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# Best practices from France: the Vittel case study

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## CREIAMO PA

Per un cambiamento sostenibile





UNE EAU DE QUALITÉ  
*commence par*  
UNE TERRE PROTÉGÉE

(quality water begins with a protected land)



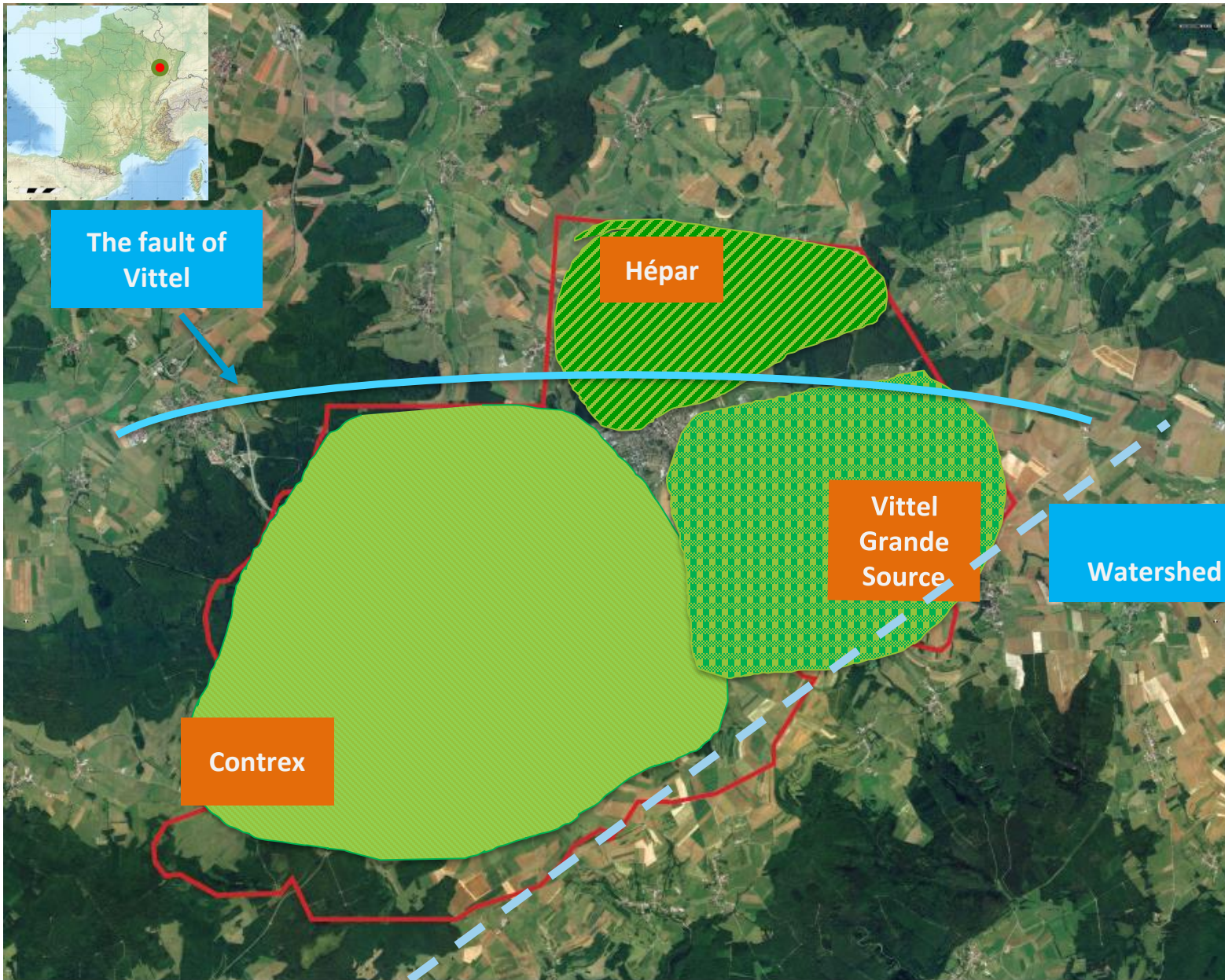
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The Healthy Hydration Company™



