



DANONE
waters

Environmental footprint

LCA approach in Danone's Ambition

Forum 44 – Lausanne – 20th June 2011

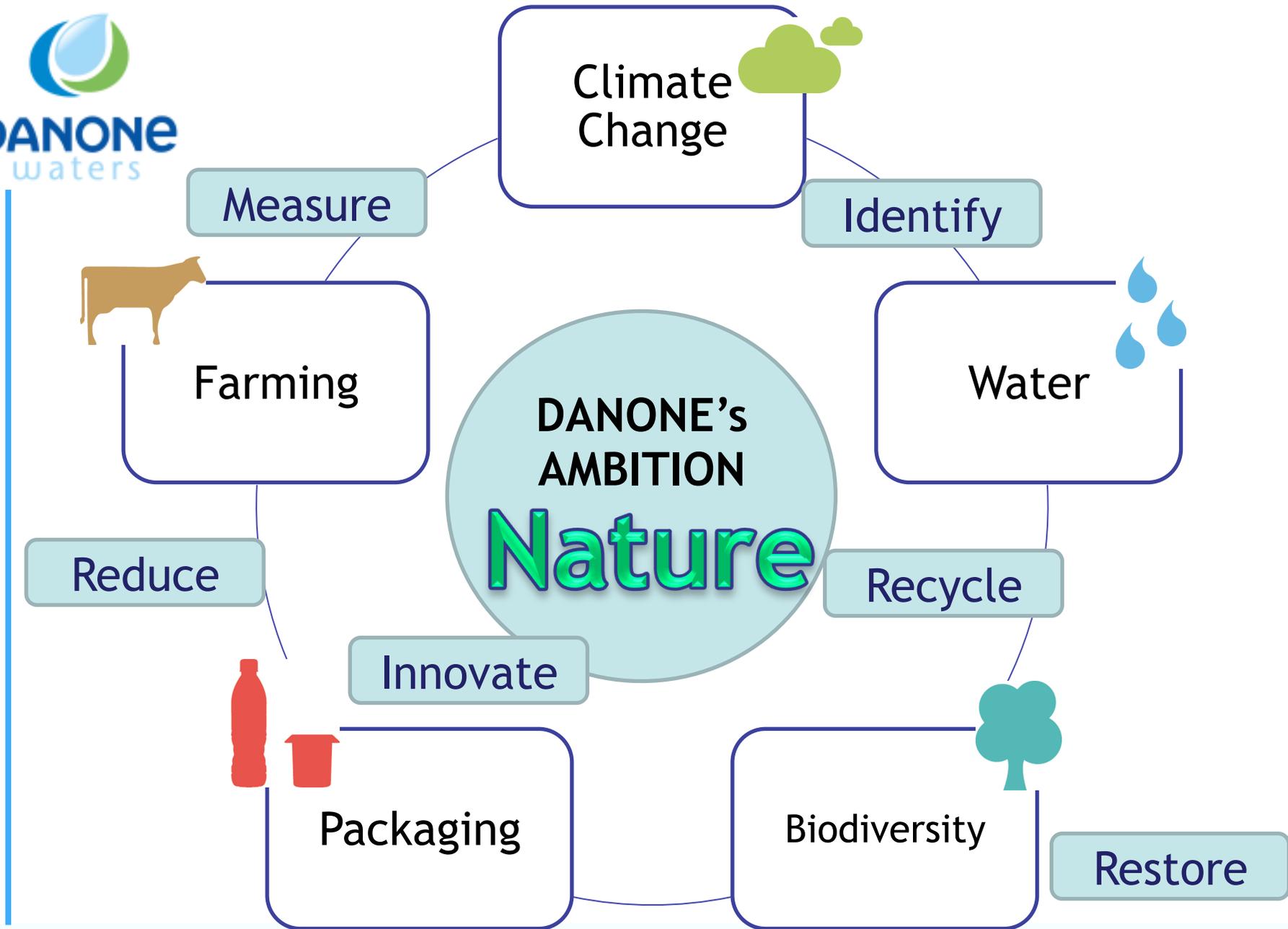
Agenda

1- NATURE : DANONE's Ambition

2- Climate change : CO2 footprint

3- Water : Water footprinting

4- As Conclusion



Climate change : CO2 footprint

- Tool development in 2007, compliance with ISO ;
- Measurement started in 2008 on product, first roll-out in waters Division, then Dairy, and Baby and Medical nutrition ;
- Objectives fixed : -30% by 2012 vs 2008



- ISO reference
- Measurement
- Reliability/credibility
- Levers identification
- Mitigation
- Involvement/Mobilization
- Cost saving (1st stage)
- Education

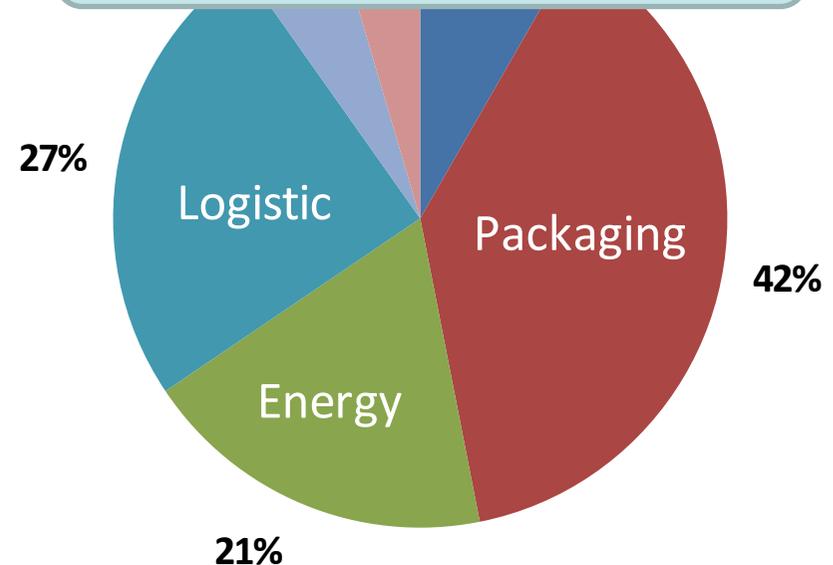
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CO2 allocation in Waters Division Product



