



Ecodesign in Danone Waters: Lanjaron Red and ReNueva Project

Bilbao, 20th September

Borja Lafuente Sanz



“The right to
food is a
fundamental of
social justice.”

Emmanuel Faber
Danone CEO



BRINGING HEALTH THROUGH FOOD
TO AS MANY PEOPLE AS POSSIBLE





"CORPORATE RESPONSIBILITY
DOES NOT END AT THE END
OF THE FACTORY GATE OR
AT OFFICE DOORS"

ANTOINE RIBOUD

1972



DANONE
ONE PLANET. ONE HEALTH



Nature is at the heart of Danone DNA
Healthy food begins with healthy nature




MORE PEOPLE + MORE CONSUMPTION + MORE WASTE = LESS RESOURCES



**A GLOBAL BURNING ISSUE FOR
INDUSTRY ESPECIALLY FMCG**

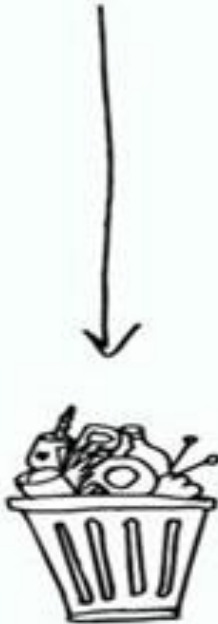




Our ambition is to produce healthy food that's creates economic and social value, and nurtures and preserving the natural ecosystems

WHAT IS A CIRCULAR ECONOMY?

