

Pernod Ricard sponsor of the IUCN
World Conservation Congress
Marseille, 3 to 11 September 2021

Press Kit

Pernod Ricard becomes the first company to join the IUCN's new programme to combat the erosion of biodiversity, the "Agriculture and Land Health Initiative", crowning 55 years of commitment

Contents

p. 3 / What is the IUCN World Conservation Congress?

p. 4 / Why is Pernod Ricard taking part in the Congress?

p. 5 / Pernod Ricard's involvement in the IUCN's World Conservation Congress



p.7 / Biodiversity at the heart of our strategy

p. 8 / The nature of the partnership concluded between Pernod Ricard and the IUCN: Agriculture and Land Health Initiative



p. 10 / Pernod Ricard France is committed to biodiversity on the Plateau de Valensole

p. 11 / Martell Mumm Perrier-Jouët is stepping up its efforts in regenerative viticulture

p. 12 / Irish Distillers committed to biodiversity and regenerative agriculture

p. 13 / Kahlúa supports sustainable coffee production in Mexico

p. 14 / Pernod Ricard India promotes the sustainable use of resources



p. 16 / Our actions to protect mangroves and wetlands

p. 17 / Our actions to protect endangered animal species

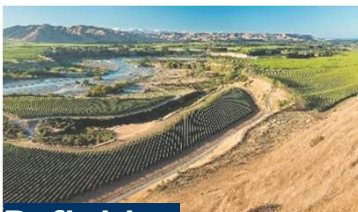
p. 18 / The Paul Ricard Oceanographic Institute and the protection of the Mediterranean

What is the IUCN World Conservation Congress?

The [World Conservation Congress](#) is the platform where the world has come together every four years, for more than half a century, to outline priorities and provide a framework for actions concerning biodiversity conservation and sustainable development. It is organised by the IUCN, the International Union for Conservation of Nature.

Created in 1948, the [IUCN](#) has grown over the years to become the largest and most diverse environmental network in the world. It leverages the experience, resources and influence of its 1,400 member organisations, and the know-how of its 13,000 experts. It is now the global authority on the state of the natural world and the measures required to protect it. Its experts are divided into six Commissions, dedicated to the survival of species, environmental law, protected areas, economic and social policy, ecosystems management, and education and communication.

The Congress will be the first hybrid event, i.e. to be held both in person and virtually, related to the environment since the start of the pandemic. It will enable us to act to promote nature-driven regeneration in order to tackle climate change and conserve biodiversity.



Definition of biodiversity

Biodiversity, a contraction of the words biology and diversity, refers to all living beings (fauna, flora, microorganisms) as well as the ecosystems in which they live. This term also includes the interactions of species with one another and with their environment. The preservation of biodiversity is therefore crucial to the equilibrium of environmental ecosystems.

[For more information](#)

IUCN Lists

The IUCN is renowned for assigning a [conservation status](#) to [species](#), which serves as the global standard within the scientific community. The IUCN also compiles its [Red List of Threatened Species](#), which has become the primary indicator for monitoring the population numbers of species globally. It has already established that one in four mammals, one in seven birds, one in three coral reefs and one third of conifer species are threatened with extinction.

Over time, the IUCN is also recognised for its Green List, a certification programme for the protection and conservation of areas (national parks, natural World Heritage Sites, nature reserves) that are managed effectively and governed fairly. The Green List now includes a total of 59 sites, 22 of which are located in France.

[For more information](#)



The International Union for Conservation of Nature is the largest and oldest of the world's global environmental organisations.

Why is Pernod Ricard taking part in the Congress?

The world's second largest Wine and Spirits company, Pernod Ricard has long been committed to protecting the environment. In 1966, our founder Paul Ricard created the Observatoire de la Mer, today the Paul Ricard Oceanographic Institute, in response to the first industrial pollution in the Mediterranean Sea.

An even stronger driver behind our work alongside the UICN is that we have placed conservation of biodiversity at the heart of one of the four pillars of our Sustainability & Responsibility 2030 roadmap, 'Good Times from a Good Place'.

All the Group's wines and spirits derive their unique character from terroirs* from all over the world. This is an essential dimension that drives our strategy of upmarket positioning and enables us to tailor our initiatives according to the challenges each region is faced with.

