



2009 Pernod Ricard Communication on Progress



Jacob's Creek Vineyards - Australia



The United Nations Global Compact ten Principles

Launched in 2000, the UN Global Compact is the World's largest voluntary corporate citizenship initiative with over 4,000 participating companies in more than 120 countries. It aims at promoting companies' social legitimacy. The participating companies, UN agencies, workers and civil society have committed themselves to work together for the achievement and the promotion of the ten universal principles in the areas of human rights, labour standards, the environment and anti-corruption which are listed below. The Global Compact expects the participating companies to communicate their progress in integrating the ten principles in their activities by publishing a communication on Progress report annually.

Throughout the following report which we try continuously to improve over the years, you will find several initiatives which deserve to be highlighted and which describe the progress our company has made in implementing the ten principles.

Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses.

Labour Standards

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

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*Statement of
Pierre Pringuet
Chief Executive Officer*



Since 2003 Pernod Ricard has adhered to the Global Compact and is committed to respect its 10 universal principles on Human Rights, Labor, Environment standards and the fight against corruption. Since then, those principles are fully integrated in the values that all Pernod Ricard employees have to share within the company and promote outside with our shareholders, suppliers, stakeholders and of course our consumers. Indeed those values have historically characterised the Group but we have adapted them to the major stakes that a global company has to face nowadays.

For Pernod Ricard, corporate responsibility means reconciling economic development with social justice and the protection of the environment, all as part of a programme of continuous improvement. For example, Pernod Ricard has been listed in the FTSE4Good index since 2004. This international index measures the social and environmental performance of more than 800 companies.

As most companies around the world, Pernod Ricard has been impacted by the financial and economic crisis during these last two years. Despite this uncertainty, we have remained committed to the Global Compact and moreover we have developed new initiatives - or reinforced existing ones - to comply with the 10 principles that are described in the present report.

This year, I would, personally highlight:

- *the commitment of the Group and its employees to help the "climate refugees" from Haiti's earthquake,*
- *the on going "one rupee fund" initiative in India to provide medical facilities to underprivileged around areas of plant activity,*
- *the evaluation process of our suppliers in Nordic countries including compliance with Global Compact principles,*
- *the Pernod Ricard USA new code of ethics and its training sessions which address specially the issues of discrimination, harassment and corruption at work.*

A handwritten signature in black ink, appearing to read "P. Pringuet".

*Pierre Pringuet
Chief Executive Officer*



Pernod Ricard 2009 Communication on Progress

http://www.pernod-ricard.com/medias/resources/static/rapport_interactif/2009-10-30_fr/intro.html,
http://www.pernod-ricard.com/medias/resources/static/rapport_interactif/2009-10-30_en/intro.html

<p>The ten principles of the Global Compact</p> 	<p style="text-align: center;">Pernod Ricard Our commitments, progress and results</p>	<p style="text-align: center;">Further information is available in our 2008 / 2009 Annual Report at</p>
<p>Human Rights</p>		
<p>Principle 1: To support and respect the protection of international law on Human rights within its sphere of influence</p>	<p>Every new Group employee is given the Pernod Ricard charter, which defines, in particular, the Code of Professional Ethics setting out rules to be strictly adhered to. Created in 2003, Ethics Charter has been disseminated in 17 languages within the Group.</p> <p>For the benefit of its people, Pernod Ricard has also drawn up a Sustainable Development Charter defining its objectives, principles and the roles and responsibilities of all concerned. In the Charter, the Group expresses its intention to act in accordance with its own values, adhering strictly to the legal and regulatory framework of the countries in which it operates. The sustainable Development Charter is published on the company website.</p> <p>Pernod Ricard continues to support and respect the protection of international law on Human rights through its long-standing commitments in corporate sponsorship and partnership.</p> <p>The Group attaches much importance to natural disasters' issues and takes initiatives to improve the status of refugees who are victims of these natural disasters.</p>	<p>Page 60 – 63</p> <p>http://www.pernod-ricard.com/en/pages/180/pernod/Corporate-responsibility/Responsible-consumption.html</p> <p>Page 114 – 121</p> <p><i>Please refer to Best Practice No1</i></p> <p><i>Please refer to Best Practice No2</i></p> <p><i>Please refer to Best Practice N°3</i></p>

<p>Principle 2: To ensure that business is not complicit in human rights abuses</p>	<p>Since 2007, Pernod Ricard’s suppliers are asked to reply to the “Involvement in the respect of Sustainable Development” questionnaire in order to assess their impact on the environment and their commitment with regard to social responsibility.</p> <p>Pernod Ricard has undertaken various initiatives to ensure that the Group’s Purchasing Department complies with ethical codes. 246 of the 280 suppliers contacted in 2006-2007 completed the questionnaire.</p> <p>As an example, Pernod Ricard Nordic has established a Corporate Responsibility Suppliers Evaluation Process in order to marry professionalism with responsibility.</p>	<p>Page 60 – 63</p> <p>Page 111</p> <p>http://www.pernod-ricard.com/en/pages/232/pernod/Corporate-responsibility/Ethics-and-purchasing.html</p> <p><i>Please refer to Best Practice N°4</i></p>
<p>Labor Standards</p>		
<p>Principle 3: To uphold the freedom of association and the effective recognition of the right to collective bargaining</p>	<p>The Group is always attentive to its employees’ needs, using several methods such as the Pernod Ricard European Works Council (CEPR) created in 1999, a special forum promoting dialogue between the Group’s executive management and the employees of its subsidiaries in the European Union.</p> <p>Following the integration of Absolut, Pernod Ricard European Committee grown wider to representatives from others European Countries. It currently has 23 members and 5 observers from fourteen European Countries. 76% of the staff benefit from Trade-union or employees representatives in the world, 100 % in France.</p> <p>During CEPR meetings, questions about Pernod Ricard’s commitments towards the Global Compact have been broached on many occasions.</p>	<p>Page 60 – 63</p> <p>Page 86 - 87</p>
<p>Principle 4: To eliminate all forms of forced and compulsory labour</p>	<p>Pernod Ricard intends to share its sustainable development values with all those involved in its business.</p>	<p>Page 60 - 63</p> <p>Page 110</p>
<p>Principle 5: To ensure the effective abolition of child labour</p>	<p>The Groups commits itself to integrating these values into its strategy and corporate culture, and to ensuring that these principles are clearly understood and also acted upon by its main suppliers and sub-contractors.</p>	

<p>Principle 6: To eliminate discrimination in respect of employment and occupation</p>	<p>Pernod Ricard encourages corporate spirit, enthusiasm and initiative amongst employees. The Group favours the personal and professional development of its employees through international mobility, by developing local talent, expanding skills and know-how and by rewarding performance with motivating remuneration.</p> <p>In October 2004, the Group signed the Diversity Charter implemented by the French Government.</p> <p>Pernod Ricard reports every year to the HALDE (Haute Autorité de Lutte Contre les Discriminations et pour l’Egalité) http://www.halde.fr/ on the specific actions organized by the Group to prevent the discriminations. The Group made its teams aware within subsidiaries of developing good practices to promote the equality.</p> <p>As an example, PR USA has established a website which provides practical information and training to familiarize employees with relevant legal and ethical issues via a programme of modules.</p> <p>During 2008/2009 the Swedish company Vin&Sprit was integrated into Pernod Ricard. Pernod Ricard fulfilled the objective to accomplish a rapid, efficient and successful integration.</p>	<p>Page 60 - 63</p> <p>http://www.pernod-ricard.com/en/pages/161/ernod/Careers/Our-commitments.html</p> <p><i>Please refer to Best Practice No5</i></p> <p>Page 80 – 85</p>
<p>Environment</p>		
<p>Principle 7: To support a precautionary approach to environmental challenges</p>	<p>Pernod Ricard encourages moderate and responsible consumption of its products. To demonstrate its commitment and to report on concrete actions, the Group published in 2008 the report “Alcohol: I’m in Control” (Pernod Ricard Best practices around the world). The report is published on the company website.</p> <p>Pernod Ricard implemented initiatives to reduce alcohol related harm in more than 40 countries.</p> <p>Furthermore, PR affiliates such as Pernod Ricard China commit themselves in CSR via concrete and continuous CSR efforts.</p> <p>Absolut launched the website « Recognize the moment » http://www.absolut.com/recognizethemoment/ Absolut vodka’s first global responsible drinking campaign provides consumers with tips and tools for making responsible choices.</p>	<p>Page 92 – 97</p> <p>http://www.pernod-ricard.com/en/pages/180/ernod/Corporate-responsibility/Responsible-consumption.html</p> <p><i>Please refer to Best Practice No6</i></p> <p><i>Please refer to Best Practice No7</i></p>

