

When companies support protection of water resources: the co-creation of territorial value on Natural Mineral Water watersheds

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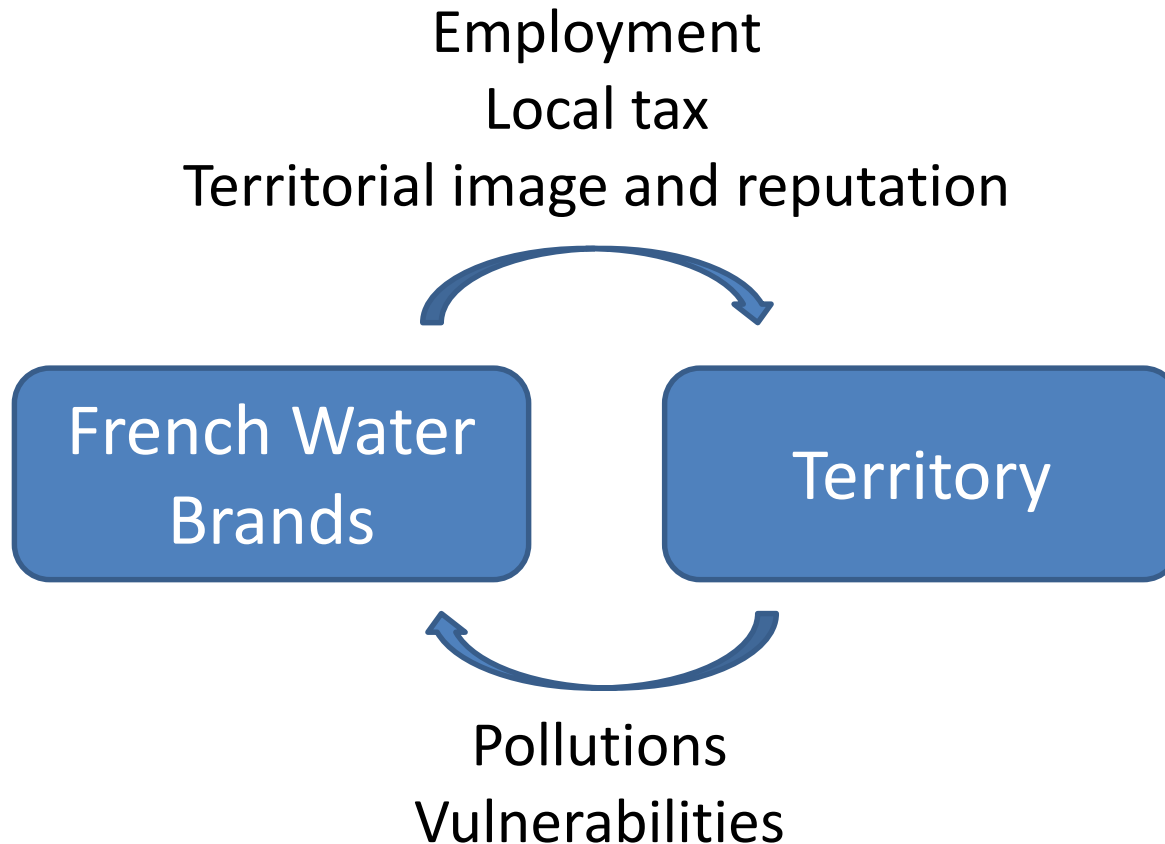
N°abstract:
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+20 years of innovative cooperation to protect watersheds

- For a long time, EVW has developed a **long term culture** and a strong attention to **its “ecosystem”**.
- Very soon, EVW’s water brands chose to set up an **institutional public-private dialogue** with local stakeholders to **ensure convergence** between watershed protection and local development.
- The result is an efficient local action **without imposing its own standards** or **becoming landowner**.
- We are going to see that watershed protection **is not the only value created locally**.

A strong interaction with the territory



→ Water brands success and territory development **are interdependent.**

The principles of the local governance

(see Session 7.06 for more information)

- **Cooperation** (and non interference) ;
- **Continuity** ;
- **Good knowledge of the territory.**

→ EVW has created **non profit organizations** gathering elected representatives and water brands to co-decide and co-design the actions of protection.

