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Empowering Transformation: A Journey with Pernod Ricard in South Africa

How an industry stalwart in brand-building
achieved B-BBEE Level 4 Contributor Status



Overview

For nearly three decades, Pernod Ricard South Africa and Sub-Saharan Africa have played a vital role in fostering conviviality in South Africa, extending its influence across multiple African nations. With close to 500 employees, Pernod Ricard embarked on a transformative journey in partnership with Siyaya Skills Institute in 2016, aiming for genuine and sustainable Broad-Based Black Economic Empowerment.

Despite the challenges inherent in compliance, Pernod Ricard set an ambitious goal in 2022: achieving a Level 4 contributor status by December 2023.

This case study outlines the meticulous planning and collaboration between Pernod Ricard and Siyaya, showcasing the remarkable achievements possible through synergy between business and solutions-oriented B-BBEE consultants.

The Scope

Pernod Ricard was to collaborate with Siyaya Skills Institute to devise a strategic plan to achieve Level 4 contributor status by December 2023.

This would involve maximising points in Supplier, Enterprise and Socio-Economic Development, and Skills Development.

The objective was to navigate the complexities of B-BBEE compliance while fostering genuine and sustainable economic empowerment within the South African context.

Proposed Solution

A detailed plan of action outlining specific actions and timelines.

Maximising points in Supplier, Enterprise & Socio-Economic Development, & Skills Development.

Evaluating the Skills Development element, to ensure alignment with B-BBEE requirements and business objectives.

Leveraging initiatives such as the YES programme.

The Solution

Pernod Ricard initiated their B-BBEE compliance journey by identifying compliance gaps. Maximum points were targeted for Skills Development, Supplier, Enterprise & Socio-Economic Development, then special attention was given to Preferential Procurement, to align with regulatory requirements.

A detailed plan to foster seamless collaboration between Pernod Ricard and Siyaya stakeholders was created, ensuring a unified approach towards achieving compliance goals. An innovative solution was devised and executed. It emphasised maximising points in critical areas.

Pernod Ricard actively supported initiatives such as the YES programme, further contributing to its broader socio-economic objectives.

Impact and Results

- The project yielded remarkable outcomes, elevating the procurement results from 11.06 to well over the target of 24 points.
- This significant improvement propelled Pernod Ricard above the 75-point threshold, positioning them favorably for Level 4 status following the 30 June 2023 financial period.
- The integration of the YES initiative contributed to a notable +2-level increase, showcasing Pernod Ricard's dedication to fostering youth empowerment and development.
- Ultimately, Pernod Ricard achieved Level 4 B-BBEE status, underscoring their unwavering commitment to transformation and excellence.
- This success marks a milestone in compliance and signifies a journey of growth, collaboration, and positive change, reflecting Pernod Ricard's enduring impact on the community.

About Us

Siyaya Skills Institute is a leading consulting business specialising in Broad-Based Black Economic Empowerment.

With a focus on maximising financial and strategic benefits, Siyaya partners with organisations to achieve their desired levels of B-BBEE compliance and promote equity, diversity, and inclusivity in the workplace.

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Setting goals is the first step in turning the invisible into the visible.

Anthony Robbins

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