

Banning all single-use plastic point of sale items by 2021



Pernod Ricard
European Union
2018 > 2021
#ResourceEfficiency
#WasteManagement



Objective

As part of Pernod Ricard's 2030 Sustainability & Responsibility roadmap - "Good Times from a Good Place", they are committed to promoting circularity and minimising waste at every step in line with SDG12 "Responsible Consumption and Production". For them, this includes banning 100% of promotional items POS made from single-use plastic by 2021, 4 years ahead of their original goal.

Description

We share a world of finite resources, under huge pressure. That is why Pernod Ricard is committed to minimising waste at every step, including single use plastic at point-of-sale (POS).

In order to drive innovation and provide guidance to its 73 affiliates, Pernod Ricard has rolled out Global Sustainable POS Guidelines. The guidelines specify which materials can no longer be used and how they can be replaced. They are based on our five R principles- Rethink, Reduce, Reuse, Recycle and Respect - and respond to consumers' increasing desire for less waste and concrete actions to reduce the environmental impacts of their favourite brands.

The current sanitary crisis was an opportunity to accelerate the sustainability agenda and Pernod Ricard brought forward by four years the ban on single use plastic POS to 2021 (instead of 2025).

Partners

The Group is also a signatory of the **New Plastics Economy** and a member of the **Ellen MacArthur Foundation**

Results

It is not the first milestone that the Group reaches regarding plastic. In early 2018 Pernod Ricard banned plastic straws and stirrers at all its events.

With this ban on single use plastic POS, Pernod Ricard has avoided the production of 70 million items.

Website

<https://www.pernod-ricard.com/en/media/pernod-ricard-accelerates-end-single-use-plastic-point-sale-pos-materials-2021>

Downloads

Photo gallery