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- Methodology stability & Consensus
- Database
- Product category rules
- Product & Corporate Communication

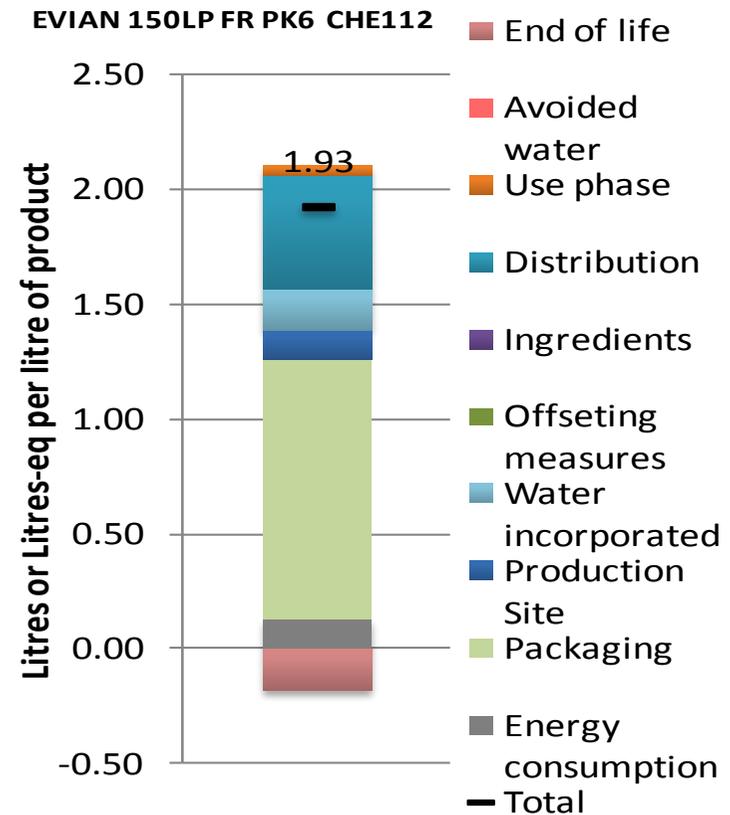
WATER : Water footprinting

- Project started in 2008, with CEMAGREF, then QUANTIS
 - LCA Methodology inventory ;
 - Tool development ;



- Measurement started in 2010 on product, first roll-out in France waters Division

Water Stress Assessment



WATER : Water footprinting



- ISO/UNEP-SETAC reference
- Measurement
- Local Water Stress Accounting
- Impact assessment (mid-point)
- Reliability/credibility
- Levers identification
- Mitigation
- Damage assessment (End-Point)

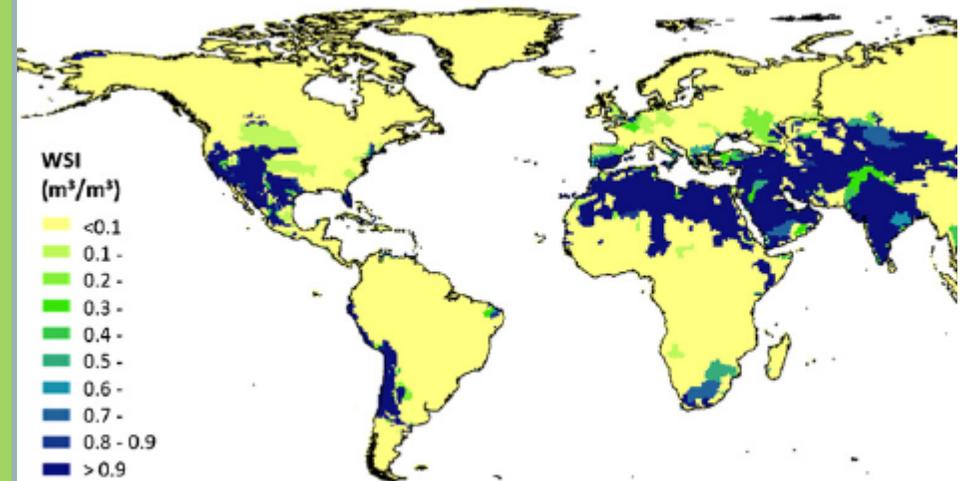


Fig. 2. Global representation of the water stress index (Pfister et al., 2010)

WATER : Water footprinting



- ISO/UNEP-SETAC reference
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- Impact assessment (mid-point)
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- Methodology reference
- Database
- Regional water stress index
- Communication

As conclusion

- 💧 Need harmonized methodology
- 💧 Need harmonized database and updating rules
- 💧 Product environmental footprint based on multi-criteria approach
- 💧 Communication and Education for Stakeholders and Consumers