



Press release – London, 5<sup>th</sup> March 2020

## **DANONE WATERS UK & IRELAND ACCELERATES SUSTAINABILITY ACTIONS TO REDUCE ITS TOTAL ENVIRONMENTAL IMPACT (“DANONE UKI”)**

Danone Waters UKI is accelerating its environmental actions by introducing 100% recycled plastic bottles for evian’s best-selling formats and becoming carbon neutral across their evian and Volvic brands in 2020.

This marks the next step in Danone Waters UKI’s sustainability journey, reducing its carbon emissions through years of reducing its packaging and transitioning to renewable energy.<sup>1</sup>

1. From April 2020, evian UKI will use 100% recycled PET for its best-selling formats.<sup>2</sup> This will bring the use of recycled plastic content to 70% across the evian range. Danone Waters UKI commits to using no virgin plastic across its evian UK and Volvic UK bottles by 2025\*.
2. Danone Waters UKI is accelerating the transition to a circular economy by:
  - actively supporting the implementation of a Deposit Return Scheme to increase the UK recycling rate to a minimum of 90%;<sup>3</sup>
  - collaborating with expert partners such as Loop Industries, Hubbub, The Ocean Cleanup and Plastic Patrol.
3. evian and Volvic are currently being assessed by the Carbon Trust as carbon neutral to the international standard (PAS 2060).\*\*
4. To prioritise the environment and be a business acting as a force for good, Danone Waters UKI is working to achieve B Corp accreditation by the end of 2020.

This builds on the actions that Danone Waters brands are collectively taking with #WeActForWaters<sup>4</sup> – a set of urgent actions, ambitious objectives, and new investments deployed by Danone’s iconic water brands which focuses on responsible packaging, climate neutrality, watershed preservation and access to safe drinking water. Through #WeActForWaters, Danone Waters brands are:

1. Halving the amount of virgin plastic used by their water brands, reaching 50% recycled PET (rPET) use worldwide and 100% across Europe in 2025;
2. Accelerating towards carbon neutrality in Europe by 2025, with evian and Volvic becoming carbon neutral this year;
3. Matching every litre of water sold with a litre for people in need, by creating a fund to help 50M people in developing countries access safe drinking water by 2030;
4. Enhancing watershed and wetlands preservation around the world;
5. Expecting the collective of its water brands to achieve B Corp certification worldwide by 2022.

WeActForWater falls within Danone’s recently announced €2 billion investment acceleration plan, investing between 2020-2022 to further transform their agriculture, energy and operations, packaging and digital capabilities.<sup>5</sup>

James Pearson, Managing Director for Danone Waters UKI says: “Reducing our impact on the planet has always been at the heart of what we do at Danone, through our dual project for social and environmental progress as part of building a sustainable business. The challenges of plastic pollution and climate change that we face are more pressing than ever, therefore we need to accelerate the actions to reduce our footprint. Today we are announcing two specific actions in our journey: firstly,



from April, evian will use 100% recycled plastic in its best-selling formats; secondly, both evian and Volvic brands are being assessed by the Carbon Trust to become carbon neutral in 2020. We are also taking actions that I hope will enable us to be B Corp certified by the end of the year.”

Hugh Jones, Managing Director, Advisory, the Carbon Trust says: “The need for ambitious corporate climate action has never been more urgent. By working to become certified carbon neutral and build a better recycling system, Danone Waters is demonstrating real commitment to achieving significant carbon reductions.”

Helen Bird, Strategic Engagement Manager at WRAP, said “We are pleased to see Danone, a member of The UK Plastics Pact, reducing their use of virgin plastic. Using recycled content in the manufacture of new products and packaging is the whole point of recycling, and announcements like this help give confidence to the recycling industry. A key challenge to achieving higher levels of recycled content in plastic packaging is ensuring there is enough high quality material available. Designing packaging that is easily recyclable, as Danone have done with their evian and Volvic brands, will help to achieve this.”