<p>Principle 8: To undertake initiatives to promote greater environmental responsibility</p>	<p>Pernod Ricard’s deep-seated environmental commitment has been shaped by developing brands with strong local roots made from the highest quality ingredients. The group’s actions :</p> <ul style="list-style-type: none"> - promoting sustainable farming - saving water resources : 2012 target -10% - reducing energy consumption:2012 target -10% - reducing the impact of waste and packaging : 2012 target = 85% of waste to be recycled - measuring and reducing the carbon footprint of the activities 	<p>Page 60- 63 Page 98 – 109 http://www.pernod-ricard.com/en/pages/199/pernod/Corporate-responsibility/Environment.html</p>
<p>Principle 9: To encourage the development and diffusion of environmentally friendly technologies</p>	<p>Pernod Ricard received in 2008 the following Certification status: ISO 14001: 81% of the Group’s industrial production sites, corresponding to 93% of the volumes produced. ISO 9001: 88% of the industrial production sites, corresponding to 97% of the volumes produced. The Paul Ricard Oceanographic Institute develops new environmental friendly technologies. Packaging Eco Design methodology in place (teams training, good practices spreading)</p>	<p>Page 60 - 63 Page 98 – 109 <i>Please refer to Best Practice No8</i></p>
<p>Anti-Corruption</p>		
<p>Principle 10 : To work against corruption in all its forms, including extortion and bribery</p>	<p>Pernod Ricard has undertaken various initiatives to ensure that the Group’s Purchasing Department complies with ethical codes.</p> <p>In this field, Pernod Ricard USA commits itself to act in a fair and ethical manner. To help its employees to make the right decision, PR USA has established a Code of Ethics “so called TOP TEN” and a website with specific modules on “How we do business” dedicated to all employees who have contact with suppliers, customers or distributors.</p> <p>A “Sustainable Development” module has been integrated into the Purchasing training seminar for buyers.</p> <p>A “Corporate Social Responsibility” clause has been added to subsidiaries’ terms and conditions of purchasing.</p> <p>Pernod Ricard Nordic has established a Corporate Responsibility Suppliers Evaluation Process in order to marry professionalism with responsibility.</p>	<p>Page 60 – 63 Page 111 <i>Please refer to Best Practice No5</i> http://www.pernod-ricard.com/en/pages/232/pernod/Corporate-responsibility/Supply-chain-and-purchasing.html <i>Please refer to Best Practice No4</i></p>



Pernod Ricard 2009 Best Practices

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- *Best Practice N° 1: Haiti : 40,000 euros to make each employee a donor*

- *Best Practice N° 2: Pernod Ricard China and Chivas Regal raise 870,000 USD for China quake victims*

- *Best Practice N° 3: Pernod Ricard India One Rupee Fund*

- *Best Practice N° 4: Pernod Ricard Nordic Corporate Responsibility Suppliers Evaluation Process*

- *Best Practice N° 5 : Pernod Ricard USA Code of Ethics*

- ***Best Practice N° 6:*** ***Pernod Ricard China Wins Award
for Corporate Social Responsibility***

- ***Best Practice N° 7:*** ***Absolut launches the website
« Recognize the moment »***

- ***Best Practice N° 8:*** ***Construction of a multipurpose
experimental hatchery to conserve
biodiversity***

Best Practice No 1

Haïti : 40.000 € pour faire de chaque collaborateur un donateur

Pernod Ricard se sent solidaire des populations touchées par le tremblement de terre qui a frappé Haïti. Ce séisme d'une magnitude de 7 sur l'échelle de Richter est « l'une des plus graves catastrophes humanitaires des dernières décennies », déclarait le secrétaire général de l'ONU, Ban Ki-moon.



C'est aussi un pays avec lequel notre Groupe et nos collaborateurs entretiennent des liens étroits. Malheureusement certains de nos distributeurs, ainsi que certains amis et familles de nos collaborateurs, ont été touchés par cette catastrophe.



Le Groupe est par ailleurs présent en Haïti, plus précisément sur l'île de la Tortue, depuis près de quatre années. Pernod Ricard a ainsi soutenu l'association L'APPEL en participant à la construction de citernes permettant de récolter l'eau pluviale : 560 citernes construites à ce jour. L'île se situe à environ 200 km au nord de l'épicentre du tremblement de terre, et n'a pas été touchée par le cataclysme.



Pernod Ricard a décidé de faire **un premier don de 40 000 euros** au bénéfice de L'APPEL, association de terrain, travaillant sans intermédiaire, le Vice Président de L'APPEL Bruno Cazals nous garantit un suivi et une visibilité précise de l'utilisation des dons. Les contacts sur place, par l'intermédiaire de Jean-Robert Chéry, sociologue-éducateur-assistant social, basé à Port au Prince, spécialiste du traitement des traumatismes et violences, permettront d'utiliser les dons directement auprès des victimes et de faire un compte rendu des réalisations.

Bruno Cazals précise que : « *Notre action s'inscrira dans la durée et non dans l'urgence immédiate qui n'est pas notre compétence. Nous voulons par ailleurs, dans un avenir très proche, organiser dans la mesure de nos moyens l'aide aux familles qui quitteront la capitale ayant tout perdu dans le séisme et qui arriveront pour certains d'entre eux, à l'île de la Tortue. Nous favoriserons le rapprochement familial et organiserons leur accueil matériel.* »

Pernod Ricard, ce sont près de 19 000 donateurs potentiels et cette manière de rendre acteur chaque collaborateur du Groupe nous paraît la meilleure façon de procéder pour que chacun se sente concerné.»

Le Groupe abondera d'un euro chaque euro versé par les collaborateurs

Préférer une action ciblée, agissant sur le terrain et en offrant à chaque collaborateur l'opportunité de voir concrètement les résultats de l'aide apportée, voilà les motivations qui ont poussé Pernod Ricard à soutenir L'APPEL et à **doubler les dons de chaque collaborateur.**



L'association L'APPEL compte près de 2 500 sympathisants et plus de 1 000 adhérents. Une centaine de membres bénévoles est engagée pour réaliser les programmes d'actions de développement, menés sur le terrain par des partenaires locaux dans dix pays. (Vietnam, Madagascar, Burkina Faso, Tchad, Cameroun, Congo, Rwanda, Haïti, Le Salvador et Pérou.

Best Practice No 1

Haiti: 40,000 € to make each employee a donor

Pernod Ricard is showing its support for the people affected by the earthquake that struck Haiti EN January 2010. This earthquake, which measured seven on the Richter scale, is “one of the most serious humanitarian crises in decades”, according to UN secretary general Ban Ki-moon.



It is also a country with which our Group and our staff have close ties. Unfortunately, several of our distributors have been affected by this disaster, as have some friends and extended families of our employees.



Moreover, the Group has been present in Haiti, and more specifically the island of Tortuga, for nearly four years. In this way, Pernod Ricard has supported L'APPEL, a charity by contributing towards the building of rainwater collection tanks: 560 tanks have been built so far. The island is located around 200 km north of the earthquake's epicentre, and was not affected by the cataclysm.



