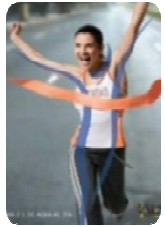


# Water Stakes & Opportunities



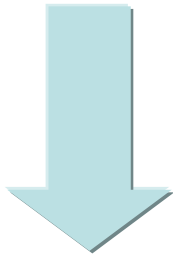


# Danone Waters Worldwide



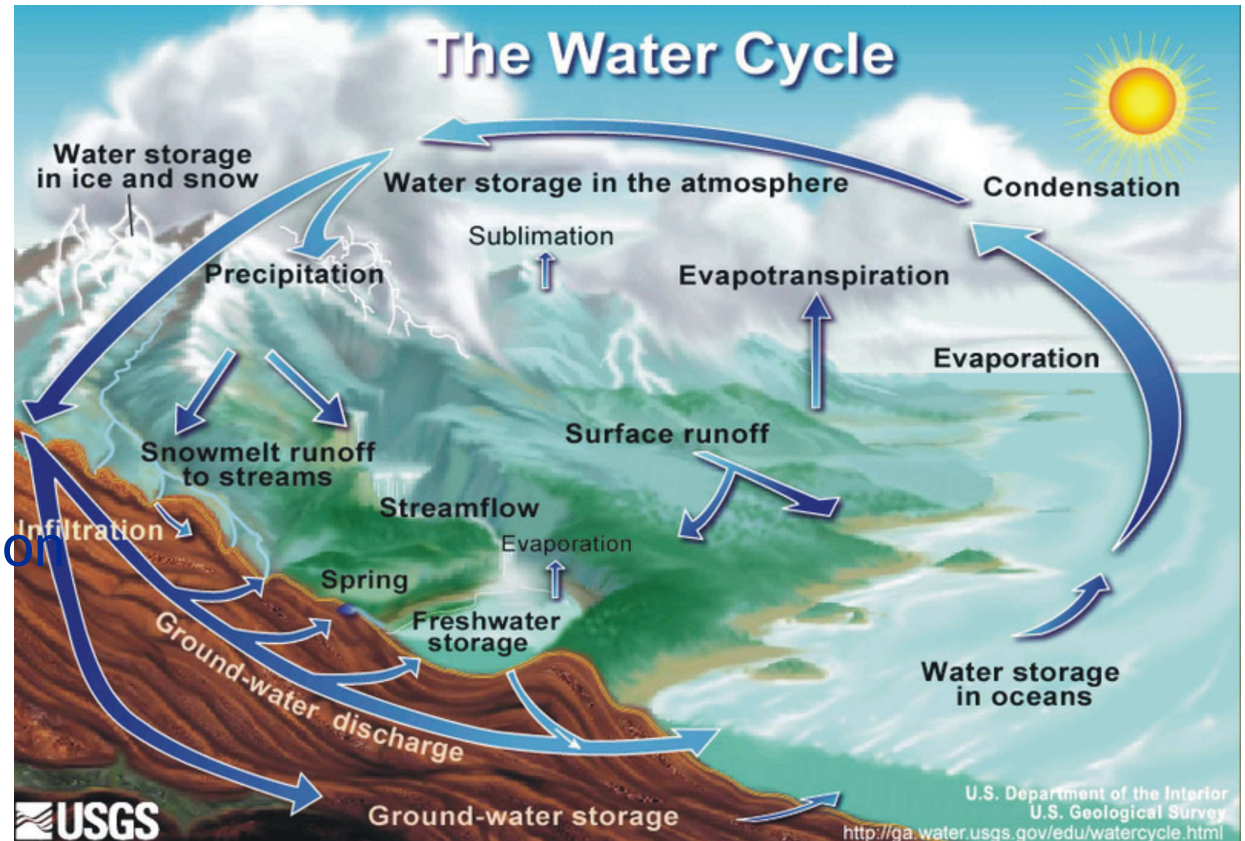
## The Danone Waters “Water footprint”

