## OUR 2030 TARGETS

**CHAMPION HEALTH LITERACY AND TACKLE HARM THROUGH DRINKIQ IN EVERY MARKET WHERE WE LIVE, WORK, SOURCE AND SELL**

- Scale up our SMASHED partnership, and educate 10 million young people, parents, and teachers on the dangers of underage drinking
- Extend our UNITAR partnership, and promote changes in attitudes to drink driving reaching 5 million people
- Leverage Diageo marketing and innovation to make moderation the norm — reaching 1 billion people with dedicated Responsible Drinking messaging

**CHAMPION GENDER DIVERSITY WITH AN AMBITION TO ACHIEVE 50% REPRESENTATION OF WOMEN IN LEADERSHIP ROLES BY 2030**

- Champion gender diversity with an ambition to achieve 50% representation of women in leadership roles by 2030*
- Champion ethnic diversity with an ambition to increase representation of leaders from ethnically diverse backgrounds to 45% by 2030*

**WE WILL USE OUR CREATIVE AND MEDIA SPEND TO SUPPORT PROGRESSIVE VOICES, MEASURING AND INCREASING THE % SPEND YEAR ON YEAR**

- We will use our creative and media spend to support progressive voices, measuring and increasing the % spend year on year

**ACCELERATE INCLUSION AND DIVERSITY IN OUR VALUE CHAIN MEASURING AND INCREASING THE PERCENTAGE OF DIAGEO SUPPLIERS FROM FEMALE AND MINORITY OWNED BUSINESSES YEAR ON YEAR**

- Accelerate inclusion and diversity in our value chain measuring and increasing the percentage of Diageo suppliers from female and minority owned businesses year on year
- Provide business and hospitality skills to 200,000 people, increasing employability and improving livelihoods through Learning for Life and our other skills programmes
- Through the Diageo Bar Academy we will deliver 1.5 million training sessions providing skills and resources to build a thriving hospitality sector that works for all
- 50% of beneficiaries from our community programmes are women & our community programmes will be designed to enhance ethnic diversity and inclusion of underrepresented groups

**REDUCE WATER USE IN OUR OPERATIONS WITH A 40% IMPROVEMENT IN WATER USE EFFICIENCY IN WATER STRESSED AREAS AND 30% IMPROVEMENT ACROSS THE COMPANY**

- Reduce water use in our operations with a 40% improvement in water use efficiency in water stressed areas and 30% improvement across the company
- Replenish more water than we use for our operations for all our sites in water-stressed areas by 2026
- Invest in improving access to clean water, sanitation, and hygiene (WASH) in communities near our sites and local sourcing areas in all of our water-stressed markets
- Engage in collective action in all of our Priority Water Basins to improve water accessibility, availability and quality and contribute to a net positive water impact

**BECOME NET ZERO CARBON IN OUR DIRECT OPERATIONS (SCOPE 1 & 2)**

- Become Net Zero carbon in our direct operations (scope 1 & 2)
- Reduce our value chain (scope 3) carbon emissions by 50%
- Use 100% renewable electricity across all our direct operations

**ACHIEVE ZERO WASTE IN OUR DIRECT OPERATIONS AND ZERO WASTE TO LANDFILL IN OUR SUPPLY CHAIN**

- Achieve zero waste in our direct operations and zero waste to landfill in our supply chain
- Ensure 100% of our packaging is widely recyclable (or reusable/compostable)
- Continue our work to reduce total packaging and increase recycled content in our packaging (delivering a 10% reduction in packaging weight + increasing the % recycled content of our packaging to 60%)
- Ensure 100% of our plastics is designed to be widely recyclable (or reusable/compostable) by 2025 and achieve 40% recycled content in our plastic bottles by 2025, and 100% by 2030
- Provide all our local sourcing communities with agricultural skills and resources, building economic and environmental resilience (supporting 150,000 smallholder farmers)
- Develop regenerative agriculture pilot programmes in 5 key sourcing landscapes

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*Statements on representation are an ambition for Diageo and should not be considered a target*