

Aigua Viladrau and Montseny Natural Park join forces to promote the conservation of water resources

- Nestlé Waters, Barcelona Provincial Council and Girona Provincial Council, institutions which manage Montseny Natural Park, where Viladrau water has its source, have signed a partnership agreement to work together on sustainable use which respects the ecosystems and the natural resources of this Biosphere Reserve.
- The Park Conservation Plan will boost environmental dissemination and research through specific studies carried out to enhance sustainability.

Montseny Natural Park, 9 June 2020. In a time where preserving nature remains a crucial priority and with the aim of promoting the conservation of water resources in Montseny Natural Park Biosphere Reserve, Nestlé Waters, Barcelona Provincial Council, Girona Provincial Council and Nestlé Waters have signed a partnership agreement.

Montseny NP-BR is a protected space because of its natural, environmental, landscape and cultural value; it has a Management Plan which aims to integrate the conservation of the park's values, socio-economic activity and public use.

Through this agreement, Viladrau, whose natural mineral water plant is located in this unique environment, will work together with Barcelona Provincial Council and Girona Provincial Council, institutions which manage this space, in the framework of the Montseny Natural Park - Biosphere Reserve Conservation Plan.

The company and the institutions will thus manage the habitats of significant interest to conservation and will apply good environmental practices which ensure a sustainable use which respects Montseny's ecosystems and natural resources. The actions of Viladrau in Montseny Natural Park will focus on research of the area, intervention on the land to improve and look after environmental conditions, and communication on the status of the park. These coordinated actions and the application of good management practices will be based on rigorous and objective, technical and scientific data, which each of the stakeholders will obtain and share in a timely, transparent fashion.

Conservation of the natural heritage

"We are very happy to be able to work with Montseny Natural Park with this long-term agreement which we are starting today. This agreement shows once more our awareness of natural resources. The Company is making sustainable use of the water resources for which it has responsibility in its Viladrau natural mineral water plant, which is located inside Montseny Natural Park and Biosphere Reserve. It has both an environmental management and improvement plan and a forestry management plan," says Philippe de Maillardoz. What is more, with this partnership, *"we will create synergies to ensure the conservation of the natural heritage of Montseny, the special space where Viladrau water has its source. This is all in response to our objective of improving people's quality of life and contributing to a healthier future, starting with the preservation of resources for future generation,"* de Maillardoz goes on.

For their part, XXXXX

Research and awareness-raising

Hydrological monitoring with quantitative and qualitative data is essential for the conservation and ongoing improvement of the status of aquatic ecosystems and ensuring the quality and sustainable use of the water. To that end, through this agreement, specific research studies will be carried out on the land. Certain water indicators will be monitored and an exchange of data will be encouraged, both by Agua Viladrau and by the NP-BR, to ensure the sustainability of Montseny and its natural resources.

Both entities will also work on communication, awareness-raising and environmental education through the dissemination of the abiotic values of the Biosphere Reserve, the preparation and dissemination of documents on good practices in water use, the promotion of saving water and alternative supply sources, and the appreciation of this resource which is so important for Montseny habitats. It will thus become a key tool for involving society in the conservation of the park's natural heritage.

50 years of history and sustainability

With an average workforce of around 170 workers and 6 packaging lines, the Viladrau natural mineral water plant started its activity in 1969. Since then, it has been an outstanding model of sustainability. As evidence of its commitment to the environment, the factory has renewed its Sustainable Forestry Management certificate awarded by the Government of Catalonia until 2023.

The factory has also developed measures for its activity to be compatible with the environment. To this end, it promotes energy transition through decarbonisation and the efficient integration of renewable energies as one of the pillars for contributing to a more environmentally friendly production model. The plant has already reduced energy consumption by 18% compared to 2010, and its objective is to reduce it by 25% by 2025. In this period it has also reduced its water use by 15%. Furthermore, since 2014, all electrical energy consumed by the bottling plant has come from renewable sources and the factory is considered "0 waste to landfill" through minimising and recovering waste and promoting reuse and recycling.

The Viladrau plant is also working to protect air quality and minimise the carbon footprint impact and the greenhouse effect, driving through a management model which aims to prevent climate change. Through the work it has done, the plant has reduced emissions of both CO₂ and greenhouse gases by 90% in the last decade and aims to continue decreasing these emissions to zero by 2025.