Lizzie Carr, Founder of Plastic Patrol says: “evian UK has been engaging with our views to tackle the plastic problem with partners. It’s good to see that they are accelerating their journey and collaborating with experts.”

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**For more information, please view the latest Danone Group press release on <https://www.danone.com/media/news-and-press-releases.html> or contact the Freuds UK Press Office: [evianglobal@freuds.com](mailto:evianglobal@freuds.com)**

#### **Notes to Editors:**

\*Excluding caps and labels

\*\* Information provided by the Carbon Trust: In order to be certified as carbon neutral their respective carbon footprints have to be measured, a carbon reduction and management plan must be developed and implemented, and any remaining, genuine additional emissions must be offset.

#### Sources:

1. Danone Waters has light-weighted their plastic bottles across evian and Volvic by more than 20% since the 1990s, transitioned to 100% renewable energy in the evian bottling site and transitioned from trucks to trains to transport products.
2. All evian single on-the-go 75cl and 1.5cl and some 50cl bottles will contain 100% recycled PET from April 2020 in the UK (excluding caps and labels).
3. Recoup ‘UK Household Plastic Collection Survey 2019’, p. 6 and p.11
4. See latest global press release for more info: <https://www.danone.com/media/news-and-press-releases.html>
5. See Danone 2019 Full Year Results press release for more info: [https://www.danone.com/content/dam/danone-corp/danone-com/medias/medias-en/2020/corporatepressreleases/2019\\_danone\\_full\\_year\\_results.pdf](https://www.danone.com/content/dam/danone-corp/danone-com/medias/medias-en/2020/corporatepressreleases/2019_danone_full_year_results.pdf)

#### Plastic:

- All evian and Volvic bottles in the UK are currently 100% recyclable, with 75cl, 1L and 1.5L evian containing 50% recycled PET.
- Currently evian UK uses around 41% recycled plastic across the whole range (vs. total plastic). This will increase to 70% in April with the introduction of 100% rPET bottles, representing a 29% reduction in the use of virgin plastic. (Based on internal Danone volume data).
- In the UK and across Europe all evian and Volvic plastic bottles will be made from 100% recycled PET by 2025
- Danone Waters is investing to achieve 100% recyclability and use 50% recycled plastic worldwide by 2025.



- With the current UK recycling infrastructure, only 59% of recyclable plastics are actually recycled. Danone Waters UK is working with the UK government to support the implementation of a Deposit Return Scheme to bring this rate up to 90%. (Recoup 'UK Household Plastic Collection Survey 2019', p. 6 and p.11)
- Danone are supporters of Hubbub's LeedsByExample campaign to influence consumer recycling behaviours when they're on the go. Within the first year, people recycling in Leeds City Centre nearly tripled, and the pilot has now extended to Edinburgh and Swansea. (<https://www.hubbub.org.uk/leeds-by-example>)
- evian UK partners with the Plastic Patrol to collect plastic waste from the natural environment. (<https://plasticpatrol.co.uk/our-partners/>)
- The development of The Ocean Cleanup Interceptor™, has been supported by a two-year research mission between the Dutch non-profit start-up and evian®'s parent company Danone. Sharing decades of packaging know-how, Danone, along with brands evian® and Aqua®, have been able to help The Ocean Cleanup analyse and categorise the collected debris from the first prototype in Indonesia, as well as understand better the challenges in extracting and treating the waste that is recovered. (<https://theoceancleanup.com/updates/the-ocean-cleanup-unveils-plan-to-address-the-main-source-of-ocean-plastic-pollution-rivers/>)
- Danone is a supporter of Loop Industries, sharing knowledge and resources to help scale up their recycling technology. Danone has secured purchase of some of the first batch of food grade recycled PET that Loop Industries will produce once its first depolymerisation unit is complete.