Pernod Ricard has decided to make an initial donation of 40,000 euros to L'APPEL. Bruno Cazals, the Vice-President of L'APPEL, a charity working directly in the field without any intermediaries, has provided us with guarantees for monitoring and clear visibility of the use of the funds donated.

The contacts on site, through Jean-Robert Chéry, a sociologist, youth worker and social worker, based in Port-au-Prince, and a specialist in treating victims of trauma and violence, will make it possible to use the donations directly for victims and report on the actions carried out.

As Bruno Cazals confirms: *“Our action will be over the long term, and not focused on the immediate emergency, which is not our area of expertise. In addition, we want, in the very near future, to organise, according to our means, help for the families who will be leaving the capital after losing everything in the earthquake, some of whom will end up in Tortuga. We will focus on bringing families together and organising their material needs.*”

Pernod Ricard represents close to 19,000 potential donors, and we believe that this approach, making each Group employee a stakeholder, represents the best way of proceeding for everyone to feel concerned”.

The Group will add one euro for each euro donated by staff.

Giving priority to targeted action, working in the field and offering each Group employee an opportunity to see the concrete results of the assistance provided, these are some of the reasons why Pernod Ricard is supporting L’APPEL and **matching any donations made by each member of staff.**



L'APPEL is a charity with nearly 2,500 supporters and more than 1,000 members. Around 100 volunteer members are committed to carrying out programmes for development aid, led in the field by local partners in 10 countries (Vietnam, Madagascar, Burkina Faso, Chad, Cameroon, Congo, Rwanda, Haiti, El Salvador and Peru).

Best Practice No 2

Pernod Ricard China et Chivas Regal réunissent 870 000 dollars pour aider les victimes du tremblement de terre

Début juin 2008, Pernod Ricard China et Chivas Regal ont organisé un événement caritatif privé à Shanghai afin de récolter des fonds pour venir en aide aux victimes du tremblement de terre qui a frappé la Chine en mai dernier.



Le 3 juin 2008, Pernod Ricard China et Chivas Regal ont été les instigateurs d'un concert privé à but caritatif à Shanghai, pour collecter de l'argent au profit des victimes du tremblement de terre. Parmi les stars présentes figurait le groupe américain The Black Eyed Peas. La soirée a permis de réunir près de 870 000 dollars.

L'ensemble de ces dons viendront s'ajouter aux 300 000 dollars que Pernod Ricard China a déjà réussi à collecter au profit de la Croix Rouge chinoise, et aux 33 000 dollars rassemblés grâce à la générosité des collaborateurs de la filiale. Les fonds collectés à l'époque sont encore utilisés aujourd'hui pour les travaux de reconstruction.

Pernod Ricard China and Chivas Regal raise 870,000 USD for China quake victims

In early June 2008, Pernod Ricard China and Chivas Regal organised a private charity event in Shanghai in order to raise fund for victims of the earthquake that hit China last May.



On 3rd June 2008, Pernod Ricard China and Chivas Regal organised a private charity concert in Shanghai starring American band The Black Eyed Peas, to raise money for the victims of the earthquake. The event helped raise nearly 870,000 dollars.

The proceeds will be added to the 300,000 dollars already raised by Pernod Ricard China for the Chinese Red Cross relief fund – and the 33,000 dollars collected thanks to all Pernod Ricard China's employees' voluntary donations. Funds collected in this period are still used for the rebuilding works today.



Pernod Ricard India

Best Practice No 3

Pernod Ricard India initiative: One rupee Fund

Set up in 1996 as part of Company Charter, to contribute towards society:

- Free basic medical facilities for underprivileged - consultation and medicines at three dispensaries at Gurgaon, Behror & Nasik that provide:
 - Qualified Doctors and Paramedical Staff for primary care
 - Deployment of mobile dispensaries with Doctors for daily Outreach medical care in outlying villages that have no medical facility nearby
- Contribute to education of visually impaired – talking library, Braille equipment – to enable employability. Provide essential equipment for the differently abled (artificial limbs etc).
- Efforts are concentrated around areas of plant activity as part of community involvement; have Govt. approval/sponsorship; contributions are tax deductible.



- **Approx. patients till date:**

Gurgaon : 92 000

Nasik : 37 000

Behror : 55 000

- Special contribution for visually impaired;
- Financial support to families of Army personnel killed in action;
- Donations to Charities and Relief :
 - Tsunami & Earthquake



The Gurgaon Dispensary caters to about 150 patients per day, providing free medical consultation and medicines, apart from other facilities.



Recognition of CSR Initiatives

- ***Letter of Appreciation from the Chief Minister of Haryana state***
- ***Appreciation by the Finance Minister of Haryana in his Budget Speech***
- ***Appreciation from the Administrator, Haryana Urban Development Authority (HUDA); and the Deputy Commissioner, Gurgaon; for the Charitable Dispensary run by the “Pernod Ricard One Rupee Fund”.***

Contributions to the “One Rupee Fund”:

2007-2008€ 230 K (Rs 1.5 cr)

2008-2009€ 310 K (Rs 2.0 cr)

2009-2010€ 230 K (Rs 1.5 cr est.)

Best Practice No 4

Pernod Ricard Nordic Corporate Responsibility Suppliers Evaluation Process

Why?



To make it easier to choose suppliers serious with CR issues;

To help our suppliers improve;

To phase out suppliers that neglect CR issues.

What?

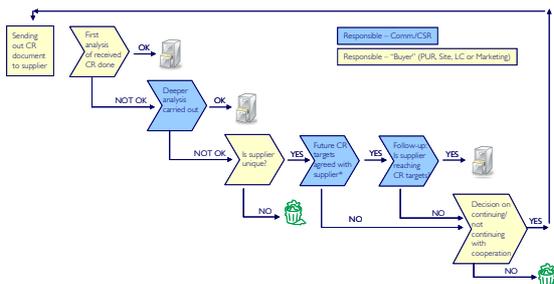
29 questions dealing with compliance with legislation and regulations, the organisation and the systematic of the work with corporate responsibility.

A. General questions for all suppliers about management of responsibility issues.		Total Dry goods
		General
A. Legal and other requirements		
1. Do you ensure legal compliance within your organisation?	?	▼
2. Do you secure the non-violation of Human Rights and do you secure the Rights of the Children within your organisation?	?	▼
3. Do you secure adherence to the ILO Declaration on Fundamental Principles and Rights at Work within your organisation?	?	▼
B. Management systems		
4. Which of the following management system standards are you certified against?		
Environment	a)	?
ISO 14001/ENAS?		
If yes, do not answer questions 5 through 11.		
Social and ethical	b)	?
SA 8000/AA 1000?		
If yes, do not answer questions 12 through 17.		
Occupational health & safety	c)	?
OHSAS 18000?		
If yes, do not answer questions 18 through 23.		
Others		
d) If you are using a management system without certification, please describe the scope of the issues handled by the management system. You are also welcome to send any documents that describe the system in more detail.		

All suppliers need to comply with UN's Declaration on Human Rights, the UN Convention on the Rights of Children and ILO's Declaration on Fundamental Principles and Rights at Work.

How?

The point of departure is for all suppliers to undergo a supplier evaluation whether they are providing a product or a service.

