



# Support milk producers to reduce their milk carbon footprint



Through its program called « *Les 2 Pieds sur Terre* », Danone is supporting French milk producers to reduce their milk carbon footprint, to restore soil health and to have positive communication on farming. The approach chosen has various stages, is co-built with the agricultural ecosystem and gathers numerous experts and partners: awareness, technical support, follow-up on action plans, project co-financing, test and disseminate practices and results on field.

<b>Starting date of the project</b>	2018	
<b>Project Localisation</b> Places of implementation of the project at this stage and targeted geography if replicable.	France	
<b>Project objectives</b> Type of climate innovation of the project with a description of the problem/issue addressed	Support Danone's milk producers in order to reduce their milk carbon footprint by 15% by 2025, to improve soil health, competitiveness, communicate positively on milk society, test and disseminate best practices to dairy actors.	
<b>Detailed project description</b>	<p>The dairy sector represents 6% of French greenhouse emissions, and more than 50% of Danone's direct and indirect greenhouse emissions.</p> <p>The « <i>Les 2 Pieds sur Terre</i> », program, co-financed by Danone and the Danone Ecosystem Fund aims to support and accompany milk farmers (during 5 years) to reduce their milk carbon footprint through diagnosis that respond the milk sector's methodology in order to identify the best practices to do so, and through follow-up of action plans co-defined in order to set in place the levers identified thanks to the involved partners:</p> <ul style="list-style-type: none"> <li>- Cattle management (optimize cows number, health and reproduction)</li> <li>- Livestock feed (soy replacement, fodder quality and optimize concentrates)</li> <li>- Fertilization (reasoned fertilization, plan legumes)</li> <li>- Crops management (pasture, hedges, reduce soil working, crops rotation, cover soil)</li> <li>- Reduce pesticides (rational use and alternative)</li> </ul> <p>When the best practices are identified, the farmers can share their project of carbon footprint reduction on the crowdfunding platform called MiiMOSA, and potentially get access to additional funds thanks to the civil society and Danone. This platform is a great vector of visibility to show the actions on field set in place to fight against climate change, to promote animal welfare. The best practices shared on the platform are identified and disseminated to inspire all the farmers.</p> <p>This program has various goals:</p> <ul style="list-style-type: none"> <li>- Reduce milk carbon footprint by 15% by 2025 (annual follow-up via CAP'2ER)</li> <li>- Improve soil health (about 50 farmers in pilot experimentations)</li> <li>- Improve their competitiveness</li> <li>- Communicate positively on milk among Society (via the crowdfunding platform MiiMOSA – 147 farmers supported today)</li> <li>- Test and disseminate best practices to dairy actors</li> <li>-</li> </ul>	
<b>Main project's drivers for reducing the greenhouse gas emissions</b>	<b>Reduction levers</b>	<b>Details on the aspects of the project</b>
	<input checked="" type="checkbox"/> Energy and resource efficiency (including behaviour)	Prioritize use of local resources.
	<input type="checkbox"/> Energy Decarbonisation	
	<input checked="" type="checkbox"/> Energy efficiency improvements	Milk pre-cooler, produce renewable energy (anaerobic digestion, solar panels)
<input checked="" type="checkbox"/> Improving efficiency in non-energy resources	Improve cows productivity for milk production (less cows, all things being equal)	

