



"WE ARE THE GUARDIANS OF NATURAL WATER"

ENVIRONMENT

We are and always have been the guardians of the water sources and their surrounding environment!

- Source protection
- High environmental standards to preserve biodiversity
- Preserving quantity and quality of water sources
- Low CO2 footprint
- Water footprint
- Champion in sustainable packaging

WATER

We are sharing the uniqueness of Europe's natural world with consumers everywhere!

- Providing quality natural product
- Not chemically treated
- Mineral composition of water provides distinctive taste
- Strict legal rules to guarantee safety and quality
- Natural choice for healthy hydration

COMMUNITY

We aim to help each community to grow to its fullest potential from generation to generation.

- Job creation in remote areas
- Boosting social and economic regional development
- Partnerships with communities, municipalities, farmers and consumers
- