

Should we stay or should we go?

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innocent drinks / stevens.earth





an innocent approach to sustainable agriculture

the rain in Spain

lessons from collaborating





good all round for people and planet 2023

farming champions

bringing people and nature together to always source our ingredients the right way



climate changers

protecting our climate and inspiring wider change by going carbon neutral by 2030



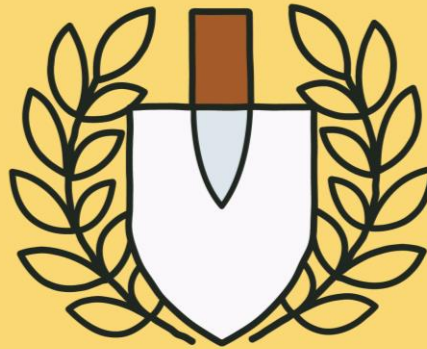
recycling activists

proving that plastic isn't rubbish by collecting and recycling every bottle by 2030





Sourcing
Sustainably



farming
champions



Building
Livelihoods



Protecting
Biodiversity



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Huelva is home to the Doñana national park which supports more than 6 million migratory birds and is a protected UNESCO World Heritage site.

Huelva is also the heart of Spain's soft fruit production, with exports worth ~ €1 billion.

Well managed, efficient water use is essential to allow both business and nature to thrive.





UNIVERSIDAD DE CÓRDOBA





Local Implementation



Project Strategy & Engagement



Manage Project & Budget



Project members & sponsors
(buy c.10% of the region's strawberry production)



Grant funding



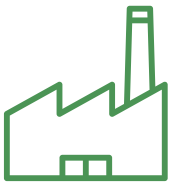
Project advisors

(Advisory Board & Technical Committee – full membership not shown)



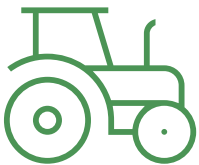
Administration

Engagement with the regional and national administration to promote the compliance of a legal water and land use framework in the region.



Industry

Development of a **common approach** to ensure effective legal compliance on water and land use and environmental laws, as well as **promotion of sustainability standards** and protocols.



Farmers

Engage and support farmers for improving agricultural practices and promoting water saving techniques.

Project Purpose: to improve and promote sustainable water use for berry crops grown throughout Huelva



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together, you can achieve so much more



- Average **Water Use Efficiency improvement of 15.6%** across 77 growers (2018/19 v. 2017/18)
 - This accounts for nearly **half a billion litres of water saved (499.7m)**
 - Covering a total area of 1,016ha in the Huelva region (c.**10% of the cropped land**)
- **3 showcase farms** each demonstrating a different commercially viable solution (irrigation scheduling system) which can be used to improve farm water use efficiency
- Conducted a full season trial at an ADESVA trial site and **achieved industry leading production** results
 - +60% yield with less water used per kg of class1 fruit. This sets a target level for the industry & represents €34k benefit to the average grower.
- Project has engaged 36 grower orgs (**represent 58% of the soft fruit production** area)
- Prepared & shared case studies for growers, and gained regional & **national media** traction
 - Example: <https://youtu.be/QeAYmrcRZRY>
 - Project is recognised as one of the main references for sustainable agriculture in the region



Strong governance

- Who is doing what
- Document all decisions taken
- Agree up front goals, KPIs, timelines and keep referring back to them.
- In doing so, acknowledge everyone has different priorities



Comms rigour

- Version control and storage of critical project documents.
- Appropriate comms structure (i.e. don't send emails to everyone every time, need to work out who is involved in each aspect).



Clear scope

- As new topics arise, can these be incorporated into future phases of the project, rather than distracting from immediate delivery?
- Allocate resource to planning your exit – how far do you want to go with this?





IEMA

Transforming the world
to sustainability

thank you for listening

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