



PRESS RELEASE

VITTEL® AND ASHOKA REWARD 5 SOCIAL ENTREPRENEURS WHO CREATE POSITIVE IMPACT ON BIODIVERSITY

Paris, France, July 7, 2020 - VITTEL® and Ashoka, a non-profit organization promoting social entrepreneurship, announced today the 5 winners of the “Act For Biodiversity” Challenge, a global search for changemakers who can collaborate to preserve and restore biodiversity. The 5 winning projects: Health in Harmony, Farming for Nature, Renature, Camino Verde, Forest&Life will benefit from support within a project accelerator to scale up their project and will share a financial aid of €150,000 to support their action.



Launched in January 2020, the “Act For Biodiversity” Challenge, looks for already-implemented solutions with a system approach that engage people and organizations across sectors to preserve biodiversity. “Act for Biodiversity was conceived as a global challenge to those around the world who wish to innovate to create a positive impact on biodiversity by providing concrete responses to its threats, such as deforestation, urbanization and intensive farming”, said Françoise Bresson, Head of CSR & Communication at Nestlé

Waters France.

"We are proud of the excitement created by the 'Act For Biodiversity' Challenge. Over 204 changemakers from all over the world have submitted very innovative projects from projects regenerative agroforestry, to bio pesticides using organic waste or ecological farms in urban areas," said Olivier Fruchaud, Partnership Director, Ashoka Europe.

After a first review by VITTEL® and Ashoka's teams, the 5 winning projects were selected by a Jury of 9 experts on biodiversity. They will all share a financial stipend of 150,000€ and the first two will get access to an “Accelerator” program to scale up their project: a 2,5-month program with online courses and mentoring from Nestlé business leaders and other thought leaders, as a mutual learning experience to prepare the ground for future collaborations. The third and fourth winners will also receive a 4-month personalized coaching.

The 5 winners of the Act For Biodiversity Challenge are :

[Health in Harmony](#) : A US initiative that collaborates with local communities living in tropical forests in order to identify with them, on the ground, the vectors of deforestation and co-develop solutions. Impact zone: Indonesia.

[Farming for Nature](#) : An Irish initiative that encourages, supports and rewards farmers who have a positive impact on the environment. They are thus encouraged to preserve and restore biodiversity by using pastures and fields more responsibly. Impact zone: Europe



[ReNature](#) : A Dutch start-up that designs, promotes and implements regenerative agroforestry techniques within agricultural practices to regenerate soils, ensure farmers' economic resilience and fight climate change. Impact zone: Asia and Africa

[Camino Verde](#) : A Peruvian organization working in South America where it contributes, through agroforestry, to the protection and regeneration of the Amazon rainforest, while improving the quality of life of local communities. Impact zone: Latin America

[Forest&Life](#) : A French organization that works to enable the restoration of forests in France and West Africa through specific educational programs in French and African schools where it encourages students to commit themselves to biodiversity and promotes solidarity and reconnection with nature. Impact zone: all countries

VITTEL®: a 30-year commitment to biodiversity

By protecting water quality locally, VITTEL® makes an innovative contribution to its territory and preserves the biodiversity that surrounds it. VITTEL® has been committed since 1992 with its Agrivair program, which gathers experts such as the INRAE (the French National Institute for Agriculture, Food and Environment), farmers, scientists but also local authorities to take concrete action. Today, more than 10,000 hectares of land are protected by AGRIVAIR, in 11 municipalities with 12,000 inhabitants and 37 partner farms. The program covers about 80% of the impluvium of Vittel Grande Source - the area in which rainwater seeps.

Aware of the challenges facing biodiversity, particularly the so-called "ordinary" biodiversity - the most common but also the most threatened - the brand is convinced that, beyond involvement on a territorial scale, there is an urgent need for action beyond its borders. VITTEL® is convinced that part of the solutions to the problem of biodiversity loss will come from innovation and collaboration with social innovators, which is why the brand is determined to strengthen its action by using its know-how, its voice and its means.