To achieve this, we implement regenerative agriculture and biodiversity conservation programmes through which we work in close collaboration with farmers and other industry players, as illustrated by the examples detailed later in this press kit.

Conserving and restoring these terroirs is not only a matter of financial sustainability for our Group, but also a far-reaching societal purpose that is intimately linked to our values and our heritage.

Lastly, in a nod to history, it was in Marseille – where the Congress is taking place – that the Ricard brand was created. Almost 90 years later, Pernod Ricard France, the Group's historic subsidiary, remains a major economic force in the region, putting into practice all the Group's environmental commitments from the île des Embiez to the Plateau of Valensole. In addition, this environmental strategy is evident within the Ricard supply chain, through the launch of products certified as 100% organic: Ricard Fruité Bio.



KEY FIGURES

- More than **one hundred ingredients** from **65 countries**, grown on **325,000 hectares**
- **2.7 million tonnes of agricultural raw materials** used last year, of which 50,000 tonnes originated from our own vineyards and agave fields
- **10** regenerative agriculture and biodiversity conservation **programmes** globally, including 2 dedicated to our vineyards
- **8,830 farmers involved**

Definition of terroir

A terroir is a geographical area primarily demarcated based on its soil, climate, local biodiversity and the way in which it has influenced the human community around it over the course of its history. A terroir is a body of knowledge and practices that are specific to it and that enhance it, forming a homogenous ecosystem that is both unique and unparalleled. This is where our products come into being and where they acquire their character.

Pernod Ricard's involvement in the IUCN's World Conservation Congress

In its role as partner of the French Ministry of Ecological Transition, Pernod Ricard France will be present at the French Pavilion throughout the Congress. In parallel, with the support of the IUCN and the Ministry of Ecological Transition, Pernod Ricard has created a discussion platform at the Club Pernod Ricard, where debates will be organised based on a common thread: "Companies & Biodiversity". Business leaders, NGO members, corporate investors and experts will be invited every evening to meet on the famous Canebière in Marseille, between 6pm and 11pm, to set out their approaches and the initiatives in place in a welcoming and engaged atmosphere.

We very much look forward to seeing you there at 1, la Canebière, Marseille.

PROGRAMME

Friday 3 September:

1pm – 2:30pm: CEO Summit with Alexandre Ricard in attendance (*Auditorium Mercantour - Parc Chanot*)

6pm – 11pm: round table: 'What if biodiversity was no longer the problem but the solution?' in partnership with the French Tech Aix Marseille (*Club Pernod Ricard*)

Saturday 4 September:

6pm – 11pm: round table: 'Biodiversity and climate change: the African challenge in partnership with AFD and IRD (*Club Pernod Ricard*)

Sunday 5 September:

10:30am: presentation by Jean-Marc Roué, Operation Executive Director, Pernod Ricard France, on responsible production (*Synchronicity stand, Générations Natures space*)

6pm – 11pm: round table: 'Water between flood and drought, what balance for tomorrow? (*Club Pernod Ricard*)

Monday 6 September:

2:30 – 3:30pm: Presentation by Patricia Ricard, President of the PROI, on "Reusing marine resources: how to reprocess collected marine waste?" (*Synchronicity stand, Générations Natures space*)

6pm – 11pm: round table: 'Business and Finance: safe values for Nature?' in partnership with the TOP 20 Club (*Club Pernod Ricard*)

Tuesday 7 September:

12:30pm – 1:30pm : Presentation by Vanessa Wright, Chief Sustainability Officer at Pernod Ricard, and Morgane Yvergniaux, Pernod Ricard Group Sustainable Agriculture Manager, on the Group's S&R commitments (*Synchronicity stand, Générations Natures space*)

6pm – 11pm: round table: 'From the Laws of Nature to the Law for Nature' in partnership with SoGood (*Club Pernod Ricard*)

Wednesday 8 September:

3:45pm: Presentation by Morgane Yvergniaux, Pernod Ricard Group Sustainable Agriculture Manager, on sustainable production (*central stage, French Pavilion*)

6pm – 11pm: round table: 'Ocean, Climate, Biodiversity, same fight!' with Patricia Ricard, President of the PROI (*Club Pernod Ricard*)

Thursday 9 September:

8pm – 11pm: evening at the club for partners of the French Ministry of Ecological Transition (*Club Pernod Ricard*)

A landscape photograph of a vineyard. In the foreground, there are rows of green grapevines. In the middle ground, a large, full-canopied tree stands prominently. The background features rolling hills and mountains under a clear sky. The overall scene is bright and natural.

