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GUINNESS
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Responsible Business at IBH

IBH Responsible Business Approach (F24)

July 2023



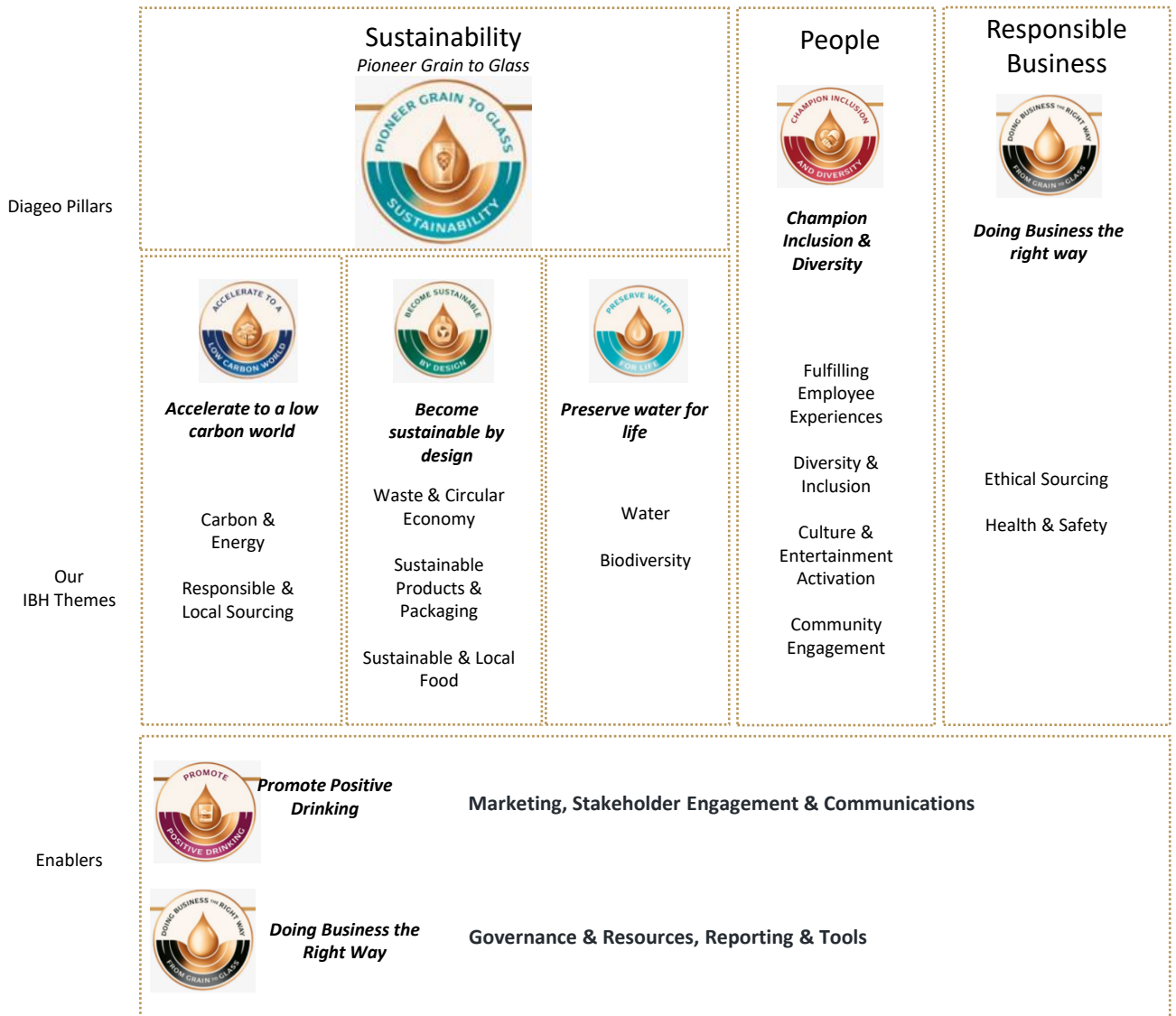
RB Framework

The following outlines how our themes align to the Diageo Society 2030 pillars across our RB framework



IBH: a world class 'sustainable' visitor experience

To deliver to a world-class sustainability experience that is captivating, and considerate of our employees, customers, and local community, without compromising on the needs of future generations.





