

Isklar launched into the international bottled water market in early 2008, after three years of consumer research which identified a space in the bottled water market for a brand with a true point of difference. Isklar, meaning 'ice-clear' in Norwegian, emerges from a natural source beneath one of Norway's largest glaciers, Folgefonna. Isklar has a direct dependence on its natural environment and the company feels compelled to protect the glacier it relies so heavily on. Isklar became a CarbonNeutral® company in 2008 and took their product CarbonNeutral® later the same year.

## Objectives

- Protect the source of Isklar as one of the purest natural mineral waters on Earth.
- Meet commitment to be one of the most environmentally responsible mainstream water brands.
- Engage, educate and influence employees and suppliers in order to reduce the overall emissions related to the production of Isklar water.

## Programme developed

- Isklar's bottling plant is powered solely by hydroelectricity, which generates clean energy for use in production.
- Electric forklifts load bottles of Isklar directly onto container ships that dock in the deep-sea dock next to its plant, reducing the need for road transportation and distribution.
- Isklar commissioned The CarbonNeutral Company to conduct a greenhouse gas emissions assessment of the business operations of their three offices, together with the emissions associated with the 250ml, 500ml, 700ml and 1.5L Isklar bottled water products.
- 120% of the emissions (1.2kg for every 1kg produced) created by its raw materials are offset through purchasing Voluntary Carbon Standard (VCS) offsets from Jilin Coal Mine Methane project in China and the Fujian Landfill Gas project in China.
- Isklar is working with suppliers who support good environmental practices, such as using renewable energy and implementing recycling schemes.



- Through its owner Sabco, Isklar ensures that for every bottle sold it recycles 10 used plastic bottles, reducing the need to use virgin PET globally.
- 99% of waste is recycled which means only one bag of rubbish is thrown away per week.
- Employees are encouraged to walk, run, cycle (or even swim!) to work.

## Company Achievements

Silver Award Winners for the Best Environmental and Sustainability Initiatives at the Water Innovation Awards 2009



*"Isklar believes that exceptional purity should not cost the earth and we have built our operations around the principle of being one of the most environmentally friendly bottled water brands you can buy. Our CarbonNeutral® status is a great way of communicating this commitment through a recognisable programme which signifies quality and integrity."*

*Helge Valeur, Business Development Director, Isklar*

## Communication

- CarbonNeutral® status is one of Isklar's five key brand messages and always top of mind with all employees through internal communications.
- A range of communications channels are being used to deliver Isklar's core message of sustainability, including TV advertising, billboards, point of sale materials and bottle labels.
- A dedicated website area has been created to provide consumers with more detail on its CarbonNeutral® programme.
- Regular focus groups and online surveys with their target market of 'Fashionistas' are used to gain feedback and explore most effective ways of engaging consumers around sustainability.



## Results

- Secured coveted listings in high end department stores and leading grocers including Whole Foods.
- Positive results from consumer research confirming that customers feel 'comforted' and 'reassured' by Isklar's commitment to reduce its environmental impact.
- Sliver Award Winners for the Best Environmental and Sustainability Initiatives at the Water Innovation Awards 2009.
- Excellent press coverage in trade publications, such as Fine Food Digest, Eat Out and World Drinks Report.



## Got an ice clear conscience?

- ❖ Produced using 100% hydro-electric power
- ❖ 10 bottles recycled for every 1 produced
- ❖ Low carbon emissions – greener for the environment
- ❖ Low sodium content for a clean, crisp, purer taste

www.isklar.no