Available fresh water worldwide = 9,000,000 bn liters



Danone Waters production = 17 bn liters

0.0002 % of fresh water resources



# Sustainable Development Strategic Pillars

1

**Water  
resource  
management**



*In protecting the long-term viability of our sources we protect our business.*

2

**Protect the  
environment**



*We manage a natural resource ourselves, so we understand and embrace the protection of the environment*

3

**Societal  
water  
contribution**




*“ A company’s responsibility does not end at the office door or the factory gate, since its action affects the community as a whole” - A. Riboud, 1972*



# Water resources management is at the heart of our business model

- Understand the hydrogeology...and the natural and human environment of the sites
- Develop relationships with local communities and contribute to local development
- Implement measures to protect each water resource
- To not exceed the natural recovery capacity of the water resources
- Dedicate the necessary means
- Periodically monitor and evaluate the results of this policy



**DANONE**

### Groundwater Resources Protection Policy of the DANONE Group

As a leader of the bottled water market, it is the duty of the DANONE Group to ensure the sustainable management of the natural and patrimonial resources it uses. This is of the utmost importance for the development of the Group's brands and their image and can only occur through the Group's commitment to local environments.


The DANONE Group policy on groundwater resources protection is based on the following objectives:

- Guarantee the purity and quality of the water in order to ensure the quality of our products and the safety of our consumers
- Guarantee the permanence of water resources
- Reinforce the image of the DANONE Group and of its brands
- Exercise social responsibility at the local level
- Protect and promote the natural heritage of the sites

The divisions, subsidiaries, and production facilities of the DANONE Group pledge to comply with this policy by implementing the following:

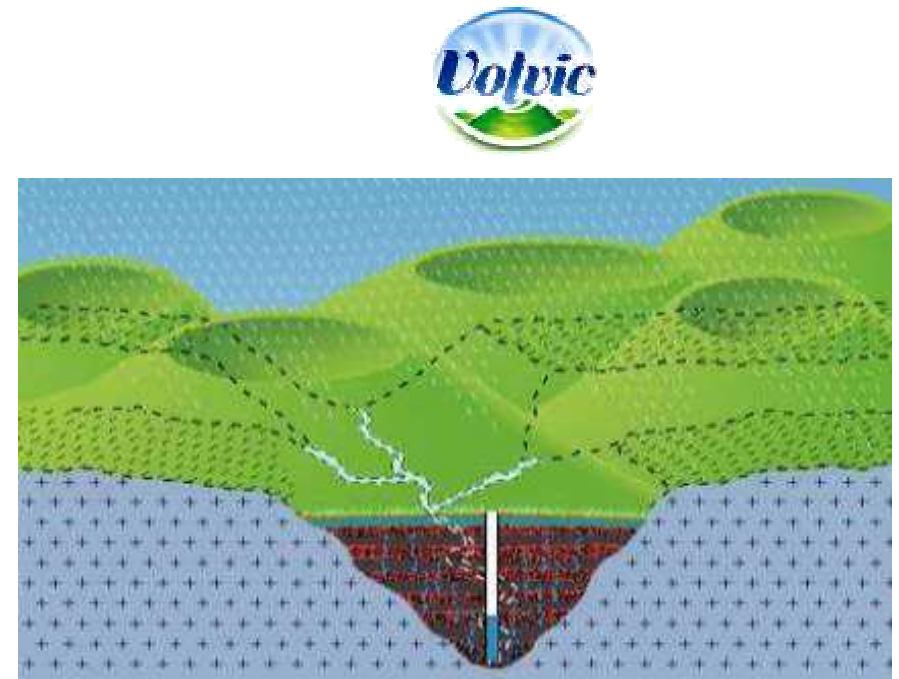
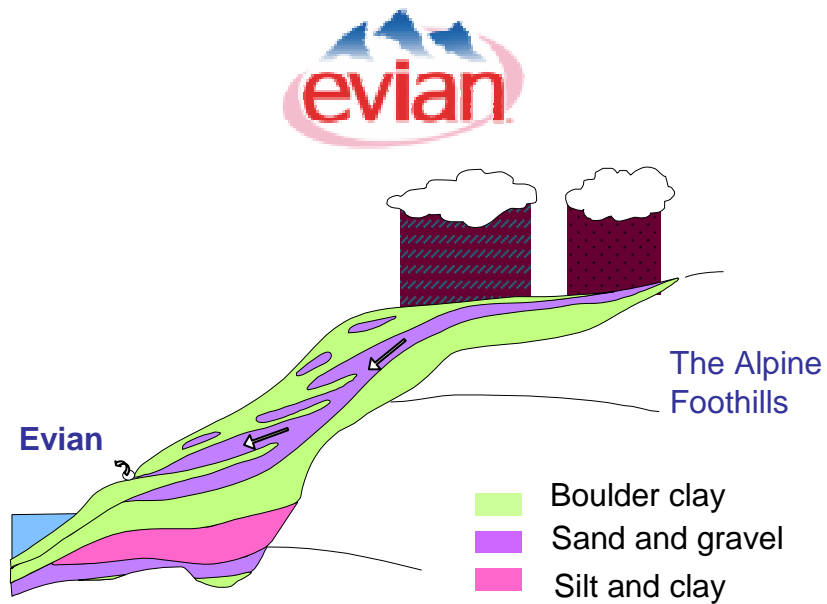
- Understand the hydrogeology of water resources and the natural and human environment of the sites
- Develop lasting relationships with local communities and contribute to local development
- Implement measures to protect each water resource according to local conditions
- To not exceed the natural recovery capacity of the water resources
- Dedicate the necessary means under the responsibility of a designated manager
- Periodically monitor and evaluate the results of this policy

