

FRANCE

THE VOLVIC WATERSHED PARTNERSHIP



Photo: © Yves Michelin – VetAgro Sup Clermont-Ferrand

How did public and private stakeholders of the Volvic watershed build a successful partnership to maintain high water quality in the area?



IN BRIEF

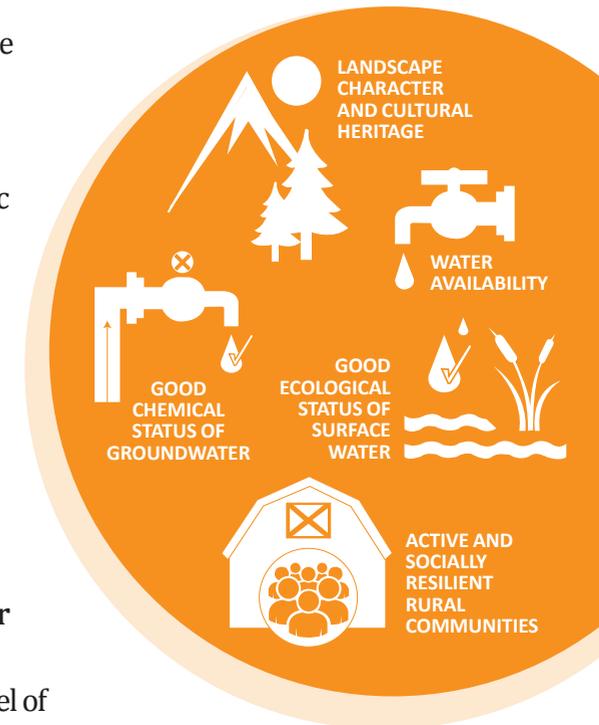
In 2007, Danone - who owns the Volvic water company - developed a strategy in partnership with the local public authorities to maintain high and constant mineral content levels in this valuable watershed and to manage water contamination and shortage risks.

ACTORS

Towns of the Volvic water catchment area and the Volvic Source and Volcanoes intercommunity, the local water board, local managing authorities, Danone/Volvic water company, farmers, private and public forest owners, and environmental organisations.

ENVIRONMENTAL AND SOCIAL BENEFITS

- Achieving or maintaining **good ecological status of surface water and good chemical status of groundwater**
- Achieving or maintaining a **regular supply of water**
- Maintaining or restoring a high level of **landscape character and cultural heritage**
- Achieving or maintaining **active and socially resilient rural communities**



WHAT ARE THE MAIN DRIVERS?

DRIVERS	NATIONAL & REGIONAL DRIVERS	PRIVATE DRIVERS
<ul style="list-style-type: none"> • CAP Pillar 2 support: <ul style="list-style-type: none"> - For areas of natural constraints - For agri-environmental-climate measures - For organic farming 	<ul style="list-style-type: none"> • Mineral water regulation • Tax income for local municipalities • Employment • UNESCO world heritage application 	<ul style="list-style-type: none"> • Market for bottled mineral water • Brand image and reputation of the company

WHAT SUPPORT IS RECEIVED?

MAIN FARMING AND FORESTRY SYSTEMS IN THE VOLVIC WATERSHED (3,800 HA)

Farming - extensive livestock production on permanent pasture	41%
Forestry, of which:	53%
Private unmanaged forest	86%
Extensively managed public forest for producing timber	14%

Land managers involved in the watershed strategy

Number of farmers (land owners) involved	20
Number of private forest owners involved	2,606

Financial support sources

Danone	At least \$300,000 per year, notably for funding land use actions, e.g. pay a vole hunter to avoid the use of chemicals by farmers
Municipalities	Contribution of \$100,000 per year to the implementation of the strategy
CAP payments	Rural Development payments in particular provide additional sources of support to farmers engaged in the strategy

<http://pegasus.ieep.eu/case-studies/list-of-case-studies>

BARRIERS TO OVERCOME

Growing competition on the EU milk & beef markets could lead to intensification of productive areas and less efforts in the management of natural resources impacting water quality. Abandonment trends in agriculture could lead to reforestation impacting water availability. Farmers are key actors but not full members of this governance structure which affects their commitment to it.

TRANSFERABILITY / KEY SUCCESS FACTORS

1 The public-private partnership was initiated by a private company whose business model depends on the maintenance of the specific natural characteristics of the water in this area.

2 Maintaining the current extensive agricultural practices contribute to preserving a high-water quality. The viability of the agricultural sector in the area largely depends on public support, mainly from the rural development pillar of the CAP.

3 THE BALANCE BETWEEN FARMING AND FORESTRY CONTRIBUTES TO ACHIEVING A SUSTAINABLE MANAGEMENT OF LOCAL NATURAL RESOURCES, INCLUDING WATER.

4 The public-private partnership does not offer payments for ecosystem services as such, because it would likely be too costly for local public authorities to maintain this payment over a longer period of time. Rather, it pays for land related activities which support farmers in the maintenance of extensive practices.

5 THE VOLVIC GOVERNANCE STRUCTURE HAS BEEN TRANSFERRED TO OTHER WATERSHEDS MANAGED BY DANONE OWNED COMPANIES: EVIAN, BADOIT AND SALVETAT.