

Methodology

Method for the calculation of progress:

- Each commitment has a weight of 20% (sum of action areas within one commitment)
- The sum of the 5 commitments = 100%
- For every KPI completed, the affiliate must send evidence along with an explanation as to how the KPI has been completed and the score reached.

Validation process:

- Action areas are filled in by affiliate at national level.
- A 2 step validation: Regional level then at Headquarters level

Commitment 1			
Reducing underage drinking			
Action 1	Strengthening legal purchase age regulations and enforcement	Weight	5%
Action 2	Developing educational materials and initiatives to combat underage drinking	Weight	15%
Commitment 2			
Strengthening and expanding marketing codes of practice			
Action 3	Ensuring that adults make up at least 70% of our advertising audience	Weight	7,50%
Action 4	Enabling non-industry participation in self-regulatory processes	Weight	2,50%
Action 5	Developing guidelines for alcohol beverage marketing in digital media	Weight	7,50%
Action 6	Responsible marketing codes as a contractual obligation	Weight	2,50%
Commitment 3			
Providing consumer information and responsible product innovation			
Action 7	Responsible product innovation	Weight	5%
Action 8	Guidance symbols or equivalent words on packaging	Weight	15%
Commitment 4			
Reducing Drink-Driving			
Action 9	Developing anti-drink driving campaigns and programmes	Weight	20%
Commitment 5			
Enlisting the support of retailers to reduce harmful drinking			
Action 10	Responsible retailing : develop local responsible retailer forums/initiatives	Weight	20%

An initiative must answer the following criteria to be considered as significant:

- Relevance of the initiative given the local needs
- Scale of the initiative needs to be important to ensure visibility
- Credibility and Evaluation

Knowing that:

- One initiative can answer several commitments.
- Initiatives / programs can be run by Pernod Ricard or be implemented in partnership with the industry, with Trade Association (TA) or with a Social Aspects Organisation (SAO).