

EVIAN®, A BRAND LOOKING TOWARDS A SUSTAINABLE FUTURE

APIEME

Protection
Eau Minérale Naturelle

evian

© SAEME-HS



Antoine Riboud, one of Danone's founders, gave a celebrated speech in 1972 in Marseille, emphasising that any business plan must be both "economic and social". A company's responsibility does not end at the factory or office door. The social dimension has become part of any policy that is conscious of and cares for the local environment.

evian® owes everything to nature. This is the reason why evian® is working with hydrogeologists to sustainably manage the water resource for future generations. The brand carefully respects the natural cycle of water in accordance with European regulations.

In order to preserve the evian® catchment area, evian® has launched many initiatives and works closely with local communities, particularly through the Association for the Protection of Evian Mineral Water Impluvium (APIEME) co-founded in 1992.

KEY FACTS & FIGURES

First Danone's production facility and largest food production site in France to achieve carbon neutrality

Bottling site **100%** powered by renewable energy

40% grCO₂/L reduction of the evian® global carbon footprint between 2008 and 2012

23% reduction of the industrial energy consumption per litre of evian® between 2008 and 2016

100% waste recovery: **92%** recycled, **8%** converted to energy

Bottling site environmental certifications: **ISO 50001** and **14001** for best practice energy and environmental management systems

130 million trees, **85** million being mangroves trees

As part of this private/public partnership with 13 local municipalities around the catchment area, evian® has inaugurated in 2016 the Terragr'Eau methanizer, which converts every year 40,000 tons of organic waste into biogas for 1,200 inhabitants or the equivalent of the bottling site annual gas consumption. By collecting organic waste from local farms to create biogas, the Terragr'Eau facility is designed to preserve the watershed and foster the sustainability of local farming.

Thanks to strong action plans, evian® achieved a reduction of 40% grCO₂/L between 2008 and 2012 of its global carbon footprint. Today, evian® teams keep working to reduce emissions from each step of the bottles life cycle, starting with bottles conception. For instance, in 2008, evian® was the first natural mineral water brand in France to include recycled PET (rPET) in its bottles, working towards an ambition to reach 100% recycled materials across the range. The factory, which holds ISO 50001 and 14001 for best practice energy and environmental management systems, is continuously reducing its energy consumption. 60% of bottles are shipped from the bottling site by train, which has a carbon footprint ten times lower than transport by road. Moreover, multimodal transport solutions are in development.



In parallel to evian®'s global carbon reduction action plan, since 2008 the brand partnered with the Livelihoods Carbon Fund to help preserve and restore water ecosystems and local communities through the plantation of 130 million trees worldwide, 85 million being mangroves helping strengthen vulnerable coastal ecosystems. These trees generate positive emissions, absorbing carbon and producing oxygen, naturally propagating carbon credits. Over time, evian®'s sustained actions to reduce its emissions, combined with the creation of credits through the Livelihoods Carbon Fund, will enable the brand to reach carbon neutrality by 2020.


evian.