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**Main figures**

**> 10 000 ha**

**11 towns and villages**

**12 000 inhabitants**

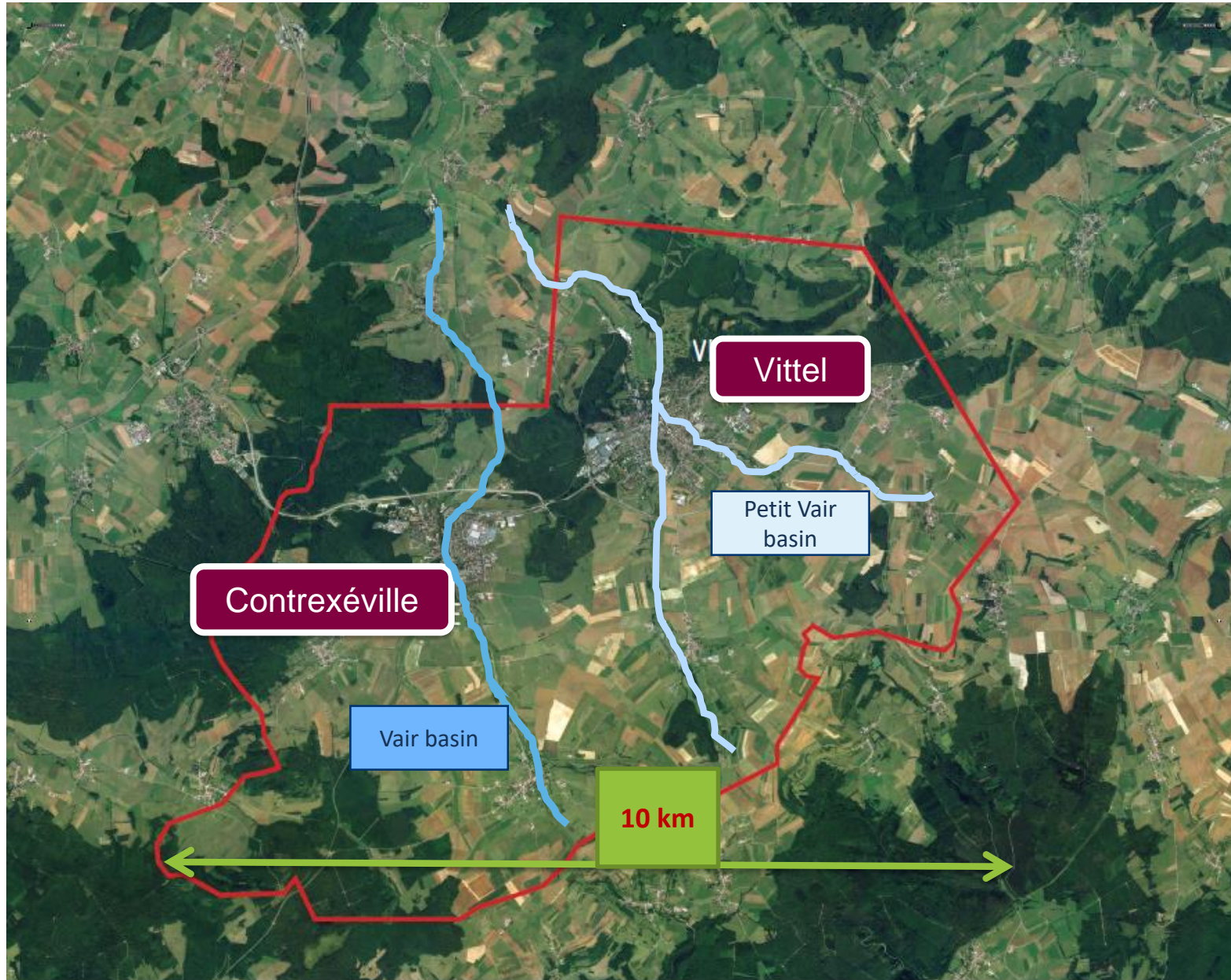
**Agriculture 65% land use**

**37 farmers partners**

**Golfs/ parks 100% natural**

**Railway tracks 100% thermal weeded**





## Our key objectives

- ♣ To protect Vosges water resources through **partnership** (Vittel, Contrex and Hépar brands)

