

## Natural Mineral Waters Europe makes new commitments to support EU Green Deal

*NMWE announces actions to support members aspirations on carbon-neutrality, packaging, resource-efficiency, and biodiversity under the EU Code of Conduct for Responsible Business Practices*

Brussels, 5<sup>th</sup> of July 2021. Today, Natural Mineral Waters Europe (NMWE) is proud to sign the EU's Code of Conduct for Responsible Business and Marketing Practices, committing to concrete actions on carbon-neutrality, packaging, resource-efficiency, and biodiversity. "We strongly support the ambitions of the European Green Deal and the underlying Farm2Fork Strategy. It builds on the long heritage and tradition of our sector's considerations on environment and source protection. With the Code of Conduct, we are paving the way towards healthy, circular, and sustainable European food systems, while supporting a green recovery", says Muriel Lienau, President of Natural Mineral Waters Europe.

For several months NMWE has worked side by side with the EU Commission, FoodDrinkEurope and many stakeholders from the food value chain to develop this Code. "We paid particular attention to support our sector's many SMEs on their journey to carbon-neutrality and sustainability leadership. We made it our priority to provide them with the right tools without imposing unreasonable burdens upon them", says Patricia Fosselard, NMWE Secretary General.

To support the EU's goals on circular and sustainable food systems, the natural mineral and spring water producers announce new ambitions and concrete actions:

### **1. Achieving "Net Zero" carbon emissions by 2040**

The natural mineral and spring water producers support the EU's emissions reduction targets in the food supply chain. That is why Natural Mineral Waters Europe will drive the sector towards climate neutrality by 2040. In order to support the process and embark our members on the journey, we will undertake a sector's decarbonization study in 2022.

### **2. Reaching full packaging circularity**

The natural mineral and spring water sector is fully committed to sustainable packaging, with PET plastic, cans and glass all 100% recyclable and already achieving high recycling rates. To achieve full circularity the sector will:

- Use only recyclable or reusable packaging by 2025
- Actively promote well-designed Deposit Refund Systems - alongside well-performing EPRs, in partnerships with all actors of the value chain
- Use 50% recycled materials in new bottles by 2030 where availability of high-quality recycled PET and market conditions allow it

To reach these ambitious goals, the sector requests as a key enabler access to a fair quota of food-grade recycled PET that is put on the market.

### **3. Resource-efficiency all the way**

Natural mineral and spring water producers have always managed water resources in a responsible, sustainable, and efficient way to secure them for future generations. To further support the efficient use of water in all member's operations, Natural Mineral Waters Europe will regularly measure and disclose the sector's water usage in its operations and consequently strive to reduce it over the next 5 years.

### **4. Restoring and protecting biodiversity where we operate**

Our members have a long history of protecting biodiversity, working in partnerships with farmers and local communities. To increase the effectiveness of their actions, Natural Mineral Waters Europe will define and test biodiversity indicators specific for natural mineral and spring waters.

"There is a long journey ahead of us. We will have to test, experiment, and learn on our way forward. To help us achieve our goals, we also need the EU to support us on specific key enablers, making them accessible for the whole industry. We believe we are a credible partner to help Europe to deliver a sustainable green recovery and we are ready to take our shared responsibility", concludes Lienau.

\*\*\*

### **Natural Mineral Waters Europe (NMWE)**

Natural Mineral Waters Europe represents almost 550 natural mineral and spring water producers in Europe, most of them small- and medium sized companies. NMWE is dedicated to promoting the unique qualities of natural mineral and spring waters as well as sustainable use of water resources and circular economy.

#### **Contact:**

Anna Meusbürger, Senior Communications Manager, [anna.meusburger@nmwe.org](mailto:anna.meusburger@nmwe.org), +32 493 183 297