

# There is water...and water..

## ***Natural Mineral Water***

- Natural Mineral Water must come from an officially recognised specified ground water source, which is protected from all kinds of pollution. The water may not be treated in any way to alter its original chemical and microbiological composition. This type of bottled water is regulated by the EU directive on exploitation and marketing of natural mineral waters (80/777/EC – modified by Dir. 96/70/EC and 2003/40/EC).

In addition NMWs must provide certain information on their labels such as the typical mineral analysis... and must be bottled at source.

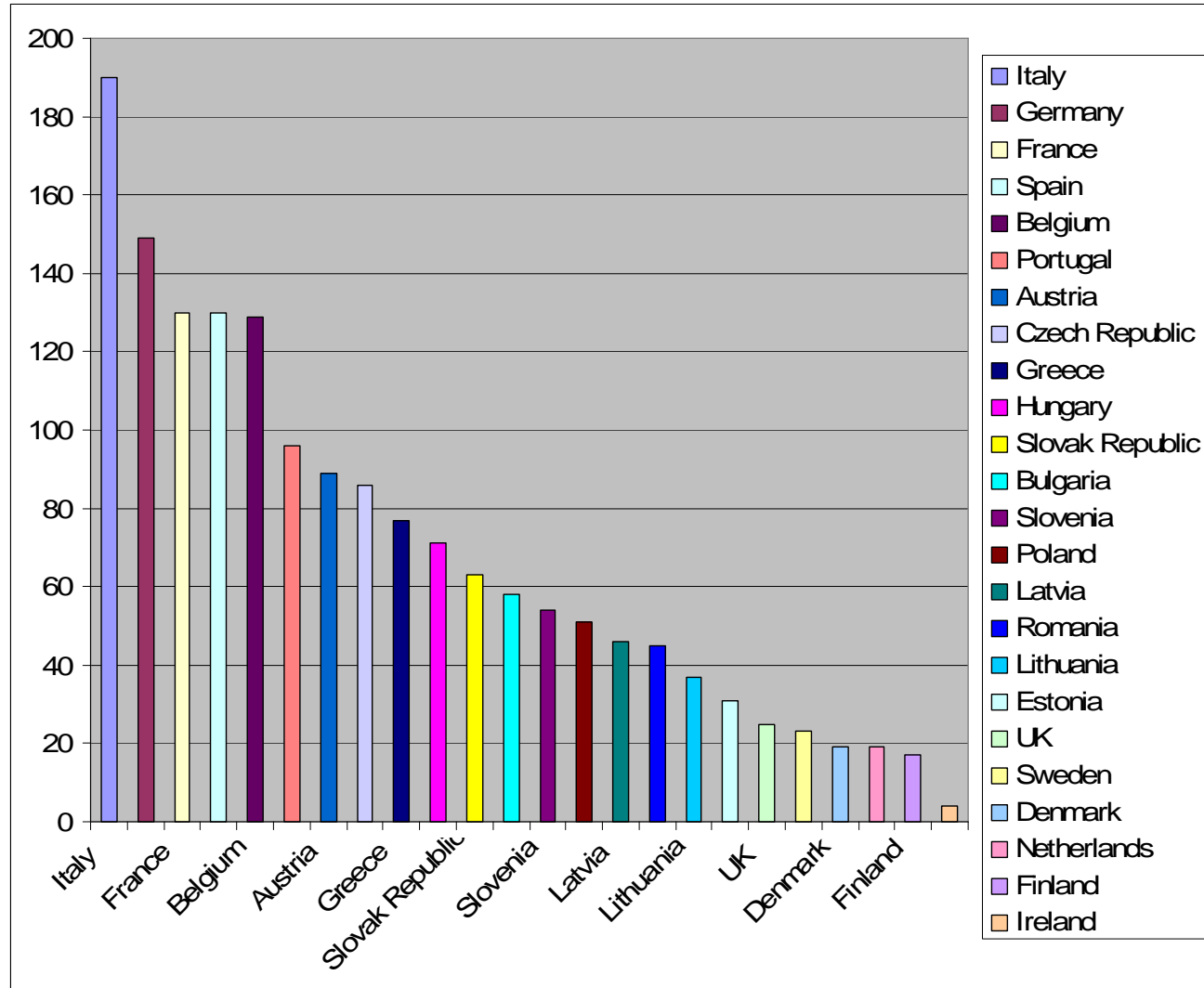
## ***Spring Water***

- Spring Water comes from a single non-polluted groundwater source and must meet certain microbiological criteria. Must be bottled at source. But these waters are subject to the compositional and microbiological requirements of the Drinking Water Directive (Council Directive 98/83/EC on the quality of water intended for human consumption).

