

**SETTING THE PACE FOR  
CLIMATE PROTECTION!**



# VÖSLAUER MINERAL WATER

## FACT CHECK

### FACTS<sup>1</sup> - DATA - FIGURES

#### OUR PRIORITY & OUR OBJECTIVE:

Developing products that meet our consumers' needs and fit their daily lives.

#### *Our answers:*

As a premium brand, we aim to offer the highest quality products and ensure that our development and packaging are sustainable.

≈ *All of our packages are reusable or made of 100% rePET.* Our most recent examples are the 0.5 l reusable glass bottle we developed for on the go and the reusable PET bottle we introduced, the only one in Austria so far. What's more, our company and our products are carbon-neutral<sup>2</sup>.

≈ *All of our products, including sodas, have reduced sugar or are entirely sugar-free and are 100% vegan.*

- ≈ **ANNUAL TURNOVER:** €93 million
- ≈ **EMPLOYEES:** 196
- ≈ **PERCENTAGE OF WOMEN IN DEPARTMENT MANAGEMENT:** 68%
- ≈ **BEVERAGE VOLUME:**  
286 million litres bottled
- ≈ **SHARE OF THE MINERAL WATER MARKET (AT):** 41%
- ≈ **EXPORT SHARE:** 17%
- ≈ **SPRING:** 660 metres deep & 15,000 years young
- ≈ **POWER REQUIREMENT:** 100% green electricity & photovoltaic systems
- ≈ **RECYCLED MATERIALS IN ALL PET BOTTLES:**  
100% rePET
- ≈ **REUSABLE BOTTLES<sup>3</sup>:** 20%



See the details of our current sustainability report here.

*Our sustainability performance:  
Purple has never been so green.*

<sup>1</sup> Information is based on the 2021 financial year.

<sup>2</sup> This means that compared with 2005, 50% of CO<sub>2</sub> emissions have been reduced through our own efforts and 50% have been compensated through high-quality climate-protection projects.

<sup>3</sup> Source: Controlling, VMG overall (hotel and restaurant, retail, GER), sales volume in 2021

# FOCUS ON PROTECTING THE CLIMATE BY REDUCING CO<sub>2</sub>

## *Dear Readers,*

If we could have five short minutes of your time, we'd like to share what we believe:

### *Focus on protecting the climate: To combat the climate crisis*

For us as a company, that means using resources as carefully as possible and promoting climate protection with ambitious targets and measures. We have already achieved a great deal in this context. We have implemented several projects five years earlier than planned, such as switching the entire range of single-use PET bottles to 100% rePET and becoming carbon-neutral. That means that compared with 2005, we have already reduced more than 50% of the CO<sub>2</sub> emissions per bottle with the company's own efforts. We have offset the rest with high-quality climate-protection projects.

### *Our contribution: New sustainability targets for 2030*

That means that we have set an incredibly ambitious goal of cutting our CO<sub>2</sub> emissions by an additional 28% by 2030 (compared with 2019 levels). We intend to do this by reducing our material usage, increasing the percentage of reusable bottles – doubling it from 20% to 40% by 2030 – and using 100% recycled materials. Improving our transport and mobility and using alternative energy sources will also be important tools: We plan to phase out our use of fossil fuels. We have already achieved our goal of using 100% green power

and generating electricity from photovoltaics – two systems are installed on our roofs with more to come. We will be able to cover some 20% of our power needs with solar by the end of 2023. We're also planning to replace 80% of the natural gas we use with renewable energy.

### *Diversity: Makes our team stronger*

Because we view sustainability from an integrated perspective, we put the people who make us who we are at the centre: our employees. Diversity plays an important role in our teams. That's why we have launched a comprehensive diversity and inclusion project.

### *A brand with staying power: Stability in the face of challenges*

With over 40% of the market share, we're the market leader in Austria and have even slightly expanded our position despite the pandemic. We won't stop going even further when it comes to our standards for our products and sustainability. Ultimately it's about no less than a future worth living in, a future for all of us.

