

MANIFESTO

Vittel

VITTEL® is committed to preserve biodiversity

TAKING ACTION
TOGETHER

Natural mineral water is one of nature's most precious resources. This vibrant, vital nature lies at the core of everything. VITTEL® is fully aware about this. Every day, we are driven by our responsibility to preserve its richness, diversity and vitality.

TODAY, WITH MORE THAN ONE MILLION ANIMAL AND PLANT SPECIES IN DANGER OF EXTINCTION ON OUR PLANET, VITTEL® IS REAFFIRMING ITS COMMITMENT TO PRESERVING BIODIVERSITY, ESPECIALLY THE SO-CALLED "ORDINARY BIODIVERSITY", THE KIND WE ENCOUNTER IN OUR DAILY LIVES, THE MOST PRESENT YET THREATENED BY HUMAN ACTIVITY. THAT IS WHAT WE HAVE BEEN DOING FOR ALMOST 30 YEARS NOW.

Because we realise what we owe to nature. Because we are convinced that Nature is Full of Vitality, richness. Because it is at the heart of the rich and abundant nature of the Vosges hills and its underground rocks, for thousands of years, that VITTEL® water has been drawing its naturalness and its unique minerality. **The men and women of VITTEL® are reaffirming their commitment.**

30 YEARS OF COMMITMENT TO BIODIVERSITY

This is why, for nearly 30 years, **we have been building the Agrivair program in the heart of the Vosges**, in partnership with the National Research Institute for Agriculture, Food and the Environment. What is its purpose? To preserve soil and natural areas to protect water resources. How? By bringing together farmers, municipalities, companies and citizens around powerful commitments, which reconcile human activity and environmental protection. Today, more than 10,000 hectares are under preservation on the territory of Vittel.

This collective action is one of our greatest successes. Yet, because preserving biodiversity nowadays cannot be limited to a single territory, VITTEL® has decided to speed things up: we are now deploying our expertise beyond our territory, we are stepping up our actions on all our activities, and we are multiplying collaborations to bring new solutions and scale up.

Preserving biodiversity is a global challenge, and we want to do our part, by using our voice and our know-how to serve all living things, by participating to all the efforts underway.