

DIAGEO

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Diageo is a company built by entrepreneurs and people of extraordinary character. Since Arthur Guinness signed a 9,000-year lease and, John Walker & Sons sent the finest whisky from Scotland to the world, it's had ambition. The company intends to become the best performing, and the most trusted and respected consumer products company in the world.

Society 2030: Spirit of Progress is Diageo's commitment to sustainable growth from grain to glass.

- It has committed to: a positive role for alcohol;
- Champion inclusion and diversity;
- Preserve the natural resources on which its long-term success depends;
- Make a positive contribution to the communities in which it lives, works, sources and sells.

Diageo has set itself 25 goals which are aligned to the United Nations' Sustainable Development Goals. The company is passionate about the role its brands play in delivering its purpose of celebrating life everyday, everywhere.

In India, two such initiatives are 'Learning for Life' and 'Water for Life':



Learning for Life targets those who have faced barriers to employment in the hospitality industry. It provides equal access to business and hospitality skills, and resources to increase participants' employability, improve livelihoods, and support a thriving hospitality sector that works for all.

Diageo works towards improving the lives of people in communities close to its manufacturing units by providing opportunities to lead a more productive life. Its programmes create an enabling environment, especially for women to undertake sustainable livelihood opportunities. 50% of all community programme beneficiaries are women. They are trained in various skills, including manufacturing sanitary napkins, phenyl making, and mushroom cultivation.

A National Skills Development Council certified programme is combined with support to students in finding placement opportunities. By 2030, Diageo will provide business and hospitality skills to 12,000 people.

In a sector dominated by men, the programme gives women an opportunity to move from back-office jobs into customer facing roles. In 2022-23, more than 1,200 young people will be trained and helped to secure jobs in the food and beverage sector, with 50% being women and people with special abilities.



Water for Life aims to replenish more water than is used in water-stressed areas. Community water projects include planting trees, desalting dams, improving water quality, and ensuring access to sanitation and hygiene.

Since 2015, Diageo has worked across 7 states in India including Maharashtra, Rajasthan, Uttar Pradesh, Uttarakhand, Madhya Pradesh, Odisha, & Chhattisgarh, to replenish 409,246 cubic metres of water and create 59,000 litres/hr drinking water facilities. This has impacted 90,000 lives positively.

In 2023, Water for Life will replenish approximately 229,000 cubic metres of water in communities in Maharashtra and Telangana. It also improves health and sanitation, provides drinking water facilities, constructs bio-toilets, and conducts workshops to create awareness in the community. The project increases the availability of water for productive use by farmers, and boosts access to clean drinking water and sanitation. It has a direct impact on the socio-economic wellbeing of people through increased groundwater availability, better crop yields, and livestock productivity. Availability of clean drinking water and toilets help eradicate diseases and improve the general health of communities. ■