**MAG. BIRGIT AICHINGER &  
DI HERBERT SCHLOSSNIKL**  
MANAGEMENT OF  
VÖSLAUER MINERALWASSER GMBH



# MINERAL WATER — MORE THAN A DRINK

## THINKING IN TERMS OF GENERATIONS...

### EVERLASTING SOURCE

- ≈ Our spring is especially close to our hearts. It is our source and connects us to our place of origin, Bad Vöslau. We are in the enviable position of having an ever-flowing resource. That's because our spring is located 660 metres underground, which protects it from all environmental influences.
- ≈ We carefully control the water we draw from our spring, guaranteeing that our valuable mineral water will be available for generations to come. Even so, we're especially careful with this important resource and save water wherever we can. We have applied for sanctuary status to sustainably protect the spring.

### WE CREATE A SENSE OF WELL-BEING AND QUENCH THE THIRST OF OUR TIME

- ≈ We have set out to quench the thirst of our time – our thirst for people's health and well-being and for sustainability, in other words, environmental and climate protection.
- ≈ Our consumers' needs are especially important to us. We have responded to the trend toward greater health-consciousness and the desire for regional products by adding sugar-free drinks and organic and vitamin products to our range.

We switched to using sugar from sugar beets in response to the growing incidence of fructose intolerance.

### WE'RE TAKING A STAND

- ≈ *with staying power:* We are a strong brand with constant values, which we put into practice. Climate protection and sustainability are firm components of our corporate strategy. That's why we have consistently championed these issues for over 15 years.
- ≈ *by reducing down to the essentials:* We stand for the combination of quality, sustainability and well-being.
- ≈ *through innovation:* We aim to make every product more sustainable than its predecessor. That's what makes us a pioneer and trendsetter in the industry.
- ≈ *through our commitment to society:* We contribute to society beyond our own borders. That makes us a passionate and faithful partner for organisations that campaign for socially disadvantaged people.

## ...FOR PEOPLE AND THE ENVIRONMENT.

### OUR COMMITMENT TO THE UN'S GLOBAL GOALS

The 2030 Agenda and its 17 Sustainable Development Goals (SDGs) are a global blueprint for peace and prosperity for people and our planet. As a company, we can play a role in achieving these goals as part of our core business. Our sustainability programme identifies strategic targets and specific measures to achieve a positive impact on the UN goals and minimise negative consequences. We have directed our focus primarily on the SDGs that intersect the most with our business activities so that we can make as big an impact as possible.

### OUR MOST IMPORTANT SDGs:

- ≈ **SDG 03:** Good health and well-being
- ≈ **SDG 06:** Clean water and sanitation
- ≈ **SDG 08:** Decent work and economic growth
- ≈ **SDG 09:** Industry, innovation and infrastructure
- ≈ **SDG 12:** Responsible consumption and production
- ≈ **SDG 13:** Climate action
- ≈ **SDG 17:** Partnerships for the goals



FIGURE:  
ALL 17 SDGs AT A GLANCE



# SPEAKING PLAINLY. DEMONSTRATING PROGRESS.



We believe that doing business sustainably means uniting economic, environmental and social goals. We want to offer our customers high-quality, innovative products, and we are



confident that we can, and we must, do our part for better environmental conditions and sustainable business. That's why we have set new ambitious targets for ourselves for 2030.