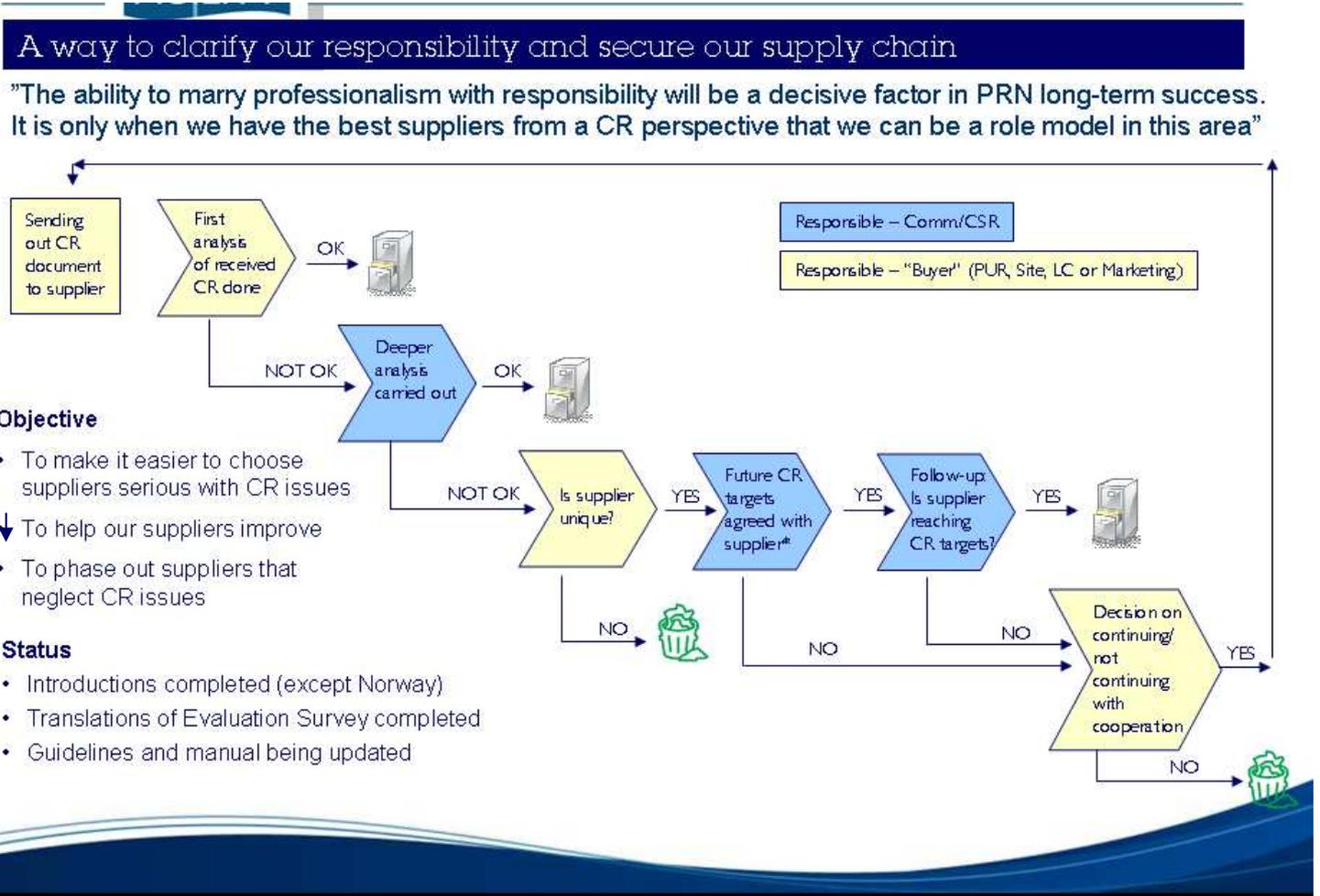


Suppliers providing goods or services where the manufacture can give rise to significant environmental impact or inadequate working conditions shall be visited by a qualified auditor.

Pernod Ricard Nordic CR Suppliers Evaluation Process

A way to clarify our responsibility and secure our supply chain

“The ability to marry professionalism with responsibility will be a decisive factor in PRN long-term success. It is only when we have the best suppliers from a CR perspective that we can be a role model in this area”



Best Practice No 5



Pernod Ricard USA Code of Ethics

- **Pernod Ricard personnel are expected to behave in an ethical manner.**

This means that all employees must be law abiding, behave in an honest and transparent manner, and be worthy of trust; behave in an ethical and respectful manner toward customers, public officials, suppliers, competitors, and colleagues; ensure the quality and safety of our products; respect the environment; place Group interest above self-interest when conducting business; afford equality of opportunity to and seek professional development for all members of our staff; and behave in a manner that is consistent with industry codes, including the Distilled Spirits Council of the U.S.'s (DISCUS) Code on alcohol consumption and responsibility.

- **As a manufacturer of alcohol beverages, Pernod Ricard is committed to promoting legal and responsible decisions about consumption of our products.**

Our sales and marketing practices reflect our commitment to promoting legal and responsible decisions about consumption of our products.

- **If you choose to consume alcohol products, you are expected to set a positive example of responsible alcohol consumption.**

Remember that your actions reflect on Pernod Ricard and that drunk driving, excessive drinking, providing alcohol to those who drive, and other irresponsible conduct in your professional or personal life all reflect on our brands.

- **We compete fairly and ethically, letting the quality of our products and services carry the day.**

That doesn't mean that we don't promote our products aggressively, but it does mean that we never engage in unethical business practices, such as making false or misleading statements about our competitors, engaging in deceptive or unfair practices like offering prohibited gifts or inducements, or acquiring competitive intelligence about other companies through illegal or illicit means like buying or stealing confidential and competitively sensitive information.

- **We share confidential information only with company insiders and even then only on a need-to-know basis.**

It is your responsibility to protect Pernod Ricard's confidential information—and confidential information entrusted to us by our business partners—by following these rules.

- **You must disclose any potential conflict of interest to your manager.**

Failing to do so may result in discipline, up to and including termination.

- **It is never appropriate to receive a gift or other benefit that could influence or appear to influence a business decision affecting our company.**

Do not receive gifts or benefits that are worth more than \$75; given on a too-frequent basis or in a manner that is not open and transparent; or are inconsistent with good business practices or violate laws, regulations, or ethical standards. Making political contributions on Pernod Ricard's behalf, or giving, offering, or promising anything of value to a foreign government official in exchange for favorable business treatment, violates company policy and the law.

- **Reporting of Pernod Ricard financial information and business transactions must be accurate, honest, timely, complete, and entered into the appropriate company books and records.**

It is our responsibility to make sure that all records comply with the requirements of law, and are not open to misleading interpretations.

- **Pernod Ricard is committed to equal opportunity and to a harassment- and discrimination-free workplace.**

We expect you to treat everyone with dignity and respect. Any employee who believes he has been subjected to harassment or discrimination is expected to immediately notify his manager or a member of the Legal department or Human Resources.

- **If you know of or genuinely suspect a violation of our Code of Ethics or any company policy or law, speak up.**

Notify your manager or Human Resources. And remember, our company's reputation depends on your willingness to communicate your genuine concerns. Any attempt to prevent others from raising concerns could result in disciplinary action, up to and including termination.

Pernod Ricard USA Code of Ethics

Co-workers, customers, associates, suppliers, shareholders and the community have come to expect honest and ethical conduct from PR USA.

In addition of the Code of Ethics (see below) and in order to help preserving and maintaining the relationship of mutual trust between the company and employees, **PR USA has established a website which provides practical information and training to familiarize employees with relevant legal and ethical issues via a programme of modules.** Each learning module concludes with a short quiz that analyses employees' understanding of the module.

Specific modules on preventing workplace harassment (employees respect) have been provided as well as how to behave in an honest and transparent manner and be worthy of trust.

Pernod Ricard USA Training Summary

Pernod Ricard USA ("PR USA") has embraced the Pernod Ricard Group's commitment to the United Nations Global Compact by providing training to its employees regarding two of the Global Compact's ten Principles. Specifically, PR USA has provided computer based training to its employees regarding Principle 6, the elimination of discrimination in respect to employment and occupation, and Principle 10, working against corruption in all its forms, including extortion and bribery.

Implementation

PR USA worked with a third party vendor to create computer based training programs for its employees in the areas of ethics and discriminatory harassment. The training was delivered through a web based application that permitted employees to take the training on their individual work computers.

