



# Irish Brand Homes

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Sustainability Policy F26



## 1. VISION/MISSION/COMPANY ETHOS.

At Irish Brand Homes our core values are:

- Céad Míle Fáilte: exceptional and uniquely Irish hospitality for all visitors
- Proud of what we do: inspired to tell the stories of our world-famous brands
- Pioneering: see new possibilities in everything with the freedom to innovate
- Be the best: every visit will be unique, magical & memorable, surpassing expectations
- Value each other: always value and respect our colleagues and visitors

We believe in supporting our people, protecting our planet, and engaging with our customers, supply chain and the communities we work in to make a positive difference. As a team, our mission is to 'deliver a holistic, engaging, and consistent employee, community and customer world class sustainable engagement and set of experiences'. We will promote the positive impacts while identifying and minimise the negative impact on both people and the environment throughout our experiences, operations, and value chain. We align our commitment and actions to the Diageo Spirit of Progress Plan.

Our continued success at Irish Brand Homes depends on the people and planet around us. We have a responsibility to ensure that our people, our suppliers, the communities around our operations, our customers and consumers and society at large all thrive as a result of our business.

## 2. UNITED NATIONS WORLD TOURISM ORGANIZATION (UNTWO) DEFINITION

At Irish Brand Homes, we believe that sustainable tourism is tourism that takes full account of its current and future economic, social, and environmental impacts while addressing the needs of visitors, the industry, the environment, and host communities (UNWTO, n.d.). We therefore aim to reduce our negative effects and increase our positive impacts.

## 3. CONTINUOUS IMPROVEMENT

At Irish Brand Homes we are committed to transparency and communicate our sustainability policy to all staff and visitors. This policy and our progress are regularly evaluated by our Sustainability Team and reported to the IBH leadership team.

Our leadership team are committed to providing the necessary resources, to achieve our sustainability targets. We are committed to striving towards continuous improvement, having achieved ISO certification in Event Sustainability as well as Quality, Health and Safety, and Environmental Management Systems.

## 4. MEASURING AND REDUCING NEGATIVE IMPACTS

### 4a. Energy consumption

We measure our electricity usage at the meter on a monthly basis. This data is populated into Enablon which generates monthly reports on our energy usage. This data feeds into global metrics for Diageo disclosures. To date we have reduced our energy consumption through the installation of sensor and LED lighting and by switching from gas to electricity where possible. We have installed sub-metering across the Guinness Storehouse and aim to reduce our total energy consumption per visitor by 5% by 2026.

### 4b. Water consumption

We measure our water through our building management system (BMS) and upload this data to Enablon on a monthly basis.

To date we have reduced our water consumption through the installation of dual flushing systems, waterless urinals and sensor taps across all bathrooms.

We offer refillable water stations across our visitor experience and encourage visitors to bring their own water bottles on our website. For more information on water refill locations across Ireland please visit <https://refill.ie/the-tap-map/>

By 2026 we aim to reduce our total water consumption per visitor by 5%.

### 4c. Waste production

We measure our waste production through Enablon on a monthly basis. We are committed to zero waste to landfill in all our Brand Homes through continuous improvement, ongoing segregation of materials at our sites and close collaboration with partners. Waste segregation across our sites is clearly colour coded with picture signage to encourage visitors to segregate waste correctly.

The Guinness Storehouse has an on-site biodigester which converts food waste into a nutrient-rich compost. For every 100 litres of organic waste input, the biodigester generates 20 litres of compost.

We also recently installed Positive Carbon technology across all our kitchens. Using sensors and scales, the system tracks exactly what food types are wasted and provides chefs with weekly reports. This enables ordering adjustments and menu refinements that reduce surplus at source.

As part of the Re-Turn scheme we have a reverse vending machine available in our Retail area, where customers can deposit their empty containers. <https://re-turn.ie/>

Our Retail team are continuously working closely with suppliers on packaging reduction initiatives. We are measuring our volumes of packaging waste and tracking our target progress through our Repak report.

