



TOGETHER FOR WATER
World Water Day 2011

Nestlé Waters mobilized for World Water Day 2011

4 March 2011

PRESS KIT

What is World Water Day?

The international observance of World Water Day is an initiative that grew out of the 1992 United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro, better known as the Earth Summit.

World Water Day aims to draw attention to the importance of freshwater and is celebrated every year on March 22. World Water Day 2011 is coordinated by the United Nations agency, UN-Habitat under the guiding theme, “Water for Cities”.

Nestlé Waters is celebrating World Water Day through a global and coordinated approach; around the world, Nestlé Waters employees, in partnership with the NGO, **Project WET**, mobilize to increase awareness around water, with a focus on youth and children, the water stewards of the future.

Water Care Festivals in 2011

The Water Care Festivals are central to World Water Day celebrations at Nestlé Waters. School children from the local community are invited to the company’s factories or to a nearby external location to engage in pedagogical activities developed by **Project WET**. These activities focus on water for nature, water for healthy hydration and water for hygiene and disease prevention. In addition to organizing the events, employees are also engaged in activities with the children, or learn more about water through lunch-time sessions and/or dedicated programmes on World Water Day.

Key figures

- **In 2011, World Water Day is being celebrated in 24 countries where Nestlé Waters has production sites:** Argentina, Brazil, Mexico, USA, Canada, France, Switzerland, Italy, UK,

Portugal, Germany, The Netherlands, Poland, Greece, Spain, Hungary, Russia, Lebanon, Turkey, Algeria, Pakistan, Uzbekistan, Vietnam and China.

- **More than 10 000 children are expected to participate in the different Water Care Festivals.**
- **Over 400 employees are contributing** in various ways to the organization and success of the different World Water Day events.
- An even greater number of employees are expected to join in, by attending dedicated presentations or by taking part in Project WET activities.
- In addition, a number of local officials and journalists are expected to attend.

Nestlé Waters: “Together for Water”

Nestlé Waters is committed to responsible water management and local communities.

Nestlé Waters strives to be a responsible water user by closely monitoring and evaluating water level, precipitation and quality of the water resources operated by Nestlé Waters. In terms of water efficiency measures in our operations, the company has achieved reductions of nearly 40 percent per litre of water bottled over the last five years.

Beyond the events on World Water Day, Nestlé Waters engages with the communities surrounding its production sites throughout the year in a number of ways, like the sharing of expertise and information.

Project WET around the world

Nestlé Waters is committed to increasing awareness of the importance of water, especially the need to preserve both the quantity and quality of freshwater. One way that the company works towards this is by its close collaboration with Project WET.

Project WET was first launched in 1984 in the United States, and is a non-governmental organization (NGO) that develops educational tools to raise awareness of water issues amongst children. Project WET has the expertise and legitimacy to mobilize additional stakeholders at local level on water (local authorities, NGOs, international organizations) and supports the company in promoting and encouraging further employee involvement.

Nestlé Waters first partnered with Project WET on an international level in 2001. **Together, Nestlé Waters and Project WET have seen these educational activities implemented in Vietnam, Hungary, Italy, United Arab Emirates, France, Pakistan, Mexico, United Kingdom, China... In all these**

countries, Nestlé Waters has integrated Project WET as a key element of their CSV (Creating Shared Value) initiatives.

The approach developed by Nestlé Waters and Project WET includes a number of topics and activities adapted to 8 to 12-year-old children. New and updated pedagogical modules on water conservation, hydration and hygiene have been developed, and will be included in celebrations on World Water Day 2011 at Nestlé Waters.

What they think of World Water Day at Nestlé Waters

John J. Harris, President and CEO of Nestlé Waters

“World Water Day is about water, the community and about mobilizing Nestlé Waters employees. Water is an essential part of life, and we work with the communities to protect this resource. We all have an important role to play.”

Dennis Nelson, President & CEO of The Project WET Foundation

“Nestlé Waters’ support of Project WET has been instrumental in our ability to increase understanding and raise awareness on the crucial issues of water conservation and healthy hydration in more than 20 countries around the world. The impact of these festivals and the involvement of Nestlé Waters employees in reaching local communities cannot be underestimated. The engagement of children, plants and communities is central to the creation of meaningful local actions and solutions.”

Edson Ebizawa, Country Business Manager, Nestlé Waters Brazil

“World Water Day means for us a worldwide mobilization with the objective of increasing awareness towards water conservation: everyone can make a difference.

For Nestlé Waters Brazil, it is a remarkable opportunity to reinforce our commitment on water and environment as well as strengthen our relationship with local communities where we operate”.

Fella Soltane, Marketing Manager, Nestlé Waters Algeria

“The celebration of World Water Day marries the mystic history of our spring with state of the art technology. This celebration will gracefully present the value Nestlé Waters adds by bringing the water’s heritage and the festivity of the city to life, while employing the latest technology and monitoring to ensure water preservation over the long-term. This event will be a real celebration for both employees and for the population around the factory; we want to generate a collective awareness of the precious richness of the water that nourishes our bodies and our lives. We will focus our attention on the children to learn in a fun way the importance of hydration in their bodies and how Nestlé Waters is working every day to preserve this water”.

Fabia Ruggeri, Corporate Communications & Category Affairs Specialist, Nestlé Waters Italy

“The World Water Day is an opportunity to share the company’s commitment to water resources management and our water consumption savings with our people and more generally with our stakeholders. This year, we will also raise awareness on good hydration, a very important issue, especially for children.

In the past few years, we have conducted Project WET workshops, especially in the villages where our factories are located, and this year we wish to widen our target. We will therefore celebrate World Water Day in three cities. The location chosen is the main Science Museum of the city, where the objective is to exploit synergies with well-known educational organizations to strengthen our commitment and involve an ever increasing number of people. The workshops, dedicated primarily to school classes, will also be open to the public”.



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For more information, please visit:



“Water for cities”, the United Nations theme of the year

Nestlé Waters water resource management

<http://www.projectwet.org/>

Official World Water Day website

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