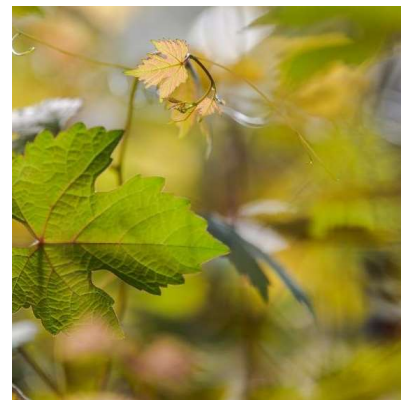
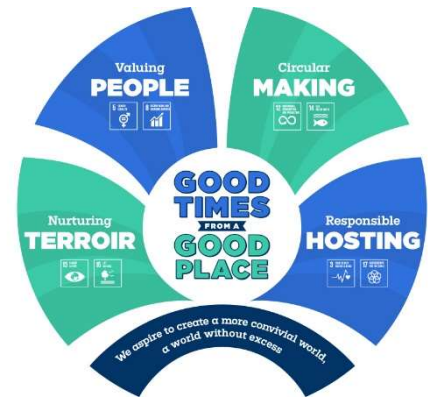
Our approach:

Putting biodiversity and
regenerative agriculture
at the heart of our
strategy

Biodiversity and regenerative agriculture at the heart of our strategy

Our Sustainability & Responsibility roadmap directly supports the United Nations Sustainable Development Goals (SDGs) and is aligned to their 2030 plan. Our business has been recognised since 2018 as a UN Global Compact LEAD participant for our work on the SDGs – the only wine & spirits company to receive this accolade.

The four pillars of our roadmap, – “Nurturing Terroir”, “Valuing People”, “Circular Making” and “Responsible Hosting”, address all aspects of our business from grain to glass. Each of our pillars sets out ambitious goals and targets to drive innovation, brand differentiation and talent attraction.



NURTURING TERROIR

Our products acquire their identity from the terroirs where they are grown.

We pay particular attention to each of their individual elements – soil, water, habitats, natural infrastructures, cultivated species, People and their expertise.

To do this, we are committed to finding solutions to the challenges of climate change and to producing consistently high-quality ingredients now and for generations to come.

- By 2022, all our key agricultural raw materials will have been mapped and subjected to a risk assessment, and by 2030, they will have to be certified under sustainable agriculture standards

- By 2030, we will do our utmost to reduce greenhouse gas emissions in our terroirs and thus reduce our contribution to climate change.
- By 2025, the Group is committed to rolling out pilot regenerative agriculture* projects within its *eight winegrowing regions*¹ and beyond
- By 2030, our aim is to involve at least 5,000 farmers in the ecological transition of their practices
- By 2030, all our direct subsidiaries will have launched strategic projects to protect biodiversity based on our value chains

[For more information](#)

Definition of regenerative agriculture

Regenerative agriculture refers to a system of farming principles and practices that promote biodiversity, enrich soil, improve water quality, capture carbon in the soil and strengthen its ecological functions. Over the long term, it leads to an increase in yields, better resilience to climate change and improved living standards for farming communities.

The nature of the partnership concluded between Pernod Ricard and the IUCN: Agriculture and Land Health Initiative

On the occasion of the CEO Summit, in the presence of French President Emmanuel Macron, Christine Lagarde, President of the European Central Bank and Bruno Oberle, Director General of the IUCN, Alexandre Ricard, Chairman and CEO of Pernod Ricard, announced a new partnership with the International Union for Conservation of Nature (IUCN).



This announcement coincides with the IUCN World Conservation Congress, which for the first time will be held in Marseille, France, from 3 to 11 September. Through this collaboration, Pernod Ricard becomes the first corporate partner to support IUCN's "Agriculture and Land Health Initiative".

The initiative strives to build a shared vision through a discussion platform, which brings together – around tangible projects – public and private sector actors including governments, NGOs, companies, land managers, scientists and experts who all share a single objective: build commitments for accelerated action towards sustainable agriculture.



They will also join forces to promote and highlight the scientific and economic benefits of sustainable agriculture, encouraging decision makers to adopt this approach on a wider scale.



