

**SUSTAINABILITY AND  
CONVIVIALITY  
STRENGTHENING  
PERFORMANCE**



**CONOR MCQUAID**  
Chairman & CEO IDL



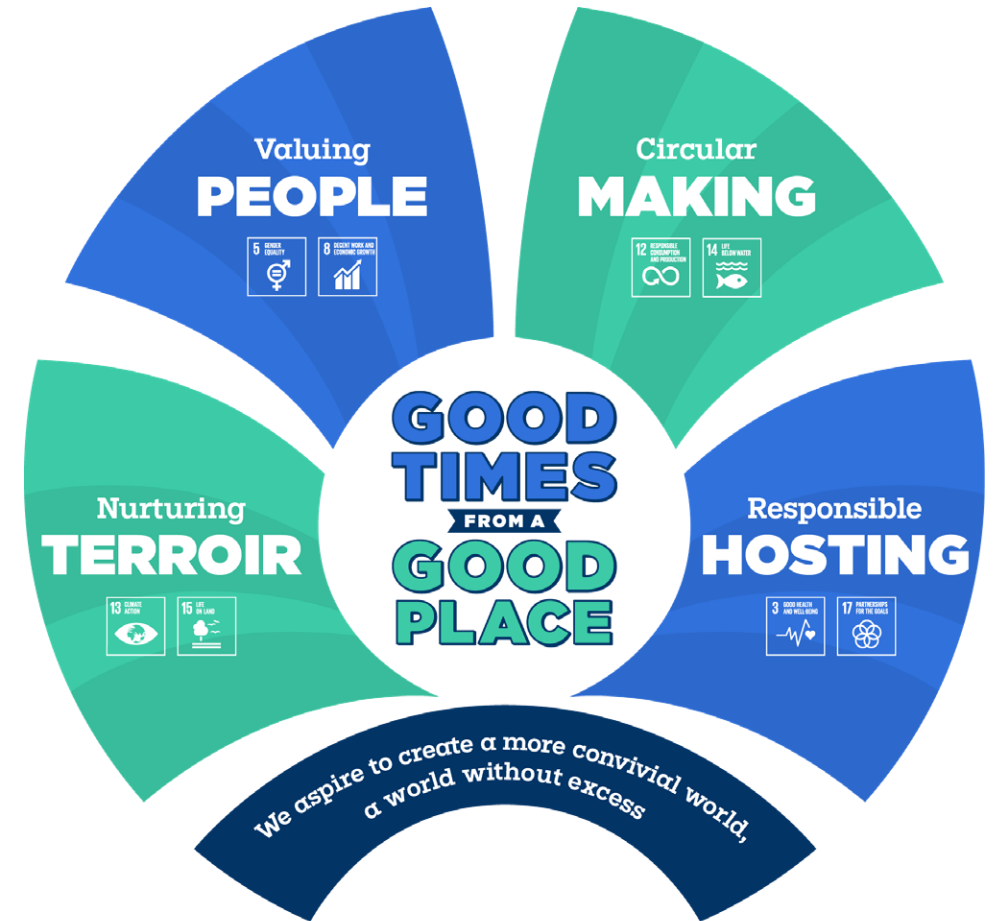
**VANESSA WRIGHT**  
Chief Sustainability Officer

# Our 2030 S&R Roadmap

“

Unlock the magic  
of human connection by  
bringing Good Times from  
a Good Place

”

