

Bottled water & sustainable resource management

WaterProtect final conference
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Who we are



Natural waters: defining characteristics

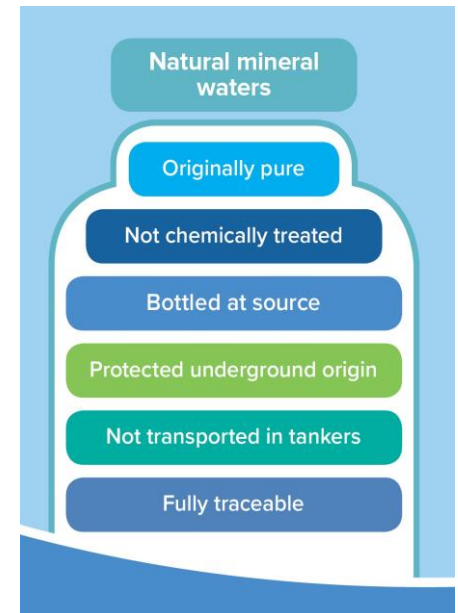
Natural mineral waters, unlike drinking water

- Must come from identified / underground origin only

Natural mineral water is clearly distinguishable from ordinary drinking water:

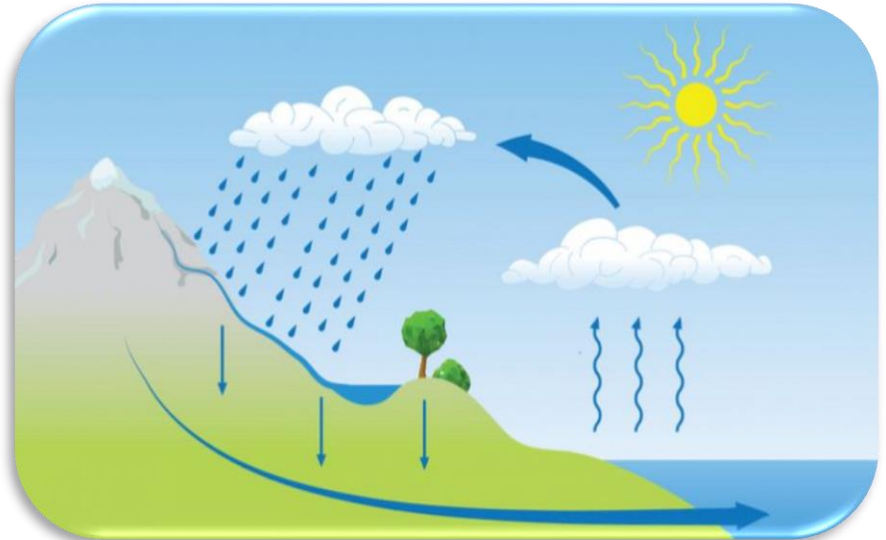
- EU legislation (Directive 2009/54/EC)
- CODEX standards 108-1981 (WHO, FAO)

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→ High level of resource protection and hygiene = crucial!

Guardian of water resources / biodiversity



- Protection of vast areas against any kind of pollution (prohibition of corrective measures)
- Preservation and promotion of local biodiversity (e.g. increase of bee population, reforestation)

