

Pernod Ricard GTR introduces Ecogift tool

Pernod Ricard Global Travel Retail announced today the Ecogift tool, which analyses the carbon footprint of a manufactured Gift with Purchase (GWP). The tool joins Pernod Ricard GTR's industry-first lifecycle analysis (LCA) tool for merchandising, which together cover all manufactured products initiated in GTR.

Launched in 2021 as part of the company's commitment to sustainable transformation, the LCA tool for Merchandising is now used on 100% of Pernod Ricard GTR's retail projects and has resulted in a carbon reduction of 48% during the first six months of its application.

These two data-driven innovations sit within Pernod Ricard GTR's focus on Circular Making, one of the four pillars constituting Pernod Ricard's 'Good Times From a Good Place' global sustainability & responsibility roadmap, with the objective of reducing carbon footprint and minimizing waste.

Ecogift tool

The custom-built tool was developed in partnership with PIE Factory, a B Corp certified sustainable design consultancy. It assesses the full lifecycle of a GWP, from raw material provenance and certification, through to manufacturing and energy usage, packaging and transport, use and disposal of the product, considering whether it is reusable, recyclable, biodegradable or compostable.

The tool builds all the information into a traffic light scoring system, so the result is quick and simple to interpret. This allows the team to see if the proposal is compliant and can proceed, or if it must be re-worked. The information is broken down into granular data across each stage of the product lifecycle to highlight where improvements would be most impactful.

Successful trial

Using Ecogift, the Pernod Ricard GTR team has achieved a 34% decrease in carbon footprint by moving from a rigid trolley bag to a foldable RPET trolley bag. This has primarily been achieved by raw material change, integrating certified RPET made from recycled plastic bottles. Each trolley is made up of 12 50CL bottles, all purchased from suppliers with the GRS Global Recycle Certificate. Logistics changes have also contributed to the carbon reduction - for example, removing single-use plastic polybags and using fewer shipping cases. The trolley bags and foldable weekend bags, initially with Royal Salute branding, will first be available in Korea at the JTO Duty Free Shop in Jeju, with other markets to follow throughout the year.

Consumer attitudes to sustainability

The press release from Pernod Ricard GTR references a recent study by M1nd-set that points to the finding that eight out of ten travelers say they are concerned about shopping in a sustainable way. The research highlights that after brand and price, sustainability was ranked as the third most important aspect of choosing alcohol products when shopping in duty free.

"At PIE Factory we live to drive sustainable design. It has been an exciting challenge to partner with Pernod Ricard to build a tool that will promote Circular Making and deliver environmental improvement through life cycle thinking," said Simon Evans, Sustainability Director PIE Factory.

Mohit Lal, Chairman and CEO Pernod Ricard Global Travel Retail, said, "We are proud to be continually driving forward with new innovations supporting our ambition to lead the channel's sustainable transformation. We know that consumers are becoming increasingly aware of their carbon footprint and the impact of their behaviour and purchasing decisions. This is perhaps even more acute in the travel retail context, considering the rise of 'planet-first' destination choice, and the search for

meaningful travel experiences. Technology has a key role to play in ensuring that sustainability is truly embedded within business and innovation process. If you can't measure it, you can't manage it."