

Beat: Health

DANONE WATERS OF AMERICA BECOMES A CERTIFIED B CORPORATION

REINCORPORATION AS A PUBLIC BENEFIT CORP

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USPA NEWS - Danone Waters of America, the U.S. and Canadian importer and distributor of evian natural spring water, Badoit sparkling natural mineral water and Volvic natural spring water, announced on June 11, that the company has achieved B Corp Certification and is now a public benefit corporation (PBC). Achieving B Corp Certification and incorporating as a PBC represent the company's commitment to meeting high standards of social and environmental performance, transparency and accountability.

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The announcement marks an important step in Danone's journey to become one of the first multinational food companies to become fully B Corp Certified, with now 100% of Danone's fully owned subsidiaries in the U.S. being part of a Certified B Corporation. In total, 14 entities of Danone have been officially certified including Danone Waters of America, Aguas Danone Argentina, Alpro, Blédina, Aqua Indonesia, Danone Canada, Danone Egypt, Danone Iberia, Danone Manifesto Ventures, Danone North America, Danone UK, Grameen Danone, Happy Family Organics, and Les Pres Rient Bio in France.

To obtain B Corp Certification, companies must complete a B Impact Assessment and earn an audited minimum score of 80 out of 200 possible points and recertify "with the aim to continuously improve" every three years. Danone Waters of America achieved a score of 81.7.

In addition to becoming a Certified B Corporation, Danone Waters of America strives to be a champion of sustainability, supporting major actions to drive the step change needed to preserve the environment. In 2017, evian achieved certification by The Carbon Trust as a carbon neutral brand in its bottling site as well as in the U.S. and Canada. In 2018, the brand announced a commitment to making its bottles from 100% recycled plastic by 2025 (excluding labels and caps) adopting a circular approach to its packaging, and an investment with the Closed Loop Fund to support recycling infrastructure.

Source : Danone Waters of America

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