Our actions:

Our initiatives in the field
of biodiversity
conservation and the
introduction of
“regenerative agriculture”
practices

Pernod Ricard France is committed to biodiversity on the Plateau de Valensole

Since 2007, fennel has been grown sustainably on the Plateau de Valensole (Alpes de Haute-Provence) in order to extract anethole, which gives Ricard its distinctive anise flavour. In Valensole, Pernod Ricard France has created a sustainable supply chain combining biodiversity conservation and agricultural production. Fennel is a prolific flowering plant, producing both nectar and pollen in a region dominated by the cultivation of hybrid lavender, which is low in pollen.

The benefit of growing fennel is twofold. Firstly, it is beneficial for the soil (by improving its structure and adding organic matter to it), and secondly it helps to maintain populations of flower loving insects (bees, butterflies, etc.) by providing them with food sources (pollen, nectar). Since the fennel crops appeared,

PhD Research

Since November 2018, Pernod Ricard France has been supporting Lucie Schurr, a PhD student in Landscape Ecology and Pollination, a specialist in plant/pollinator interactions. She is conducting a scientific study on the relationship between insect pollinators and fennel crops on the Plateau de Valensole with the aim of quantifying the benefit provided by the pollination of fennel crops by insects for both the fennel grower and biodiversity.

producers and beekeepers have noticed increased numbers of pollinator insects in their fields and a PhD thesis has demonstrated that almost forty families of insects feed on their flowers. This relationship is mutually beneficial since insects are essential to the propagation of fennel and the diversity of insects increases yield. It's a win-win situation!



Vital pollinators under threat

Animal pollination is a natural process essential for the propagation of more than 87% of wild flowering plants. It directly affects the yields and/or quality of 75% of major agricultural crops worldwide. More than 300,000 animal species are involved in the pollination of flowering crops, the majority of which are insects and in particular bees. Latest estimates* indicate that more than 40% of pollinating insects are believed to be facing extinction.

[For more information](#)

* Sánchez-Bayo, F. Wyckhuys, K.A.G., 2019. Worldwide decline of the entomofauna: A review of its drivers. *Biol. Conserv.* 232, 8-27.

Martell Mumm Perrier-Jouët is stepping up its efforts in regenerative viticulture

Martell Mumm Perrier-Jouët, the subsidiary comprising Pernod Ricard's cognac and champagne brands, has been committed to sustainable winegrowing for more than a decade.

All its vineyards are accredited – they are certified as “High Environmental Value” in Champagne, and have received “Environmental Certification” in the Cognac region.

Martell stopped using herbicides in 2019 and both Mumm and Perrier-Jouët stopped using glyphosate in 2020.

Tree and hedgerow planting programmes have been introduced in our two AOC (protected designation of origin) regions. They create a natural barrier in the vineyards and an environment that encourages biodiversity. Martell is also a patron of France's National Forestry Office (ONF).

Today, Martell Mumm Perrier-Jouët is going even further with the introduction of a regenerative viticulture programme. To do this, the subsidiary sought assistance from a recognised expert in agroecology, Sébastien Roumegous, founder of Biosphères and of the Centre for the Development of Agroecology (CDA) and a member of *Pour une Agriculture du Vivant*, an organisation that supports living agriculture, of which Pernod Ricard is also a member.

This approach aims to protect all components of the viticulture ecosystem – the land, vines and all the biodiversity and vegetation that surround the vineyards. Cover crops help improve soil nutrition and promote biodiversity. Different species of honey plants will soon be sown on the plots and surrounding areas. They will provide pollinators with pollen and nectar. These positive interactions will boost biodiversity by creating the right habitat and encouraging certain species to return, while simultaneously controlling pests and promoting pollination.

[For more information](#)



Irish Distillers committed to biodiversity and regenerative agriculture



Irish Distillers Limited (IDL), the owner of Irish whiskies Jameson, Midleton and Powers, is also deeply committed to biodiversity and regenerative agriculture.

In 2020, IDL created a tailor-made programme that incentivises Irish farmers near the Midleton distillery to grow barley sustainably and to focus on initiatives aimed at protecting biodiversity, for example by leaving the edges of fields uncultivated, by installing hives and by managing hedgerows in order to give space to nature. The programme recorded very high levels of participation in its first year, with more than 200 farmers joining, and will be repeated this year.