Ethics

The content of the ethics training program embodied Principle 10 of the Global Compact, working against corruption in all its forms, including extortion and bribery. PR USA's ethics training emphasized 10 principles in its Code of Ethics. These principles include: (1) Pernod Ricard personnel are expected to behave in an ethical and lawful manner; (2) as a manufacturer of alcoholic beverages Pernod Ricard is committed to promoting legal and responsible decisions regarding consumption of our products; (3) employees who choose to consume alcoholic beverages are expected to set a positive example of responsible alcohol consumption; (4) Pernod Ricard competes fairly and ethically letting the quality of its products carry the day; (5) employees must share confidential information only with company insiders and on a need to know basis; (6) employees must disclose any potential conflict of interest to their manager; (7) it is never appropriate for employees to receive gifts or benefits that could influence or appears to influence a decision affecting our company; (8) reporting of Pernod Ricard financial information and business transactions must be accurate, honest, timely, complete, and entered into the appropriate company books and records; (9) Pernod Ricard is committed to equal opportunity and a harassment and discrimination free workplace; and (10) if any employee knows of, or genuinely suspects a violation of the Code of Ethics or any other company policy or law, the employee should report it.

The training program delivered its content through informational segments and video scenarios. At the end of the program, each employee was required to take a quiz on the program content. Any employee who did not receive at least 80% correct, was required to review the training and take the quiz again.

Harassment

The harassment program provided training consistent with Principle 6 of the Global Compact, the elimination of discrimination in respect to employment and occupation. The training emphasized that PR USA would not tolerate discrimination or harassment of any employee on the basis of race, gender, sex, age, disability or national origin. This content, like the ethics content, was delivered through instructional segments and video scenarios. At the conclusion of the training program, all employees were required to take a quiz on the content and receive at least 80%.

Continued Commitment

Pernod Ricard USA looks forward to continuing its commitment to the UN Global Compact and plans to implement additional training programs in the future to reinforce these Principles.



Ethics Overview - Windows Internet Explorer
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Pernod Ricard USA **Ethics Overview** Exit X



DID YOU KNOW?

A code of conduct incorporates a company's core values into policies and guidelines about its responsibilities to society and its employees.

BUSINESS ETHICS—WHY YOU SHOULD CARE

Values are beliefs that help shape people's attitudes and actions. Each of us has certain values that determine how we live our lives.

Companies have values too. These are often called **core values**—the fundamental ideas about how business gets done. Core values help the people in an organization work together, even though they may have different values as individuals. Core values often include qualities like integrity, accountability, and diversity.



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Pernod Ricard USA Code of Ethics - Windows Internet Explorer
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Mute Audio Print

HOW WE DO BUSINESS
General Business Conduct

Henry got the business, and while some of his actions—showing genuine interest in building a relationship with his customer, for example—showed top-notch sales skills, other actions—namely offering his customer tickets to the World Series costing perhaps hundreds of dollars—veer toward the unethical. Henry's charm aside, Robert's decision to do business with Henry appears to have been heavily influenced by Henry's provision of World Series tickets. In other words, it looks like Henry might have just bought himself some business, and that puts him on the wrong side of the ethical divide.



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Internet 100%

Ethics Overview Exit

BUSINESS ETHICS—WHY YOU SHOULD CARE

The Letter and the Spirit

Based on what you've learned so far, how would you describe the purpose of business ethics?

Check all that apply.

- To help employees make ethical decisions in the workplace.
- To get employees to follow the rules without thinking about them too much.
- To teach employees to navigate the gray areas of the law.
- To help employees balance conflicting demands.

[Show Feedback](#)

SELF-CHECK

CORRECT

All except for the second box should be checked.

Teaching business ethics can help employees make ethical decisions, navigate gray areas, and balance conflicting demands. Business ethics is not intended to train employees to follow rules blindly. Taking the time to consider different sides of a question is an important part of business ethics.

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OUR WORKPLACE
Harassment

At Pernod Ricard, we are committed to a work environment in which everyone is treated with dignity and respect. Every employee, officer, and director is expected to promote this environment with his or her own behavior. Specifically, you must never harass, intimidate, or offend others with unwelcome sexual advances, requests for sexual favors, or other verbal or physical conduct of a sexual nature; nor should you harass, intimidate, or offend others with verbal or physical conduct regarding a person's race, ethnicity, gender, age, or disability. You should never engage in any form of abusive or demeaning verbal or physical conduct of any kind.

If you believe you have been subject to harassment prohibited by Pernod Ricard's policies, please notify your manager, Human Resources, or a member of the Legal department immediately. Pernod Ricard does not tolerate this kind of conduct, and your complaint will be actively

FAQ

What is illegal harassment?

Illegal harassment is when conduct that's of a sexual nature or based on a protected category—like sex, race, color, national origin or ancestry, religion, age, mental or physical disability, and, in some states, medical condition, marital status, sexual orientation, and age—is so severe or pervasive that it changes someone's working conditions. The best way to avoid illegal harassment is to set the bar high on workplace conduct. At Pernod Ricard, our commitment to a harassment-free workplace means

[See More FAQs](#)

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Preventing Workplace Harassment - Windows Internet Explorer
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Pernod Ricard USA **Preventing Workplace Harassment** Exit X



Gina steps to a corner of the room and uses the phone to call her assistant. Tom and Phil help blot up the mess, whispering to each other.

Tom: Well, at least she didn't spill it on anything important. Like those legs.

Phil: I wouldn't have minded if she'd have got some on that blouse.

Tom: Yeah, nothing starts off a business meeting like a wet T-shirt contest.

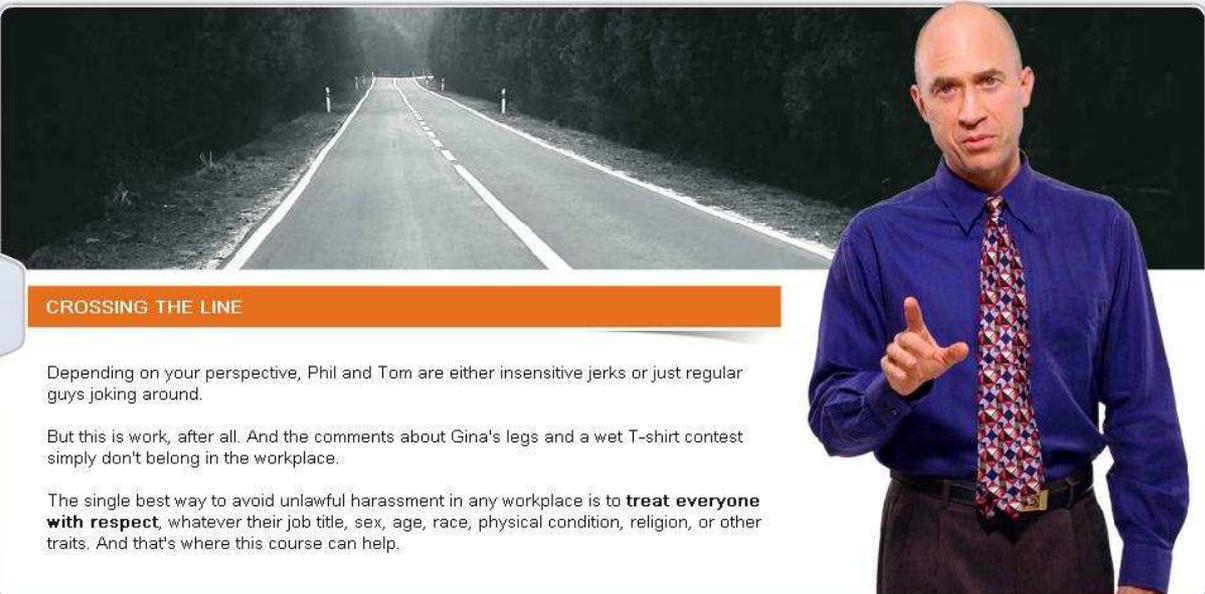
Switch to Video 

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Pernod Ricard USA **Preventing Workplace Harassment** Exit X



CROSSING THE LINE

Depending on your perspective, Phil and Tom are either insensitive jerks or just regular guys joking around.