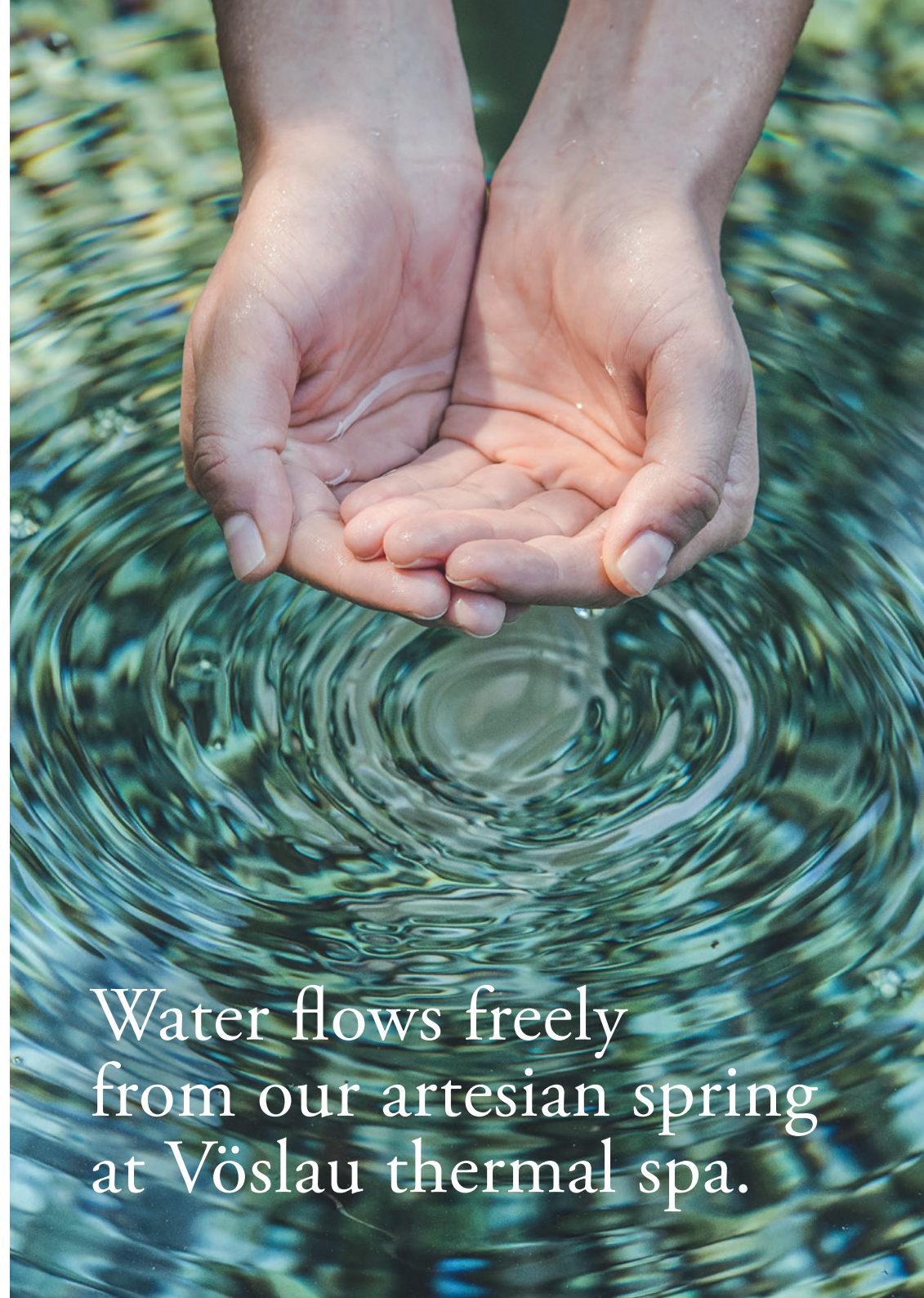
ENVIRONMENTAL TARGETS FOR 2030 ENVIRONMENTALLY SOUND PRODUCTION & RESOURCE PROTECTION		
OUR OVERARCHING NUMBER 1 TARGET: CUT OUR CO <sub>2</sub> EMISSIONS BY 28% COMPARED WITH 2019 <sup>1</sup>		
<b>MATERIAL REDUCTION &amp; CIRCULAR ECONOMY: REDUCE – REUSE – RECYCLE</b>	<p>≈ <i>Reduce:</i> The less we use, the better. That's why we want to cut our material use by an additional 10% (based on 2019 levels) by 2030.</p> <p>≈ <i>Reuse:</i> We were a pioneer in reusable bottles and still are today. Currently just over 20% of our bottles are reusable.</p> <p>≈ <i>Recycle:</i> By 2030, everything we process and use will be made out of 100% recycled materials or come from biogenic materials. That includes not only the materials we use in production; it also includes office supplies, promotional items and much more.</p>	<p><i>What we're doing:</i></p> <p>We want to double the share of reusable bottles to 40% by 2030 by using new technologies, increasing the percentage of reusable bottles and using targeted-oriented collaboration with our suppliers. In doing so, we're contributing to an active circular economy. We are also constantly working on reducing the grammage of our bottles to be able to reduce material even further (for example by some 5% in Vöslauer Junior bottles). We will shorten the neck of all returnable bottles by the end of 2023 to reduce the materials used for caps and preforms. At the same time, it is important to us to ensure that none of these measures result in a loss of quality.</p>



