



BELU

2013 carbon footprint results

OUR SUPPLY CHAIN.

We measure and report on our entire carbon footprint in an open and transparent way. We take responsibility for the entire carbon footprint of our products from cradle to grave.



Bottle Production

Glass

Plastic

Caps

Metal + Plastic



Filling

Energy use

Liquid CO₂

Shrink wraps

Cardboard trays



Distribution & storage

Fuel

Electricity



Retail/ Consumer Use

Refrigeration



End of Life

Landfill vs.
Recycling

PRODUCT FOOTPRINT IMPROVEMENT.

-29 %

Average Product Footprint per litre
2010 vs. 2013

2010

2013

794

gCO₂e/litre

564



56 %

775 gCO₂e/litre

of packaging mix by
product volume sold.
Down from 87% in 2010



8 %

737 gCO₂e/litre

of packaging mix.
Up from 1% in 2010



36 %

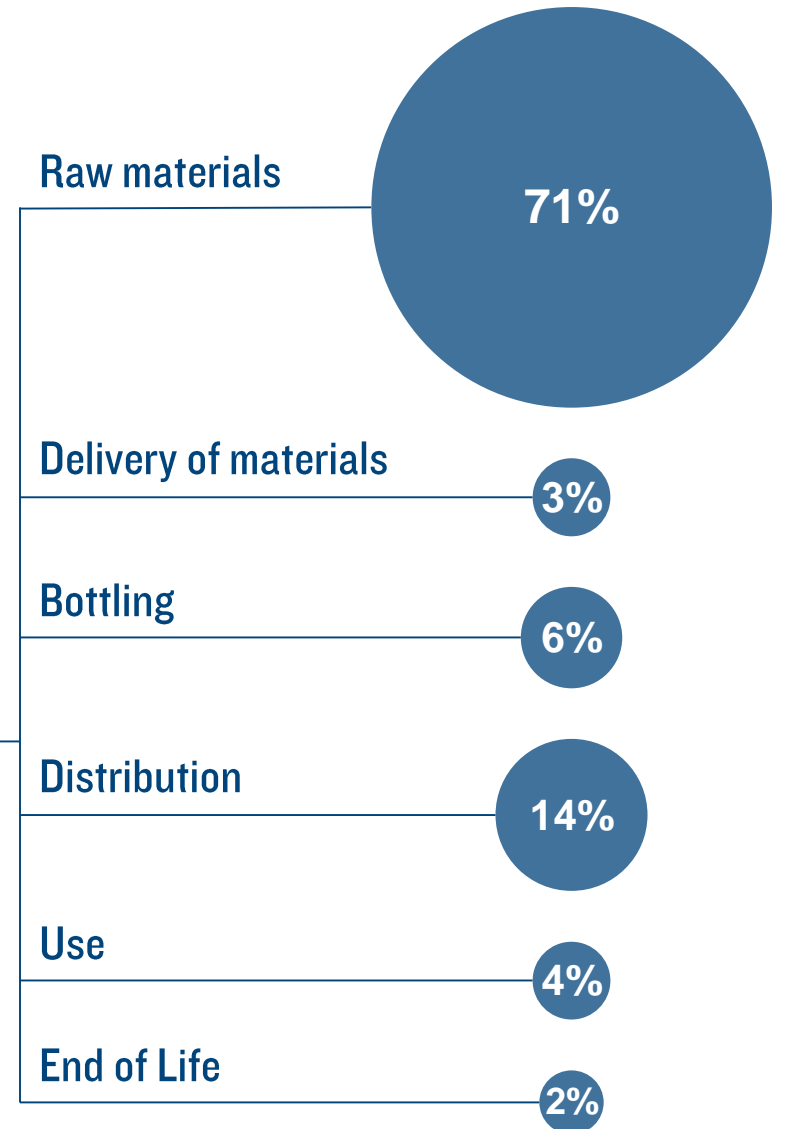
242 gCO₂e/litre

of packaging mix.
Up from 1% in 2010

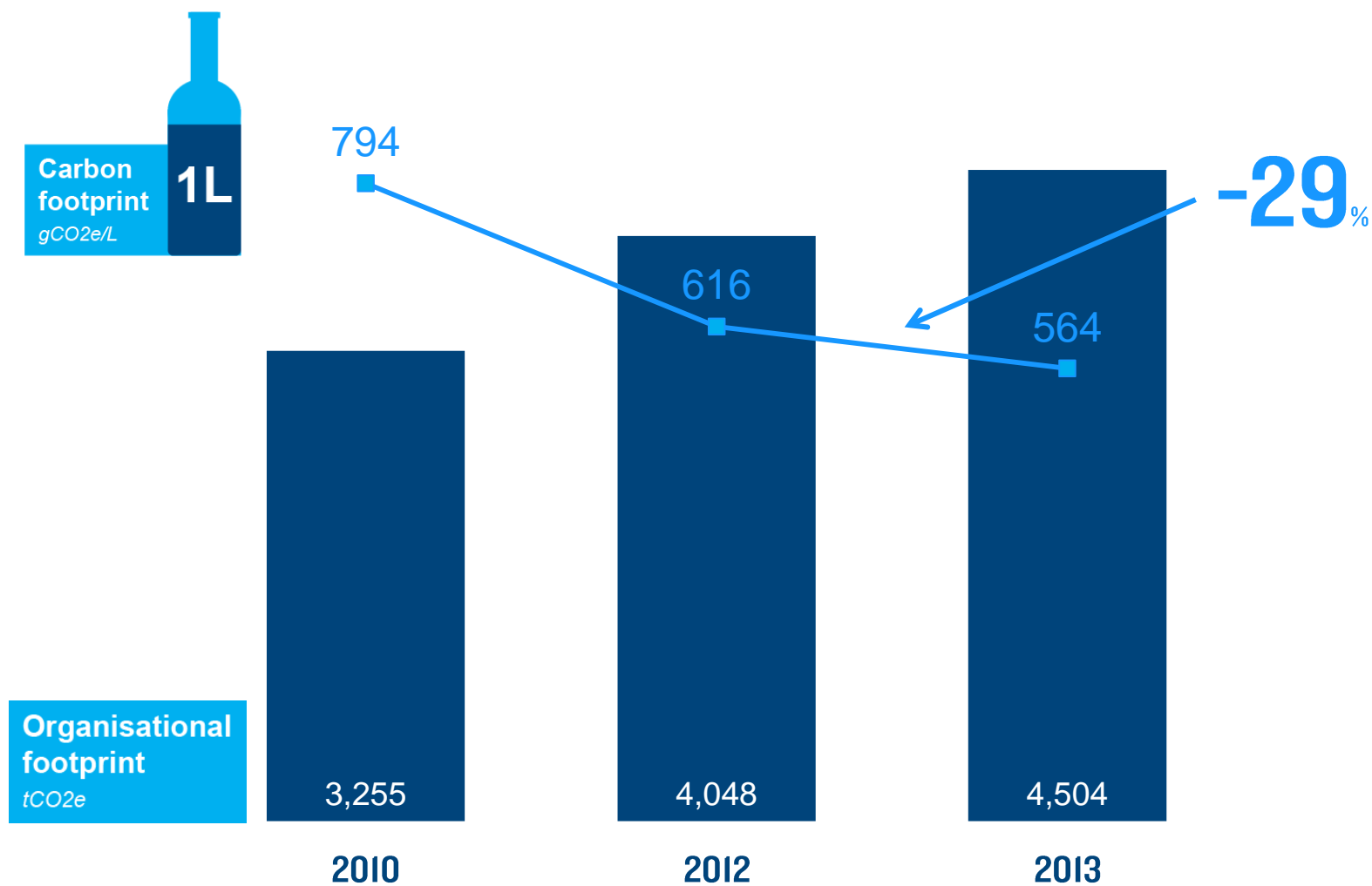
ORGANISATIONAL FOOTPRINT.

2013 has been a great year for us and our sales has increased by 113%* comparing to 2010. We managed to improve our operating efficiency and our footprint only went up for 38%.

*per litre of water sold



OUR CARBON IMPACT HAS REDUCED BY 29%.



100% responsible.

We use the highest level of recycled materials possible and are 100% carbon neutral. Any emissions we can't reduce we offset. We do not export our product and question why people would want to drink imported water.

The following map shows the projects that we have invested in to offset our carbon footprints.