	<input checked="" type="checkbox"/> Emissions absorption: creation of carbon sinks, negative emissions (BECCS, CCU/S, ...)																												
	<input type="checkbox"/> Financing low-carbon producers or disinvestment from carbon assets																												
	<input checked="" type="checkbox"/> Reduction of other greenhouse gases emission	Planting hedges Improve pastures' health																											
<b>Emission scope(s) on which the project has a significant impact and quantification of GHG emission reductions per emission scope</b>	<table border="1"> <thead> <tr> <th data-bbox="528 376 868 555"></th> <th data-bbox="868 376 1193 555">Aspects of the project contributing to the reduction of emissions by emission category</th> <th data-bbox="1193 376 1524 555">Quantification of associated GHG emissions by emission category  Please follow the quantification methodology used in <a href="#">the Afep guidelines</a>.</th> </tr> </thead> <tbody> <tr> <td colspan="3" data-bbox="528 555 1524 582"><b>Reduction of the company's carbon dependency</b></td> </tr> <tr> <td data-bbox="528 582 868 654"> <b>Scope 1</b>  <i>Direct emissions generated by the company's activity.</i> </td> <td data-bbox="868 582 1193 654"></td> <td data-bbox="1193 582 1524 654"></td> </tr> <tr> <td data-bbox="528 654 868 752"> <b>Scope 2</b>  <i>Indirect emissions associated with the company's electricity and heat consumption.</i> </td> <td data-bbox="868 654 1193 752"></td> <td data-bbox="1193 654 1524 752"></td> </tr> <tr> <td data-bbox="528 752 868 949"> <b>Scope 3</b>  <i>Emissions induced (upstream or downstream) by the company's activities, products and/or services in its value chain.</i> </td> <td data-bbox="868 752 1193 949"> Reduce suppliers' carbon footprint </td> <td data-bbox="1193 752 1524 949"> 3.6% reduction of net carbon footprint in between 2017 and 2019 according to the CAP'2ER methodology. This equals to about 29 722 tons of CO2/year avoided thanks to our program. </td> </tr> <tr> <td colspan="3" data-bbox="528 949 1524 976"><b>Increase of carbon sinks</b></td> </tr> <tr> <td data-bbox="528 976 868 1048"> <b>Emissions Absorption</b>  <i>Carbon sinks creation, (BECCS, CCU/S, ...)</i> </td> <td data-bbox="868 976 1193 1048"></td> <td data-bbox="1193 976 1524 1048"></td> </tr> <tr> <td colspan="3" data-bbox="528 1048 1524 1075"><b>GHG emissions avoided by the company at third parties</b></td> </tr> <tr> <td data-bbox="528 1075 868 1227"> <b>Avoided Emissions</b>  <i>Emissions avoided by the activities, products and/or services in charge of the project, or by the financing of emission reduction projects.</i> </td> <td data-bbox="868 1075 1193 1227"> Reduce carbon footprint of milk production, all things equal. </td> <td data-bbox="1193 1075 1524 1227"></td> </tr> </tbody> </table> <p data-bbox="528 1245 1524 1272"><b>Clarification on the calculation or other remarks:</b> <a href="#">click here to specify</a></p>			Aspects of the project contributing to the reduction of emissions by emission category	Quantification of associated GHG emissions by emission category  Please follow the quantification methodology used in <a href="#">the Afep guidelines</a> .	<b>Reduction of the company's carbon dependency</b>			<b>Scope 1</b> <i>Direct emissions generated by the company's activity.</i>			<b>Scope 2</b> <i>Indirect emissions associated with the company's electricity and heat consumption.</i>			<b>Scope 3</b> <i>Emissions induced (upstream or downstream) by the company's activities, products and/or services in its value chain.</i>	Reduce suppliers' carbon footprint	3.6% reduction of net carbon footprint in between 2017 and 2019 according to the CAP'2ER methodology. This equals to about 29 722 tons of CO2/year avoided thanks to our program.	<b>Increase of carbon sinks</b>			<b>Emissions Absorption</b> <i>Carbon sinks creation, (BECCS, CCU/S, ...)</i>			<b>GHG emissions avoided by the company at third parties</b>			<b>Avoided Emissions</b> <i>Emissions avoided by the activities, products and/or services in charge of the project, or by the financing of emission reduction projects.</i>	Reduce carbon footprint of milk production, all things equal.	
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<b>Modality of verification of the quantification.</b>	<p data-bbox="528 1299 1524 1397"><b>Calculation standard used (ADEME base, GHG protocol, etc.):</b> CAP'2ER diagnosis in farms, a tool that allows evaluation on environmental impact at farm level ( herbivores farming) and per livestock and farming type (cattle breeding, dairy farming, sheep livestock); this tool is recognized and certified by Ecocert.</p> <p data-bbox="528 1433 1524 1460"><b>Verification of the calculation (internal or external):</b> External</p>																												
<b>Other environmental and social benefits of the project</b>	<p data-bbox="528 1478 1524 1505">The program « <i>Les 2 Pieds sur Terre</i> » contributes to the following SDGs:</p> <ul data-bbox="528 1505 1524 1953" style="list-style-type: none"> <li>• <b>SDG 6: Clean Water and Sanitation:</b> protect water resources quantity and quality is a pillar of regenerative agriculture, such agricultural practices are developed in the program</li> <li>• <b>SDG 7: Affordable and Clean Energy:</b> reducing greenhouse emissions means promoting green energy and responsible/sustainable consumption</li> <li>• <b>SDG 8: Decent Work and Economic Growth:</b> the farmers' pillar in the regenerative agricultural model. It includes long term contract with a revenue that covers production costs, as well as the farmers' resilience.</li> <li>• <b>SDG 12: Responsible Consumption and Production:</b> the program promotes and supports local protein autonomy.</li> <li>• <b>SDG 13: Climate Action:</b> regenerative agriculture brings solutions to fight against climate change, while preserving soil health and biodiversity in order to capture carbon in soils.</li> <li>• <b>SDG 15: Life on Land:</b> protecting biodiversity is a lever of regenerative agriculture (agroforestry, natural habitat, planting hedges, preserving pastures...).</li> <li>• <b>SDG 17: Partnerships to achieve the Goal:</b> « <i>Les 2 Pieds sur Terre</i> » is a program that involves a lot of co-building with the farmers and other local partners such as the French Livestock Institute, MiiMOSA, BTPL, Agriculture &amp; Territoire, France Conseil Elevage, Pâturesens, Agricultural Chambers, Pour Une Agriculture du Vivant, CDA, Gaïago, La Vache Heureuse, Coop de Creully.</li> </ul>																												

