



# Erko: the first Czech beer from recycled wastewater

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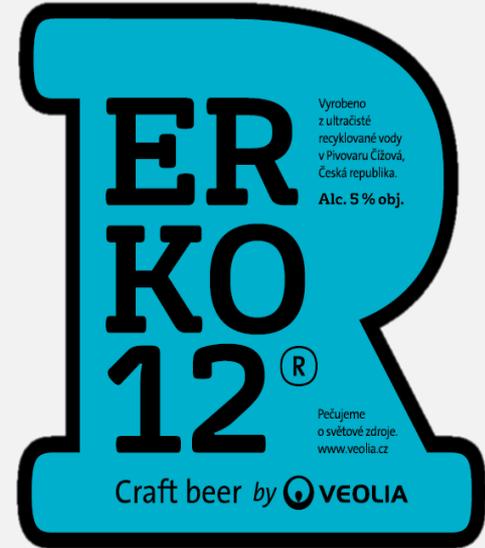
# ERKO

## Why it exists

The main reason for our project – ERKO beer – is to put into practice the principles of a circular economy.

**At the same time we strive to break down the psychological barrier to consuming products from recycled materials.**

The beer is brewed in Veolia's partner brewery Čížová Brewery in the Písek region from recycled wastewater. Water from the Central Wastewater Treatment Plant (CWWTP) in Prague was treated by experts from Veolia combining membrane technology (ultrafiltration and reverse osmosis) and activated carbon.

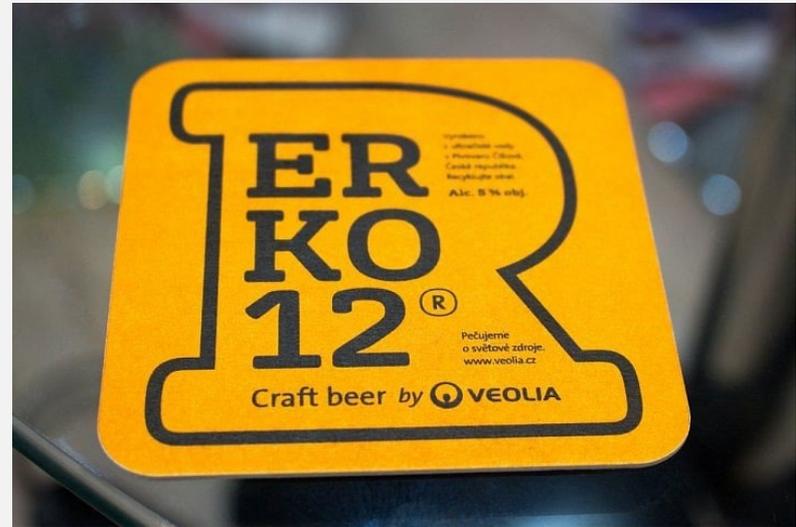


# ERKO

## Environmental not commercial

The entire concept behind the production of ERKO is environmentally rather than commercially oriented.

The main objective is to popularise the principle of a circular economy and break down the barriers – which are often just mental – to using recycled products we encounter on a daily basis.



# ERKO

## The need to educate

**We know that water used for the production of drinking water is almost exclusively just raw wastewater released into the river's lower reaches**

**Nevertheless, we find it difficult to accept the fact that we drink water, however efficiently treated, that has already been used.**

This is why we chose our national beverage – beer, where breaking the barrier may be easier.



# ERKO

## From ideas to action

The project took a very short time – just 3 months from ideas to implementation.

The recycled water treatment was ensured by Veolia's proprietary mobile water treatment unit, which combines the most advanced membrane technology and activated carbon.



The treatment process comprises classical coagulation, followed by ultrafiltration and reverse osmosis, where ultra-fine synthetic membranes serve as a filter that lets water pass through and retains suspended solids and other substances such as micro-organisms and viruses.

The water is then filtered through granulated activated carbon and disinfected. The advantage of membrane technology is that the filtration does not need added chemicals and that the new types of membranes consume less energy.



