Pernod Ricard's Global Water Footprint

Objective

- Water is required at each life cycle stage of Pernod Ricard's products and has been identified as a key priority of the sustainability strategy.
- Pernod Ricard set ambitious water consumption reduction targets for its operation
- Pernod Ricard wants to know the water footprint of the overall value chain to identify potential hotspots, risks and opportunities

Quantis Solution

Assessing the corporate water footprint* of Pernod Ricard

Including a detailed supply chain view, from raw material production until production site gates

Identifying water hotspots by using a regionalized water stress index

* Methodology according to ISO 14'044 and UNEP-SETAC WULCA framework

"Water is becoming one of the most urgent issues worldwide. Pernod Ricard is taking action to ensure sustainable water use over its entire value chain. Our supply chain is responsible for most of our footprint, thus taking action to manage and engage with our suppliers is a priority for us."

Carine Christophe
Environment Manager
Pernod Ricard

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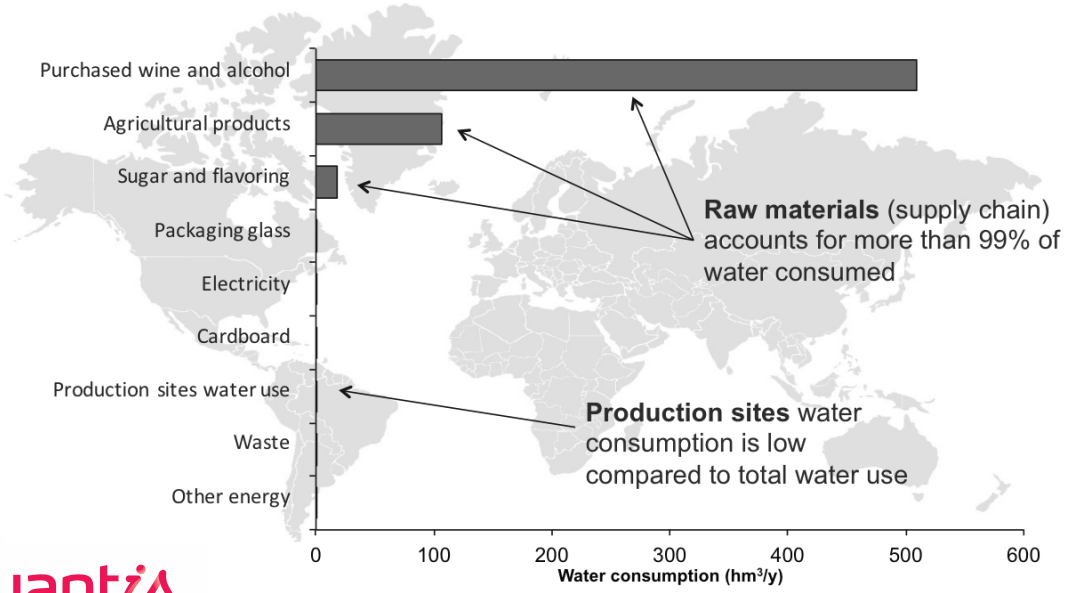
Based on easily accessible data reported by Pernod Ricard, and with the help of the Quantis Water Database, we were able to calculate a regionalized global water footprint. In particular we:

- Evaluated the vulnerability of activities to regional water stress
- Benchmarked production sites, products and business units (BU)
- Identified priorities for Pernod Ricard to build an action plan and strengthen its water strategy, including the management of its supply chain



Quantis

Key findings

- Raw material production - and especially crop production is responsible for most of the water footprint, because of irrigation
- Part of irrigated crops are located in water stressed areas, increasing risks of price volatility and product availability
- The water sustainability strategy should address the agriculture: is the main driver of Pernod Ricard's product water footprint