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CSR policy and water footprint reduction: Achievements and Ambitions

BEL group

To fight the global challenge of water scarcity, Bel Group launched a continuous improvement protocol WASABEL (WAter SAving at BEL) in 2006 to reduce the water footprint of its factories all over the world. The protocol consists of several tools including audits, sharing good practices, training and friendly competition between factories. The actions of the protocol mainly focused on reduction and partial reusing of water that resulted in reducing water ratio by 38% in 2017 compared to 2008. In 2017, company CEO Antoine FIEVET went even further, committing to reduce the water consumption ratio by 80% by 2025 compared to 2008.

This target is part of the company's model for sustainable growth "We care in every portion", built on four pillars: Sustainable Farming, Caring Nutrition, People Well-being and Environmental Footprint. To achieve the target, the company wants to go further on reuse and recycling of water. Currently, project teams are working within the French milk transformation industry (ATLA) to define the quality criteria and prove the recyclability of water. These criteria will then be presented to sanitary authorities to obtain their approval, which will allow the company to implement technical solutions in line with these criteria.