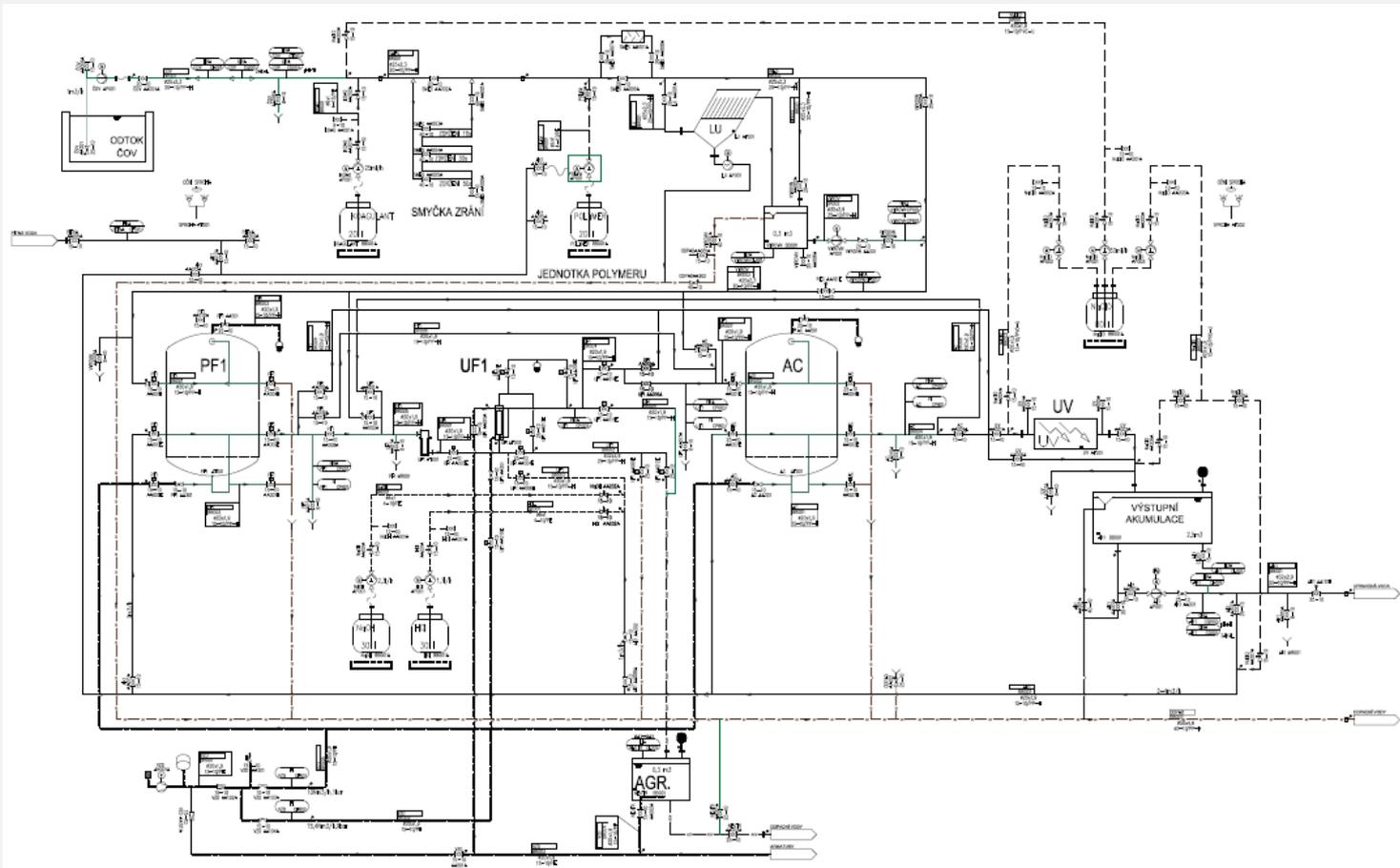
# ERKO

## Technical specs



# ERKO

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# ERKO

## Target Group

**We did not measure the impact because the aim was not to demonstrate a reduction in the ecological footprint, but to prove that such treatment and production of the product is possible.**

The target group involves our employees as ambassadors of the circular economy message in practice as well as our stakeholders (ministries, trade organisations etc.) and, ultimately, the general public whose perceptions of this news can be seen in topical discussion forums and perhaps surprisingly, with positive connotations.



# ERKO Branding

We developed a complete branding strategy (ERKO stands for REycled) including czech trademark registration and changing of the name of our coffee shop at Veolia HQ where the beer is on the tap to to ERcafé.

We have a complete set of merchandising (labels, Christmas kits, XXL bottles, mats, beer taps, presentation tent.....) that support the brand during festivals, meetings, presentations.....



# ERKO

## Production/presentation

The production is carried out in batches to meet the demand, usually 15 hl each batch.

To improve the awareness, the presentation of ERKO was prepared for IFAT and IWA conferences

