We are now a co-leader in the worldwide spirits market. For Pernod Ricard, leadership means leading by example and a profound sense of responsibility. From its beginnings, the Group has always been engaged in Corporate Social Responsibility.

Today, given the new economic challenges we are facing, we must include the development of our social engagements in each of our three pillars of growth: Premiumisation, innovation, and geographical expansion. To continue as a pioneer in the ethical field, we must make CSR a driver of global performance.

To meet the challenges of tomorrow’s world, we must maintain our commitments to empowering our employees, promoting responsible drinking, protecting the environment and developing our communities. Our founding qualities of conviviality and entrepreneurial spirit are strengths that will enable each of us to meet this responsibility and pursue leadership on a day-to-day basis. That’s the meaning of our Responsib’ALL ambition.

Alexandre Ricard
Chairman - Chief Executive Officer

For Pernod Ricard, leadership means leading by example and a profound sense of responsibility.

“Committed to acting responsibly from its beginnings, Pernod Ricard produced a model based on four areas of engagement, which it pursues each day through its employees:

**EMPOWER OUR EMPLOYEES**

**PROMOTE RESPONSIBLE DRINKING**

**PROTECT OUR PLANET**

**DEVELOP OUR COMMUNITIES AND ENGAGE OUR PARTNERS**

We share responsibly and act sustainably around the world; we care deeply, and act naturally.”
Because employees are our best ambassadors, they are at the heart of the CSR model. We encourage them to get involved and we cultivate a collaborative, friendly work environment.

To ensure that the consumption of our products is an enjoyable and safe experience, we promote a moderate drinking culture and combat alcohol misuse.

Because all our products come from agricultural raw materials, preserving the environment is not simply a good practice, it is a fundamental strategic act for the future of our business.

RESPONSIBLE DRINKING

The Industries's 5 Commitments for Responsible Drinking

On 10 October 2012 at the ICAP conference Pierre Pringuet (Chief Executive Officer at that time) set out the 5 commitments of the alcoholic drinks industry to reducing harmful and inappropriate consumption of alcohol. A strong commitment, making Pernod Ricard the voice of responsible drinking around the world.

Our Employees

From 10 October 2012 until 2014, the employees of the entire Group took part in awareness actions for the promotion of responsible drinking. For 24 hours employees were expected to lead by example around the world.

Employees Become CSR Ambassadors

Responsib’ALL Day is the flagship event of the CSR model. We encourage them to get involved:

1. Focus: The Industry’s Commitments for Responsible Drinking

FOCUS: THE INDUSTRY’S COMMITMENTS

FOR RESPONSIBLE DRINKING

On 10 October 2012 at the ICAP conference Pierre Pringuet (Chief Executive Officer at that time) set out the 5 commitments of the alcoholic drinks industry to reducing harmful and inappropriate consumption of alcohol. A strong commitment, making Pernod Ricard the voice of responsible drinking around the world.

2. Pay close attention to the well-being of our employees and support their development

Focusing on employees is key to the success and development of the Group. To ensure that their consumption of our products is an enjoyable and safe experience, we promote a moderate drinking culture and combat alcohol misuse.

We contribute to the development of local communities by actions such as promoting entrepreneurial spirit and the sharing of local cultures.

We involve our partners in this approach based on mutual respect.

* 2014 : ICAP becomes IARD (International Alliance For Responsible Drinking)

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