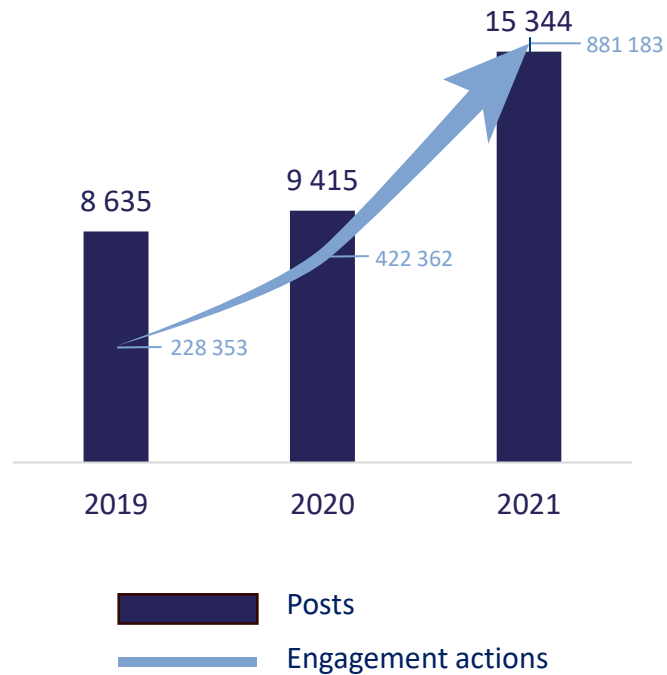


# Elevating our S&R commitments

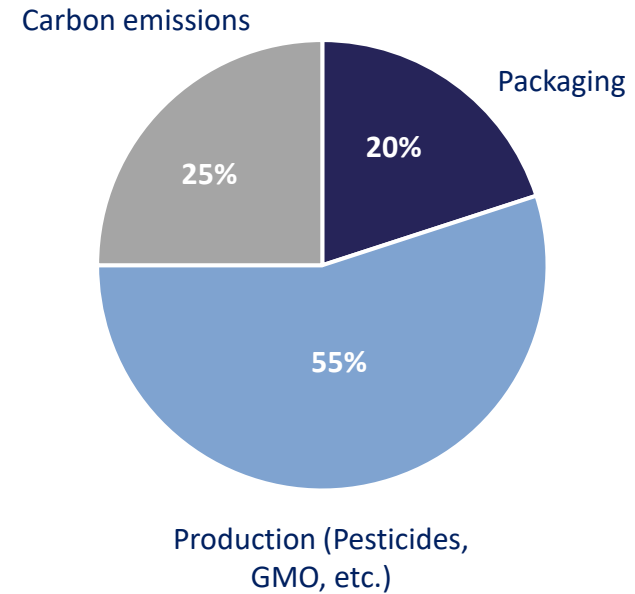


# Social listening shows increasing awareness among consumers

## Increasing interest around sustainability in the global W&S conversation <sup>1</sup>



## Key areas of interest within conversation about alcohol & sustainability <sup>1</sup>



1. Bloom

# NURTURING TERROIR

## Transitioning with our farmers and communities

Terroir mapping and  
risk assessment  
(2022)

Pilot 8 regenerative  
agriculture schemes  
(2025)

Partner with  
5,000 farmers  
(2030)

100% direct affiliates  
with biodiversity  
projects (2030)

100%  
certification  
(2030)

Mitigation plans  
for all raw materials  
(2030)



# 10

regenerative agriculture pilots  
underway<sup>1</sup>

# 10,000

Farmers supported  
and trained<sup>1</sup>

# VALUING PEOPLE

## Learning and sharing with our customers

Gender pay equity  
(2022)

To be best in class in  
Health & Safety (2025)

Align Human Rights  
policy with UNGP<sup>1</sup>  
(2025)

Engage all suppliers in  
procurement programme  
(2025)

Employee future-fit  
training every 3 years  
(2030)

Train 10,000  
bartenders on BWOT  
(2030)

Gender balanced top  
management  
(2030)



# 1,600

bartenders trained on The Bar World of Tomorrow<sup>2</sup>

1. United Nations Guiding Principles,  
2. June 2021

# CIRCULAR MAKING

## Investing in a carbon neutral future

100% **renewable** electricity  
(2025)

100% **water balanced** in  
high-risk watersheds  
(2030)

20% **water use** reduction  
(per litre of pure alcohol)  
(2030)

-50% overall carbon intensity (2030)  
& **net zero trajectory** (2050)



## Scope 1&2

Investment in sustainable  
technologies

## 8%

Reduction in water  
consumption since 2018<sup>2</sup>

## 53%

Water replenished in  
high-risk areas<sup>2</sup>

# CIRCULAR MAKING

## Innovating with our partners and suppliers

100% ban on single-use plastic POS  
(2021)

Eco-design principles  
for all NPD  
(2022)

100% packaging recyclable,  
reusable or compostable  
(2025)

Pilot 5 R&D  
circular distribution projects  
(2030)

x10 recycling projects  
countries lowest rates  
(2030)



# 95%

Packaging & POS reusable,  
recyclable or compostable<sup>1</sup>

# 1

New closed-loop distribution  
model launched<sup>2</sup>

1. June 2021,  
2. announced in 2022



# RESPONSIBLE HOSTING

## Raising awareness with our consumers

Maintain 100%  
employees trained on  
MOOC

95% compliance with  
IARD<sup>1</sup> Digital Guiding  
Principles (2024)

