

Pernod Ricard GTR discusses sustainability mission



Panelists from left to right: Mohit Lahl, Chairman & CEO at Pernod Ricard Global Travel Retail, Joanna Yarrow, Founding Partner at M&C Saatchi Life, Vanessa Wright, Chief Sustainability Officer at Pernod Ricard, moderator Phillip Adcock, Behavioural Science Expert and Melanie Guillardou, Group EVP Foodservice & CSR at Lagardère Travel Retail tuning in virtually



At Pernod Ricard's Global Travel Retail's 'Can duty free drive the ethical consumerism journey globally?' event in Cannes, France, panelists discussed green-washing, green-hushing and patronizing language when communicating its company's and brands sustainability missions.

Moderated by Behavioral Science Expert Phillip Adcock, panelists included Mohit Lahl, Chairman & CEO at Pernod Ricard Global Travel Retail, Joanna Yarrow, Founding Partner at M&C Saatchi Life, Vanessa Wright, Chief Sustainability Officer at Pernod Ricard and Melanie Guilloou, Group EVP Foodservice & CSR at Lagardère Travel Retail.

Panelists were in agreement for most, if not all, prompts from Adcock regarding sustainability and the conversation touched in the importance of clear corporate communication, both internal and external, around sustainability initiatives and ownership. Panelists also discussed shopper trends and behaviors, how to blend luxury with sustainability messaging and the importance of ensuring that the brand or company has a deep understanding of its sustainability agenda and goals.