



## ACQUA PANNA'S SOURCE OF BIODIVERSITY

***Acqua Panna, Sanpellegrino Group and Federparchi engage in a biodiversity protection project as part of their commitment to fight climate change and to promote environmental sustainability***

**Acqua Panna reserve**, with its dreamy countryside and rolling hills stretching through Tuscany, where the eponymous water flows and is bottled, **will become an open-air laboratory for biodiversity** under an agreement signed between Sanpellegrino Group and the Italian Federation of Parks and Nature Reserves (Federparchi).

Some 1300 hectares of land will be opened to research, thanks to a **census and monitoring of the area's flora and fauna**. Acqua Panna aims to protect and promote the land which provides the smooth-tasting mineral water -- which has won over the most prestigious restaurants worldwide -- and to raise national and international awareness about the importance of biodiversity.

Known as "**Acqua Panna's Source of Biodiversity**" (*La fonte della biodiversità di Acqua Panna*), the project stems from a collaboration between Sanpellegrino Group and Federparchi. By systematically sharing experiences, the partners will promote their commitment to safeguarding biodiversity as a concrete way to combat climate change.

*"I am extremely proud to announce this great project," declared Stefano Marini, CEO of Sanpellegrino Group. "We have always been committed to protecting and preserving the land around the source of our bottled water, to ensure the distinctive quality that our consumers around the world recognize. Thanks to the partnership with Federparchi, we have decided to embark on a journey to monitor and further protect the Acqua Panna reserve. We believe that safeguarding the environment is important not only for the flora and fauna but also for the wellbeing of people and the entire planet. Our attitude can be summed up as 'biodiversity takes care of our water, we take care of biodiversity'."*

*"The commitment of Sanpellegrino and Acqua Panna is a good example of how companies today can actively help safeguard essential ecosystems for plant and animal life," commented Federparchi President Giampiero Sammuri. "For those of us who manage numerous natural parks and protected areas, cooperation with companies is a great opportunity, because it helps us not only to protect and preserve the land and the sea but also to share experiences and raise awareness among the population."*

The project is in line with **Goal 15 of the United Nations 2030 Agenda for Sustainable Development**, addressing issues of life on land: sustainably manage forests, combat desertification, halt and reverse land degradation, halt biodiversity loss.

Protecting biodiversity contributes **to strengthening the productivity of any ecosystem** (agricultural soil, forests, lakes, etc.). It ensures **food and energy security, reduces exposure to natural disasters** (such as floods and tropical storms), **increases the health of society and the availability and quality of water resources**, and **safeguards cultural traditions**.

"Acqua Panna's Source of Biodiversity" represents a **research journey**, with **measuring and monitoring** the Panna terroir to develop an accurate picture of the **local flora and fauna species**.



It is a **virtuous model of enterprise development** which may set the example for a new way of doing business, sensitive to the need to safeguard ecosystems to ensure the quality of life of people and the planet.

It is also an important project for promoting the “**Made in Italy**” concept: raising awareness about the environmental quality of Acqua Panna’s origin to raise Tuscany’s profile in the **more than 150 countries in which Acqua Panna and S.Pellegrino are distributed**. The strong local connection is also supported by a long-standing collaborative relationship with *Regione Toscana*, which notably includes a partnership for **touristic promotion**. Illustrating their close relationship, **the Acqua Panna label bears the Tuscan trademark**.

Lastly, “Acqua Panna’s Source of Biodiversity” is a concrete illustration of the company’s commitment to **Caring for Water**, and its efforts to protect water as an essential resource for the wellbeing of people and the planet. For this reason, in 2021 the Acqua Panna factory expects to receive certification from the Alliance for Water Stewardship (AWS), a prestigious international standard for sustainable and shared water management.

**The Acqua Panna reserve is located at Scarperia, about 40 kilometers north of Florence. The estate was originally the summer retreat of the Medici family**, which in 1427 commissioned Michelozzo to transform an old farmhouse into a luxurious villa surrounded by orchards, gardens, a park, and an oratory. **The reserve’s name appears to stem from the soft “panna” color of the plaster**. In time, the estate was used for **agriculture** and, over the centuries, marquises, earls and noblemen succeeded one another in the property. **In 1957, it was acquired by the Sorgente Panna company, which merged with Sanpellegrino Group in 2003**. The Group has continued the tradition, handed down through the years, of maintaining, managing and improving the natural environment.