



**GEMI**<sup>®</sup>

**Collecting the Drops:**

**A Water  
Sustainability  
Planner**

## Case Example

### **The Procter & Gamble Company: Sharing Treated Wastewater to Help a Community Overcome Water Shortages**

*In Mexico City, a Procter and Gamble Company (P&G) plant has found a way to keep parks green and gardens blooming in its community and to help meet local water needs during the dry season.*

P&G's Household Care plant located in the Vallejo part of Mexico City installed its own wastewater treatment system and uses treated wastewater to water the plant's green areas. Nonetheless, some of this wastewater still needs to be discharged to the local treatment system. A donation from the Azcapotzalco Municipality puts this treated wastewater to good use, helping to overcome community water shortage, especially during the dry season. Under the program, Vallejo has committed to donating 40 cubic meters of treated water daily, which can be increased if needed.

Vallejo and other plants across Latin America have been installing wastewater treatment and reuse systems since 1990. These plants include Anchieta, Brazil; Pilar, Argentina; and more recently Barquisimeto, Venezuela. Today, the first three have zero industrial discharge, while Barquisimeto is about to complete the transition. At Vallejo, there has been a decrease of more than 30 percent in raw water consumption.