Chairman and Chief Executive Officer  
Frédéric RIBOUD



# What does it mean “ Water resource management” ?

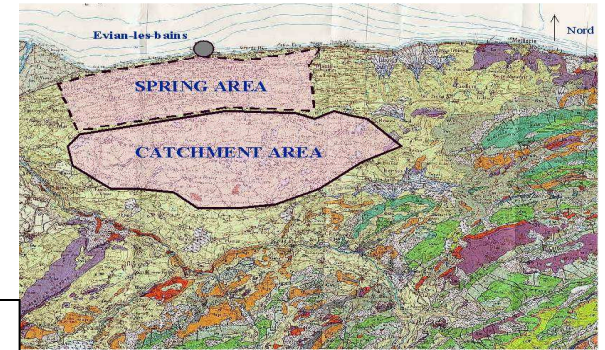
Underground sources **protected by geological structures**



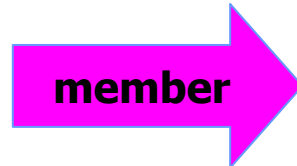
Catchment areas **protected by local collaboration**



# What is the APIEME association ?



Catchment  
Area Villages



Spring Area  
Villages

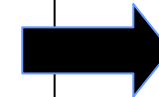


Local authorities

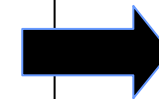


## APIEME 's targets

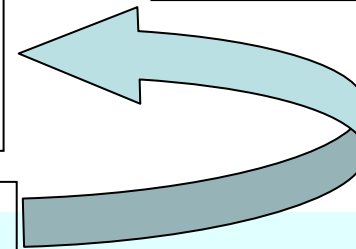
- Maintain the natural hydrological cycle
- Favour a strong agriculture with good practices
- Wetland management



*Actions for the  
improvement and  
the protection of  
the environment*



*Actions for a  
friendly  
environmental  
agriculture*



Surveillance Network



**DANONE**  
waters

# Project "NATURE": Protect the environment

1

**Water  
resource  
management**



*In protecting the long-term viability of our sources we protect our business.*

2

**Protect the  
environment**



*We manage a natural resource ourselves, so we understand and embrace the protection of the environment*