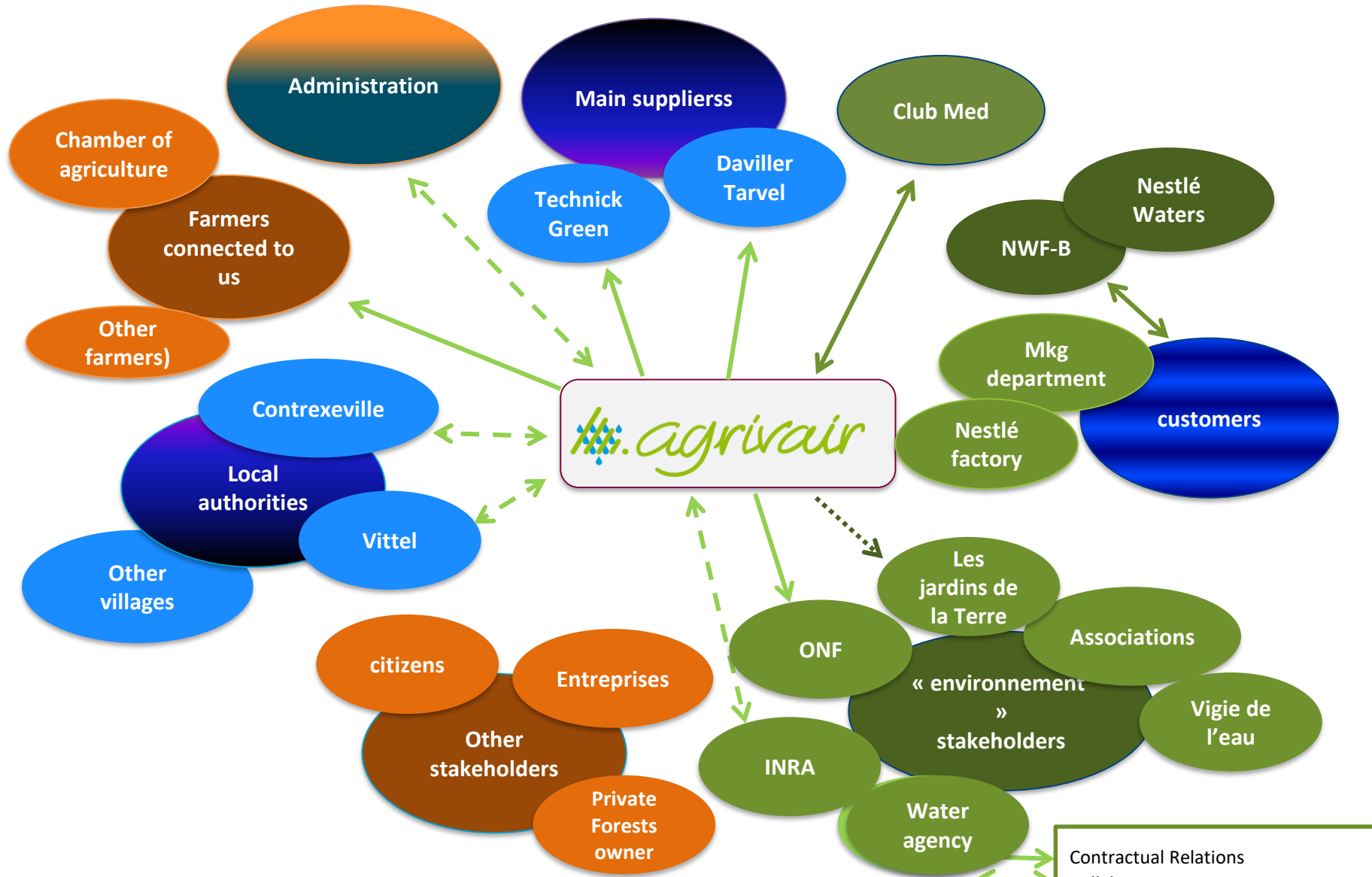


- ♣ To think about ways to have a positive feed back, both for the territory and the brand Vittel

