

SUSTAINABLE BUSINESS – MAKING POLICY A REALITY IN AFRICA: DEVELOPING OUR COMMUNITIES AND RESPECTING THE ENVIRONMENT

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ABSTRACT

Diageo defines its sustainability as the enduring success of business by contributing to communities, respecting the environment and growing; issues and opportunities being resolved directly or in partnership with the local community.

This paper addresses policies and programmes, particularly Social, Environmental and Economical aspects of sustainability.

Community investment: where skills, experience and financial resources are utilised to support long-term sustainable initiatives in communities. As well as the direct benefits, community investment is a powerful factor in engaging employees, building reputation and enhancing relationships with government and other stakeholders.

The paper will focus on examples of promoting Local Entrepreneurship in Kenya, Responsible Drinking campaigns across Africa, Water of Life project, HIV/Aids programme and Senator Keg non-premium beer to combat unregulated drinks with potential health risks for consumers.

Environmental: the finite nature of the planet's resources and its capacity to assimilate waste (in land, air or water) involves reducing our dependency on resources and waste sinks. This is being achieved through reductions in energy, water (and other raw materials), waste generated (both solid and liquid) and improved focus on re-use and recycling.

The targets set for:

- effluent treatment plants – improvements and reduction of the polluting power of effluent from the plants by 60% between 2007 and 2015;
- water improvements and quantity reduction by 30% for 2015;
- waste to landfill – improvements and to attain zero waste to landfill for 2015;
- greenhouse gases – 50% reduction by 2015.

Global Risk Management Standards implementation and Audits (LTO) are in operation.

This paper also highlights some of the benefits associated with employment (direct and indirect), wealth generated from our operations and tax revenue.