

Press release – Brussels, 30th January 2019

THE ERASMUS STUDENT NETWORK AND PERNOD RICARD RENEW THEIR PARTNERSHIP AND CELEBRATE RESPONSIBLE PARTY'S 10TH ANNIVERSARY

Raising awareness of more than 400,000 students since 2010 across 32 countries

Pursuing its commitment to promoting responsible alcohol consumption and combatting binge drinking among students in Europe, Pernod Ricard renews its partnership with the Erasmus Student Network (ESN). The goal of this partnership is twofold: raise awareness about responsible alcohol consumption and reduce alcohol related harm during student parties. *Over the past ten years, the Responsible Party program has been implemented in 32 countries and raised awareness of more than 400,000 students.*

This partnership raises awareness on responsible consumption of alcohol. The Responsible Party, has been highly successful in part due to the implementation of a peer-to-peer approach. Student ambassadors organise engaging activities during parties to provide young people with concrete advice on responsible drinking. At Responsible Party events, food and water are distributed and messages about health effects of alcohol consumption are presented in a fun way.

Both partners believe that partnership and empowerment are key ingredients in conducting forward-looking prevention and the independent scientific research conducted in 2017 clearly confirmed this. The results of the study concluded that **88.8%** of the students consider Responsible Party as a useful prevention program, **61.4%** of participants have modified their behaviour by drinking more water while **41.4%** slightly decreased their overall alcohol consumption versus **37.7%** who did not. Recognized as a reference, the program had been extended to 32 countries around the world, Russia being the most recent one to join the initiative in December 2018.

These figures are a clear reflection of the last pan-European analysis of addictive practices on young people over the age of 16 (96,046 student respondents in 35 countries) conducted by the *European School Survey on Alcohol and other Drugs* every four years. According to ESPAD's last study, consumption behaviour was lower than recorded 2011 in most countries.

“Empowering students for well-being in a responsible and active Europe”

Alexandre Ricard, Chairman and CEO of Pernod Ricard, and Gilles Bogaert, Chairman and CEO of Pernod Ricard EMEA/LATAM (Europe, Middle East, Africa/Latin America), will both be present again this year in Brussels to sign the renewal of the program, and show their support to the students and affiliates attending this event. *The partnership we are renewing with ESN on the Responsible Party program is crucial for the Group. Firstly, because it falls within Pernod Ricard's unwavering policy in favor of an increasingly responsible and therefore convivial consumption; and secondly, because students are largely exposed to the risk of irresponsible consumption. Over the years, our partnership with ESN has demonstrated that prevention and cooperation are key and we will strengthen this collaboration to tackle alcohol misuse by acting at the right place in the right time to ensure everyone enjoys a safe party,*” says Alexandre Ricard.

ESN is equally convinced of the success and effectiveness of this program as João Pinto, ESN President, expressed: *“Our cooperation can serve as an example of how partnerships between civil society organisations and companies can contribute to the realisation of the Sustainable Development Goals and in particular improving well-being of students. Responsible Party has instilled responsibility in young Europeans’ drinking behaviours and contributed to reduce harmful consumption over the last 10 years.”*

Alongside renewing the partnership, a public conference *“Partnership for good! Empowering students for well-being in a responsible and active Europe”* will be organised. During a high-level debate with the Pernod Ricard CEO Alexandre Ricard, ESN President João Pinto and the representatives from the European Commission and the wine & spirits industry the question of *“How can initiatives like Responsible Party provide inspiration for the future European action?”* will be discussed.

In the evening, an informal discussion between Alexandre Ricard and ESN volunteers from all around Europe will be held in a local bar. This convivial discussion is usually the occasion for an informal conversation around the topics chosen by the ESN members, mixing both business, societal and personal questions. This will be followed by a *“Responsible Party”* to celebrate the 10th anniversary in a responsible style.



About Pernod Ricard

Pernod Ricard is the world’s n°2 in wines and spirits with consolidated Sales of €8,987 million in FY18. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard holds one of the most prestigious brand portfolios in the sector: 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, Mumm and Perrier-Jouët champagnes, as well Jacob’s Creek, Brancott Estate, Campo Viejo and Kenwood wines. Pernod Ricard employs a workforce of approximately 18,900 people and operates through a decentralised organisation, with 6 “Brand Companies” and 86 “Market Companies” established in each key market. Pernod Ricard is strongly committed to a sustainable development policy and encourages responsible consumption. Pernod Ricard’s strategy and ambition are based on 3 key values that guide its expansion: entrepreneurial spirit, mutual trust and a strong sense of ethics.

Pernod Ricard is listed on Euronext (Ticker: RI; ISIN code: FR0000120693) and is part of the CAC 40 index.

About Erasmus Student Network

Erasmus Student Network (ESN) is the biggest student association in Europe. Present at over 1000 Higher Education Institutions, it unites over 500 local associations in 40 countries. More than 15,000 volunteers take care of international colleagues under the motto “Students helping students”. ESN works for the creation of a more mobile and flexible education environment by supporting and developing the student exchange from different levels and providing an intercultural experience.

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