

Pernod Ricard GTR announces industry-first 'Life Cycle Analysis Tool'

Underlining its commitments to improving the sustainability of its procedures, Pernod Ricard Global Travel Retail (PR GTR) has announced an industry-first Life Cycle Analysis (LCA) Tool, dedicated to retail merchandising.

The LCA Tool forms part of its focus on Circular Making, one of the four pillars constituting the Pernod Ricard Group's global Good Times From a Good Place Sustainability & Responsibility strategy, with the objective of reducing its carbon footprint and minimising waste.

Hima Patel, Consumer Insights Manager for Pernod Ricard, spoke at length about the company's commitments to sustainability at the inaugural TR Consumer Forum **which took place in London last month.**

Life Cycle Analysis predicts the impact of projects in a cumulative manner over their life cycle stages, therefore the LCA tool empowers PR GTR to assess the potential environmental impact of its short and long-term retail activations, inform sustainable merchandising strategies and drive innovation.



Pernod Ricard took part in a panel session on sustainability at the TR Consumer Forum.



At the inaugural TR Consumer Forum, Hima Patel, third from right, talked in depth about Pernod Ricard's sustainability developments and goals.

SUSTAINABLE MERCHANDISING IN GTR

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The custom-built tool, developed in partnership with PIE Factory, a B Corp certified sustainable design consultancy, enables PR to make sustainable merchandising a possibility in GTR.

The tool also allows PR GTR to assess the environmental implications of design options for activation units such as wall-bays, gondolas and boutiques, including supplier choice, material selection, modularity, power consumption, logistics arrangements, end of life material destination and overall lifecycle carbon footprint.

This enables PR GTR to accurately track data, set targets and publicly report on the impact and improvement of retail projects over time.

“Our Life Cycle Analysis Tool for retail fixtures is critical in driving our ambitions for sustainability forward, says Mohit Lal.

The move to eco-design as a standard practice for developing merchandising and point-of-sale materials (POS), is ground-breaking in the wine and spirit industry, insisted PR GTR, which is making a commitment that all new retail projects will be guided by the LCA Tool, starting in July 2021.

The global launch of the LCA Tool for retail merchandising follows trials in the Martell boutique at CDFG Haitang Bay in Hainan, where retail units designed with the tool showed an almost 20% reduction in carbon footprint over their lifecycle.

Mohit Lal, CEO at PR GTR said: “Our Life Cycle Analysis Tool for retail fixtures is critical in driving our ambitions for sustainability forward.

As of now, all our retail projects will be conceived with the tool, which means they will all comply with our carbon reduction objectives. Every company involved in travel retail has a role to play in our industry’s sustainable transformation and our eco-design LCA tool is one example of how Pernod Ricard is leading the way.”

Daniel Worboys, Global Head of Retail Design at PR GTR added: “We’re beyond excited and optimistic about the potential of our LCA tool in helping shape sustainable retail units. As data and innovation play an important role in the planning, management and evaluation of our efforts, it will help us track the progress of our contribution to our Group’s wider targets.

I look forward to working with our partners on new retail projects and bringing sustainable design to travellers around the world.”