

A photograph of two women in a bar setting. The woman on the left, with long blonde hair and wearing a maroon jacket, is smiling and holding a bottle of Smirnoff vodka. The woman on the right, also with long blonde hair and wearing a dark jacket, is looking at the first woman. In the background, there are several bottles of Smirnoff vodka on a bar counter. The word "SMIRNOFF" is visible on the labels of the bottles. The overall atmosphere is warm and social.

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KNOWING OUR FOOTPRINT:
SMIRNOFF



A comparison of water and carbon footprints

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Smirnoff
25ml
measure



70 CO₂ grams
20 Water litres

Coffee
125ml



60 CO₂ grams
140 Water litres

Wine
125ml



140 CO₂ grams
110 Water litres

Orange juice
250ml



160 CO₂ grams
250 Water litres

Milk
250ml



325 CO₂ grams
255 Water litres

Cola
330ml



170 CO₂ grams
20 Water litres

Mineral water
330ml



140 CO₂ grams
7 Water litres

Notes:

- Numbers are generic and illustrative - based on publicly available and/or internal sources (not based on third party LCA)
- Ordered by volume of beverage



CARBON: Our footprint and progress



OUR FOOTPRINT

The biggest impacts are in packaging, raw ingredients and production.



25%

Raw ingredients



37%

Packaging



22%

Production



12%

Transport



4%

Retail and consumer



25ml measure

70 grams CO₂

A single measure of our vodka has a carbon footprint of 70g CO₂ – that’s less than a can of cola and about the same as a packet of crisps or watching television for 45minutes.



1l bottle

2.8 kilograms CO₂

A litre bottle of our vodka has a carbon footprint of 2.8kg CO₂ – about the same as needed to produce 2 litres of milk or to drive a car 7 miles.

REDUCING OUR FOOTPRINT

As a company our 2020 targets include:
A 30% reduction in carbon emission – from across our supply chain



Using renewable energy

We have invested in energy reduction technology at the sites where we make Smirnoff. For instance at our Plainfields sites in the US, renewable electricity and energy efficiency technologies are helping to save the same amount of carbon as generated by 2,000 cars per year.



Working with our suppliers

By switching from glass to plastic bottles we are able to reduce the carbon footprint of a 1.75l bottle of Smirnoff Vodka by 19%. This carbon saving is equivalent to driving a car approximately 1,750,000 miles.



What can you do

Globally, on average, only 1 in 3 glass bottles ends up being recycled. Raising this to 2 in 3 could reduce a bottle of Smirnoff Vodka’s carbon footprint by as much as 10%.



WATER: Our footprint and progress

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OUR FOOTPRINT

93% of our water usage is for growing the barley and ingredients we use to make Smirnoff vodka.



93%

Raw ingredients



2%

Packaging



1%

Production



1%

Transport



3%

Retail and consumer

REDUCING OUR FOOTPRINT

As a company our 2020 targets include:

A 50% improvement in our water use efficiency



Helping farmers use water wisely

Growing a tonne of barley can require up to 1,000,000 litres of water. That is nearly 1/2 of an Olympic swimming pool. Recognising that climate change will impact crop production, we are committed to working with farmers around the world to help improve water efficiency.



Using less water

We have invested in water reduction technology at the sites where we make Smirnoff. For instance at our Plainfields sites in the US, this can help reduce the water used by up to 36 million litres. Over one year, this is enough water to fill 14 Olympic swimming pools.



What can you do

An average household tap releases six litres of water a minute. When washing your vodka glass, by turning the tap off and using a plug in the sink you can help to reduce the water used by up to half.



25ml measure

20 litres

It takes 20 litres of water to make a single measure of our vodka – that's less than a sixth of the water needed to make a glass of wine, and a quarter of the water used in an typical shower.



1l bottle

800 litres

It takes 800 litres of water to make a 1litre bottle of our vodka – that is about the same amount of water used for 5 cups of coffee or 9 baths.

How we calculated the data and how to use it

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- The information presented within this document **does not** represent a full, third-party or peer-reviewed life-cycle assessment. Whilst a life-cycle approach has been adopted, only two environmental impacts (GHG emissions and water) were considered
- The purpose of this document is to provide environmental information which is both accessible and relatable. The information is **not designed** to be used for making direct comparisons with competitive products or in communications that inform or incite purchasing decisions.
- The illustrative examples used within this document are designed to be generic and non-attributable.
- Information contained within this document has been informed by publicly available sources that are believed to be credible. Every attempt has been made to ensure the data is accurate. Given the approximation used within the assessment - data within the document is rounded to the nearest relevant unit.
- Use of the data contained in this document is strictly at the discretion and the responsibility of the reader.
- Diageo and its advisers are not liable for any loss or damage arising from the use of the information in this document.

For further information and for the full methodology statement: please contact Diageo at sustainability@diageo.com.

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**CELEBRATING LIFE,
EVERY DAY, EVERYWHERE**