

LBG Assurance Statement – Diageo

Diageo is an active member of LBG; the international standard for measuring companies' contribution to communities. LBG's measurement model helps businesses to improve the management, measurement and reporting of their community investment programmes and activities. It moves beyond charitable donations to include the full range of contributions (in time, in kind and in cash) made to community causes, and assesses the actual results for the community and for the business. (See www.lbg-online.net for more information)

As managers of LBG, we have worked with Diageo to ensure that it understands the LBG model and that the reported community investment programmes are in line with the LBG principles of measurement. Having conducted an assessment, we are satisfied that this has been achieved during the year to 30th June 2017. Our work has not extended to an independent audit of the data.

Commentary

During the period under review Diageo has implemented a new database for recording the contributions to, and impacts of, its community programmes. The database aims to ensure a systematic global data collection process and is aligned to the LBG framework. Our review identified some issues in the way data has been input into the database in this first year of use. While these instances have been addressed, we encourage Diageo to continue to train managers using the database in order to ensure that as much accurate local information as possible is recorded.

We continue to be satisfied that, when reporting activity that promotes responsible drinking as corporate community investment, Diageo only includes those elements relating directly to the delivery of community benefit.