IBH Responsible Business Policy





IBH Sustainability Policy

a world class ‘sustainable’ visitor experience

Irish Brand Homes (IBH) is committed to supporting our people, protecting our planet, and engaging with our customers, supply chain and the communities we work in to make a positive difference. At IBH our core mission is to deliver a world-class sustainability experience that is captivating, and considerate of our employees, customers, and local community, without compromising on the needs of future generations.

We believe in “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (UNWTO)

We wish to be recognised as a leading sustainable business, tourist destination, and an employer of choice. 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 Diageo Society 2030. Our Responsible Business looks to achieve the Diageo Society 2030 ambitions through the following actions:

Sustainability: Pioneering Grain to Glass:	People: Championing Diversity & Inclusion	Responsible Business: Doing Business the Right Way from Grain to Glass
<p>We understand that we can and must play a significant part in influencing the communities we are members of, in addressing our environmental impact, and engaging our diverse suppliers. We will achieve these through activities under the following Diageo pillars and actions under them:</p> <p>‘Accelerate to a low carbon world’: Carbon & Energy, Responsible & Local Sourcing</p> <p>‘Become sustainable by design’: Waste & Circular Economy, Sustainable Products & Packaging, Sustainable & Local Food</p> <p>‘Preserve water for life’: Water and Biodiversity</p>	<p>We understand that the people we engage, as employees, visitors and our community are our most important asset.</p> <p>Our ‘people’ focus is on</p> <ul style="list-style-type: none"> • Fulfilling Employee Experiences, • Diversity & Inclusion • Culture & Entertainment Activation • Community Engagement 	<p>We understand that we must have a pro-active approach to managing the supply chain in an ethical and responsible manner. We will achieve this through</p> <ul style="list-style-type: none"> • Ethical Sourcing • Health & Safety



Governance

The following outlines our approach to governance and management of the RB programme at IBH



IBH Sustainability Policy

a world class 'sustainable' visitor experience

As a representative of the Diageo family of brands, we have a both an environmental and social responsibility. We will ensure responsible consumption, promote positive drinking and share our Diageo sustainability story and ambitions. We will enable this through our responsible marketing, stakeholder engagement & communications.

We will apply the appropriate resources required to ensure that the following objectives can be met:

- *Measure and reduce our energy, waste and water consumption and production*
- *Establishment of a low carbon visitor experience through effective management of our emissions and crafting of our scopes 1, 2 and 3 decarbonisation strategy throughout our experience*
- *Establishment of a Sustainability Roadmap framework for guiding and reviewing our specific objectives and targets by our Responsible Business steering group*
- *Compliance with all relevant environmental, health & safety and social regulations and legislation*
- *Develop and enrich environmental and socially responsible communities*
- *Promote biodiversity and strive to prevent pollution and other negative social and ecological impacts*
- *Treating all stakeholders, employees and community with fairness, equality and respect at all times, in particular stakeholders with special requirements and needs*
- *Ensure the health, safety, privacy and wellbeing of families, communities, our workforce and the guests we serve*
- *Adopt efficient and responsible business practices through ethical and responsible purchasing and marketing activities*

The IBH management team are committed to being transparent in our engagements and communicating our sustainability policy and relevant environmental and social impact and expectations to our stakeholders. This policy and our progress is regularly evaluated by our Responsible Business Steering Group and reported to the IBH Management team. Our management team will commit to providing the necessary resources, leading by example with success and continuous improvement generated by the combined efforts of our teams.

This policy identifies our collective commitment in respect of IBH as a responsible visitor destination and workplace and its intention is that it will implemented by everyone. Join with us on our Responsible Business journey.....