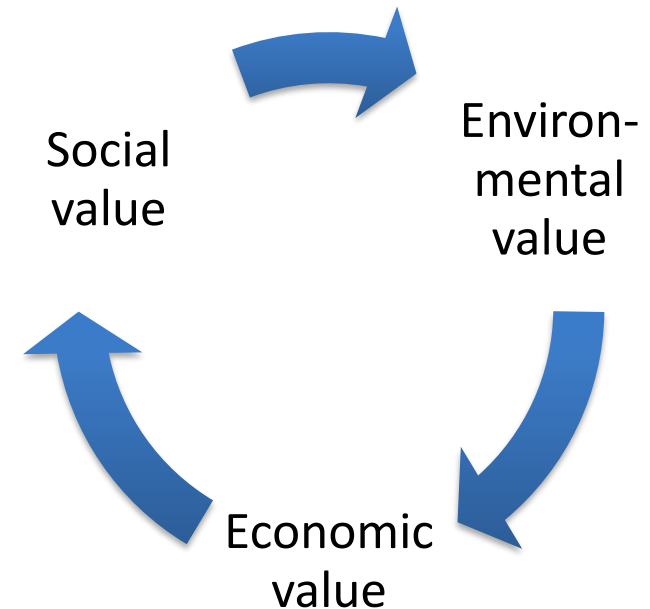


A creation of extended and holistic value

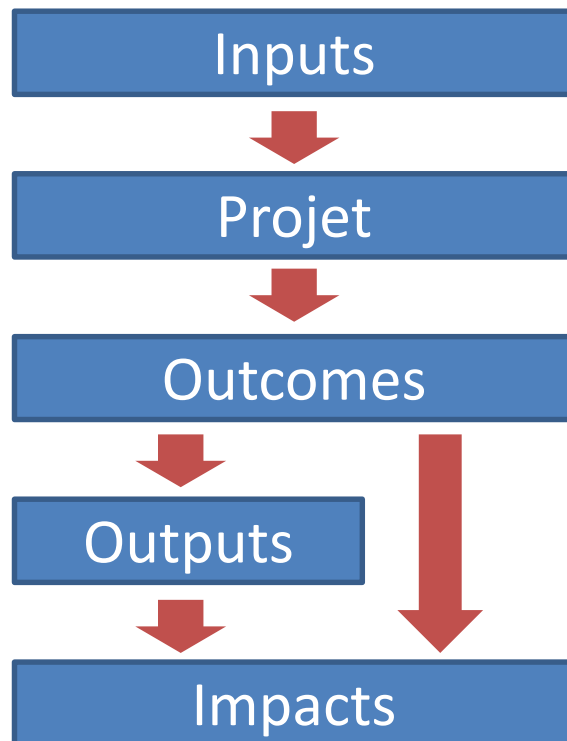
- **3 area of work** are defined with local stakeholders:

- Development of **housing** and **socio-economic sites** ;
- **Sustainability of farming activities** and **practices** ;
- **Protection of natural environment** and **awareness**.

- Value created by water brands is not only economic, **but also environmental and social** ;
- Everything **can't be assess quantitatively**.
- We need **to reveal and assess intangible value**.



A dedicated framework of quantitative and qualitative assessment



It allows to identify holistic extended values and select which extended values must be assessed thanks to:

- **Characterization** of the link between outcomes/outputs/impact = **causal relationship intensity**.
- **Matching with the expectation** of both water brands and local stakeholders.

A global approach for big results

Case of a methanization center

Outcomes (from 2014):

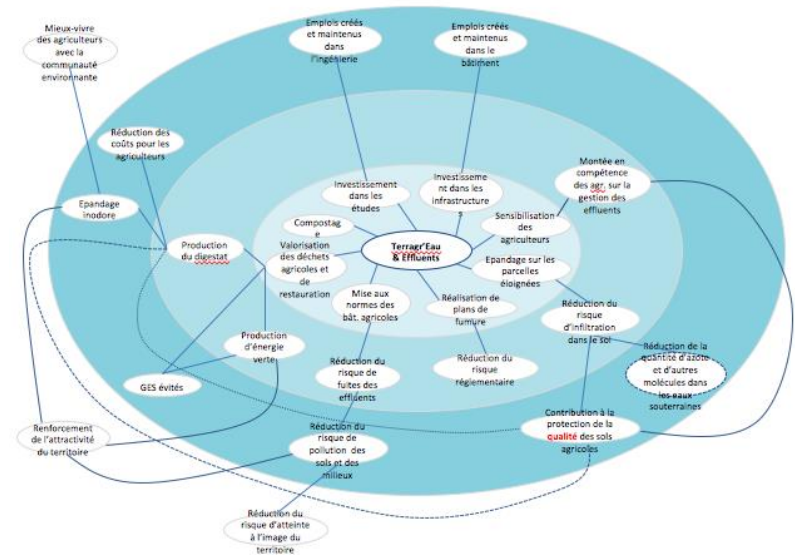
- Recovery of 36000t of agriculture waste
- Increase of the capacity of storage of agriculture waste
- Awareness of farmers

Outputs:

- Production of 980000m3 of biogas and 31000t of compost and digestate
- Reduction of the risk of nitrate on 63% of lands

Impacts:

- -10% Green House Gas emissions from agriculture
- Substitution of chemical fertilizer by digestate → Reduction of farmers' expenses
- Better acceptance of agriculture activities thanks to odourless fertilizer
- Creation of 11 jobs on the territory



A change of attitude to boost the sustainable performance of watersheds

- The new postulate of co-creation means **new way of work to link watershed protection and local development.**
- It **re-examines the classic theory** which considers that economic value can't be created in partnership with territorial players, because **they are traditionally judged as non-economic actors.**
- It needs **new tools to assess and reveal the holistic and extended value.**