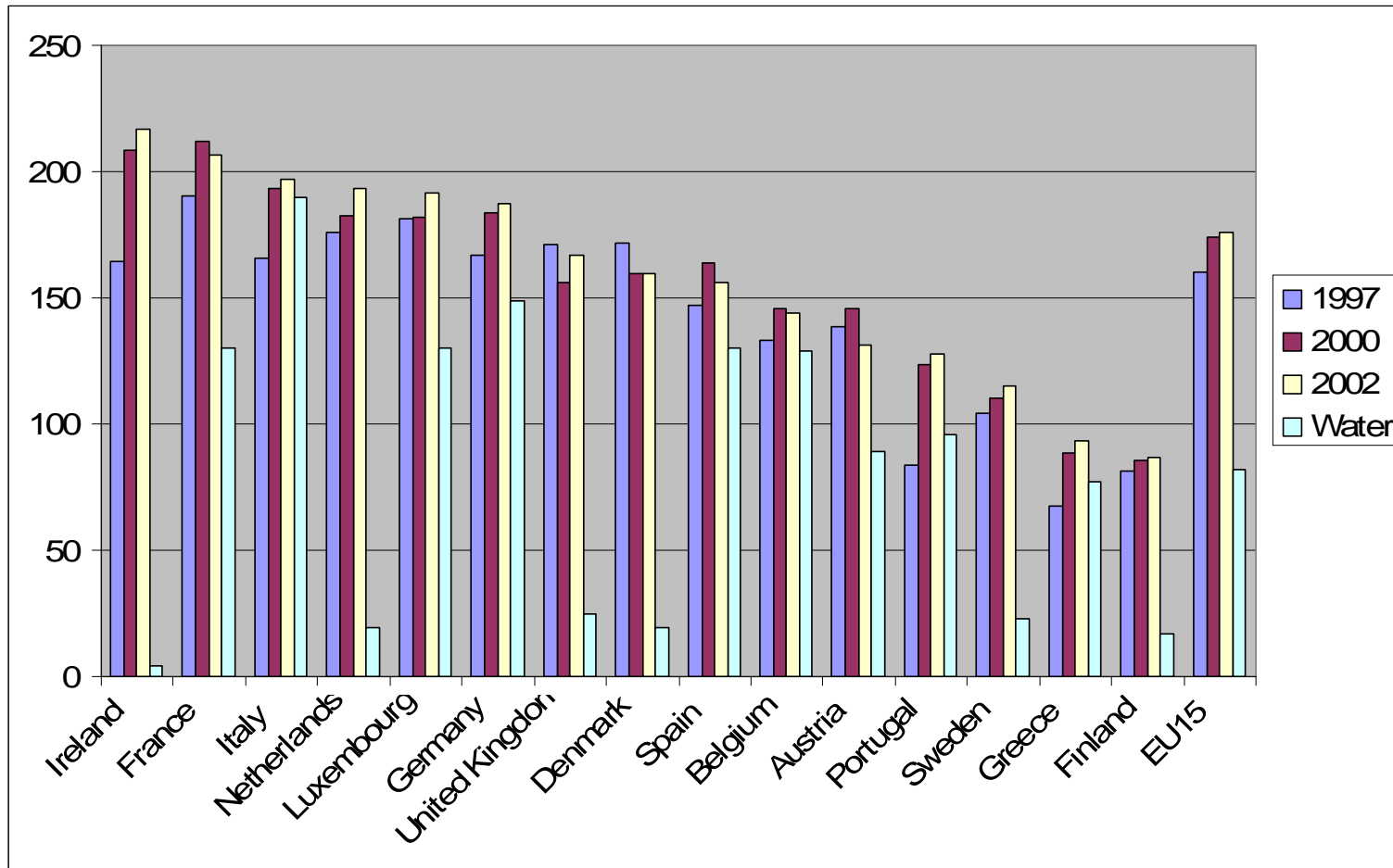
## ***Drinking Water (also referred to as Table Water)***

- Water which may come from more than one source and may include the public water supply. Treatment is permitted which results in the water achieving the compositional and microbiological requirements of the Drinking Water Regulations.