3

**Societal  
Water  
contribution**

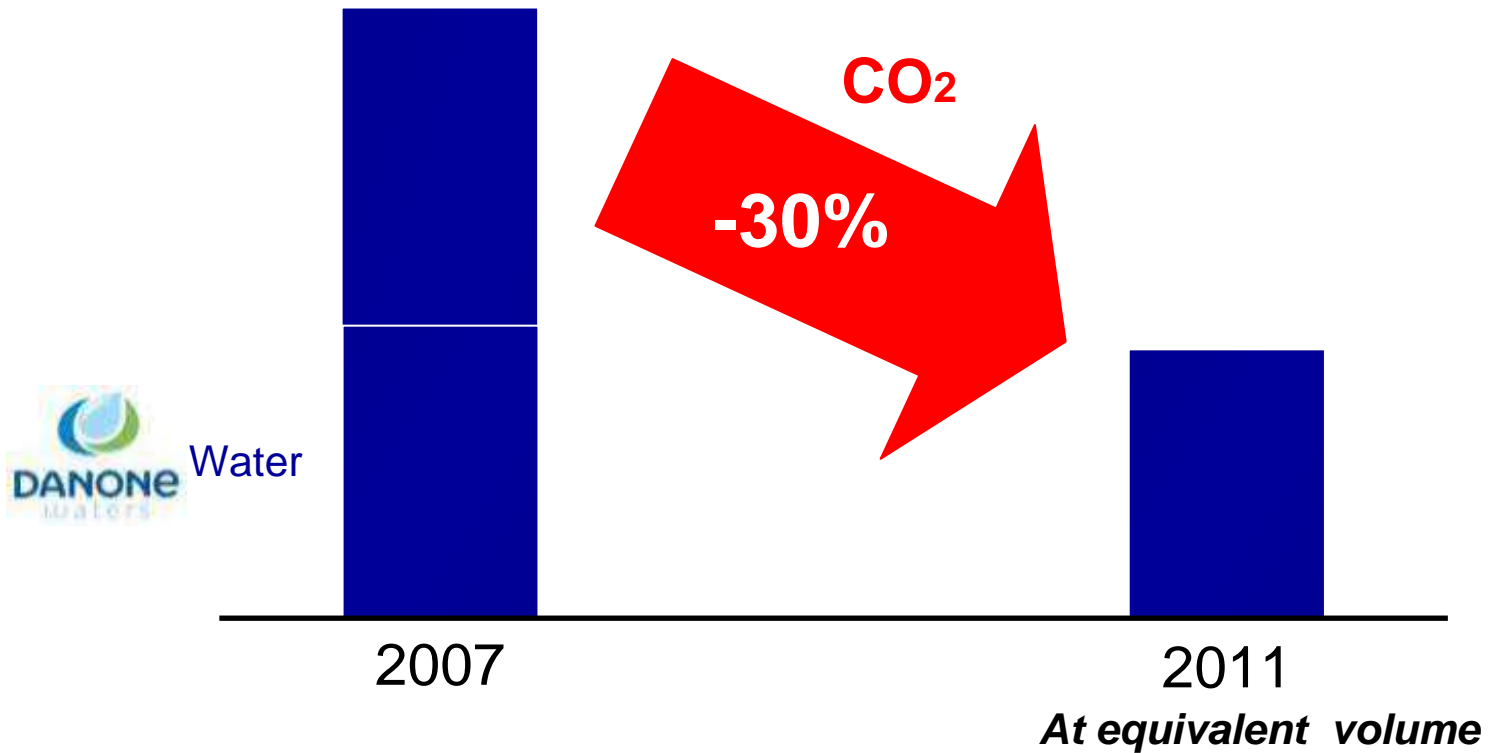


*"A company's responsibility does not end at the office door or the factory gate, since its action affects the community as a whole" - A. Riboud, 1972*



