

SUSTAINABILITY

Targeting 2030, LVMH announces plan to lessen water consumption levels by 30pc

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In the face of climate change and impending resource restriction policies, the group is rolling out a new efficiency plan. Image credit: LVMH/ARR

By LUXURY DAILY NEWS SERVICE

French luxury conglomerate **LVMH** is getting out ahead of impending ESG mandates as its home country, the European Union's largest agricultural producer, experiences some of the worst droughts on record.

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In the face of the climate crisis, the corporation is rolling out a new water efficiency plan, eyeing a reduced water consumption footprint of 30 percent by the end of the decade. Similar to its energy sobriety initiative announced in September 2022, LVMH intends to scale this latest framework globally.

Winding down water use

Recognizing that a resource crucial to the services, quality assurance and raw materials sourcing of its wines and spirits, perfumes and cosmetics, and fashion brands is under stress, LVMH executives are responding with a strategic delivery.

The group has committed to a sizable water use cut by 2030. The news hits as France's legislative leaders look to enact laws that could work to stave off the impacts of climate change, many of which are already being felt.

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LVMH (@LVMH) **July 3, 2023**

In March of this year, France's president presented the country's residents with a Water Plan consisting of 53 measures aimed at sobering use of the resource.

Though regional policies act as a tipoff point for reform in LVMH's case, circumstances are not unique to France.

As climate change worsens droughts and the collapse of aquifers around the world, the corporation is preparing to abide by government-led actions and enforcement globally.

On an annual basis, LVMH already measures the water consumption footprints of all activities, in alignment with its Life 360 environmental program ([see story](#)). The new framework will slot in under this existing program.

The group will now use pressure indicators and geolocation to spot which areas are suffering most from water stress, enacting focused approaches to water reduction and measurement.

It also is poised to collect rainwater at production sites and throughout the value chain, treating and reusing it using technological methods. Additionally, LVMH plans to introduce water-conscious manufacturing processes.

Various houses such as French Cognac brand Hennessy and Italian cashmere label Loro Piana have respective water reduction strategies Loro Piana uses wastewater recycling equipment itself to achieve goals set by the brand, having reduced water consumption by 25 percent between 2019 and 2022.

Efforts will be bolstered by a qualitative target for the reduction of water consumption footprint to improve the quality of discharges into natural environments, validated by Science Based Targets for Nature, an LVMH partner specifics on this step in particular are to be announced by the end of the year.

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