Agrivair, an example of **Created Shared Value**

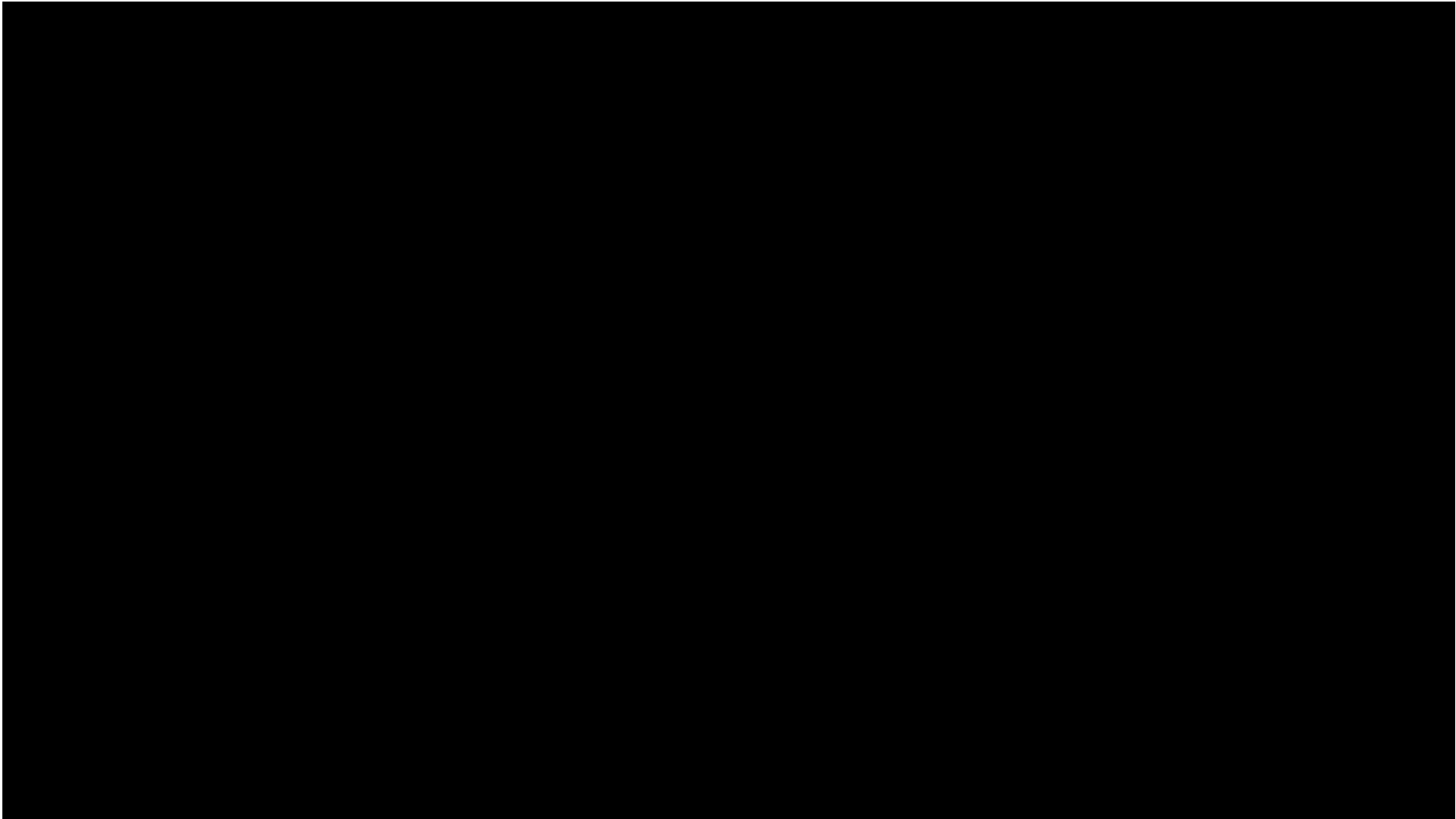


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**Simplified stakeholders mapping**

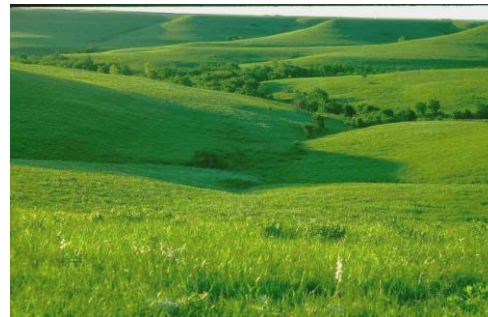
- Contractual Relations
- Collaborations
- Business connections
- shareholding
- sponsorship





# Our history began really 50 years ago...

??



# Our history began really 50 years ago...

In the 1980's, concentration of nitrates raising



An important decision



A structure to put into practice a specific and unique model. Firstly in agriculture, then in parks, golfs, forests, urban areas, roads



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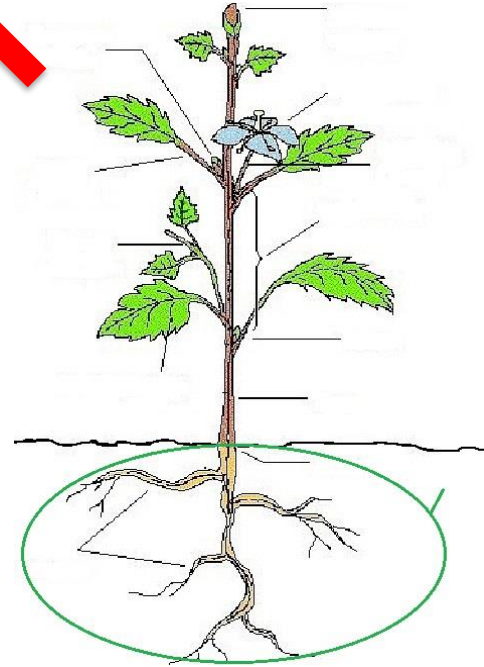


## Two main goals

Zero pesticides



Less than 10 mg/l of nitrogen ( $\text{NO}_3$ )  
in the under-root zone



# A win-win model

Farmers implement a list of specifications



1 /ha maxi

In exchange, Agrivair provides them with:

- ♣ Free lands (up to 50% of what they manage)
- ♣ Free technical support (advices and management of manure composting and spreading)
- ♣ Some Investments (platform for composting...)



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## BEYOND AGRICULTURE ...

- > Creation of a collective composting platform in Vittel park for green waste
- > Help for conception of sealed zones for risk activities (roads)
- > Introduction of new forms of maintenance for green space and sports ground to ban phytosanitary products
- > Support to individuals to replace buried oil cisterns to the benefit of gas installations
- > Maintain railway lines through thermal weeding



## AS A RESULT...

Agrivair is recognized as a successful pilot initiative, successful in prevention and reduction of environmental risks



