



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 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 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

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)

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

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

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