



## US PRESS RELEASE

### EVIAN LAUNCHES NEW RANGE MADE FROM RECYCLED BOTTLES



[Link to all lifestyle and product imagery here](#)

**Wednesday 21<sup>st</sup> September 2020:** evian natural spring water has today announced an additional milestone in its mission to become a circular\* brand, with the introduction of new recycled bottles in its portfolio, made from 100% recycled plastic\*. The innovation is now available in France, Switzerland, Belgium, Germany and the UK.

The uniquely sourced spring water is naturally protected during its 15-year filtration through the French Alps. The way it is delivered from the natural spring to people is constantly evolving as evian looks to accelerate its circularity goal.

All evian bottles are recyclable and today's contain across the range an average of 40%\* recycled materials (a material known as rPET).

When plastic is recycled and turned into a new bottle, it reduces carbon emissions in production by up to 50%<sup>1</sup> compared to bottles made from virgin plastic\*.

**Commenting on today's announcement, Shweta Harit, Global VP of Marketing at evian, said:** "This is an important milestone on our ambitious sustainability journey. Despite the ongoing challenges presented by COVID-19, we are determined to become part of a solution to tackle environmental issues on a global scale.

"Increasing demand for rPET promotes better recycling systems to keep plastic out of nature and in the economy. At evian we encourage everyone to accelerate the usage of these collection points and ensure that all used bottles can become new bottles, keeping the use of virgin plastic to an absolute minimum. We are committed to our journey to care for the

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<sup>1</sup> SOURCE: DanPrint (internal Danone tool)

planet by providing our spring water in the most sustainable way possible as we look to become fully circular by 2025."

evian has always been committed to preserving nature, working not only to protect its water source, but to continually invest in new, sustainable innovations for generations to come. Earlier this year, evian was certified carbon neutral by Carbon Trust, following significant improvements at every stage of the product life cycle, from production to transportation and the use of renewable energy.

To help consumers looking to hydrate with spring water at home, evian has also launched a collapsible bubble dispenser that contains 66% less plastic than a typical 1.5 liter water bottle, whilst holding nearly 3 times the volume. As the evian brand team looks to the future, it has ambitious targets to help preserve the planet for generations to come. By 2025 evian will become a circular brand, making all of its plastic bottles from 100% recycled plastic.

The European rPET launch will be followed up with further innovation in the US over the coming months.

– Ends –

\*excluding cap and label

## **NOTE TO EDITORS**

### **About evian®**

evian® natural spring water comes from the heart of the French Alps, a unique geological site in the world. For more than 15 years, it travels through the rocks, where it is enriched with minerals. The brand has been working for over 25 years to preserve natural surroundings of the source, in an effort to preserve evian® natural spring water's exceptional quality for generations to come. Delicately crafted by nature and uniquely balanced, evian® natural spring water is a healthy choice throughout the day.

evian®, a Danone brand, embraces the company's One Planet. One Health vision that the health of the people and the health of the planet are interconnected and therefore seeks to protect and nourish both.

For more information on evian and the planet, please visit: [https://www.evian.com/en\\_us/what-is-spring-water/](https://www.evian.com/en_us/what-is-spring-water/)

### **evian is part of the #WeActForWater movement**

Through #WeActForWater 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 liter 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.

### **\*evian fully circular brand by 2025**

evian is committed to making all of its plastic bottles from 100% recycled plastic by 2025, adopting a 'circular approach' to plastic usage, where plastic is kept within the economy and out of nature. With input from the Ellen MacArthur Foundation we developed a roadmap where, evian will move from a linear model to a circular one, where all bottles will be made from recycled plastic without the need for any virgin plastics. This will enable plastic to evolve from potential waste to become a valuable resource. evian plans to achieve this through pioneering partnerships to redesign its packaging, accelerate recycling initiatives and remove plastic waste from nature.

evian was the first water brand to pledge for global carbon neutrality back in 2015. In 2018, evian pledged to be 100% rPET across its entire range by 2025.

**\*Excluding the cap and label**

The caps and labels on evian's bottles are not produced from the same type of plastic (rPET) that is used to produce their bottles. HDPE and OPP plastics are used in order to help preserve water purity and quality for consumers. HDPE and OPP plastics are recyclable and evian encourages consumers to check their local recycling listings and recycle all evian bottles in the correct stream so that they can be reused.

**evian carbon neutrality certification**

evian has been certified carbon neutral to the internationally-recognised standard PAS 2060 by the Carbon Trust, a global climate change and sustainability consultancy with almost two decades of experience in the sustainability sector. Achievement of this standard reflects the commitment and measures taken by evian to reduce direct carbon emissions arising from its own operations (Scope 1 and 2), indirect emissions from the value chain, and where residual emissions exist evian has compensated for these through good quality offsets achieved through its partnership with the Livelihoods Carbon Fund.

From now on, evian must be recertified every year to maintain its carbon neutral status. This requires the development and implementation of a yearly carbon reduction and management plan. Each year the certification process becomes more challenging as evian must begin to rely less on the compensation (the investment in funds which generate carbon credits) and more on a low carbon business model. The carbon emission reduction figures are based on the global life cycle assessment of the product.

**Covid-19 relief efforts**

evian is supporting the response to Covid-19 with a financial donation to the Red Cross to support urgent needs and supplies. In its efforts to assist healthcare workers, the donation will specifically help those on the front line. In France, evian produced 120,000 plastic bottles to help the distribution of hand sanitizer in French pharmacies – which faced nationwide shortages. The shortage arose in part due to a lack of containers, which impeded distribution. The brand is also donating tens of thousands of evian bottles of water to public hospitals and clinics in Ile-de-France.