

Diageo: Community Contributions 2018-19

Assurance Statement

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, Corporate Citizenship has worked with Diageo to ensure that it understands the LBG model and that the reported community investment programmes and contributions 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 2019. Our work has not extended to an independent audit of the data.

Commentary

Diageo's community contribution data during the period under review covered two elements:

- Partnerships with, and donations to, community and charitable causes
- Support for independent programmes and organisations that address harmful drinking

Our review shows that in recording data on programmes and organisations that address harmful drinking, Diageo continues to include as community contributions only those items that: relate directly to the delivery of community benefit, extend beyond consumers of its own products, and are delivered by independent third-parties.

The data recorded this year demonstrates an increased level of quality and consistency indicating continued improvement in the use and application of Diageo's social investment database.

As well as reporting its contribution data (the monetary value of the contributions it makes) Diageo increasingly tracks results, particularly the beneficiaries reached by its activities. In most part the beneficiary data reported reflects good practice in being conservative and only reporting direct beneficiaries (people directly involved in one of the company's activities). However, some discrepancies were identified, indicating that further guidance to programme managers on calculating beneficiary numbers may be helpful. Where discrepancies were identified, Diageo has either adjusted data or, where insufficient evidence is available, removed figures completely.