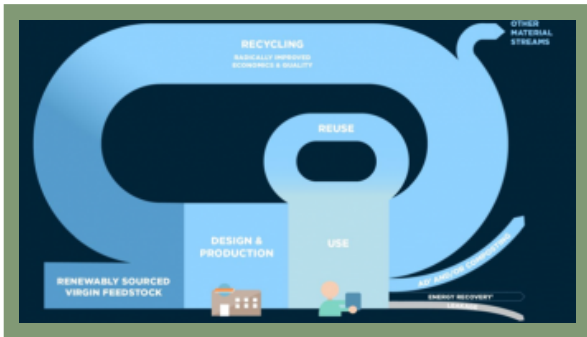




## The New Plastic Economy



**Drinks Initiatives Agency #WasteManagement**

### Objective

To contribute with governments and businesses to create a circular economy for plastic. One in which this material never becomes waste or pollution.

The Global Commitment aims to create ‘a new normal’ for plastic packaging.

### Description

In October 2018, Pernod Ricard joined the “New Plastics Economy Global Commitment” and committed to deliver the following by 2025:

- Evaluating and taking measures to eliminate unnecessary plastic packaging.
- Ensuring that the Group moves towards a usage rate of 100% for reusable plastic, recyclable or biodegradable packaging, according to CITEO specifications
- Implementing an eco-design handbook for the development of new products
- Integrating recycled plastics into its packaging

These commitments are in line with the United Nations’ Sustainable Development Goal 12 – “Sustainable consumption and production” - supported by Pernod Ricard since July 2016.

### Partners

The New Plastics Economy Global Commitment is led by the Ellen MacArthur Foundation, in collaboration with UN Environment. The Commitment was signed by many of the world’s largest packaging producers, brands, retailers and recyclers, as well as governments and NGOs (list [here](#)).

## Results

The Ellen MacArthur Foundation will review company targets every 18 months.  
Pernod Ricard will report progress annually as part of our environmental targets.

## Website

<https://newplasticseconomy.org/>

## Downloads

## Photo gallery