### 4d. Education

Through our comprehensive induction programme, we will continue to educate our staff on the importance of energy and water conservation, as well as correct waste segregation and reduction where possible. We educate our visitors on various sustainability initiatives within Guinness as part of the ingredients section within our visitor experience.

## 5. ETHICAL PURCHASING

At Irish Brand Homes we are committed to being one of the best performing, most trusted and respected Brand Homes in the world. Our suppliers play a crucial role in helping us achieve this. All our suppliers must abide by Diageo's 'Code of Business Conduct', as well as our 'Global Partnering with Suppliers' and 'Environmental' Policies. These policies outline the expectation for suppliers to manage their environmental impact responsibly in line with applicable laws and regulations, as well as our Spirit of Progress plan. Our suppliers must have a clear and publicly available environmental policy statement that addresses the key impacts from their operations and commits to improvement.





## 6. CARBON MANAGEMENT

In line with the Diageo Spirit of Progress targets, we aim to achieve net zero carbon in our scope 1 and 2 by 2040, with a 50% reduction by 2030.

To date we have conducted a carbon footprint calculation and established a baseline for our scope 1 & 2 emissions. We are currently working on a decarbonisation plan to achieve our target.

In order to reduce our carbon footprint, to date we have continued our procurement of 100% renewable electricity, and the roll out of LED and sensor lighting across the Storehouse – with upwards of 90% of light fixtures now containing LED bulbs.

We strongly advocate for our visitors to embrace sustainable transportation methods when traveling to our sites. On our website, there is a comprehensive list of transport options ranked according to their carbon footprint, enabling our visitors to consider low carbon means of travelling to our visitor centre.

## 7. RESPONSIBLE MARKETING

At the Irish Brand Homes, we commit to marketing our product ethically by aligning ourselves with Diageo's Marketing Code. We will abide by all forthcoming regulations.

Our DRINKiQ programme aims to raise the 'collective drink IQ', increasing public awareness of the effects of alcohol, supporting responsible drinking and tackling the harmful use of alcohol such as binge drinking. It is an essential part of our Positive drinking strategy. Information is a critical component of empowering consumers to make responsible choices – and DRINKiQ is one of our most important tools in promoting moderation and addressing harmful drinking. DRINKiQ is a dedicated responsible drinking online platform that provides facts about alcohol, the effects of drinking on the body and the mind, and the impact of harmful drinking on individuals and society.

At Irish Brand Homes we are aware of the dangers of greenwashing and commit to communicate our efforts honestly. Linked below are a set of principles outlined by Diageo in relation to sustainability claims:

<https://media.diageo.com/diageo-corporate-media/media/ps4n43yr/guidelines-for-sustainability-claims.pdf>

## 8. SOCIAL RESPONSIBILITY

At Irish Brand Homes we believe that an inclusive and diverse culture makes for a better business and a better world so we will champion inclusion and diversity across our business, with our partners and communities to help shape a tolerant society. In 2023 Irish Brand Homes became accredited with AslAm, Ireland's national autism charity, and now offer a dedicated sensory friendly morning every month.

In 2025 Guinness Storehouse continued to partner with both the Junior Achievement and Learning for Life programmes. Learning for Life aims to encourage those who may be at a disadvantage to return to studying or the workplace. We have hosted the Learning for Life students during their 3-week course here at the Guinness Storehouse. Furthermore, we offered work experience for those who showed interest in continuing their journey within the Storehouse.

Each year we engage with the local community by supporting 'Little Flower Penny Dinners' in providing meals to those in need, as well as hosting our annual Christmas lunch for local pensioners in the Dublin 8 area. Volunteers from the Storehouse also take part in regular Dublin 8 clean up days, organised by Diageo Ireland.

## 9. SUPPORTING BIODIVERSITY & CONSERVATION

To protect and conserve our local biodiversity, through our Facilities partners MKF, we are committed to the All-Ireland pollinator plan. Since 2020 we have allocated a designated garden space for wildflowers and pollinators at our Roe & Co site.

Signed by:

*Catherine Tooby*

Managing Director

Date: 01 Dec 2025

Signed by:

*Eimer Cully*

Head of Sustainability

Date: 01 Dec 2025

