



Pernod Ricard
Créateurs de convivialité



Press release - Paris, 04 March 2024

Pernod Ricard joins World Business Council for Sustainable Development

Pernod Ricard joins the World Business Council for Sustainable Development (WBCSD), a coalition of global businesses working together to limit the climate crisis, restore nature and tackle inequality, with a vision to build a world where nine billion people are living well and within the boundaries of the planet, by 2050.

Pernod Ricard is dedicated to bringing people together in a sustainable and responsible way. Built upon four key pillars - Nurturing Terroir, Valuing People, Circular Making, and Responsible Hosting, its 2030 Sustainability & Responsibility roadmap "Good Times from a Good Place" addresses all aspects of the business and directly supports the United Nations Sustainable Development Goals (SDGs).

As part of its membership, Pernod Ricard has also joined the One Planet Business for Biodiversity (OP2B) - an international, cross-sectoral and action-oriented business coalition on biodiversity with a specific focus on regenerative agriculture. Through this partnership, Pernod Ricard will drive transformational system change and catalyze action to protect and restore cultivated and natural biodiversity within agricultural value chains.

"We are delighted to welcome Pernod Ricard to WBCSD. By working with our community of business leaders to advance regenerative practices, Pernod Ricard is determined to foster positive change within agricultural systems. Together, we will leverage our collective expertise to drive meaningful progress towards a more resilient and regenerative future," said Diane Holdorf, WBCSD Executive Vice President.

Maria Pia de Caro, Executive Vice President, Integrated Operations and Sustainability at Pernod Ricard added: "We are honored to join the WBCSD, collaborating with its members to drive innovation, resilience, and positive change from grain to glass. I firmly believe that collaboration and the sharing of best practices are key to making a profound impact and strengthening our collective efforts. As part of this commitment, we will also engage in the One Planet Business for Biodiversity (OP2B) initiative, focusing on scaling regenerative practices and protecting biodiversity within agriculture".

-END-



Pernod Ricard
Créateurs de convivialité



About Pernod Ricard

Pernod Ricard is a worldwide leader in the spirits and wine industry, blending traditional craftsmanship, state-of-the-art brand development, and global distribution technologies. Our prestigious portfolio of premium to luxury brands includes Absolut vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur and Mumm and Perrier-Jouët champagnes. Our mission is to ensure the long-term growth of our brands with full respect for people and the environment, while empowering our employees around the world to be ambassadors of our purposeful, inclusive and responsible culture of authentic conviviality. Pernod Ricard's consolidated sales amounted to € 12,137 million in fiscal year FY23.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.

Pernod Ricard Contacts

Emmanuel Vouin / Head of External Engagement

+33 (0) 1 70 93 16 34

About the World Business Council for Sustainable Development (WBCSD)

The World Business Council for Sustainable Development (WBCSD) is a global community of over 225 of the world's leading businesses driving systems transformation for a better world in which 9+ billion people can live well, within planetary boundaries, by mid-century. Together, we transform the systems we work in to limit the impact of the climate crisis, restore nature and tackle inequality.

WBCSD accelerates value chain transformation across key sectors and reshapes the financial system to reward sustainable leadership and action through a lower cost of capital. Through the exchange of best practices, improving performance, accessing education, forming partnerships, and shaping the policy agenda, it drives progress in businesses and sharpen the accountability of their performance.

Follow WBCSD on [LinkedIn](#) and [X](#).

www.wbcsd.org