<b>Project maturity level</b>	<input type="checkbox"/> Prototype laboratory test (TRL 7) <input type="checkbox"/> Real life testing (TRL 7-8) <input type="checkbox"/> Pre-commercial prototype (TRL 9) <input type="checkbox"/> Small-scale implementation <input checked="" type="checkbox"/> Medium to large scale implementation  <b>Remarks:</b> Goal is to reach 100% of Danone's milk producers' and as much technical partners as possible.
<b>Capacity and conditions of the project reproducibility, with associated climate impact mitigation potential</b>	<p>« <i>Les 2 Pieds sur Terre</i> » program is fully in the alignment of the Low Carbon Farming initiative, which is global in the French dairy sector, as well as the overall sustainability movement in the dairy sector. Danone uses the tool CAP'2ER to evaluate environmental impacts. The soil pillar of the « <i>Les 2 Pieds sur Terre</i> » program also strengthen the commitments taken during the COP21 and contributes to Danone's program in order to reduce overall greenhouse emissions, which is essential to reach the Zero Net Carbon goal by 2050.</p> <p>The program can be reproduced elsewhere, is adaptable and the impact can be amplified with alike projects in other countries where Danone operates. The program is co-financed by the Danone Ecosystem Fund. To find other fundings is essential for the programs' continuation.</p>
<b>Amount of investment made (in €)</b>	5,8 M€ budget until 2022 (5 year program). This program had a financial leverage effect when it grows. Financing diagnosis, individual and collective support and training, experimentation and pilotes, disseminate practices, financing reduction levers...
<b>Economic profitability of the project (ROI)</b>	<input type="checkbox"/> CT (0-3 years) <input checked="" type="checkbox"/> MT (4-10 years) <input type="checkbox"/> LT (> 10 years)
<b>Engaged partnerships</b>	« <i>Les 2 Pieds sur Terre</i> » is a program that involves a lot of co-building with the farmers and other local partners such as the French Livestock Institute, MiiMOSA, BTPL, Agriculture & Territoire, France Conseil Elevage, Pâturesens, Agricultural Chambers, Pour Une Agriculture du Vivant, CDA, Gaïago, La Vache Heureuse, Coop de Creully.
<b>Open comments from the project owner</b>	/
<b>More about the project</b>	
<b>Contact the company carrying the project</b>	<a href="mailto:cecilia.le-viol@danone.com">cecilia.le-viol@danone.com</a>
<b>Project URL links</b>	<a href="http://ecosysteme.danone.com/projectslists/les-pieds-sur-terre/">http://ecosysteme.danone.com/projectslists/les-pieds-sur-terre/</a>
<b>Illustrations of the project</b>	

