



# OUR 2030 TARGETS



Champion health literacy and tackle harm through DRINKiQ in every market where we live, work, source and sell  
 Scale up SMASHED partnership, and educate 10 million young people, parents, and teachers on the dangers of underage drinking  
 Extend 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 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  
 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 provide 1.5 million people with the 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  
 Deliver significantly improved water availability and quality in 100% of our local communities in water-stressed areas  
 Replenish more water than we use for our operations in 100% of 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 100% of our water-stressed markets



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



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 & Achieve 40% recycled content in our plastics by 2025, and 100% by 2030  
 Provide 100% of 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