<sup>1</sup> We are using science-based targets (SBTs), which are based on the Paris Climate Agreement and its target for limiting global warming.

<b>TRANSPORT &amp; MOBILITY: MORE RAIL, MORE ELECTRIC DRIVE SYSTEMS</b>	<p>≈ By 2030, every average transport-kilometre will generate 20% less CO<sub>2</sub> than in the 2019 base year.</p>	<p><i>What we're doing:</i></p> <p>Alternative drive systems (rail, hydrogen and electric mobility) will play a key role in the future. Starting now, we are converting our fleet of company cars to electric mobility. That means that by no later than 2028, all of the cars we use will be electric. One of the challenges of rail logistics is covering peaks while working within the given lead times for retail. Despite this challenge, we are standing by our goal of using rail for 30% of our transport. In addition, we're encouraging the use of public transport and systematically reducing business travel.</p>
		
<b>RENEWABLE ENERGY: RENEWABLE SOURCES INSTEAD OF FOSSIL FUELS</b>	<p>≈ By 2030, we will replace at least 80% of the natural gas we use with renewable energy.</p>	<p><i>What we're doing:</i></p> <p>We are expanding our photovoltaic systems. Beginning in 2023, we will generate around 20% of the electricity we consume ourselves. We already use green power for 100% of the electricity we use.</p>
		

SOCIAL RESPONSIBILITY COMMITMENT AS VALUE		
OUR TARGET: SHIFTING VALUES TOWARD GREATER ENVIRONMENTAL AND SOCIAL CONSCIOUSNESS		
<b>DIVERSITY &amp; INCLUSION</b>  	<p>≈ We have implemented important projects relating to family &amp; career, new work and integrating employees with recognised refugee status. We're happy to have a team where differences are a matter of course, are viewed as an asset and are the foundation of our shared success.</p>	<p><i><b>What we're doing:</b></i> We're systematically working on a diversity and inclusion concept to consciously create a more diverse team. In 2022, we're creating a plan for projects and measures to be completed between now and 2030.</p>
<b>OUR SPRING &amp; OUR SOURCE</b>  	<p>≈ We have a duty to our place of origin, Bad Vöslau: as the operator and developer of the thermal spa, as a reliable employer and as an initiator when it comes to sustainability.</p>	<p><i><b>What we're doing:</b></i> We and the communities of Bad Vöslau and Baden applied for sanctuary status to sustainably protect the spring that is the source of our water. To further expand the use of solar power, we are actively supporting a regional citizen participation model for photovoltaics and are making roof space available.</p>



Water flows freely  
from our artesian spring  
at Vöslau thermal spa.



# RESPONSIBILITY HAS MANY DIMENSIONS

## COMMITMENT TO PEOPLE AND SOCIETY

As the leader in the mineral water market, we resonate with people, which means we also have a responsibility – both at our company and outside of it. We reach a wide audience through our website [www.voesslerauer.com](http://www.voesslerauer.com), social media activities, digital magazine [www.jungleleben.com](http://www.jungleleben.com) and bottle labels. We use these channels to communicate our commitment to a sustainable lifestyle – authentically and transparently.

