



Society 2030: Spirit of Progress is Diageo's 10 year action plan to help **create a more inclusive and sustainable world**. Building on the legacy of our founders to **create a positive impact** in our company, with our communities and for society. It is how we will continue to **celebrate life**, every day, everywhere.

DIAGEO

CLICK ON THE ICON FOR MORE INFO

WE WANT TO **CHANGE THE WAY THE WORLD DRINKS FOR THE BETTER...**

by **celebrating moderation** and continuing to address alcohol-related harm, expanding our programmes that tackle underage drinking, drink-driving and binge drinking.



WE BELIEVE THE MOST **INCLUSIVE AND DIVERSE CULTURE...**

makes for a **better business and a better world** so we will champion inclusion & diversity across our business, with our partners and communities, to **celebrate diversity** and help shape a tolerant society.



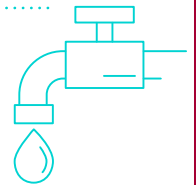
THE **PLANET NEEDS SIGNIFICANT SCIENCE-BASED ACTION...**

to create a sustainable low-carbon future, so **we commit to decarbonising our own operations** and to partner with our suppliers to halve the carbon in our supply chain.



WATER IS THE BASIS OF LIFE AND OUR MOST PRECIOUS RESOURCE

By 2030, every drink we make will use 30% less water than today and by **2026 we will replenish more water than we use in all our water-stressed areas.**



WE ALL HAVE A **RESPONSIBILITY TO RESTORE THE NATURAL WORLD ON WHICH LIFE DEPENDS**

We'll do our bit by **eliminating waste from our value chain**, collaborating with farmers to regenerate landscapes, and **creating innovative solutions** to grow sustainably.



WE BELIEVE **DOING BUSINESS THE RIGHT WAY CONTRIBUTES TO A FAIR AND JUST SOCIETY**



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WE WANT TO **CHANGE THE WAY THE WORLD DRINKS FOR BETTER...**

by **celebrating modern drinking** to address alcohol-related programmes that tackle drink-driving and binge drinking.

THE PLANET NEEDS SIGNIFICANT SCIENCE-BASED ACTION...

to create a sustainable future so **we commit to decarbonise our operations** and to **halve the carbon footprint** by 2030.



BY 2030

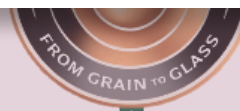
Change attitudes towards drink driving of

5 Million PEOPLE 

EDUCATE  **10m** young people, parents and teachers **on the dangers of drinking underage**

REACH  **1bn** people with a targeted **message of moderation** 

We'll do our bit by **eliminating waste from our value chain**, collaborating with farmers to regenerate landscapes, and **creating innovative solutions** to grow sustainably.



WE WANT TO **CREATE A MORE INCLUSIVE AND SUSTAINABLE WORLD**...

to **celebrate life** every day, everywhere. We will champion diversity across our business, our communities, and help shape a better business and a better world.

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BY 2030

Championing gender diversity with an ambition to achieve



50%

representation of **women in leadership roles**

Championing ethnic diversity with an ambition to **increase representation** of leaders from **ethnically diverse** backgrounds to

45%

We will support a **thriving and inclusive hospitality sector**

LEARNING FOR LIFE™
DIAGEO

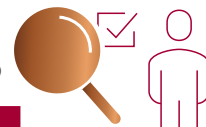


Improving employability and livelihoods for

200,000

people through Learning for Life and other skills initiatives

Providing skills and resources to



1.5m

people through the **Diageo Bar Academy**

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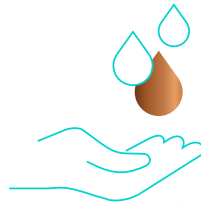
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WE WANT TO **CHANGE** THE WAY WE DRINK FOR **BETTER**...

by celebrating... to address alcohol... programmes that... drink-driving...

THE PLAN **NEEDS** SIGNIFICANT **SCIENCE** ACTION.

to create a sustainable low-carbon future, so we **commit to decarbonising our own operations** and to partner with our suppliers to halve the carbon in our supply chain.



BY 2030

Every drink we make will use

30% less water than today



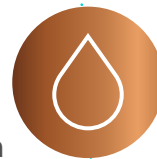
OVER

150 community water projects



By 2026

we will **replenish more water than we use** in all our water-stressed areas.

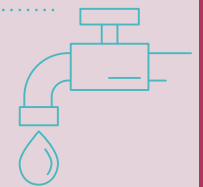


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business and a... will champion... across our business, and communities, to... and help shape a



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BY 2030

ALL OUR OPERATIONS WILL BE:

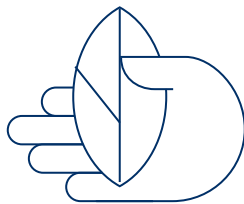
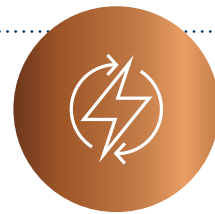
**NET
ZERO**

CARBON

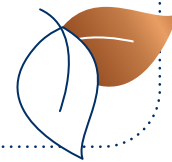
POWERED BY

100%

Renewable Energy

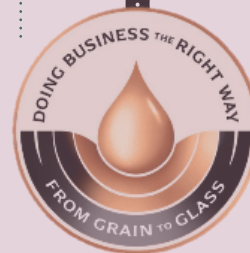


We will partner with our suppliers to **halve the carbon in our supply chain**



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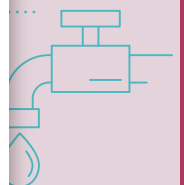
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BY 2030

ZERO WASTE

Achieve zero waste in our **direct operations** and zero waste to **landfill** throughout our supply chain



We are providing all our local sourcing communities with agricultural skills and resources, supporting

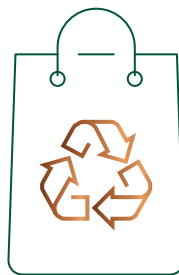


150,000

SMALLHOLDER FARMERS

100%

OF OUR PACKAGING WILL BE **WIDELY RECYCLABLE**



WITH

60%

MADE FROM **RECYCLED MATERIAL**



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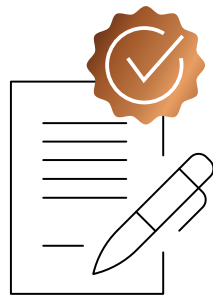
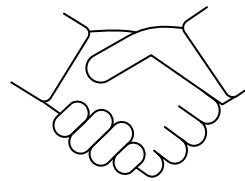
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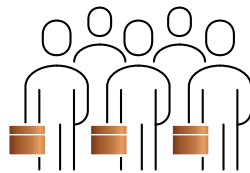
All our people are treated **fairly** and with **respect**

ensuring no one compromises on their values, and **everyone goes home safe and healthy, every day, everywhere**



In 2014, we signed the **UN Guiding Principles** on Business and Human Rights committing to embed a **respect for human rights into everyone's working day**

We work with **peers and trade associations** to take collective action to bring about **peace and justice and build the strong institutions** we all need to thrive



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will



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