

Press release – Brussels, 13 July 2022

## **Pernod Ricard and Erasmus Student Network call on all young adults to DRINK MORE WATER!**

**The partnership was renewed for the thirteenth year to jointly promote responsible drinking**

In a post-pandemic context, nurturing a sustainable Europe, Pernod Ricard and Erasmus Student Network yesterday renewed their common initiative, Responsible Party. On this occasion, they held a twofold event to debate the importance of cooperative partnerships and to actively promote responsible drinking among European young adults.

Responsible Party emerged in 2009 as a collaborative project between Pernod Ricard, a worldwide leader in wine and spirits, and Erasmus Student Network, Europe's largest volunteer structure. This non-branded preventive program, with a peer-to-peer approach, aims to tackle alcohol misuse among young adults by reducing alcohol-related harm during events and raising awareness. The empowerment of young adults is the key to the program's effectiveness and success by supporting them to make the right decisions for themselves and for their peers. It's 13-year implementation on the field has been extended online through the disruptive Drink More Water digital campaign, targeting over 144 million people in 34 countries since July 2021.

Held at the Solvay library in Brussels, the meeting's focus was to propel not only this initiative but also to encourage private and public stakeholders to join forces in this journey to build a more sustainable and responsible Europe. A panel of speakers featuring European officials, Pernod Ricard's CEO Alexandre Ricard, and both active and former ESN members, debated the high stakes of such a cooperation. The contribution of past and present ESN board members highlighted the evolution of the program and symbolized the spirit of a united and convivial Europe.

Alexandre Ricard, Chairman and CEO of Pernod Ricard stated: *"Responsible Party and its Drink More Water campaign are concrete examples of the collaboration between Pernod Ricard and the Erasmus Student Network that dates back to 2009, demonstrating our lasting commitment to promoting responsible and sustainable behaviour among young adults. Now that they are able to gather together again, we believe it is crucial to remind young people that there is no conviviality in excess."*

Juan Rayón González, current ESN president expressed: *"The success of the program relies on its multifaceted approach, its diverse actors and their long-term commitment in promoting sustainable behaviors. Over the last 13 years, Responsible Party activities have supported thousands of young adults to acquire responsible and sustainable behaviors. Now, the European Year of Youth brings a unique opportunity to reflect on what we have achieved and how we can continue to support and empower young people across Europe in their personal development, supporting the creation of new collaborations between companies and youth organisations."*

The conference paved the way for a large-scale party organized at Café Belga, an iconic venue for young adults in Brussels, to showcase an example of a Responsible Party and how binge drinking can be tackled. The Water Squad, a group of young adult volunteers, raised awareness of the overconsumption of alcohol by applying a peer-to-peer approach and distributing free water. The party was attended by many well-known social media influencers, including Vidal and Laure M. Fornier who shared their experiences at the event on their various social media channels. Partnering with Heetch, Responsible Party also provided transport vouchers, making sure party goers got home safely.

For Arnaud Van Hollebeke, owner and manager of Café Belga, *"As an actor of the hospitality sector, we all have a role to play in creating and promoting sustainable and safe conviviality. We have an important social role to play. The Drink More Water campaign is particularly relevant to our consumers with a simple and impactful call to action that we amplified during the event."*

## **About Pernod Ricard**

*Pernod Ricard is the world's No 2 in wines and spirits with consolidated sales of €8,448 million in FY20. Created in 1975 by the merger of Ricard and Pernod, the Group has developed through organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard, which owns 16 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive brand portfolios in the industry, including: 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's brands are distributed across 160+ markets and by its own salesforce in 73 markets. The Group's decentralised organisation empowers its 19,000 employees to be true on-the-ground ambassadors of its vision of "Créateurs de Convivialité." As reaffirmed by the Group's strategic plan, "Transform and Accelerate," deployed in 2018, Pernod Ricard's strategy focuses on investing in long-term, profitable growth for all stakeholders. The Group remains true to its three founding values: entrepreneurial spirit, mutual trust, and a strong sense of ethics, as illustrated by the 2030 Sustainability and Responsibility roadmap supporting the United Nations Sustainable Development Goals (SDGs), "Good times from a good place." In recognition of Pernod Ricard's strong commitment to sustainable development and responsible consumption, it has received a gold rating from Ecovadis. Pernod Ricard is also a United Nations' Global Compact LEAD company. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 and Eurostoxx 50 indices.*

## **About Erasmus Student Network (ESN)**

*Erasmus Student Network is one of the biggest student associations in Europe. Present at over 1000 Higher Education institutions, it unites over 520 local associations in 41 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.*

## **About Euractiv**

*Euractiv is an independent, multilingual, and pan-European media founded by French publisher Christophe Leclercq in 1999 focusing on EU policies. Its content originally covered the pre-legislative decision-making of the EU institutions, then encompassing national politics and economics with its 50 journalists and staff. In 2018, Euractiv was placed above Euronews and the EU observer among the top media concentrated on EU affairs, and second out of twenty of the most influential media among MEPs, respectively according to the ComRes/Burdon-Marsteller survey and Politico.*

## **Contacts**

Emmanuel Vouin / Head of External Engagement

+33 (0) 1 70 93 16 34