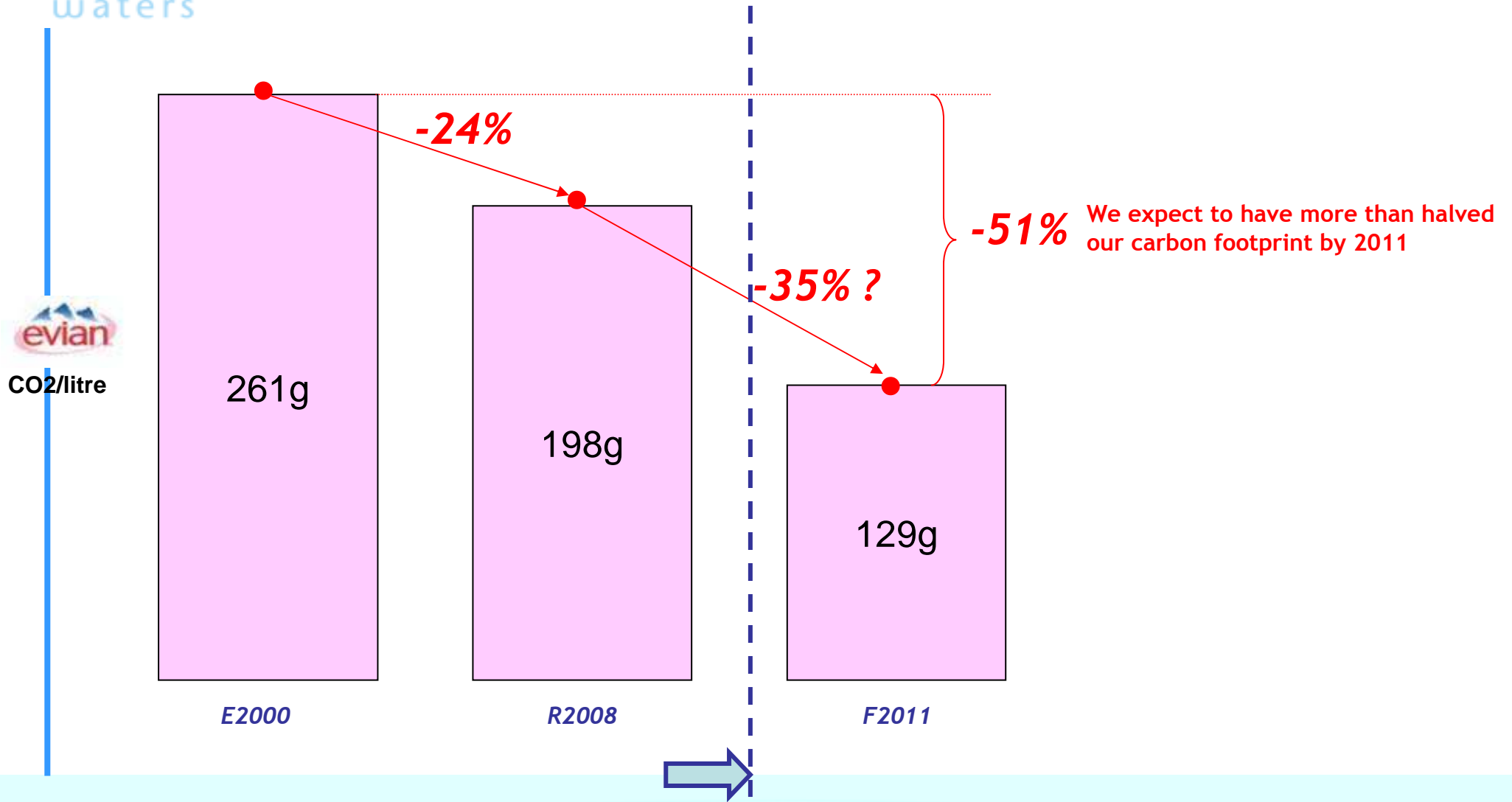


# Danone's Carbon Footprint Reduction Ambitions





# And it works : e.g. Evian Carbon Reduction Achievements-to-date and Ambition



# Societal commitment

**1**  
Water  
resource  
management



*In protecting the long-term viability of our sources we protect our business.*

**2**  
Protect the  
environment



*We manage a natural resource ourselves, so we understand and embrace the protection of the environment*