**What we're doing:** We discuss topics related to sustainability on all of our platforms, for example how it relates to lifestyle, art and environmental initiatives, and we "translate" sustainability to the hotel and restaurant and retail segments. One important aspect is to show and explain that proper disposal and recycling of empty containers – in other words, maintaining the recycling loop – plays an important role in reducing CO<sub>2</sub>. Many of our actions are also implemented together with our partners, for example through artistic collaboration with designers and cooperating with NGOs.

## ACCOMPLISHING MORE TOGETHER

Our commitment extends beyond our employees and our region. We also want to do our part outside of Bad Vöslau's borders.

**What we're doing:** One of our important

causes is making vocational training positions available to people seeking asylum. We believe that refugees should receive special consideration when we post vocational training or other positions. In this way, we want to actively help people become integrated into society and the working world.

We maintain longstanding partnerships with non-governmental organisations that work in Austria and around the world, and we champion Sustainable Development Goal 6 in particular, clean water and sanitation.

## FOCUS ON SATISFIED EMPLOYEES

We believe it is important to create a work environment that allows everyone to develop their full potential. Change is a given, and development is a must. We want to shape the future of Vöslauer with dedicated employees, regardless of their gender, age, origin or sexual orientation.

**What we're doing:**

**Work-life balance:** We undergo regular "workandfamily" audits, and our HR policies have been re-certified family-friendly. We believe in an inclusive understanding of family, which comprises all forms of living together. We want all of our employees to experience the same level of support. We back this goal with flexible working time models, mobile work, a family-friendly meeting

policy and work-from-home opportunities.

**Gender equality:** We are proud to have many women in leadership roles and advocate for wage equality. Paternity leave and child care during school holidays are more

*For the love  
of the environment and  
generations to come*

examples that underscore our commitment to work-life balance.

**Health & well-being:** We promote an active work-life balance by continuously developing our health, fitness and sport programme.



# WHAT'S INSIDE A BOTTLE OF VÖSLAUER?



## MEMBERSHIPS & INITIATIVES

**WWF CLIMATE GROUP:** Network of companies for climate action. Science Based Targets (SBTs) project: Developing a science-based climate protection target.

**KLIMAAKTIV PAKT2030:** Reducing CO<sub>2</sub> emissions by at least 50% by 2030 (based on 2005 levels).

**respACT:** Austria's leading company platform for responsible business activities with a focus on implementing the Sustainable Development Goals (SDGs).

**UN GLOBAL COMPACT:** Member since early 2022; world's largest initiative for corporate

responsibility and sustainable development. Commitment to ten universal principles and Sustainable Development Goals (SDGs).

**WORK AND FAMILY INITIATIVE:** Audits to promote family-friendly measures at companies – work-life balance.

**FORUM REZYKLAT (GER):** Working with other stakeholders to develop practical and consumer-oriented solutions for recyclable plastic packaging.

Various **SOCIAL PARTNERSHIPS** such as UNICEF, Austrian Red Cross, Caritas and many more smaller initiatives.

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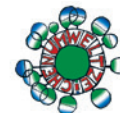
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## YOUR FEEDBACK:



*We welcome questions,*

*feedback, suggestions and*

*even criticism.*

## WRITE TO US

Let us know what you think about our commitment to the environment and what you think we should pay particular attention to: [nachhaltigkeit@voeslauer.at](mailto:nachhaltigkeit@voeslauer.at)

<sup>1</sup> We have been CO<sub>2</sub>-neutral since 2020, which means that compared with 2005, 50% of our CO<sub>2</sub> emissions have been reduced through our own efforts and 50% compensated through high-quality climate-protection projects.



WE ARE PROUD TO BE  
NUMBER ONE  
ON A SUSTAINABLE BASIS.

