



ESTD 1759

**GUINNESS®**  
**STOREHOUSE**  
*Home of Guinness, Dublin*

**Making a Strong Business Stronger**



**Welcome**

# THE HOME OF GUINNESS



- Ireland's #1 visitor attraction
- #4 brand attraction in the world
- 1,156,985 million visitors in 2013
- Welcomed 12+ million visitors since opening in 2000
- Unique events and meeting space catering from 2-2000
- Home of the Guinness Global Brand
- Guinness Flagship retail store
- Guinness Archives
- Approximately 150 people are employed at the **GUINNESS STOREHOUSE**



## How does sustainability influence our day to day business?

‘The work we do in sustainability and responsibility today, working in harmony with our communities, suppliers, customers, consumers, and other partners, as well as the natural world around us, will help make the future a bright one. We call this Celebrating life, today and tomorrow.’

Ivan Mendez  
(Diageo Chief Executive)

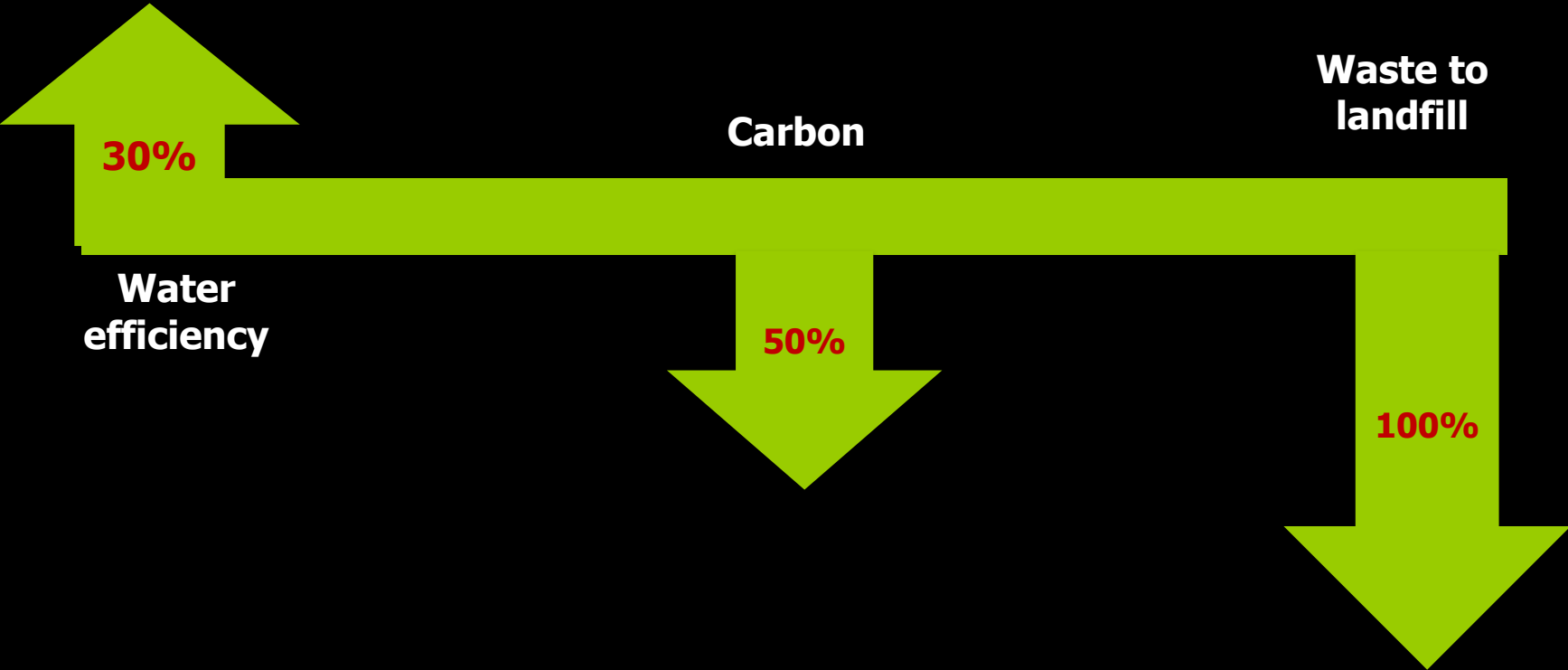
# Environmental Targets and Performance

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- ✓ To ensure compliance with environmental law
- ✓ To ensure compliance with our own environmental Standards
- ✓ To prevent environmental Incidents
- ✓ To achieve our 2015 environmental targets
- ✓ To be a leader in environmental Sustainability
- ✓ To create commercial advantage through Sustainability

# Environmental Performance Ambitions/ F15



# Social-Economical Impact



# Looking forward to the future

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**We believe that GSH future success will be measured by the value we create and in the way we do it.**

- losing control over the environmental impacts of our business.
- Our credibility with stakeholders will decrease, jeopardising our status as a trusted, ethical business.
  - Costs will rise and profit will decrease
  - Jeopardizing our planet resources



**Thank you. Q&A Time!**