**3**  
Societal  
Water  
contribution



*“ A company’s responsibility does not end at the office door or the factory gate, since its action affects the community as a whole” - A. Riboud, 1972*

# The AQUA Community

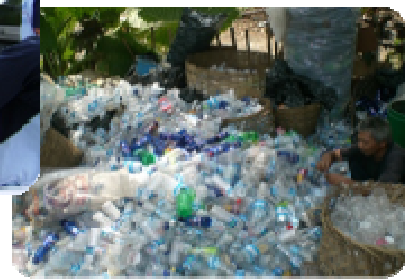
**Reforestation**



**Organic farming**



**Waste management**



**Water access, Health & Sanitation**



**Education**



**Local economic development**



## We have applied our water expertise to support major social initiatives for many years



- Supporting the protection of wetlands in partnership with Ramsar since 1998
- Water protection institutes:
  - Thailand
  - Jagadishpur
  - Argentina



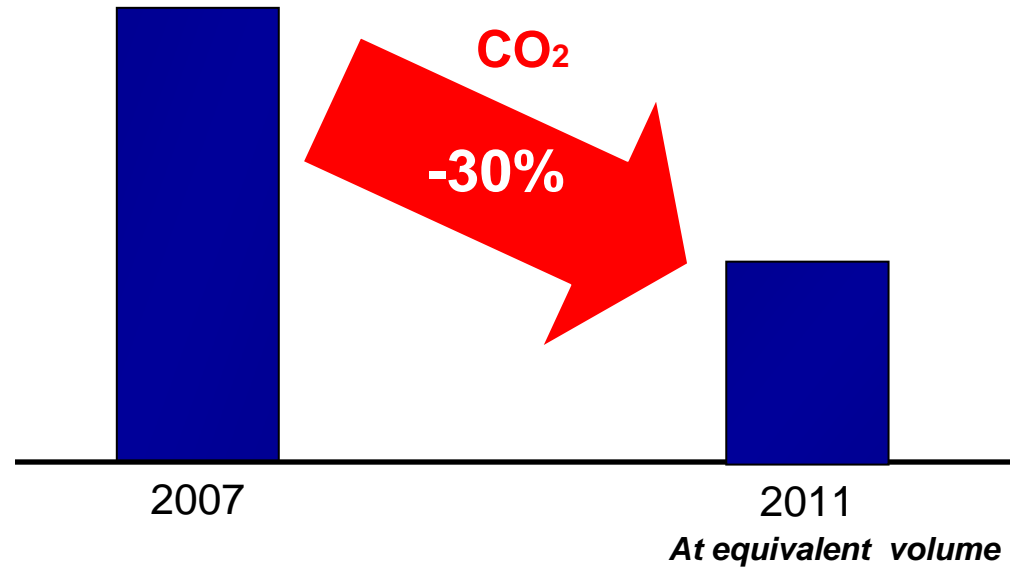
- Raising funds to dig and maintain wells where water access is limited throughout the world since 2005