Catherine Toolan

Managing Director

Irish Brand Homes

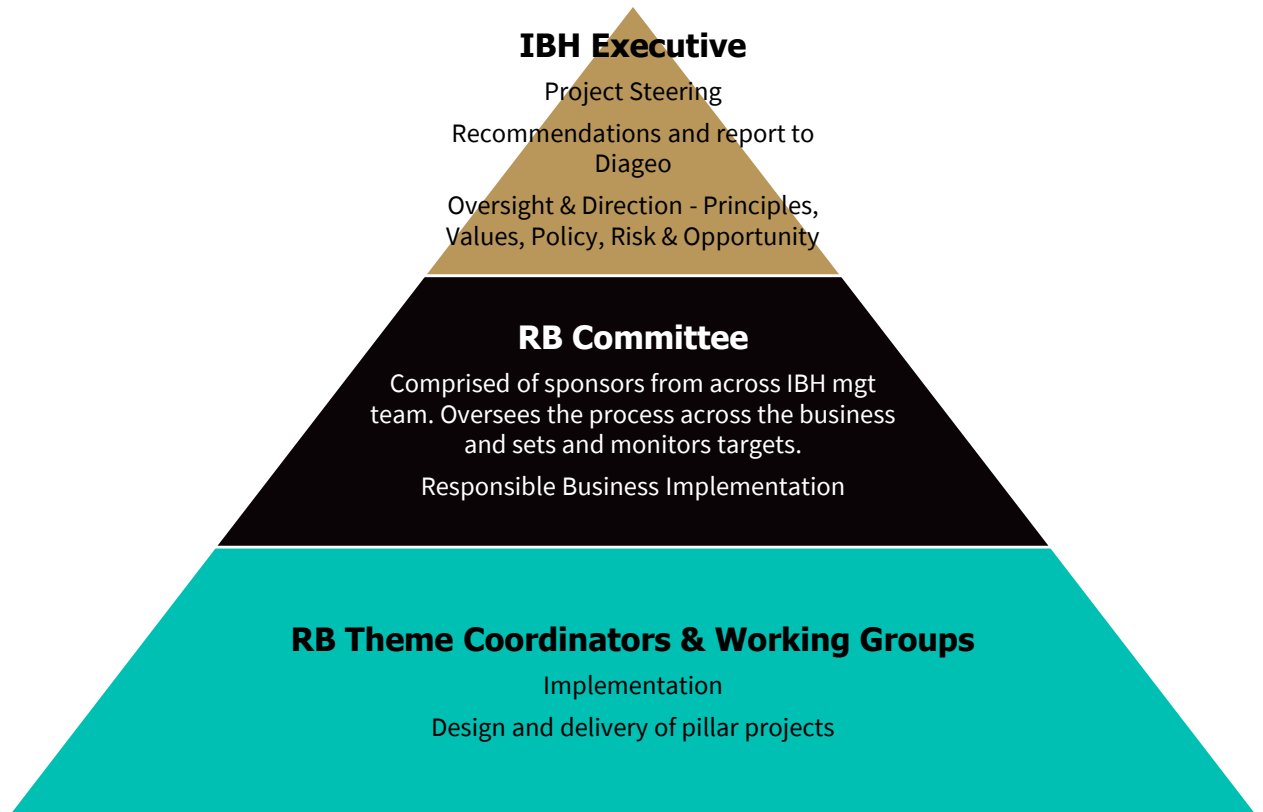
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IBH Group governance structure

The following governance structure aligns with general best practice in industry has been used to develop this proposed IBH Sustainability Governance structure.



Responsibilities

- **Executive Team / MD:** Oversight & Direction – Establish Principles, Values, Policy, Risk & Opportunity. Approve the group roll-out of RB strategy. Sign off on materiality, pillars and Sustainability report
- **RB Committee:** Made up from management team as sponsors. Decide on key initiatives and projects in alignment with pillars and themes, establish, monitor and integrate RB KPIs. Manage engagement with stakeholders on key projects. Agree a group wide resource plan / financial budgets, committee and assign lead in each business unit, set up quarterly reporting and review process. Sponsor key projects.
- **RB Working Groups: Theme Coordinators** own the project implementations, data collection and reporting and engagement with local stakeholders on communications.



RB Committee Overall Function

By creating the RB Committee, IBH are creating the right conditions for success. The RB Committee will make decisions based on the best available information, recognising varying views of members but seeking to reach decisions through consensus. Our barriers to success may be human, organisational or technological. We will strive to identify these and eliminate them as much as possible to ensure the RB Committee will deliver the IBH Responsible Business programme and targets.

