

## Brands with values

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**Diageo**  
**European Union**  
**2001 > 7**  
**#C02Emissions**  
**#SustainableAgriculture #WaterUse**



### Objective

Diageo takes great care in building sustainable supply chains and works hard to protect the natural resources it relies on.

As Europe's largest spirits provider, Diageo understands that it has a responsibility to play a positive role in society. As a company, Diageo is committed to pioneering grain-to-glass sustainability, from the barely and raw materials harvested by its farmers and the water it uses in its distilleries, to the bbars that pour it drinks.

### Description

1) **Reducing carbon emission:** Diageo believes it can grow its business while reducing the carbon emissions associated with its value chain, as well as reducing exposure to the risks of energy insecurity and rising costs.

- **Working with farmers to help optimise how they grow the ingredients:**
  - For instance, in Ireland Diageo worked with cream suppliers to develop a sustainable cream initiative which includes addressing animal health and welfare, biodiversity, water use and reducing carbon emissions.
  - For whisky production, Diageo works with barley suppliers to help them use the right amount of fertilisers, which can reduce the carbon footprint of a crop by 20%.
- **Energy saving and use of renewable sources:**

- At one of the sites in Ireland where Baileys is produced, Diageo has invested in new technologies to reduce electricity and gas consumption. As a result of this investment, over 120 tonnes of carbon were saved.
- Through investments at the Talisker distillery on the Isle of Skye Diageo has improved the energy efficiency of site operations and reduced energy demand by over 10%.

**2) Reducing Water use:** Water is the most important ingredient but is also a precious shared resource. Managing the impact on water, and being good stewards of this resource, is Diageo's highest environmental priority.

- **Working with farmers to use water wisely:**

- Water is used in the supply chain for ingredients such as milk, used in Baileys. Producing a litre of milk in Ireland can require up to 690 litres of water, roughly the same amount of water as 9 bathtubs. Diageo is committed to working with farmers in Ireland to help improve water efficiency and quality, including through the sustainable cream initiative.
- Water is also used to grow the barley for whisky. Growing a tonne of barley can require up to 1,000,000 litres of water. That is nearly 1/2 of an Olympic swimming pool. Recognising that climate change will impact crop production, Diageo is committed to working with farmers around the world to help improve water efficiency.

- **Improving water efficiency in our distilleries:**

- At one of the sites in Ireland where Baileys is produced, Diageo has reduced its annual water consumption by 10 million litres over the last two years. In addition to saving water, this also reduces the amount of electricity needed to produce Baileys.
- Through investments at the Talisker distillery on the Isle of Skye, Diageo has improved the energy efficiency of site operations and reduced energy demand by over 10%. The distillery uses sea water in its cooling process, reducing water taken from the environment and helping the distillery to run more efficiently.
- At the Roseisle distillery in Scotland, Diageo is saving enough water in the making of Scotch to fill the equivalent of 28 Olympic swimming pools and the distillery collects surface rainwater to improve the water quality before it is returned to the environment.

## Results

### Results of July 2001-June 2004 targets (supply sites only)

- **Energy use:** To achieve 3.6 MJ/litre by June 2004: 3.7 in 2004. Not achieved. 4.0 (2003/2002); 3.8 (2001). Total TJ: 11,290 (2004); 11,837 (2003); 10,097 (2002); 10,089 (2001)
- **Greenhouse gas emissions:** To achieve 239 relative Co2 g/litre by June 2004: 248 in 2004. Not achieved. 267 (2003); 270 (2002/2001). Total CO2 kt: 767 (2004); 785 (2003); 674 (2002); 718 (2001)
- **Water:** To achieve 9.6 relative litres/litre by June 2004. 9.5 in 2004. Achieved. (9.0 (2003); 8.6 (2002/2001). Total million m3: 29.3 (2004); 26.6 (2003); 21.4 (2002); 22.8 (2001).

- **Liquid effluent:** To achieve 5.6 relative litres/litre: 5.8 by June 2004. Not achieved. 5.8 (2003); 6.3 (2002); 6.6 (2001). Total million m3: 17.8 (2004); 17.1 (2003); 15.6 (2002); 17.6 (2001).
- **Solid waste landfilled:** To achieve 11.1 relative g/litre by June 2004: 9.0 in 2004. Achieved. 7.9 (2003); 7.3 (2002); 11.4. Total kt: 27.7 (2004); 23.2 (2003); 18.3 (2002); 30.2 (2001).

#### Other results:

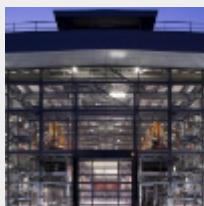
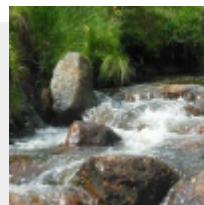
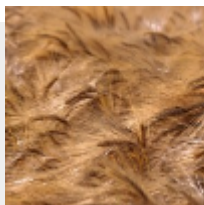
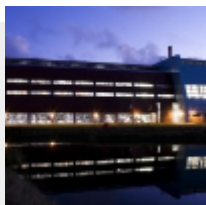
- EMS: 75% of Diageo's sites were either fully or nearly compliant with the EMS policy by 2004. Four sites were certified to the international standard ISO14001, while 14 more facilities plan to achieve this level of recognition within the next three years. Over 80% of sites have undergone an environmental audit in the last two years
- Travel CO2 emissions: 2003 Flights taken by employees based in four countries with significant Diageo operations – Ireland, Netherlands, UK and USA contributed an additional 21,000 tonnes of CO2 emissions during the year. 2004: Travel Greenhouse gas emissions from these sources amounted to 22,800 tonnes.
- Logistics: 2004 data from Diageo's two biggest hauliers in the UK (which are responsible for more than half of distance travelled) show that 21% by distance was covered by rail during the year. On long distance routes this figure increased to 83%. In total, the use of rail by these two firms saved 8,740 road trips by trucks which would have emitted 1,840 tonnes of greenhouse gas.

## Website

<https://www.diageo.com/en/in-society/reducing-our-environmental-impact/>

## Downloads

## Photo gallery



## Documents

**diageo\_in\_society\_2019\_booklet.pdf** (pdf - 6.32 Mo)

**74125\_diageo\_water\_blueprint\_2018-06-28\_v2.pdf** (pdf - 1.26 Mo)