Achieved so far:  
clean safe water for  
**200,000 people**

## Our NATURE ambition

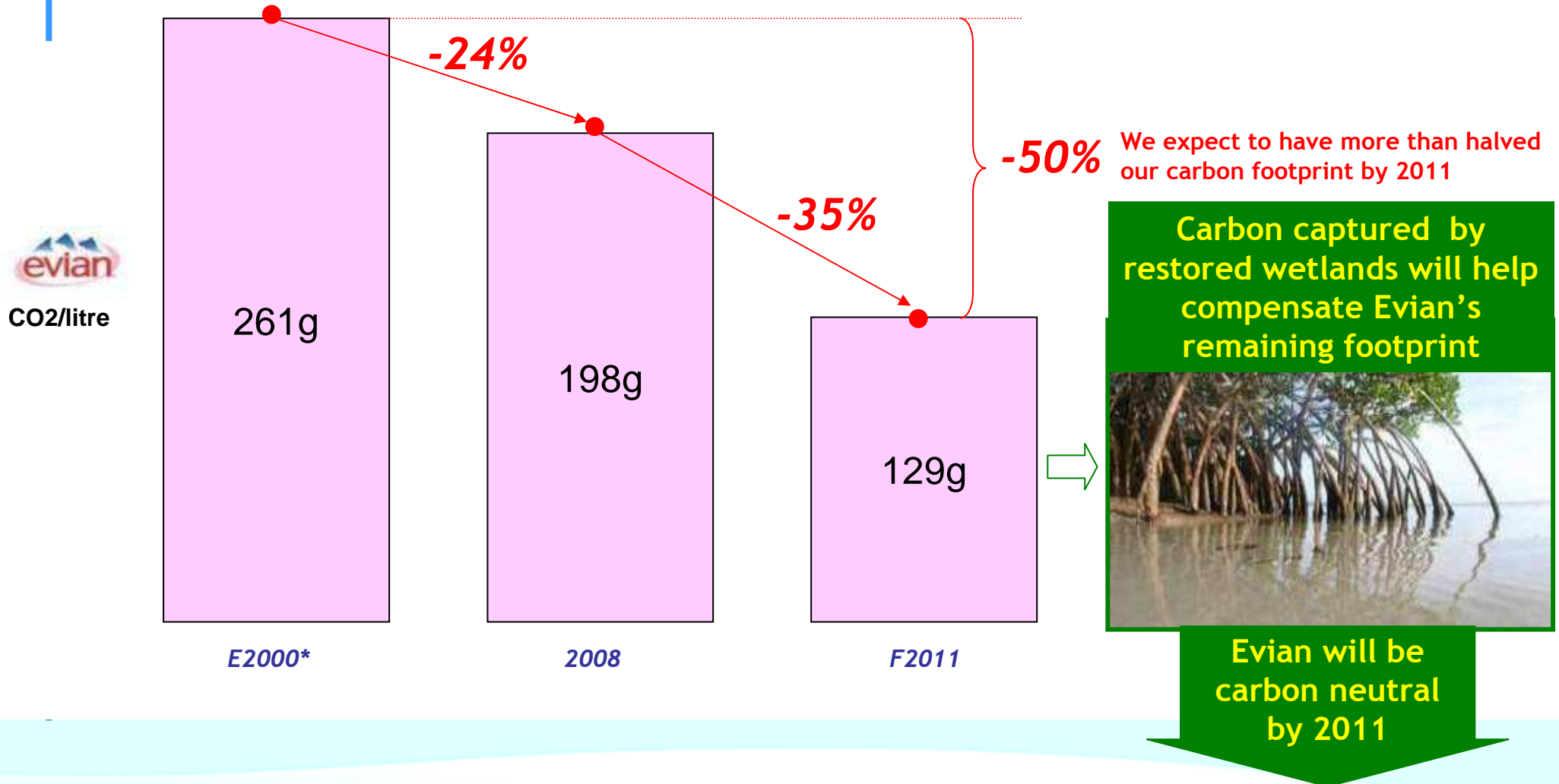
First...REDUCE



And then...CARBON COMPENSATE to become CARBON NEUTRAL ...



# With Evian, we link our environmental objectives to a strong societal project



\* Calculation based on historic estimates of constituent variables



# Danone/Evian-Ramsar-IUCN: A combination of expertise and resources

Wetlands expertise  
Inter-governmental  
commitment



Expertise in water resource management  
Financial investment  
Catalyst



Expertise in biodiversity  
Operational implementation

## Governance

- 💧 Creation of “Danone fund for nature” to
  - Administer funds
  - Select projects, oversee implementation, certification
  - Strategic direction of partnership





# Thank you

