

## The Company

Diageo is the world's leading premium drinks business with an outstanding collection of beverage alcohol brands across spirits, beer and wine. Trading in approximately 180 markets, the company employs over 20,000 people around the world.

The Diageo bottling and canning plant in Belfast is an important asset for the Diageo Global Supply Group and plays a key role in servicing the packaging needs of the business in Ireland, UK and export markets around the world. The plant is also the sole producer of Diageo small pack products (cans & bottles) for Ireland.

## The Challenge

In 2008 Diageo introduced challenging corporate environmental objectives including diverting waste from landfill. The company needed to find ways to do this efficiently and effectively.

## The Solution

The company was introduced to the Industrial Symbiosis (IS) Service I and attended a Food & Drink Synergy Workshop in January 2008. This provided introductions to some companies who might be able to provide cost saving

solutions for the packaging, food and process waste generated at the Belfast plant. Diageo was also encouraged to invest in a glass crusher and can baler to help gain a higher return for these wastes as they go for recycling. ISL Waste Management, another IS member, was appointed to deliver a complete waste management solution. It has been able to provide Diageo with a composting solution for the food waste; the general waste which was previously landfilled is now 99% recovered and caustic labels which were previously landfilled are neutralised in Northern Ireland and then sent to a paper mill in the UK.

## The Benefits

Through investment in crushing and baling equipment and identifying landfill diversion routes for waste resources Diageo has achieved cost savings of around £47,000. The company has also achieved a CO<sub>2</sub> reduction of 878 tonnes and diverted 176 tonnes of waste from landfill. These achievements have helped the company meet its environmental objectives.

***“Sustainability is integral to Diageo business goals and objectives. Our aim is to reduce our impact on the environment for the benefit of our community and our business. Part of this strategy is to reduce the waste we generate and find ways to eliminate,***

*reduce, reuse and recycle by-products and waste from our operations. Our involvement in the Industrial Symbiosis Service, and the partnership created with ISL Waste Management as a result, has been fundamental to our success in the delivery of this goal.”*

**Joanne Doak, Compliance Manager  
Diageo Global Supply, Northern Ireland**