The function of the RB Committee is to:

- Prepare and ensure delivery of the IBH Responsible Business programme and strategy
- Discuss and dissect RB programme requirements across IBH
- Set, prioritise and agree the plan of activities across the programme with the theme coordinators
- Align on key quarterly priorities in relation to strategic plan
- Review, assign appropriate resources, and sign-off on all related RB initiatives
- Balance the demands of the current business needs for maximum benefit today
- Creation of a future balanced portfolio of initiatives in line with the overall Responsible Business programme
- Identify, develop and monitor the activity metrics
- Act as Responsible Business ambassadors and socialise the programme within IBH
- Communicate in an agreed cadence on progress of our initiatives with IBH employees and other key stakeholders
- Identify issues, initiate investigations and ensure action is taken to address these issues with the theme coordinators
- Oversee and drive continuous improvement in our RB activities
- Identify and manage all associated risks
- Assign sub-groups and teams to specific pillars/themes
- Review the relevance and value of the work and the terms of reference every quarter
- Supporting, and providing input into the development of a relevant group strategic RB programs



RB Committee - ways of working

The following are the key ways of working for the IBH RB programme:

Area	Description
Governance	<ul style="list-style-type: none">• The IBH RB programme is made up of key pillars. Each pillar will have an assigned pillar sponsor and may have, as appropriate, a pillar thematic team.• The committee will have a chairperson• The pillar sponsor acts as a coordinator and representative from across the business and will report into the RB committee• The RB committee chair will report to the senior management team and onwards to Diageo
Memberships	<ul style="list-style-type: none">• The RB committee is made up of the sponsors and chairperson• The RB committee will be created and membership recorded at formation• Membership and commitment will be reviewed annually• Membership may be increased, decreased, or amended upon collective agreement with members. Additional diversity may be required as agreed.
Meetings	<ul style="list-style-type: none">• The RB committee will meet a minimum once per month• Meetings scheduling and locations will be agreed by the committee• Members will be expected to personally attend all meetings and to nominate a proxy for the exceptional situation where the member cannot attend• Non-members including theme coordinators may be invited to meetings to report on specific initiatives• Meetings will be face to face where possible• Meetings duration will be agreed based on agenda items. Ideally these should be highly focused and be no more than 2 hours in duration• Additional meetings of initiatives may be required for specific needs
Targets & Initiatives	<ul style="list-style-type: none">• Targets are set and agreed by the committee in collaboration with the theme coordinators• The committee will meet quarterly to report on progress, address challenges and agree next steps across the programme• Use will use a RACI model to assign responsibility and accountability
Communication	<ul style="list-style-type: none">• The committee will act with full transparency and communicate progress and challenges to the IBH Executive Team on a quarterly basis• A discussion/collaboration forum will be available for continuous collaboration and capturing knowledge and insights• Confidential information generated through the committee will be made available to a secure online location (Teams channel only available to members)
Standing meeting agenda	<ul style="list-style-type: none">• Discuss and review of previous minutes & follow up on previous action items• Member insights and discussion.• Current roadmap progress overall• Initiative(s) review / RAG reporting<ul style="list-style-type: none">• Metrics• Opportunities• Challenges & risks• Agreed tasks and quarterly actions



Specific Roles & Responsibilities

Role of RB Committee chair	Role of Sponsors
Ensure that meetings are conducted openly and ethically and with the full participation of members	Be a single touch point for committee and for the theme coordinators
Representative of the IBH senior executive	Liaise with theme coordinators and their teams on initiatives
Sign off on RB programme initiatives	Timely escalation of critical issues
Provide information for members to develop their knowledge of the context and executive expectations	Monitor and manage agreed metrics
Timely reporting and escalation of issues to the members	Engaging with the theme coordinators on measuring and reporting on metrics
Chair the meetings	Participate fully in meetings
Onboarding in new members or enabling exits	Day to day operational management of initiative deployment (plus meetings, communications, coordination)
Develop/maintain performance reporting	Support the free movement of knowledge and learning within the organisation
Oversee information sharing/discussion platform	Aid in prioritisation of initiatives
Highlight opportunities for internal and external leveraging of the pillar initiatives	Provide knowledge and liaise with wider IBH teams via theme coordinators during initiative design and deployment
	Contribute views and be involved in all discussion
	Provide information on initiatives status and challenges
	Act in good faith and represent the view of their stakeholder group
	Drive the acceleration of the pillar deployment throughout IBH