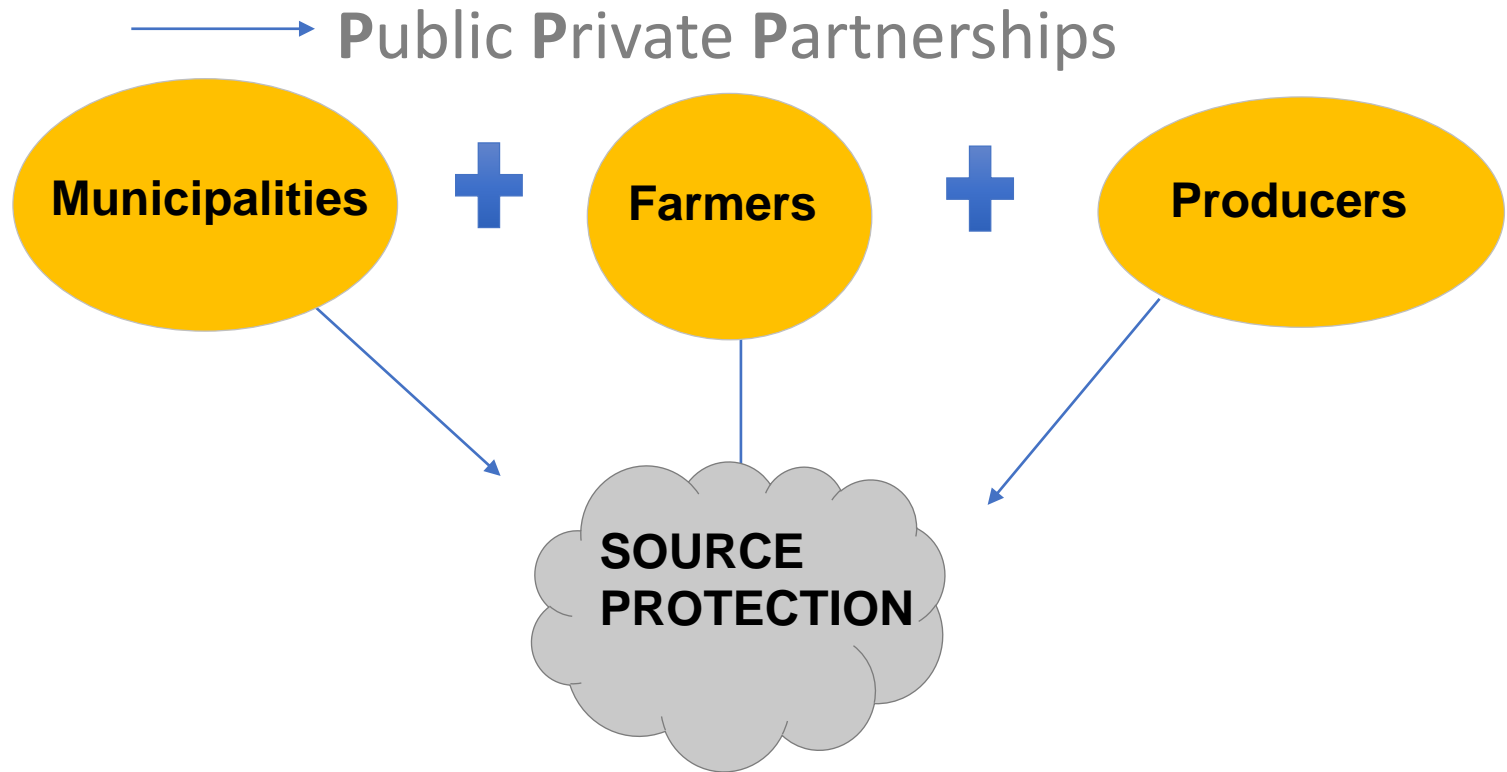
WaterProtect



EFBW's role:

- to bring expertise related to water safety and water protection in natural mineral water production areas
- to showcase a close cooperation between farmers, communities, NGOs and bottled water producers to avoid pollution at catchment level
- to share examples of best practices in France, Switzerland and Austria

Getting together to protect the source!



Summary

- ❖ Protection strategy based on the local socio-economical system: hydrogeology, stakeholders, production systems
- ❖ Multi-stakeholder actions: no stigmatization of a specific actor
- ❖ Waste valorization = biogas plant transforming manure into renewable energy
- ❖ Thanks to all protection measures implemented and the local cooperation, groundwater quality and agriculture can co-exist
- ❖ We call this approach water stewardship: The use of water resources in a way that is socially responsible as well as ecologically and economically sustainable



The European Green Deal

#EUGreenDeal

Biodiversity Strategy
Farm to Fork Strategy
Sustainable agriculture

THANK YOU!

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