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Diageo launches open innovation call to improve water use across supply chain

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By **Shraddha Warde** | January 25, 2024



calling-all-innovators-image

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Diageo announces an open innovation call for five innovations intended to lessen and more effectively manage the water used across Diageo’s global supply chain.

The open innovation call is part of Diageo Sustainable Solutions which began in 2020 after Diageo launched its 10-year ESG action plan, Society 2030: Spirit of Progress. The purpose of the programme is to fill the innovation gap the company’s targets were set with, with the acknowledgement that new technologies and approaches will need to be uncovered for systemic change to reach its goals. This is the fourth round of challenges Diageo has issued and there are currently 14 pilots across the company from previous challenges on packaging, agriculture and carbon.

Diageo believes the water crisis is a climate crisis and responsible water management is central to its licence to operate. The innovation challenges address five different points across Diageo’s supply chain where the company would benefit from innovation and new technology to work towards its ESG goals.

Read online: https://nuffoodsspectrum.in/news/15/20683/diageo-launches-open-innovation-call-to-improve-water-use-across-supply-chain.html
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