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240 km of hedges



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Our composting machine





Composting platform



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## Our thermal weeder



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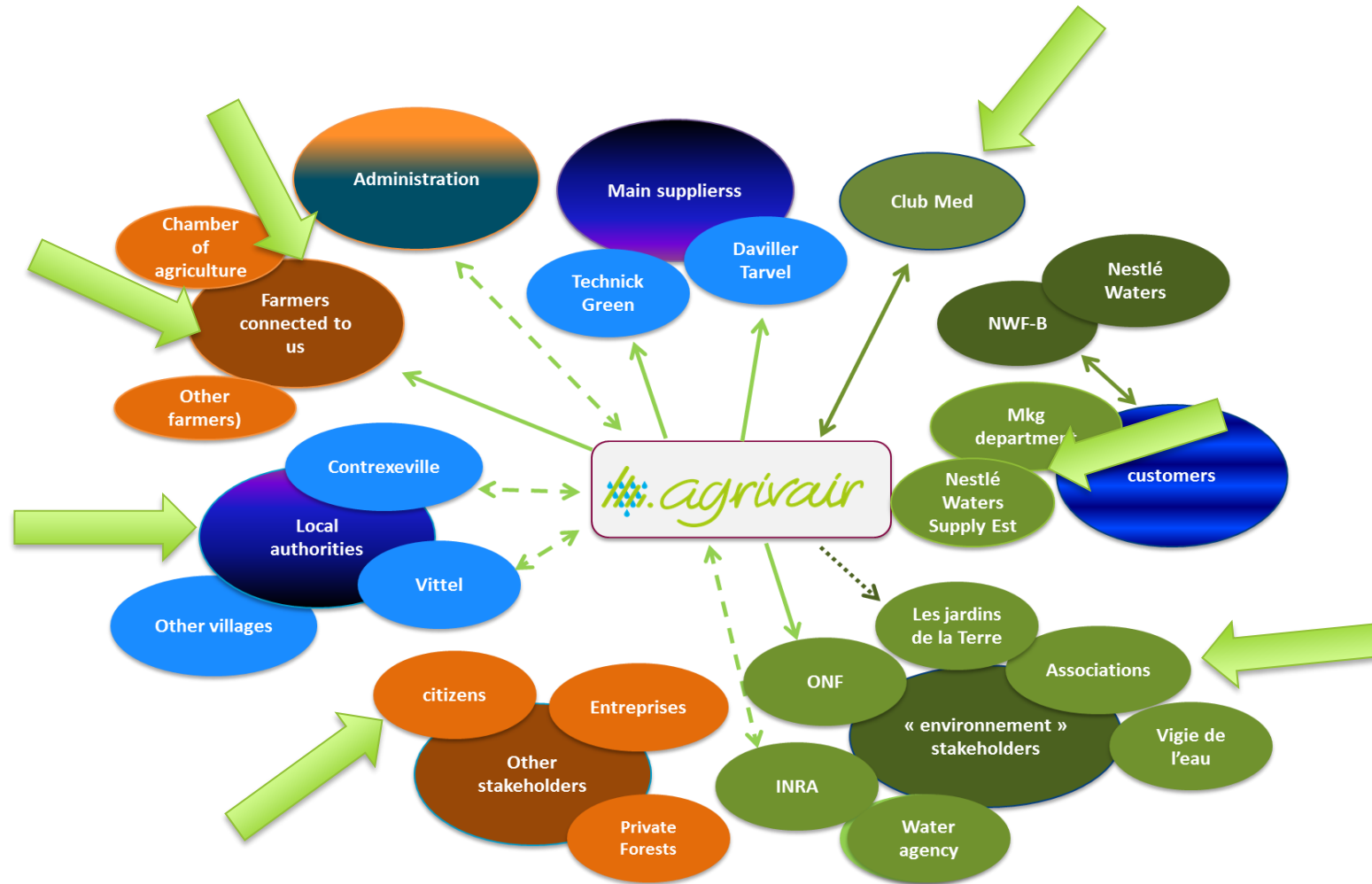


