Centrale Danone a sustainable water usage from factory to watershed, through technologies and involvement of stakeholders

3rd International Conference on Water on Climate
"Basin management, key to adaptation and achieving the Sustainable Development Goals“
Fès, Morocco 6th - 7th July 2023
CENTRALE DANONE OVERVIEW

+ 60 ans
d’existence
de l’entreprise

4792
collaborateurs

+ 50 000
éleveurs partenaires
+1400 centres de collecte

73 000
points de vente
+40 000 meubles
de froid installés

1
siège social à
Casablanca

4
sites de fabrication
El Jadida - Salé - Meknès -
Fkih ben Salah

24
agences commerciales

+ 7
millions
d’analyses / an faites sur le lait
et la matière première laitière
WATER AT THE CORE OF DANONE IMPACT JOURNEY

In Morocco, 4 factories located in watersheds in highly water stressed areas

Technological solutions to Reduce, Reuse, Recycle and Reclaim water

Circularity In and Around the factory, at factory and within the watershed
BY CENTRALE DANONE

- 100% of our production sites are deploying 4R approach
- Implementation of Water Roadmap 2020-2026

Projects:

Water Reduce
Action on the Optimization of CIP process

Water Recycle up to Reclaim water
Objective

• Be part of solution with local stakeholders towards water sustainability of the watershed/territory

Levers

• **Water substitution**: 1L from groundwater to 1L from REUSE
• Bottom-up approach with neighbors’ farmers: local acceptability to use reuse water for farming
• Regulation on REUSE in Morocco an enabling condition
• 1300m³/day of wastewater from the production site can irrigate 150ha; 60ha already secured with 2 off-takers around the factory

Expected results

• Reduce water pressures on groundwater
• Agronomic outcomes for various crops and for soils
• Conditions for upscaling, with local stakeholders

Potential partners (TBC)

Ecole d’agriculture de Meknes

Ministry of Agriculture Irrigation division

Phase 2 – Upscaling