

# World Water Day: Protecting water for the next generations

*EFBW Press Release: Brussels, 20th of March 2019*

“Water is an essential nutrient and plays a key role in the human body. We can survive several weeks without food, but only a few days without water. It is crystal clear why we must protect our water sources for the next generations in the most responsible and sustainable manner. We are committed to play our part”, says Jean-Pierre Deffis, President of the European Federation of Bottled Waters (EFBW), on this week’s World Water Day. This year’s World Water Day is about focusing attention on the importance of water as laid out in the United Nations 2030 Agenda on Sustainable Development.

The producers of Natural Mineral and Spring Waters have always acknowledged the importance of protecting the quantity and quality of the world’s water. They manage their springs sustainably and responsibly to ensure the availability of natural water resources for future generations. The amount of water withdrawn respects the annual replenishment of the source. “Sustainable, protected, and naturally replenished water sources are the core of our business. Producers are committed to demonstrate solid environmental leadership, to ensure highest safety standards and to provide naturally sourced waters of consistently high quality,” says Patricia Fosselard, EFBW Secretary General.

For as much as 100 years, Natural Mineral and Spring Water producers have been the guardians of the water sources and their surrounding environment, helping to protect the natural ecosystems through which water flows to reach its natural source. Producers work in different partnerships with local communities, public authorities, farmers and consumers to ensure the protection of the source. These joint collaborations not only help to safeguard biodiversity and natural habitats but are also important for social and economic regional development.

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The European Federation of Bottled Waters (EFBW) is the voice of the bottled water industry. We are dedicated to promoting the unique qualities of natural mineral and spring waters as well as sustainable use of water resources and Circular Economy. EFBW represents almost 550 Natural Mineral and Spring Water producers in Europe, most of them small- and medium sized companies.