**Thermal weeding in the park**

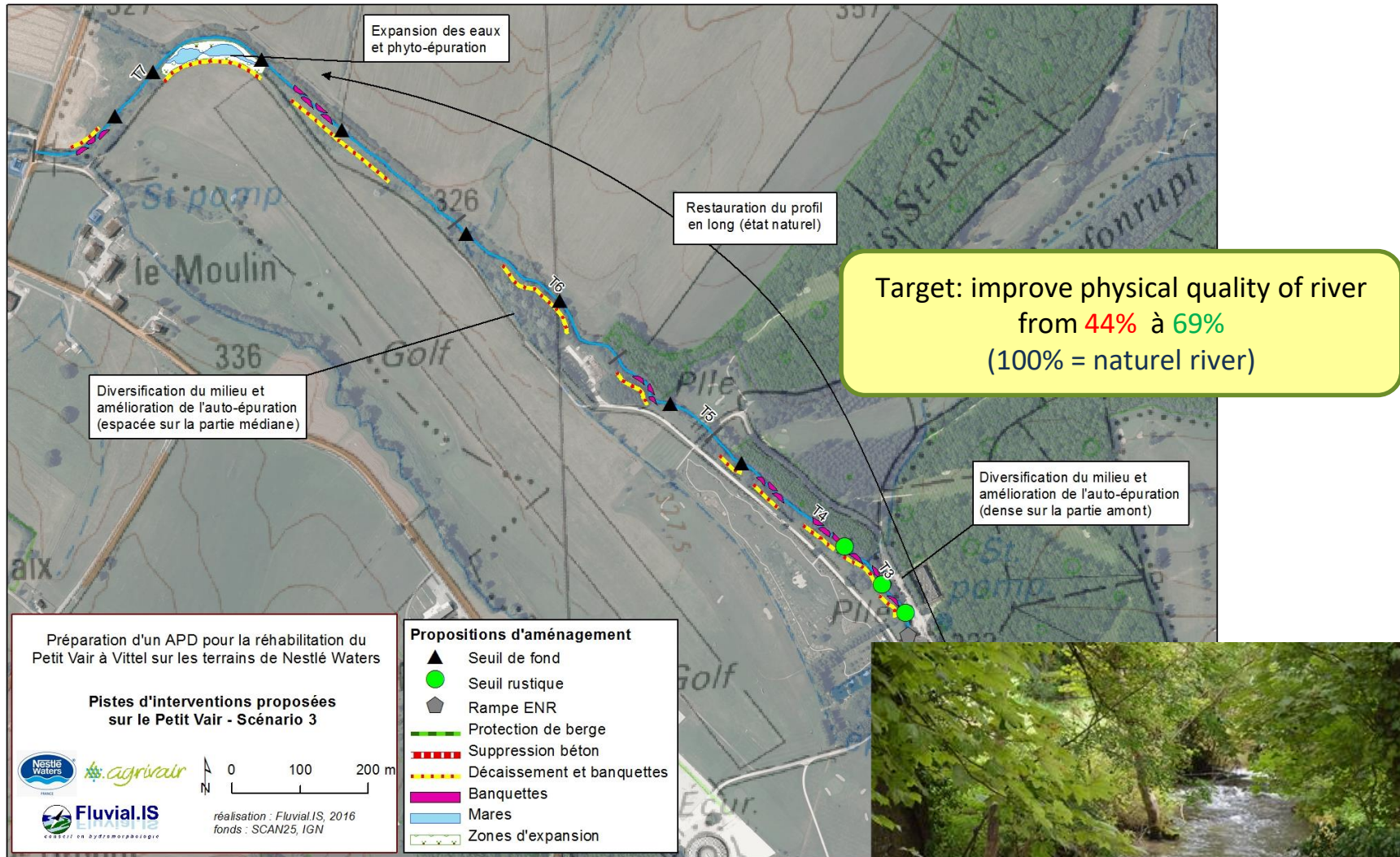


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# Many projects.... Vittel area is an “open air lab’ “



# Environmental restoration of Petit Vair river



To carry on working on impact and management of hedges and trees (biodiversity, water protection) = Agroforestry



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Better valorization of local productions, thanks to zero pesticide policy.



