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.

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.

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.

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 BELIEVE DOING BUSINESS THE RIGHT WAY CONtributes TO A FAIR AND JUST SOCIETY

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.

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LIFE DEPENDS ON WATER IS THE BASIS OF LIFE AND OUR MOST PRECIOUS RESOURCE so 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.

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
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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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**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.

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

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WATER IS THE BASIS OF LIFE AND OUR MOST PRECIOUS RESOURCE

By 2030, all our operations will be:

NET ZERO CARBON

POWERED BY 100% Renewable Energy

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**BY 2030**

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

**100% OF OUR PACKAGING WILL BE WIDELY RECYCLABLE**

**150,000 SMALLHOLDER FARMERS**

We are providing all our local sourcing communities with agricultural skills and resources, supporting 150,000 smallholder farmers.

**WITH 60% MADE FROM RECYCLED MATERIAL**

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

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Click on the icon for more info.
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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.

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.

We believe doing business the right way contributes to a fair and just society.

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.

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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.

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.

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