But this is work, after all. And the comments about Gina's legs and a wet T-shirt contest simply don't belong in the workplace.

The single best way to avoid unlawful harassment in any workplace is to **treat everyone with respect**, whatever their job title, sex, age, race, physical condition, religion, or other traits. And that's where this course can help.

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Terminé Internet 100%

Best Practice N° 6



Pernod Ricard China

Pernod Ricard China remporte Le prix de responsabilité sociétale d'entreprise

L'exceptionnelle performance de Pernod Ricard Chine et ses efforts continus en termes de RSE au cours des années ont été largement acclamés par les grandes organisations de la société civile et les grands médias du pays. La société a récemment reçu le prix « Entreprise citoyenne exceptionnelle de Chine 2009 » lors du 5ème Forum des entreprises citoyennes de Chine.

La cérémonie des « Entreprises citoyennes exceptionnelles de Chine 2009 » était organisée conjointement par le Comité chinois des entreprises citoyennes, la chaîne de télévision CCTV et la fondation caritative Tencent. Le Comité chinois des entreprises citoyennes, géré par le ministère des Affaires civiles, est le seul organe national chinois qui promeut la responsabilité sociétale d'entreprise. Le rôle de Pernod Ricard Chine dans la promotion de la responsabilité sociétale d'entreprise a été reconnu. Ses efforts continus pour contribuer à la société chinoise, en particulier via son programme éducatif pionnier de prévention de l'alcool au volant ont été salués.

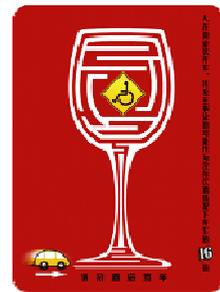
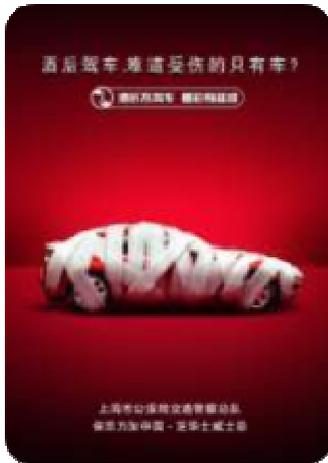
Les efforts constants de la société dans la promotion de la responsabilité sociétale d'entreprise sont étroitement liés à son développement sain et continu sur le marché chinois.



L'éducation du grand public en matière de lutte contre l'alcool au volant a été identifiée comme un élément clé de la responsabilité sociale de Pernod Ricard, afin de démontrer sa place de leader de l'industrie des vins et spiritueux.

Depuis 2005, la campagne de lutte contre l'alcool au volant a été conduite de façon proactive et cohérente et connaît un impact croissant.

Des partenariats établis avec l'Association chinoise de sécurité routière et les services municipaux de police routière ont été largement soutenus par le gouvernement et les médias.



Un projet de parrainage de 2 ans a été conclu avec le Centre de recherche sur l'alcool de Shanghai à l'Institute for Biological Sciences, l'académie chinoise des sciences, afin d'étudier les effets de l'alcool sur les mineurs et les femmes enceintes.

Les résultats des recherches seront utilisés afin d'éduquer le grand public et répondre aux inquiétudes croissantes et les éventuelles problématiques sociales.



Best Practice No 6



Pernod Ricard China

Pernod Ricard China Wins Award for Corporate Social Responsibility

Pernod Ricard China's outstanding performance and its continuous CSR efforts over the years have been highly acclaimed by the country's influential social organizations and media. The Company recently received **“2009 China's Outstanding Corporate Citizen” award at the 5th China Corporate Citizenship Forum.**

The “2009 China's Outstanding Corporate Citizen” awards were jointly organized by the China Committee of Corporate Citizenship, CCTV's financial channel and the Tencent Charity Foundation. The China Committee of Corporate Citizenship is administered by the Ministry of Civil Affairs and is the only national organization in China that promotes corporate social responsibility. As a strong advocate for corporate social responsibility, Pernod Ricard China has been recognized and commended for its sustained efforts in giving back to the Chinese society, particularly through its pioneering public education on drink-driving prevention.

The Company's continuous efforts in promoting corporate social responsibility are closely connected with its stable and healthy development in the Chinese market.

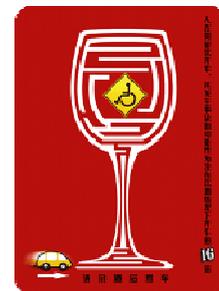
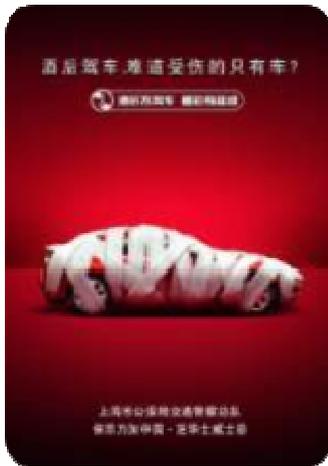


Anti Drink-Driving public education has been identified as a key CSR pillar for Pernod Ricard to demonstrate industry leadership.

Since 2005, the Anti Drink-Driving (ADD) Campaign has been conducted in a proactive and consistent way with growing impact.

Partnerships with the Road Traffic Safety Association of China (RTSAC) and municipal traffic police departments secure strong government and media endorsement.

Latest milestone activities include Anti Drink-Driving Creative Visual Works Contest in 2009, in partnership with the Guangzhou Traffic Police Department, for public education ahead of the Asian Games 2010.



A two-year sponsorship project has been sealed with the Shanghai Alcohol Research Center (SARC) at the Institute for Biological Sciences, Chinese Academy of Sciences, to study the effects of alcohol on minors and pregnant women.

The research results will be used for public education to address the potential growing social concerns.



Best Practice No 7

Absolut launches the website « Recognize the moment »



ABSOLUT® INTRODUCES 'RECOGNIZE THE MOMENT'

First responsible drinking campaign from ABSOLUT® VODKA provides tips and tools for making responsible choices

STOCKHOLM, SWEDEN (March 10, 2009) – Today, ABSOLUT VODKA, the world's most iconic spirits brand, launched Recognize the Moment, a responsible drinking campaign that goes one step further than telling us it's important to drink responsibly. Through interactive mobile, video and social networking channels, Recognize the Moment gives consumers the easy-to-use tips and tools they need to make responsible decisions – if, and when, they choose to consume alcohol.

"Promoting the responsible consumption of alcohol is of paramount importance to ABSOLUT VODKA," said Anna Malmhake, Global Brand Director, ABSOLUT VODKA. "By leveraging the innovative nature and iconic influence of the ABSOLUT brand, we believe that we can help consumers think about responsible drinking in a truly unique way."

Legal drinking aged consumers are encouraged to visit the Recognize the Moment Web site – www.absolut.com/recognizethemoment – to:

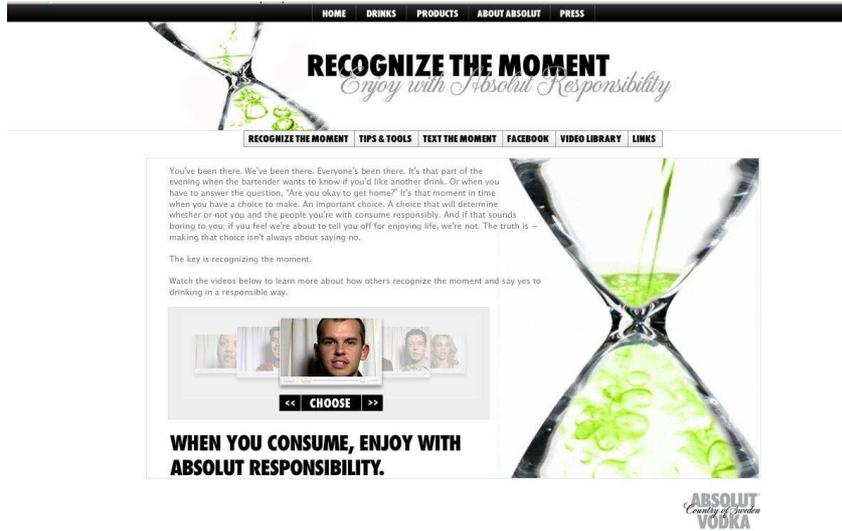
- Become a fan of Recognize the Moment on Facebook and poke your network of friends with a reminder to enjoy with Absolut responsibility.
- Scan the video library to watch testimonials from individuals around the country sharing tips for how they 'Recognize the Moment' to prepare and act responsibly while drinking.
- Text the Moment and send yourself a personalized text message reminder to consume responsibly.
- Read data compiled from several expert organizations about moderate drinking standards in countries across the globe, and the influence of physical characteristics on how alcohol can affect you.

