



Pernod Ricard

Pernod Ricard India (PRI) is committed to sustainable growth and to creating a better world for all stakeholders. It strives for a convivial environment, that nurtures the long-term interests of consumers, communities, and the ecosystem in which it operates. It seeks to reimagine a circular future mapped across the key metrics of sustainable development.

#OneForOurPlanet Initiative – Project Unbox

PRI has a major initiative to remove permanent mono-cartons across its portfolio of brands. It began by extracting **500 million pieces annually** under its Indian-made foreign liquor brands and will gradually extend this initiative to include its portfolio of imported brands. This initiative contributes to the company's 2030 Responsibility & Sustainability roadmap 'Good Times from a Good Place', which supports the United Nations Sustainable Development Goals.



Project Unbox has several objectives. These include:

- Inspire consumers to make eco-conscious purchases
- Reduce PRI's carbon footprint
- Reduce secondary packaging waste to landfills
- Eliminate water footprint in secondary packaging
- Help reduce deforestation

With this initiative, the company will become the first in India to achieve a zero-waste-to-landfill contribution for permanent mono-cartons. It will eliminate 7,310 tonnes of CO₂ emissions every year, save 250,000 trees annually, and create water positivity.

W.A.L. (Water, Agriculture, Livelihoods)

PRI is working to save, store and replenish water, especially at its plant locations. It adopts a stakeholder-inclusive approach. Replenishment strategies at 'high' and 'extremely high' water risk sites make operations water positive.

Communities in water-stressed areas have adopted a more circular approach to water usage and become more water secure and resilient.

W.A.L. has four major aspects of community empowerment.

1. **Safeguarding year-round access to water for communities:** Since 2019, more than 2022 water saving structures have been built. Across 10 Indian states, 975 structures have generated a groundwater recharge potential of 1,697 million litres. These structures ensure that communities remain drought-resilient and have year-round access to water for agriculture, livestock, and daily use.
2. **Engaging with agricultural communities:** With a specialised 'package of practices', W.A.L. promotes best practices to improve production, drought resilience, resource optimisation, and local value chains. The focus is to create locally feasible, climate-resilient and low-cost approaches, and achieve scale in crop productivity. W.A.L. helps farmers manage soil nutrition and water retention better, eventually increasing yield.
3. **Regenerative and restorative approaches for sustainable resource use in agri-allied livelihoods:** Farming communities are encouraged to adopt natural resource management as a core component of their seasonal cycles. The W.A.L. programme has thus far worked with more than 16,600 farmers.
4. **Greater participation and ownership by women in rural development:** Efforts are made to empower rural women to step out, take ownership and develop better decision-making in livelihood activities and social disclosure. In 2021-22, 77 Women Producer Groups were empowered through W.A.L. interventions.

W.A.L. is rooted in a purpose of 'Leaving No One Behind'. This initiative contributes largely to PRI's emergence as a sustainable and responsible organisation. ■