In parallel, in the south-west of France, Irish Distillers is working with a cooperative and a pilot group of 27 maize farmers to measure their regeneration index and identify their scope for progress, including cover crops, biodiversity-friendly areas, inputs and low till practices. Over the course of this project, work on a fair business model will be conducted to ensure mutual long-term benefits.



Kahlúa supports sustainable coffee production in Mexico



The “Coffee for Good” programme was launched in 2016 by Kahlúa, owner of the coffee liqueur of the same name, to protect the environment and help coffee-producing communities in Mexico.

Kahlúa joined forces with a non-governmental organisation, Fondo para La Paz (Fund for Peace), as well as with several local organisations in Veracruz, Mexico, to minimise the environmental impact of coffee growing and production.

The aim of this programme is to be able, by 2022, to source all coffee from sustainable operations and improve the living standards of local communities, in particular by empowering women.

As such, Kahlúa provides technical training in the field of sustainable farming, with the support of local agroecology experts, in order to help growers better manage their plantations and improve soil fertility.

[For more information](#)

Pernod Ricard India promotes the sustainable use of resources



Pernod Ricard India is deeply committed to developing farming practices that are more sustainable and environmentally friendly, notably through the WAL (Water Agriculture and Livelihoods) Programme. This scheme aims to develop a set of innovative techniques to implement regenerative agriculture principles and promote the sustainable use of resources.

It is specifically thanks to the section of the programme called Vikalp that Pernod Ricard is working in seven regions of India by promoting the local value chain with communities. These measures help to optimise crop productivity, while also increasing drought resilience and ensuring soil regeneration.

Lastly, more than 5,429 farmers are now involved in conserving these terroirs. By also practising organic farming, they promote biodiversity conservation and avoid the over-exploitation of the soil.

For example, in the region of Nashik agronomic analyses are regularly made available to farmers to assess soil composition, ensuring an adequate concentration of elements fundamental to regeneration (nitrogen, phosphate, potassium, etc.). In this way, Pernod Ricard India has developed preventive actions with more than 400 growers to analyse the quality of their soil and put into place pest control and tailor fertiliser application. These measures will not only help to avoid soil degradation and pollution, but will also help to reduce overheads for farmers.

In addition to protecting the environment, the WAL programme helps to create alternative and sustainable livelihoods for local communities through horticulture and business activities related to non-timber forest products (NTFPs).

[For more information](#)

An aerial photograph of a rural landscape. The top half shows a hillside covered in purple heath, with a dense forest of evergreen trees along the ridge. Below the heath, a large area is dominated by bright yellow gorse bushes. In the foreground, there are green pastures separated by stone walls, with a few cows grazing. The sky is blue with some light clouds.

Our activities:
Our projects to conserve
natural ecosystems

Our actions to protect mangroves and wetland areas

The Group is also taking action aimed at protecting ecosystems located in wetland areas and more specifically in mangrove.

Mangrove on Hailing Island (China)

In June 2021, in partnership with the NGO Conservation International, Martell launched a mangrove conservation and biodiversity protection project on Hailing Island in Yangjiang (Guangdong Province, China). It involves reforesting and replanting around 18,000 trees in the mangrove in the first year. Yangjiang has set itself the aim of achieving “national forestry city” certification.

[For more information](#)



Kaituna Wetland (New Zealand)

Over the last ten years, Pernod Ricard New Zealand employees have restored ten hectares of wetland in Kaituna, an area adjoining Pernod Ricard Winemakers’ vineyard. More than 2,700 indigenous trees have been planted and 7,500 others maintained. These trees provide numerous habitats for native animal species.

[For more information.](#)

Our actions to protect endangered animal species

The Group is implementing several initiatives throughout the world for the protection of certain endangered animal species.

Asian Elephants

The Pernod Ricard India Foundation and WWF India have joined forces to protect wild elephants in Assam. The programme aims to promote coexistence between local communities and elephants by reducing the damage they cause to people's crops, homes and lives. Included on the IUCN's Red List, the Asian elephant population has fallen by 50% over the past three decades.

[For more information](#)



Snow Leopards

Since 2015, Pernod Ricard Rouss and WWF Russia have been implementing a programme called "Save our Irbis, Save our Snow Leopards" in Sailugem National Park, one of the main national parks in the Republic of Altai, Siberia, which aims to protect this species that also features on the IUCN's Red List of endangered species. Former poachers have been trained to become volunteer assistants to the park's teams of inspectors and scientists for rare species. Pernod Ricard Rouss has also been involved in the development of a snow leopard monitoring system in Russia, through which 12 snow leopards were identified across a territory of 300,000 hectares in 2020.

