

Society 2030: Spirit of Progress

Launch of Diageo's 10 Year Action Plan – *Spirit of Progress*, to create a more inclusive and sustainable world. An industry-leading plan and ambition.

Dear Commissioner Kyriakides,

I am delighted to inform you of the launch of Diageo's new [10-year action plan – 'Spirit of Progress'](#), to help create a more inclusive and sustainable world by promoting positive drinking, championing inclusion and diversity, and pioneering grain-to-glass sustainability. This strategy sets targets and ambitions which were carefully selected to align with the United Nations Sustainable Development Goals and EU priorities.

As a global business, we are committed to playing our part to protect the future of our planet. I am immensely proud of Diageo's achievements so far including reaching 2 million people with moderation messages from our brands. Our DRINKiQ.com platform has also been fundamental in educating consumers on alcohol which was [relaunched](#) recently on 28 April. The newly enhanced website features lifestyle articles on topics including 'drinking and your body' and 'drinking and your mind', and Government guidance around alcohol consumption. It also features a new self-assessment test, based on the World Health Organization's (WHO) 'AUDIT Tool' (Alcohol Use Disorders Identification Test), which helps people understand their consumption patterns and find further information from health services if necessary.

The relaunch of the site follows the announcement of our Society 2030: Spirit of Progress, of which positive drinking is a key pillar, and commits to a step change in our work globally to prevent underage drinking, drink-driving and heavy episodic ("binge") drinking over the next decade. The relaunch of DRINKiQ will **help deliver on Diageo's ambitious target to reach 1 billion people globally with dedicated messages of moderation through its brands by 2030**, and the website will provide a vital resource to champion health literacy and tackle harm. Furthermore, we will educate over 10 million people on the dangers of underage drinking through 'SMASHED', Diageo's award-winning alcohol education awareness programme, now operating in every continent.

We know that long lasting positive change comes from partnerships and we look forward to strengthening our collaboration with you to help strengthen Europe's commitment to developing and implementing targeted, evidence-based policy recommendations that will truly tackle the problem of harmful drinking in Europe.

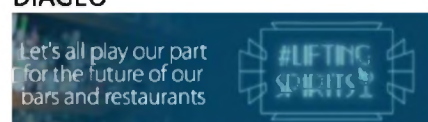
I would be delighted to arrange a meeting with you and one of our executive leaders to discuss our *Spirit of Progress* action plan as well as our DRINKiQ in the near future.

We look forward to sharing our journey and ambitions with you.

Yours sincerely,



DIAGEO



DRINKiQ.com



Society 2030: Spirit of Progress is Diageo's 10 year action plan to help **create a more inclusive and sustainable world**. Building on the legacy of our founders to **create a positive impact** in our company, with our communities and for society. It is how we will continue to **celebrate life**, every day, everywhere.

DIAGEO



CLICK TO SEE MORE INFO

WE WANT TO **CHANGE THE WAY THE WORLD DRINKS FOR THE BETTER...**

by celebrating moderation and continuing to address alcohol-related harm, expanding our programmes that tackle underage drinking, drink-driving and binge drinking.



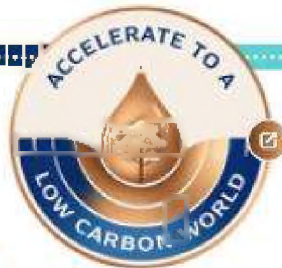
WE BELIEVE THE **MOST INCLUSIVE AND DIVERSE CULTURE...**

makes for a **better business and a better world** so we will champion inclusion & diversity across our business, with our partners and communities, to **celebrate diversity** and help shape a tolerant society.



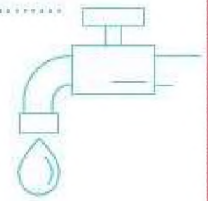
THE **PLANET NEEDS SIGNIFICANT SCIENCE-BASED ACTION...**

to create a sustainable low-carbon future, so we **commit to decarbonising our own operations** and to partner with our suppliers to halve the carbon in our supply chain.



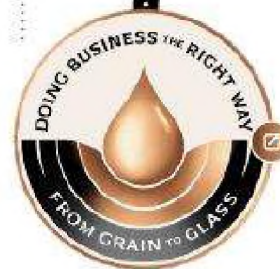
WATER IS THE BASIS OF LIFE AND OUR MOST PRECIOUS RESOURCE

By 2030, every drink we make will use 30% less water than today and by 2026 we will **replenish more water** than we use in all our water-stressed areas.



WE ALL HAVE A **RESPONSIBILITY TO RESTORE THE NATURAL WORLD ON WHICH LIFE DEPENDS**

We'll do our bit by **eliminating waste from our value chain**, collaborating with farmers to regenerate landscapes, and **creating innovative solutions** to grow sustainably.



WE BELIEVE **DOING BUSINESS THE RIGHT WAY CONTRIBUTES TO A FAIR AND JUST SOCIETY**