LINEAR ECONOMY



RECYCLING ECONOMY

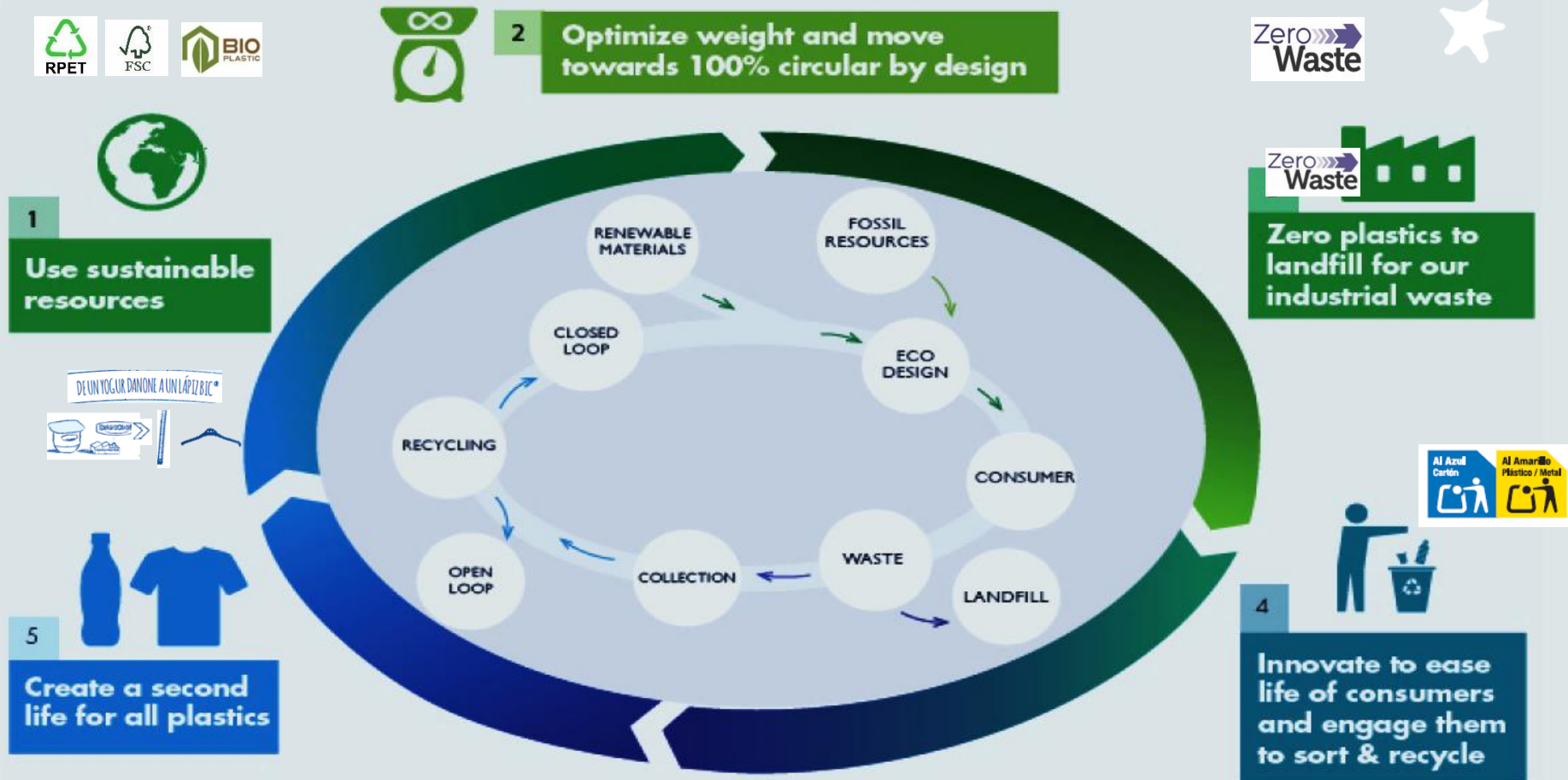


CIRCULAR ECONOMY



A REAL OPPORTUNITY FOR NEW BUSINESS AND NEW EMPLOYMENT

5 GOALS TO CO-BUILD THE CIRCULAR ECONOMY OF PACKAGING



**UN AGUA MUY PURA
EN UNA BOTELLA MUY VERDE**





LANJARÓN - RED



Botella está hecha con un
**50% de plástico
reciclado**
y es **100% reciclable**

**100% de beneficios
financian proyectos de
conservación**



The importance of working with your stakeholders



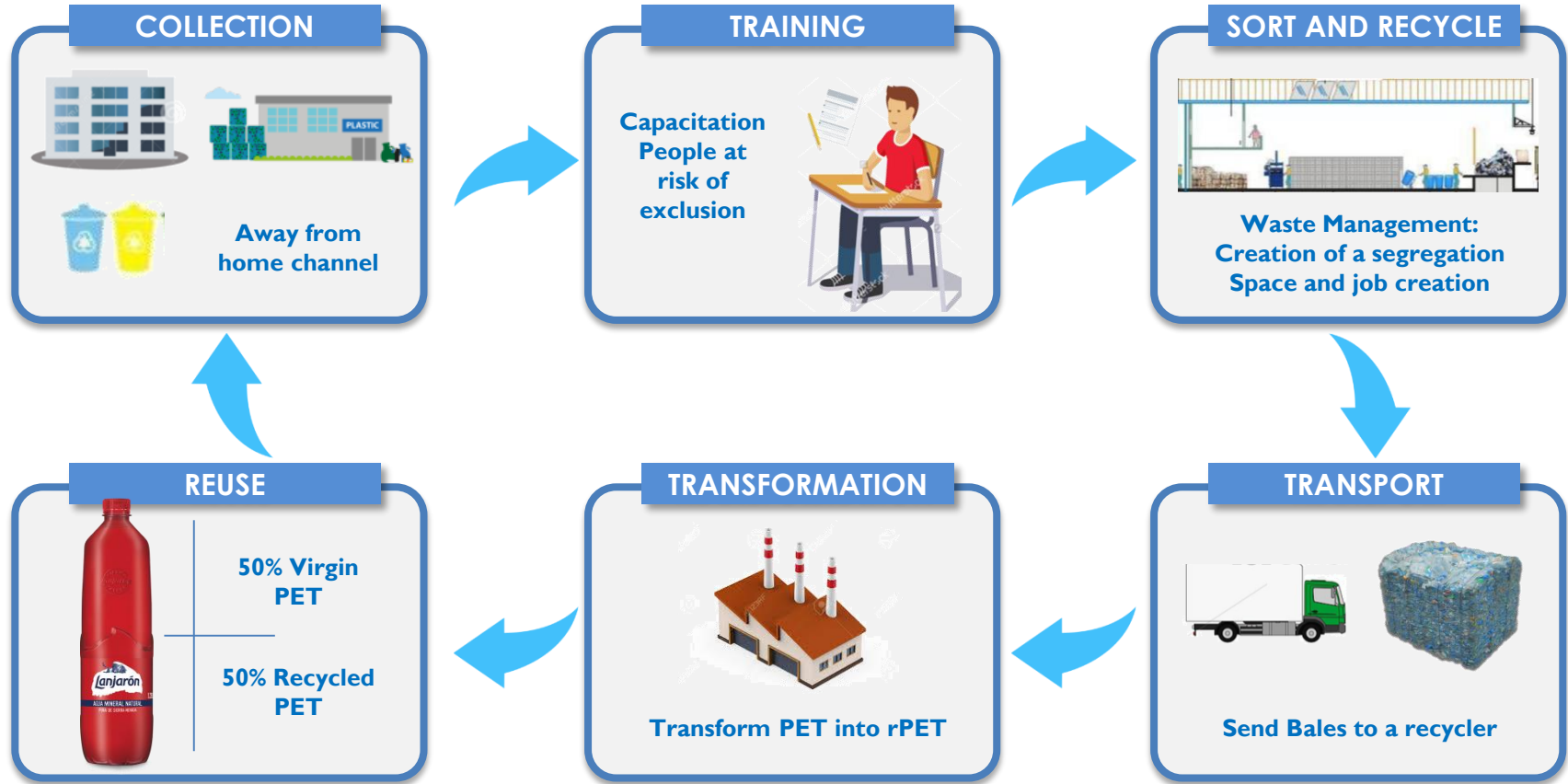


**Re
Nueva**

DALES UNA NUEVA OPORTUNIDAD



RENUEVA PROJECT: CIRCULAR ECONOMY IN DANONE SPAIN



Giving a second life for our plastics

Sustainability

- 1) Reduce carbon footprint
- 2) Avoid **landfills - littering**
- 3) Usage of **more respectful** raw materials
- 4) **Social Impact: job creation**



Business

- 1) Secure **rPET procurement**
- 2) Quality of PET bales
- 3) **Ensure the prices** to avoid volatility



Close Loop

We want to be able to **recover and reuse all materials**

PET



Cans



Card-board



Film & caps



Open Loop

... but also we want to provide a **second life** to those products **that cannot be re-used** in our value chain



DE UN YOGUR DANONE A UN LAPIZ BIC®





THANK YOU!



DANONE
ONE PLANET. ONE HEALTH