[For more information](#)

The New Zealand Falcon

Since 2009, Pernod Ricard New Zealand has been supporting the efforts of the Marlborough Falcon Trust to protect the Karearea falcon, one of the most threatened birds of prey in New Zealand, with only 3,000 pairs remaining in the wild. This predator plays an important role in the wine-growing ecosystem by deterring other birds from damaging the vines.

[For more information](#)



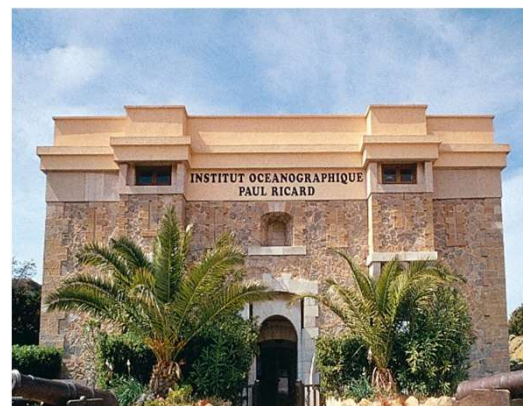
The Paul Ricard Oceanographic Institute for the protection of the Mediterranean

Since its creation in 1966, thanks to a team of multidisciplinary scientists the Pernod Ricard Oceanographic Institute has been developing solutions that are based on nature or bio-inspired to limit the impacts of human activities on the marine environment.

The Institute is actively involved in spreading knowledge and raising public awareness through the publication of scientific articles and educational magazines. In addition, it welcomes more than 25,000 visitors each year to conferences held at its aquarium museum. By “Understanding, Publicising and Protecting the Mediterranean”, the Institute helps to tackle the challenges that the world faces – pollution, protecting marine biodiversity, climate change, sustainable use of living resources, and the ecological restoration of coastal environments.

It is also a founding member of the Ocean & Climate platform, which brings together almost a hundred organisations acting to improve understanding of the interactions between the ocean, climate and biodiversity and recognition of the ocean and its biodiversity in the fight against climate change. The Institute attends major international meetings and uses its scientific expertise to support food safety programmes, notably in relation to sustainable fish farming, thanks to its new marine biology,

aquaculture and sustainable innovation research and training platform on the Île des Embiez.



“Preserving and protecting the ocean means enabling it to continue fulfilling its essential role as a climate regulator. It also means conserving marine biodiversity, which is at the root of blue carbon. More than ever before, our future forms part of the fragile triangle of interaction between ocean, climate and biodiversity, on which the natural equilibrium of the planet and our human societies depend.”

Patricia Ricard, President of the PROI and Vice President of the Ocean and Climate platform.

Noble Pen Shell or Fan Mussel

Amongst other research programmes, the PROI studies the fan mussel, *Pinna nobilis*, one of the largest shellfish in the world, listed as critically endangered by the IUCN since December 2019. The programme involves making an inventory of populations of fan mussels, studying their living conditions and conducting the genetic study of the different populations that exist in the Mediterranean.

[For more information](#)



Île des Embiez

Acquired by Paul Ricard in 1958, the Île des Embiez enjoys exceptional biodiversity. Its 95 hectares are home to more than 300 species of flowers and fruit, including some protected wild species – Aleppo pines, strawberry trees, succulents and vines.

The island alone has 90% of known Mediterranean plant species and is a true haven for birds as certified by the French League for the Protection of Birds (LPO). It is located within a Natura 2000 protected area, of whose steering committee the PROI is a member.

Press contacts *Pernod Ricard*

Emmanuel Vouin

*Head of Group External Engagement
Pernod Ricard*

+33 (0) 1 70 93 16 34

emmanuel.vouin@pernod-ricard.com

Florence Taron

*Group S&R Communications Manager
Pernod Ricard*

+33 (0) 6 75 33 51 00

florence.taron@pernod-ricard.com

Fabienne Orusa

*General Secretary
Institut Océanographique Paul Ricard*

+33 (0) 4 94 34 02 49

embiez@institut-paul-ricard.org

PERNOD RICARD

