

A man with glasses and a plaid shirt is smiling and holding a Guinness beer glass. He is sitting at a table with a woman whose back is to the camera. The background is a blurred indoor setting with pink and blue lights.

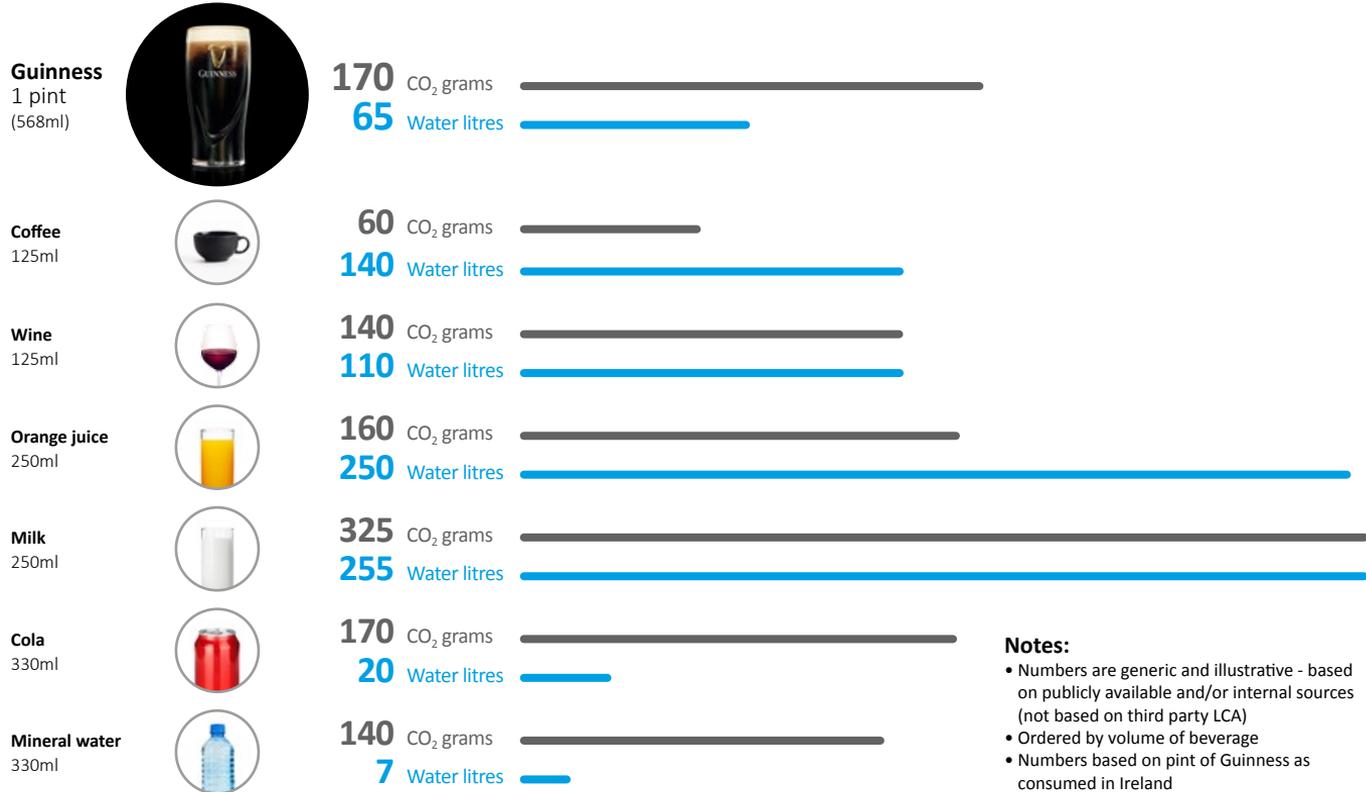
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**KNOWING OUR FOOTPRINT:  
GUINNESS**



# A comparison of water and carbon footprints

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# CARBON: Our footprint and progress



## OUR FOOTPRINT

The biggest impacts are in production, packaging and transport.



**12%**

Raw ingredients



**40%**

Packaging



**34%**

Production



**11%**

Transport



**3%**

Retail and consumer



**1 pint**

**170 grams CO<sub>2</sub>**

One pint of Guinness has a carbon footprint of 170g CO<sub>2</sub> – that is about the same as a can of cola or the carbon needed to watch television for two hours.



**1 keg (88 pints)**

**15 kilograms CO<sub>2</sub>**

A keg of Guinness has a carbon footprint of approximately 15kg CO<sub>2</sub>. This is about the same as the carbon needed for 10 litres of milk or driving a car 35 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

At our St James brewery in Ireland, where we make Guinness, we have invested in technology to reduce our energy consumption. This has helped to improve our energy efficiency by 30% and reduce our carbon footprint at St James by 15%.



### Working with farmers

We are committed to working with farmers in Ireland and 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 barley by 20%.



### What can you do

Globally, on average, only 60% of aluminum cans ends up being recycled. By recycling your empty Guinness can, you can help save the same amount of carbon as emitted when watching a television for 3 hours.



# WATER: Our footprint and progress

## OUR FOOTPRINT

79% of our water usage is for growing the barley and hops we use to make Guinness.



**79%**

Raw ingredients



**5%**

Packaging



**8%**

Production



**1%**

Transport



**7%**

Retail and consumer



**1 pint**

**65 litres**

It takes 65 litres of water to make a pint of Guinness, this is about a half of what it takes to make a cup of coffee, or the same as the water used in a typical shower.



**1 keg (88 pints)**

**5,700 litres**

It takes approximately 5,700 litres of water to make a keg of Guinness, this is about the same amount of water used to produce 350g of beef steak or for 85 showers.

## 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, nearly 1/2 of an Olympic swimming pool. Recognising that climate change will impact crop production, we are committed to working with farmers in Ireland and around the world to help improve water efficiency.



### Using less water

Using water efficiency technologies at our St James brewery in Ireland, where we make Guinness, we have been able to reduce the water used by up to 87 million litres a year. This is enough water to fill 34 Olympic swimming pools.



### What can you do

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