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## Club Med and GEO labelling (golf sustainable development)



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## Creation of a « biodiversity ambassadors team », inside the factory



Citizen involved in association promoting natural gardening



(« Plain of garden »)



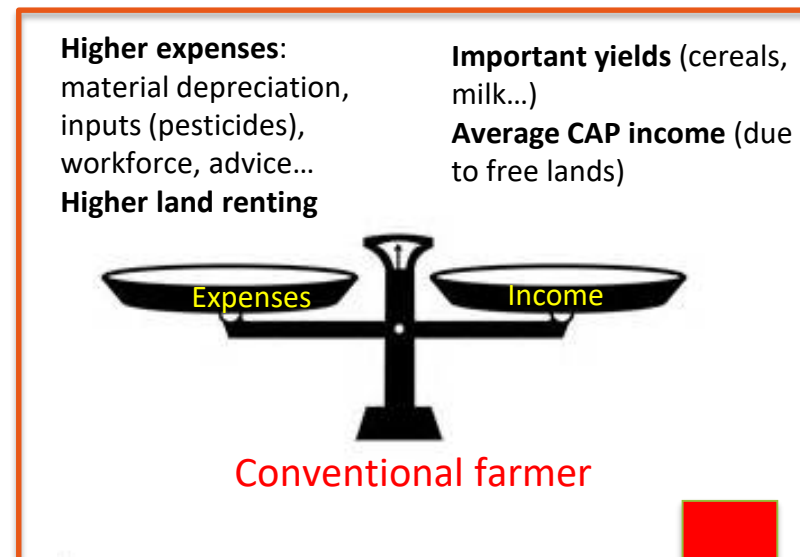
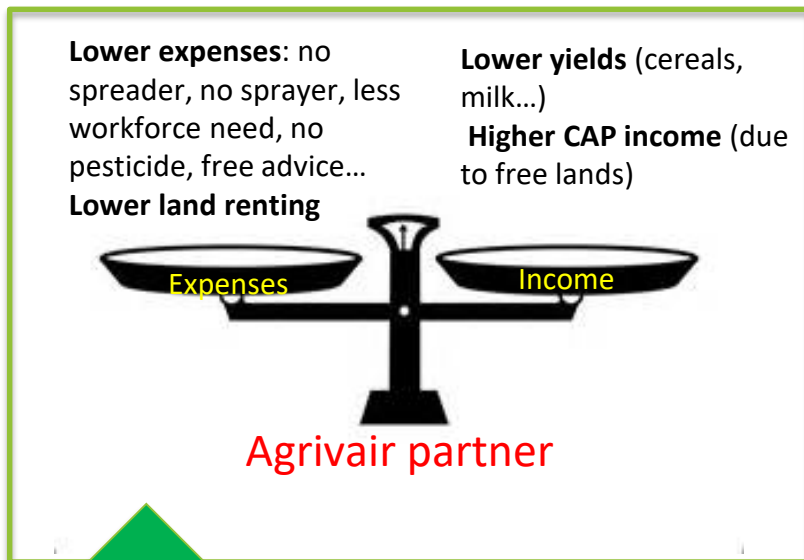
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## Forests recognized as suppliers of wellness and good water quality



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## What link between the history of Vittel and (P) ES ?



If both farmers have same net income ....  
what impact on the **community**? On **environment**? On **water** ?



## As a conclusion

Choice of action  
has to be always  
science based

Time is key !  
Long term vision  
needed  
Political courage

Next step : local  
authorities and local  
stakeholders should  
help farmers for their  
efforts. How?

*At a company level*  
Waterstewardship  
Build collective action:  
engage local stakeholders to  
address shared water  
challenges at catchment /or  
basin level

Bring people around  
the table to talk to !



grazie per la vostra attenzione