# Consumption



# Water consumption and household waste...



# The bottled water industry and environment

- The **protection of a spring** extends to the entire catchment area, which often covers up to several thousand hectares. An observation network permanently monitors surface waters and controls human activities within the perimeter of the spring.
- **Packaging** : all the packaging of the sector are refillable, recyclable and, more and more, respond to the “bottle to bottle” principle.
- **Prevention** :The weight of 1,5 liter PET bottles was reduced from 56 g to 37 g; the weight of the 0,5 l bottles from 25 to 20 g.

- **Innovation** : It was in 1997 that a first NMW company started incorporating recycled PET (rPET) in food contact applications. Others started in the years 2002, 2003 within the framework of the Belgian ecotax legislation. Since then, NMW companies systematically focussed on assessing different technologies for the production of rPET intended for water packaging. This includes technology evaluation and production trials. The content of rPET in the bottles ranges from very small quantities up to 50 %.
- Bottled water industry urges the final approval of Draft Commission Regulation on recycled plastic materials and articles intended to come into contact with foodstuffs. The ninth version of the draft proposal was issued last July 18.

- **Recycling: a priority**

	2005		
	Consumption	Collection	Recycling rate
Sweden	16,5 kT	15,1 kT	<b>91,50%</b>
Denmark	3,5 kT	3,0 kT	<b>85,70%</b>
Finland	2,5 kT	2,0 kT	<b>80,00%</b>
Netherlands	3,8 kT	3,0 kT	<b>78,90%</b>
Germany	278,0 kT	209,8 kT	<b>75,50%</b>
Belgium	61,3 kT	42,5 kT	<b>69,30%</b>
Austria	34,4 kT	17,9 kT	<b>52,00%</b>
France	292,0 kT	138,0 kT	<b>47,30%</b>
Luxembourg	3,0 kT	1,3 kT	<b>43,30%</b>
Czech Rep.	61,5 kT	23,6 kT	<b>38,40%</b>
Romania	59,0 kT	20,0 kT	<b>33,90%</b>
Poland	145,0 kT	47,0 kT	<b>32,40%</b>
Slovenia	10,0 kT	3,0 kT	<b>30,00%</b>
Italy	419,0 kT	117,1 kT	<b>27,90%</b>
Bulgaria	45,0 kT	10,0 kT	<b>22,20%</b>
Estonia	5,3 kT	1,0 kT	<b>18,90%</b>
Lithuania	11,1 kT	1,9 kT	<b>17,10%</b>
Spain	233,4 kT	37,5 kT	<b>16,10%</b>
Hungary	54,0 kT	8,5 kT	<b>15,70%</b>
Portugal	62,0 kT	5,7 kT	<b>9,20%</b>
United King.	230,0 kT	6,0 kT	<b>2,60%</b>
Greece	70,0 kT	0,0 kT	<b>0,00%</b>
Ireland	26,0 kT	0,0 kT	<b>0,00%</b>
<b>Total</b>	<b>2.302,1 kT</b>	<b>796,3 kT</b>	<b>34,60%</b>

- **Transport** : when possible, NMW companies replace transport by truck by rail transportations or by river or maritime transport.

Far from being symbolic, river freight has carried over 100 million bottles of mineral water in 2006. This figure has been growing at a rate of 10% a year. By using the river, companies keeps 5000 trucks of the road per year.

- **Other examples** : one company currently uses 143 trains filled with pallets that travel to Antwerp every year and then, reduced its carbon dioxide emissions for this particular route by 80 per cent.
- Similarly, another company has recently combined road and rail transportation for product deliveries in Switzerland. The result has been a 62 per cent decrease in carbon dioxide emissions along this transport route.

# Short conclusion

- On one way or another, all the NMW company are making huge efforts in the following domains: use of eco-design approach to define new packaging, light weighting of packaging, incorporation of recycled packaging material in food contact or not, organization and follow-up of national recovery schemes, reducing carbon footprint of products etc ...
- Water is life : drink Water whatever it comes...