



Eden Springs is a leading brand of drinking solutions in the workplace. Their mission is to provide clients with a convenient source of hydration and well-being. Eden bottles and distributes more than 368 million litres of water annually and services more than 450,000 clients across 16 European countries. Eden is committed to reducing the operational impact it has on the environment and in 2010 began working with The CarbonNeutral Company to establish a carbon management programme within Switzerland, France and Sweden.

## Objectives

- Improve business efficiency and become the leading environmentally responsible drinking solution brand in Europe
- To educate decision makers, investors and consumers on the environmental benefits of installing Eden's drinking solutions
- Improve staff engagement around environmental best practice
- Influence its supply chain to reduce emissions related to the production of water products.
- Installing renewable energy technology, such as wind or solar power, at a selection of suitable production sites
- Only selecting coolers based upon the Energy Star recommendations
- Influencing office behavioural change by promoting the use of hand-held devices to reduce paper use (shipping bills and delivery bills), emailing and electronic faxing and billing to reduce paper waste and introducing an office based recycling policy.

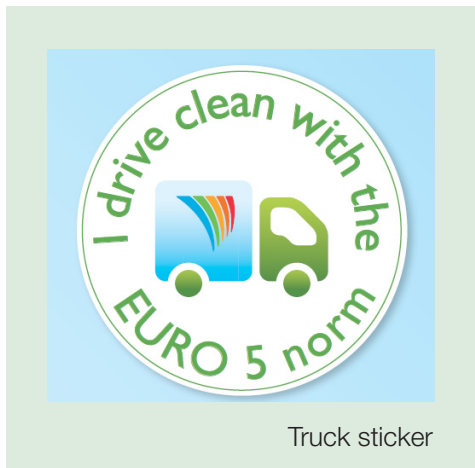
## Programme developed

- Performing life cycle assessments of its carbon footprint in eight markets to gain better knowledge of where carbon reductions could easily be made
- Certifying CarbonNeutral® company and product (a net zero reduction) for all coolers installed by Eden Springs UK, Switzerland, Sweden, Denmark, Finland and Norway until 2011. At the same time, certifying the CarbonNeutral® usage for twelve months, on a total of 8,000 water cooler units for Eden Springs France
- Initiated more efficient transportation routes by introducing a routing system that enables a optimised delivery service
- Introducing and promoting the usage of 'Bottle Water Coolers' that save 320kg of CO<sub>2</sub>e a year compared to the PET bottle solution
- Achieving longer life span of Eden bottles. They can now be cleaned up to 50 times, which means one bottle delivers 950 litres of water in its lifetime

An infographic titled 'Eden and the environment' with a light green background. At the top, it says 'Eden Springs provides environmentally friendly hydration solutions to support the health of the work force and the health of the planet.' Below this is a large image of a water droplet falling into a pool of water, with a green globe of the Earth visible through the water. The infographic is divided into three columns: 'The Outcome' (How our solutions are respecting the environment), 'The Actions' (The base of our carbon footprint reduction), and 'The Cooperation' (Renewable energy projects we are participating in). Each column has a small icon and a 'Learn more &gt;' link. The text 'COMMITTED TO THE ENVIRONMENT' is written in green above the water image. At the bottom right, it says 'From Eden Springs' website'.

## Communicate

- Using the company website as an outlet to improved the overall transparency of environmental policy that includes an in-depth look into CarbonNeutral® efforts
- Regularly producing pro-active PR around carbon reduction commitment
- Making use of sticker promotion on water coolers to educate and increase awareness around CarbonNeutral® programme to the end consumers
- Training all sales executives and drivers about the environmental objectives of the company and the benefits of the CarbonNeutral® programme
- Through the internal newsletter and with Director level engagement, introducing all employees to the CarbonNeutral® programme and the value it offers
- In order to achieve CarbonNeutral® product certification, Eden Springs has so far offset emissions using two verified offset projects. The Tieling project captures coal mine methane and uses it as an energy source to supply gas to homes and local industry. The Sarbari Run-of-River hydro project in India consists of two 2.25MW turbines to supply zero-emissions renewable electricity to the state grid.



*“As several new initiatives are being planned in line with our commitment to improving our environmental performance across all business activities, more and more markets will join our environmental program in 2011.”*

Raanan Zilberman, CEO of Eden Springs Group.

## Some key figures

- Eden’s press releases have been distributed in the UK, Switzerland, Sweden and Finland. So far more than 25 positive articles have been generated.
- Over 500 company staff have been informed and trained on the topic in the concerned markets (UK, France, Switzerland, Sweden, Finland, Denmark).
- 10/10 - Eden always get the best environmental scoring vs our competition whenever it participates in tenders.
- 25% - one of our new projects in the pipe-line will enable each customer to save 5€ per cooler per year and reduce the carbon footprint with over 25%.
- Eden Springs has won the coveted Aqua Award 2011 for Best Environmental Practice, further cementing its credentials as the bottled water industry leader in sustainability.