbaua, Pida, and Mutange.