Rollout **digital labels**  
(2024)

Rollout global industry  
standards for e-  
commerce (2025)

All markets to  
contribute to at least  
**one global or local  
initiative** (2025)

'Responsible Host'  
experience for 10m  
visitors (2030)

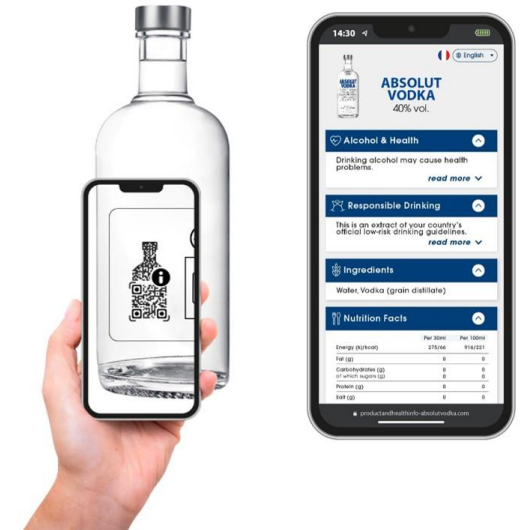
Roll out of at least **12  
marketing campaigns**  
by strategic brands  
(2030)



Drink More Water:  
this is how Pernod  
Ricard is trying to lead  
the way and empower  
young adults to make  
the right choices



**DRINK MORE.**  
WATER



# 110m

Reach with "Drink More Water" - Responsible Party<sup>2</sup>

Digital labels roll out  
to start in Europe with major brands  
in 2022<sup>3</sup>

1. International Alliance for Responsible Drinking,

2. June 2021,

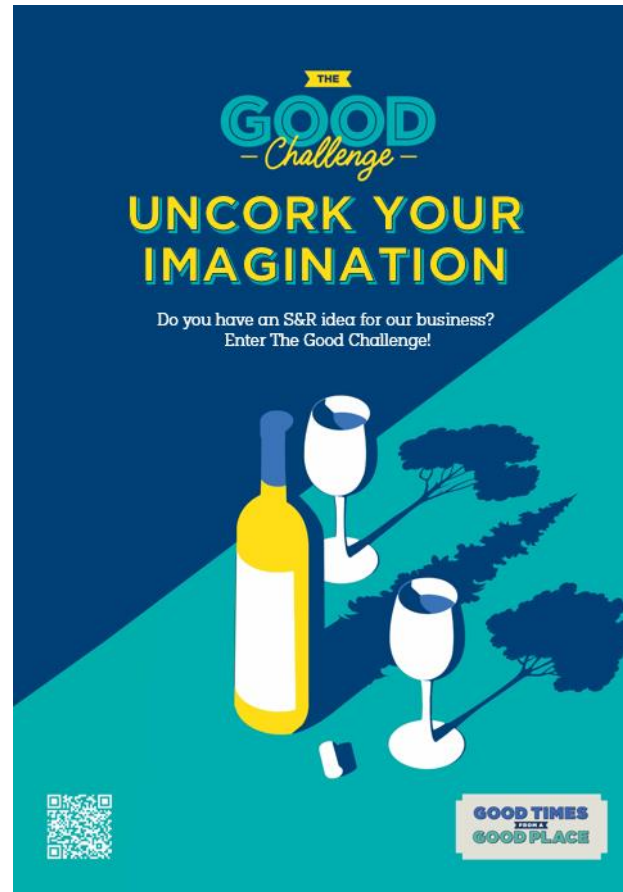
3. announced in 2022

# EMPLOYEE ENGAGEMENT

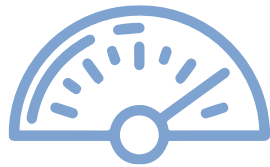
Involving all our employees on our S&R journey



Global engagement initiatives



Local engagement initiatives



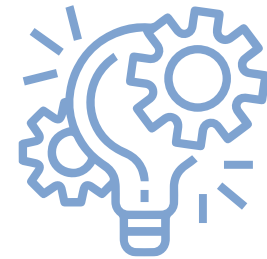
## **ACCELERATING**

our S&R roadmap



## **INVESTING**

in a carbon neutral future



## **INNOVATING**

to drive greater circularity