"Drinking responsibly is about being cognizant of the moment in time when you have a choice to make, and being prepared to make a responsible decision," said Paula Eriksson, Vice President, Corporate Communications, The Absolut Company. "Through Recognize the Moment, we're using new media to provide people with information, tips and tools so that if they chose to consume alcohol, they can do so with Absolut responsibility."

"Recognize the Moment" is the latest demonstration of Pernod Ricard's commitment to responsible alcohol consumption. Pernod Ricard is aware of the risks posed to individuals and society by excessive or inappropriate alcohol consumption. The Group has chosen to take a proactive role and encourages moderate and responsible consumption of its products. For more information about the Group's commitment to responsibility, please read the recent report "Alcohol: Staying in control" on www.pernod-ricard.com

For more information, please contact:
Paula Eriksson, Vice President, Corporate Communications, mob +46 (0)70 1901207,
paula.eriksson@absolut-holding.com
Elin Wibell, Coordinator, Corporate Communications, tel +46 (0)8 7447461,
elin.wibell@absolut.com

www.absolut.com/recognizethemoment



HOME DRINKS PRODUCTS ABOUT ABSOLUT PRESS

RECOGNIZE THE MOMENT

Enjoy with Absolut Responsibility

RECOGNIZE THE MOMENT | TIPS & TOOLS | TEXT THE MOMENT | FACEBOOK | VIDEO LIBRARY | LINKS

You've been there. We've been there. Everyone's been there. It's that part of the evening when the bartender wants to know if you'd like another drink. Or when you have to answer the question, "Are you okay to get home?" It's that moment in time when you have a choice to make. An important choice. A choice that will determine whether or not you and the people you're with consume responsibly. And if that sounds boring to you, if you feel we're about to tell you off for enjoying life, we're not. The truth is -- making that choice isn't always about saying no.

The key is recognizing the moment.

Watch the videos below to learn more about how others recognize the moment and say yes to drinking in a responsible way.



WHEN YOU CONSUME, ENJOY WITH ABSOLUT RESPONSIBILITY.



HOME DRINKS PRODUCTS ABOUT ABSOLUT PRESS

RECOGNIZE THE MOMENT

Enjoy with Absolut Responsibility

RECOGNIZE THE MOMENT | TIPS & TOOLS | TEXT THE MOMENT | FACEBOOK | VIDEO LIBRARY | LINKS

TEXT THE MOMENT

Heading out for the night? Got your wallet? Check. Keys? Check. Cell phone? Definitely check. But, before you leave the house, ABSOLUT wants you to put your cell phone to good use by sending yourself a Recognize the Moment text message reminder.

Text the Moment is a simple way to plan ahead so you can be sure to drink responsibly. Just enter your mobile phone number, write a short message to yourself and schedule a delivery time. It may be just the reminder you need to remember to order water throughout the evening, or to hold off on dialing your ex at 2 o'clock in the morning.

So go on, text away...

MOBILE PHONE NUMBER: Enter mobile number without spaces
For example: 1234567890 (it is not necessary to add the country code)

FIRST NAME:

MESSAGE:

TIME FOR REMINDER: PM

AGREE TO TERMS AND CONDITIONS:



HOME
DRINKS
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ABOUT ABSOLUT
PRESS



RECOGNIZE THE MOMENT

Enjoy with Absolut Responsibility

RECOGNIZE THE MOMENT
TIPS & TOOLS
TEXT THE MOMENT
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VIDEO LIBRARY
LINKS

MODERATION IS KEY
ENJOY RESPONSIBLY
FEELING THE EFFECT
ALCOHOL-FREE DRINKS

MODERATION IS KEY

Striking a balance between enjoying a cocktail and consuming too much can be tricky. It's a good idea to remember that moderation is key – and that drinking too much is a bad idea.

But how much is considered too much?

Moderate drinking standards vary by country and are, in some parts of the world, considered to be dependent on gender. Select your country from the menu below to find out what the experts consider to be a moderate drinking level where you live. Please remember that these are the maximum levels, and that individual (e.g. weight, health, metabolism) and situational factors may call for even more moderation and caution than the amounts stated here – learn to Recognize the Moment, and act accordingly.*

[Click here to learn more about the effects of alcohol.](#)

Australia

SUBMIT

MEN

No more than four standard drinks (i.e., 40 g of pure alcohol) a day, on average, never more than six standard drinks (i.e., 60 g of pure alcohol) in one day.

PURE ALCOHOL		40% (80 PROOF)
40 g	=	4 oz (US) 4.4 oz (UK) 12.6 cl 119.6 g

WOMEN

No more than two standard drinks (i.e., 20 g of pure alcohol) a day, on average, never more than four standard drinks (i.e., 40 g of pure alcohol) in one day.

PURE ALCOHOL		40% (80 PROOF)
20 g	=	2 oz (US) 2.2 oz (UK) 6.3 cl 59.6 g

KEEP IN MIND...

It is advised that men and women have at least one or two alcohol-free days per week.

Guidelines are currently under review by the NHMRC in collaboration with the Australian Government Department of Health and Ageing.

Source: International Center for Alcohol Policies, Drinking Guidelines, www.icap.org (National Health and Medical Research Council and Australian Government Department of Health and Ageing)

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RECOGNIZE THE MOMENT

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MODERATION IS KEY
ENJOY RESPONSIBLY
FEELING THE EFFECT
ALCOHOL-FREE DRINKS

FEELING THE EFFECT

Ever wonder why your best friend seems a little tipsy after two cocktails, while you have your wits about you? Or why your dad has two drinks with dinner, while your mom insists on having only one?

IT'S ALL PERSONAL.

Gender. Food intake. Body fat percentage. There are a number of reasons why alcohol affects people differently. Before consuming, take a look at the facts below to know how alcohol is likely to affect you, based on your genetic and physical characteristics.

SIZE
FOOD
GENDER
PACE
DRUGS

Best Practice No 8



Création d'une écloserie expérimentale afin de préserver la biodiversité

L'Institut océanographique Paul Ricard vient de créer une écloserie expérimentale polyvalente sur l'île des Embiez (Var). La Caisse d'Épargne Côte d'Azur a apporté son soutien à la réalisation de cette unité pilote.

L'équipe de recherche concentrera ses travaux sur des espèces menacées de disparition ou en raréfaction telles que l'hippocampe et la grande nacre. Elle s'intéressera également aux populations surexploitées comme l'oursin comestible, et à la culture d'algues microscopiques.



