



DIAGEO

KNOWING OUR FOOTPRINT:  
CAPTAIN MORGAN

# A comparison of water and carbon footprints



**Captain Morgan**  
25ml measure



**50** CO<sub>2</sub> grams  
**15** Water litres

**Coffee**  
125ml



**60** CO<sub>2</sub> grams  
**140** Water litres

**Wine**  
125ml



**140** CO<sub>2</sub> grams  
**110** Water litres

**Orange juice**  
250ml



**160** CO<sub>2</sub> grams  
**250** Water litres

**Milk**  
250ml



**325** CO<sub>2</sub> grams  
**255** Water litres

**Cola**  
330ml



**170** CO<sub>2</sub> grams  
**20** Water litres

**Mineral water**  
330ml



**140** CO<sub>2</sub> 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 production, raw ingredients and packaging.



25ml measure  
**50 grams CO<sub>2</sub>**

A single measure of Captain Morgan has a carbon footprint of 50g CO<sub>2</sub> – that’s less than a can of cola or a packet of crisps and the same as the carbon generated when watching television for 30minutes.

1l bottle  
**2 kilograms CO<sub>2</sub>**

A litre bottle of Captain Morgan has a carbon footprint of 2kg CO<sub>2</sub> – about the same as 1.5 litres of milk or driving a car 5 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 Captain Morgan. For instance at our US Virgin Islands distillery we have incorporate energy-saving strategies such as roof ventilation and natural lighting and are using natural gas to reduce our carbon footprint.



**Working with farmers**  
We are committed to working with farmers around the world to help optimise how they grow our raw ingredients. For instance, using the right amounts of fertiliser can reduce the carbon footprint of sugar by 20%.



**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 Captain Morgan carbon footprint by as much as 10%.



# WATER: Our footprint and progress



## OUR FOOTPRINT

91% of our water usage is for growing the sugar and ingredients we use to make Captain Morgan.



**91%**

Raw ingredients



**2%**

Packaging



**2%**

Production



**1%**

Transport



**5%**

Retail and consumer



25ml measure

**15 litres**

It takes 15 litres of water to make a single measure of Captain Morgan – 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

**600 litres**

It takes 600 litres of water to make a 1litre bottle of Captain Morgan – that is about the same as the water used for 500ml of orange juice or in 8 baths.

## 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

Through investments in water efficiency technologies at our Paraipaba distillery in Brazil, we reduced the total amount of water withdrawn by 1,700,000 litres in 2014-15. The savings are equivalent to the water needs of 10,000 people.



### What can you do

An average household tap releases six litres of water a minute. When washing your 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.

# 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 reliable. 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](mailto:sustainability@diageo.com).

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**DIAGEO**

**CELEBRATING LIFE,  
EVERY DAY, EVERYWHERE**