



# Irish Brand Homes Sustainability Policy 2024

3 July 2024

This document will be reviewed quarterly

## 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 set of experiences, underpinned by world class sustainable engagement.'. We will promote the positive impacts while identifying and minimising the negative impact on both people and the environment throughout our experiences, operations, and value chain. We align our commitment and actions to Diageo Society 2030; Spirit of Progress ambitions.

Our continued success at Irish Brand Homes depends on the people and the planet around us. We have a responsibility to ensure that our people, our suppliers, the communities around our operations, our customers, 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 endeavour to 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 is committed to providing the necessary resources to achieve our sustainability targets. We strive 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 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 are currently installing sub-metering across the Guinness Storehouse with the aim to reduce our total energy consumption per visitor by 5% by 2025.





#### **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 2025 we aim to reduce our total water consumption per visitor by 5%.

#### **4c. Waste production**

We measure our waste production through Enablon our Building Management System 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.

In September 2023 the Guinness Storehouse installed a 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.

The Storehouse is also taking part in the re-turn scheme and now have a reverse vending machine available in our Retail area, where customers can deposit their empty containers. <https://re-turn.ie/>

This year our Retail store have set ambitious targets to reduce paper by 30% and plastic by 15% by 2025. Our Retail team are 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 aim to further educate our visitors on sustainability initiatives within the Guinness brand through the installation of our new ingredients floor in the Guinness Storehouse.

### 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 and in the spirit of our 2030 goals and 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 Diageo Society 2030 targets, we aim to achieve net zero carbon in our scope 1 and 2 by 2030, as well a 50% reduction in our scope 3 emissions.

To date we have conducted a carbon footprint calculation and established a baseline for scope 1, 2 & 3 data. We are currently working on a decarbonisation plan to achieve our 2030 targets across all sites.

In 2023, the Storehouse conducted an energy efficiency design assessment. In order to generate a more accurate disaggregation of the Storehouse energy consumption, a Building Energy Model







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or 'Digital Twin' of the Storehouse was generated. Inputs to the model were the internal and external fabric make-up, aspect, surrounding structures, plant room equipment and local climatic conditions. This model was then calibrated using the energy and water bills. Statistical analyses were applied to prove that there was a strong correlation between the model and the Storehouse. With the model in place, a detailed energy balance was generated for the Storehouse and these quantities were used as the baseline against which opportunities identified could be measured. To generate a list of savings opportunities a series of interactive workshops called Challenge and Analyses sessions were hosted to generate a list of energy conservation measures. The benefit for each (in terms of energy saving and carbon reduction) were tested using the Building Energy Model. Following this, we are already implementing a number of recommendations from this report including the submetering of utilities (electrical, gas & water) and infiltration remediations on the 5th floor and roof.

In order to reduce our carbon footprint, to date we have installed a staff E-charging station, continued our procurement of 100% renewable electricity rate, and continued the roll out of LED lighting across all areas - 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. We also support those with disabilities in the workplace, welcoming staff members from St Michael's House to our diverse team; <https://www.smh.ie/>

In 2023 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.

The Storehouse also continued to engage with the local community by supporting 'Little Flower Penny Dinners' in providing meals to those in need and taking part in 'Culture Date with Dublin





8', a neighbourhood initiative which aims to celebrate D8's rich heritage, by hosting free tours. December 2022 also saw the return of the annual Christmas lunch hosted in the Storehouse for local pensioners in the Dublin 8 area.

## 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. A second biodiversity pollinator garden was developed last year within St James Gate site, which has received certification of participation in the All-Ireland Biodiversity Plan from the National Biodiversity Data Centre.

In 2023 we distributed native Irish wildflower seeds to all staff within Irish Brand Homes. We also offered a webinar on pollinators in Ireland to inform our staff on the importance of pollinators and how they can support them in their daily lives.

Signed by:

*Catherine Joolan*

3 July 2024

General Manager

Date

*Eimer O'Duffy*

3 July 2024

Head of Sustainability

Date