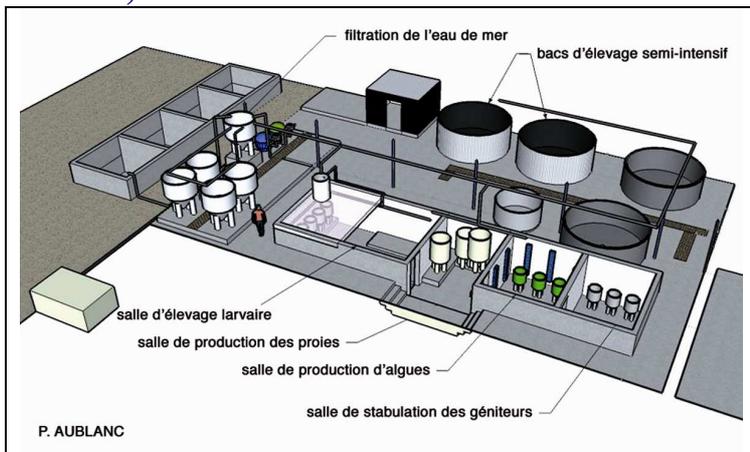
Hippocampe, oursin et grande nacre... des espèces phares en Méditerranée

En Méditerranée, une telle unité présente plusieurs centres d'intérêt :

- **économique** avec la production de jeunes oursins. L'objectif est de compenser la diminution constante des populations d'une espèce à haute valeur marchande. A terme, la pêche locale aux petits métiers en sera la première bénéficiaire ;
- **alimentaire** avec la culture expérimentale d'algues microscopiques (spiruline, diatomées) utilisées pour combattre la sous-nutrition dans les pays en voie de développement, et pour l'alimentation animale ;

- **scientifique** avec l'étude de la biologie et du comportement de certaines espèces afin d'en maîtriser les techniques d'élevage. C'est le cas de l'hippocampe qui est sérieusement menacé de disparition un peu partout dans l'océan mondial. Chaque année, plus de 25 millions d'hippocampes sont vendus morts ou vifs pour la médecine traditionnelle asiatique, l'aquariologie et le commerce touristique ;
- **solidaire** avec la transmission des techniques de production en éclosion à des pays en voie de développement concernés par la disparition de certaines espèces. Dans ces pays, il est impossible d'en interdire la pêche pour des raisons économiques, voire de survie des populations ;
- **pédagogique** avec l'information des visiteurs sur les techniques d'élevage d'organismes marins et les enjeux de la préservation de la biodiversité.

Le site, les installations



L'écloserie polyvalente est implantée au Centre de recherche de l'Institut, sur l'île des Embiez : là même où une station expérimentale d'aquaculture avec nurserie avait été créée en 1981. L'objectif était alors de contrôler le développement larvaire de poissons d'intérêt commercial (loup et daurade), afin de transmettre un savoir-faire aux professionnels et ainsi d'apporter un complément à la pêche.

A l'époque, l'Institut avait pris part à l'avènement de l'aquaculture moderne. Aujourd'hui, ses chercheurs exploitent leur expérience pour sauvegarder des organismes marins et contribuer à préserver la biodiversité. Depuis deux ans, l'équipe procède à des essais très prometteurs sur l'élevage des hippocampes méditerranéens *Hippocampus hippocampus* et *Hippocampus guttulatus*, et de l'oursin comestible *Paracentrotus lividus*.

La création de l'écloserie polyvalente va permettre de franchir une nouvelle étape sur la connaissance de ces espèces et les modalités de production. « *Les installations comptent plusieurs salles : élevage, production de proie et d'algues, stabulation de géniteurs* », explique Philippe Aublanc, responsable technique et cheville ouvrière de la réalisation de l'écloserie. Chacune des salles est indépendante concernant l'éclairage, la température et la distribution d'eau. La climatisation permet d'optimiser les différentes productions et de s'affranchir de périodes très chaudes ou très froides.

Dans le cadre des Journées de la Mer, Jean-Louis Borloo est venu le 13 juin aux Embiez pour inaugurer l'écloserie expérimentale de l'Institut. Le ministre de l'Écologie, de l'Énergie, du Développement durable et de l'Aménagement du territoire était accompagné de Hubert Falco, secrétaire d'Etat de l'Aménagement du territoire, et de Jean-Sébastien Vialatte, député maire de Six-Fours.



Construction of a multipurpose experimental hatchery to conserve biodiversity

The Paul Ricard Oceanographic Institute has just built a multipurpose experimental hatchery on the Embiez Island (Var, France). The Caisse d'Épargne Côte d'Azur supported the construction of this pilot facility.

The research team will focus its work on endangered or scarce species such as the seahorse and the fan mussel. It will also look into overexploited species such as the edible sea-urchin, as well as microalgae culture.



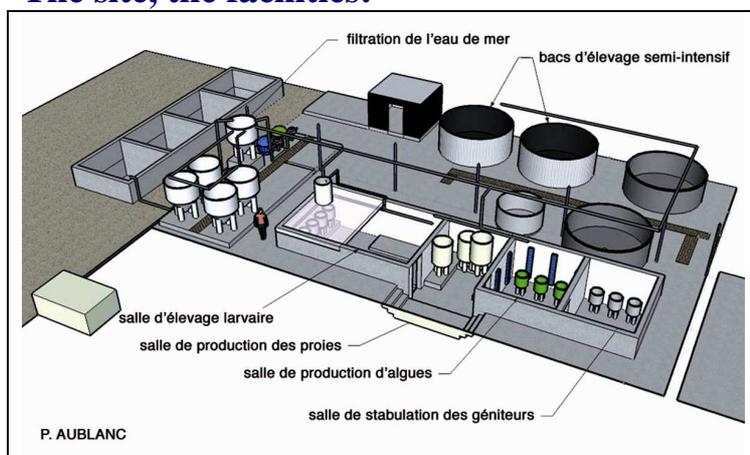
Seahorse, sea-urchin and fan mussel....key species in the Mediterranean sea.

A hatchery such as this one in the Mediterranean has several advantages from various points of view:

- **Economic**, through the production of young sea-urchins. The aim is to compensate the constant decline of high-value species. Eventually, local fishing industry will benefit from this initiative;
- **Alimentary**, with the experimental culture of microalgae such (spirulina, diatoms) used to combat undernutrition in developing countries, as well as for animal feedingstuffs;

- **Scientific**, with the study of certain species' biology and behaviour in order to master the farming techniques. It is the case for the seahorse, a species seriously threatened by extinction in oceans. Every year, over 25 million seahorses are sold dead or alive for traditional asian medicine, aquariology and tourism trade;
- **In terms of solidarity**, with the passing on of hatchery production techniques to developing countries faced with the extinction of some species. In these countries, fishing of these species can not be forbidden for economical reasons, some populations depending on it for their very survival;
- **Educational**, visitors being informed on the breeding techniques of marine organisms as well as on the imperatives of preserving biodiversity.

The site, the facilities:



Salle d'élevage larvaire:
Larvae rearing room

Salle de production des proies:
Live prey production room

Salle de production d'algues :
Algae-production room

Salle de stabulation des géniteurs :
Spawning room

The multipurpose hatchery is established in the Institute's Research Centre, on the Embiez Island, in the very same place where an experimental aquaculture station with a nursery had been created in 1981. Back then, the purpose was to monitor the larval development of commercially interesting fish species (such as bass and sea-bream), so as to share a know-how with professionals and thus help the fishing industry.

At the time, the Institute participated in the advent of modern aquaculture. Nowadays, its scientists use their experience to preserve marine organisms and contribute to biodiversity's conservation. For two years, the team has been conducting very promising tests on the rearing of Mediterranean seahorses, *Hippocampus Hippocampus* and *Hippocampus guttulatus*, as well as of the edible sea-urchin, *Paracentrotus lividus*.

The multipurpose hatchery will bring knowledge on these species and their reproduction processes to a new level. "the facilities have several rooms: rearing, prey and algae production, spawning room" says Philippe Aublanc, technical manager and backbone in the creation of the hatchery. Each of the rooms is independent in terms of lighting, temperature and water supply. Air conditioning allows the optimization of the various productions and insulation from outside temperatures, whether very hot or cold.

Within the Days of the Sea, Mr Jean-Louis Borloo, French Minister for Ecology, Energy, Sustainable Development and Town and Country Planning, inaugurated the Institute's experimental hatchery on the Embiez Island on 13 June 2009. Mr Hubert Falco, State Secretary for Town and Country Planning, and Mr Jean-Sébastien Vialatte, MP and mayor of Six-Fours, also attended the inauguration.