

Press release – Brussels, 15 June 2020



## Erasmus & Pernod Ricard celebrate 11 years of partnership promoting responsible consumption among young adults with a new initiative: *‘Sharing Good Vibes’*

Pernod Ricard renews its partnership with the [Erasmus Student Network](#) (ESN) to promote responsible alcohol consumption and combat binge drinking among students in Europe. The goal of this partnership is twofold: raise awareness about responsible alcohol consumption and reduce alcohol-related harm during student parties. As a proof of its success, over the past eleven years the Responsible Party program has been implemented in 38 countries and raised awareness of more than 450,000 students. As part of its S&R roadmap 2030, *‘Good times from Good Place,’* the Group announced last year its ambition to expand the program around the world with the objective of reaching 1 million students by 2030.

The success of the Responsible Party is due in part to a peer-to-peer approach. Student ambassadors organise engaging activities during parties to provide young people with concrete advice on responsible drinking. At Responsible Party events, food and water are distributed, and messages about the effects of alcohol on health are presented in a fun way. As current sanitary measures around the globe prevent traditional Responsible Party events, the digital campaign *‘Sharing Good Vibes’* offers an effective channel to convey the right prevention message to a highly connected population.

### ***‘Sharing Good Vibes’* digital campaign**

Launched in early April on Instagram and Facebook, #SharingGoodVibes aims to provide young adults with positive messages and stories around solidarity and conviviality whilst raising awareness around a responsible lifestyle. The campaign seeks to inspire young adults to share uplifting stories whilst reminding them to stay safe, convivial and responsible. Over the past 2 months the campaign has been extended outside Europe to Latin America and Africa, via the internet. The first digital activation on the 9 May reached more than 102,000 people.

### **15 June: Sharing Good Vibes all week to promote a responsible lifestyle**

Responsible Party will unveil during the week of 15 June [a series of video interviews](#) on different channels. Several speakers such as Alexandre Ricard, Chairman & CEO of Pernod Ricard, Kostis Giannidis, President of ESN, DJ Licious and other influencers and ambassadors for a responsible lifestyle will share their views on responsible drinking. Both partners believe that partnership and empowerment are key to prevention. This has been confirmed by an independent scientific research conducted in 2017: 88.8% of the students consider Responsible Party as a useful prevention program.

For Alexandre Ricard, Chairman & CEO of Pernod Ricard, *“Renewing our partnership with Erasmus is for me a critical milestone on our journey to promote responsible consumption. Given the circumstances, we are not able to celebrate them as we should, but I’m confident that the creative digital alternatives developed together with Erasmus will manage to spread responsible behaviour and lifestyle in a fun and convivial way.”*

Kostis Giannidis, President of ESN, adds, *“Through the Responsible Party programme ESN and Pernod Ricard has supported more than 450,000 young adults. Especially now, in times of crisis and physical distancing, this partnership is vital to ensure the health and wellbeing of young people. The ‘Sharing Good Vibes’ campaign in the context of the Responsible Party programme aims to spread positive messages and solidarity among young people. The Responsible Party is a great example of how business and the civil sector can contribute together for a sustainable society.”*

Follow the campaign on YouTube: <https://www.youtube.com/playlist?list=PLYFYzciaGvhOequ9MrovGhygwCDas2KsD>

### **About Pernod Ricard**

*Pernod Ricard is the world's No 2 in wines and spirits with consolidated sales of €9,182 million in FY19. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008). Pernod Ricard, which owns 16 of the Top 100 Spirits Brands, holds one of the most prestigious and comprehensive brand portfolios in the industry, including: Absolut Vodka, Ricard pastis, Ballantine's, Chivas Regal, Royal Salute, and The Glenlivet Scotch whiskies, Jameson Irish whiskey, Martell cognac, Havana Club rum, Beefeater gin, Malibu liqueur, Mumm and Perrier-Jouët champagnes, as well Jacob's Creek, Brancott Estate, Campo Viejo, and Kenwood wines. Pernod Ricard's brands are distributed across 160+ markets and by its own salesforce in 73 markets. The Group's decentralised organisation empowers its 19,000 employees to be true on-the-ground ambassadors of its vision of "Créateurs de Convivialité." As reaffirmed by the Group's three-year strategic plan, "Transform & Accelerate," deployed in 2018, Pernod Ricard's strategy focuses on investing in long-term, profitable growth for all stakeholders. The Group remains true to its three founding values: entrepreneurial spirit, mutual trust, and a strong sense of ethics. As illustrated by the 2030 roadmap supporting the United Nations Sustainable Development Goals (SDGs), "We bring good times from a good place." In recognition of Pernod Ricard's strong commitment to sustainable development and responsible consumption, it has received a Gold rating from Ecovadis and is ranked No. 1 in the beverage sector in Vigeo Eiris. Pernod Ricard is also a United Nations' Global Compact LEAD company. Pernod Ricard is listed on Euronext (Ticker: RI; ISIN Code: FR0000120693) and is part of the CAC 40 index. To know more: <https://www.pernod-ricard.com/en>*

### **About Erasmus Student Network**

*Erasmus Student Network (ESN) is the biggest student association in Europe. Present at over 1000 Higher Education Institutions, it unites over 500 local associations in 40 countries. More than 15,000 volunteers take care of international colleagues under the motto "Students helping students". ESN works for the creation of a more mobile and flexible education environment by supporting and developing the student exchange from different levels and providing an intercultural experience.*

### **About Responsible Party**

*Born in 2009 from the idea that events are even better if they are enjoyed responsibly, Responsible Party is originally and today the first pan-European programme tackling binge drinking among young adults. Created in partnership with Erasmus Student Network, an EU-funded non-profit organization, Responsible Party is a unique programme which actively fights against the misuse of alcohol. The programme has two main goals:*

- *Raise awareness among young adults about the risk of overconsumption of alcohol*
- *Reduce alcohol related harm during event*

*It is about promoting a balanced lifestyle and empowering young adults to decide for themselves. Responsible Party can be activated during any event and is a non-branded programme. It is a label that provides a safer and more responsible environment for young adults. Working with a peer to peer approach, we are never killjoy but cool and friendly people acting to make good times memorable. Creating good times where different personalities meet and lasting international friendships get started - that's what we're about. We are here to make good times unforgettable.*

*Website: <https://www.responsible-party.com/en/responsibleparty>*

*Instagram: [https://www.instagram.com/responsible\\_\\_party/](https://www.instagram.com/responsible__party/)*

*Facebook: <https://www.facebook.com/ResponsibleParty/>*

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