

# Our ESG Roadmap

Our ESG Roadmap contains some of our key sustainability ambitions and targets, metrics and performance tracking.

<b>Key</b> Achieved – Met target/ambition on or ahead of time     On track – Likely to meet target/ambition on time     Ongoing focus – Continued progress towards target/ambition required     Not on track – Significant progress required to meet target/ambition on time						
Topic	Ambitions and targets	Metrics	Performance tracking			
			2023	2022	2021	Status
<b>Harm reduction</b>	<b>£5bn by 2025</b> in revenue from New Categories	New Category revenues (£bn)	<b>3.3</b>	2.9	2.1	
	<b>50m by 2030</b> consumers of our Non-Combustible products	No. of consumers (millions), <sup>①②</sup> excluding Russia and Belarus	<b>23.9</b>	20.7	17.1	
<b>Climate change</b>	<b>Net Zero GHG emissions by 2050</b>	Scope 1 and 2 (market-based) CO <sub>2</sub> e emissions (thousand tonnes) <sup>③④</sup>	<b>362</b>	420	495	
	<b>50% reduction</b> in Scope 1 and 2 GHG emissions by 2030 (vs 2020 baseline) <sup>1</sup>	Scope 1 and 2 CO <sub>2</sub> e emissions intensity (tonnes per £m revenue) <sup>③④</sup>	<b>13.3</b>	15.2	19.3	
		% Scope 1 and 2 CO <sub>2</sub> e emissions reduction vs 2020 baseline	<b>33.1</b>	22.3	8.4	
	<b>50% reduction in Scope 3 GHG emissions by 2030</b> (vs 2020 baseline) <sup>1</sup>	Scope 3 CO <sub>2</sub> e emissions (thousand tonnes) including biogenic emissions and removals <sup>③④</sup>	<b>–<sup>2</sup></b>	6,045	6,496	
<b>Circular economy</b>	<b>25% reduction in waste generated</b> in own operations by 2025 (vs 2017 baseline)	% reduction in waste generated	<b>28.2</b>	21.5	14.1	
	<b>100% packaging</b> to be reusable, recyclable or compostable by 2025	% packaging reusable, recyclable or compostable	<b>94</b>	92	92	
		% markets selling Vuse and glo with Take-Back schemes	<b>100</b>	100	100	
<b>Biodiversity and ecosystems</b>	<b>Deforestation and Conversion Free</b> tobacco supply chain by 2025	% sources of wood used by our contracted farmers for curing fuels that are from sustainable sources <sup>③④</sup>	<b>99.99</b>	99.99	99.89	
	<b>Deforestation Free</b> pulp and paper supply chain by 2025	% of pulp and paper materials sourced with low risk of deforestation	<b>69.3</b>	N/A	N/A	
	<b>Forest Positive</b> in our tobacco supply chain by 2025 (vs 2021 baseline)	Hectares of forests planted for conservation and Forest Positive	<b>68.8</b>	27.6	N/A	
<b>Water</b>	<b>35% less water use by 2025</b>	% reduction in water withdrawn vs 2017 baseline	<b>39.2</b>	32.6	27.6	
	<b>100% operations sites</b> Alliance for Water Stewardship certified by 2025	% operations sites Alliance for Water Stewardship (AWS) certified	<b>68.8</b>	36.4	15.0	
<b>Employees, diversity and culture</b>	<b>Increase to 45% by 2025</b> proportion of women in Management roles <sup>⑤⑥</sup>	% female representation in Management roles <sup>⑤⑥</sup>	<b>42</b>	41	39	
	<b>Increase to 40% by 2025</b> proportion of women on Senior Leadership teams <sup>⑤⑥</sup>	% female representation on Senior Leadership teams <sup>⑤⑥</sup>	<b>33</b>	30	27	
	<b>Zero accidents</b> aiming for zero accidents Group-wide each year	Lost Time Incident Rate (LTIR) <sup>⑦⑧</sup>	<b>0.17</b>	0.19	0.20	
		Number of serious injuries and fatalities to employees and contractors <sup>⑦⑧</sup>	<b>25</b>	36	31	
<b>Human rights<sup>3</sup></b>	<b>Zero child labour</b> aiming for zero incidents in our tobacco supply chain by 2025	% farms with incidents of child labour identified <sup>⑨⑩</sup>	<b>0.15</b>	0.38	0.70	
		% incidents of child labour identified and reported as resolved by the end of the growing season <sup>⑨⑩</sup>	<b>100</b>	100	100	
<b>Farmer livelihoods and communities<sup>3</sup></b>	<b>Prosperous livelihoods</b> we are committed to working to enable prosperous livelihoods for all farmers in our tobacco supply chain	% farmers in our Thrive Supply Chain <sup>3</sup> reported to grow other crops for food or as additional sources of income <sup>③④</sup>	<b>93.3</b>	92.8	95.6	
<b>Marketing and communications</b>	<b>Full compliance</b> aiming for full compliance with marketing regulations	Incidents of non-compliance with marketing regulations resulting in a fine or penalty <sup>⑪⑫</sup>	<b>3</b>	2	N/A	
	<b>100% SoBC compliance</b> aiming for full adherence to our Standards of Business Conduct (SoBC)	Number of established SoBC breaches <sup>⑬⑭</sup>	<b>123</b>	84	99	
		Number of disciplinary actions taken as a result of established SoBC breaches that resulted in people leaving BAT <sup>⑬⑭</sup>	<b>79</b>	58	46	
<b>Supplier engagement</b>	<b>100%</b> of product material and high-risk indirect suppliers having at least one independent audit within a three-year cycle	% product material and higher-risk indirect service suppliers having an independent labour audit within a three-year cycle <sup>⑮⑯</sup>	<b>58.8</b>	36.6	22.0	

## Notes:

①② 2023 (2022 for Scope 3) metrics with independent limited assurance by KPMG in accordance with ISAE (UK) 3000; see page 119 for a full list of assured metrics. ③ Environmental and health and safety data is reported for the period 1 December 2022 to 30 November 2023. See page 115 for CO<sub>2</sub>e emissions reporting methodology. 1. Compared to a 2020 baseline. Our near-term 2030 science-based targets comprise 50% reduction in Scope 1 and 2 and 50% reduction in Scope 3 GHG emissions. Scope 3 emissions target includes purchased goods and services, upstream transportation and distribution, use of sold products and end-of-life treatment of sold products, which collectively comprised >90% of Scope 3 emissions in 2020. 2. Due to the complexity of consolidating and assuring Scope 3 data from our suppliers and value chain, this is reported one year later. In 2022 we further enhanced our Scope 3 calculation methodology leading to the reporting periods 2020 and 2021 being restated accordingly. 3. Our ambitions cover all tobacco we purchase for our products ('tobacco supply chain'), which is used in our combustibles, Traditional Oral and Tobacco Heated Products. Our metrics, however, derive data from our annual Thrive assessment, which includes our directly contracted farmers and those of our third-party suppliers, which represented over 94% of the tobacco we purchased by volume in 2023 ('Thrive Supply Chain'). 4. In line with a reclassification of 'ongoing incidents' (which, from 2023 reporting will be included as an 'incident' when the final decision is issued), the 2022 number has been restated (three previously reported for 2022). 5. Consistent with previous years' reporting, cases are not included if investigations were not resolved at year-end.