#### Carbon:

- evian has reduced its carbon footprint by 40% between 2008 – 2012. ([https://www.evian.com/en\\_us/planet](https://www.evian.com/en_us/planet))
- evian and Volvic are actively engaged in reducing their carbon emissions in their supply chain. In 2020 brands will be investing in positive initiatives that, by changing practice, protect and/or restore natural ecosystems, fix carbon and contribute towards achieving carbon neutrality. For the past decade we've partnered with the Livelihoods Carbon Fund to help preserve and restore natural ecosystems, including water ecosystems and local communities by planting over 130 million trees worldwide, of which 85 million are mangrove trees.
- Danone's ambition is to become fully carbon neutral by 2050, with a 2030 commitment to a 50% reduction in carbon intensity and an absolute reduction of 30%.
- Danone globally reduced its absolute carbon emissions by 20.3% in 2018 (absolute reduction on Danone's scope 1 and 2 emissions compared to 2015 baseline) with a 15.6% reduction in carbon intensity (across Danone's full scope compared to 2015 baseline)
- Today 82% of evian bottles and 78% of Volvic bottles leave the bottling site by train to travel to UK. Rail freight produces 76% less CO2 emissions than the equivalent trucks journey. (Calculation based on ADEME + actual Danone routes)
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#### Governance:

- Certified B Corps are businesses that meet the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose. More than 20 Danone entities are currently B Corp certified, representing over 30% of Danone's turnover.

#### Preserving biodiversity and watersheds:

- Danone Waters has been preserving the watersheds around evian and Volvic for over 25 and 11 years respectively, working with an internal network of hydrogeologists and investing in local partnerships to enhance biodiversity, improve livelihoods, and provide more sustainable water resources.

#### Fostering access to safe clean drinking water for communities in Asia, Africa and Latin America

- Danone Waters believes everyone should have access to safe, clean drinking water. It's estimated that 2.2 billion people in the world currently lack this, and the number could grow as the climate changes. (<https://www.who.int/news-room/fact-sheets/detail/drinking-water>)
- In the last 10 years, Danone has contributed to securing safe water access for around 5 million people through Danone Communities Fund.
- Danone is investing in a new blended €50 million Safe Water Access Fund/Water Access Acceleration Fund with fund manager Incofin IM, aiming to reach 50 million people by 2030.
- Each litre of Volvic plain water consumed helps provide access to 1L of safe drinking water for people in need in Cambodia, India, Haiti, Mexico, Bangladesh, Nigeria, Rwanda, Uganda, Kenya and Senegal.



### **About Danone ([www.danone.com](http://www.danone.com))**

Dedicated to bringing health through food to as many people as possible, Danone is a leading global food & beverage company building on health-focused and fast-growing categories in three businesses: Essential Dairy & Plant-Based Products, Waters and Specialized Nutrition. Danone aims to inspire healthier and more sustainable eating and drinking practices, in line with its 'One Planet. One Health' vision which reflects a strong belief that the health of people and that of the planet are interconnected. To bring this vision to life and create superior, sustainable, profitable value for all its stakeholders, Danone has defined its 2030 Goals: a set of nine integrated goals aligned with the Sustainable Development Goals (SDGs) of the United Nations. Danone commits to operating in an efficient, responsible and inclusive manner; it holds itself to the highest standards in doing business, as reflected by its ambition to become one of the first multinationals certified as B Corp TM. With more than 100,000 employees, and products sold in over 120 markets, Danone generated €24.7 billion in sales in 2018. Danone's portfolio includes leading international brands (Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, among others) as well as strong local and regional brands (including AQUA, Blédina, Bonafont, Cow & Gate, Horizon, Mizone, Oikos, Prostokvashino, Silk, Vega).

Listed on Euronext Paris and on the OTCQX market via an ADR (American Depositary Receipt) program, Danone is a component stock of leading social responsibility indexes including the Dow Jones Sustainability Indexes, Vigeo Eiris, the Ethibel Sustainability Index, MSCI Global Sustainability, MSCI Global SRI Indexes and the FTSE4Good Index.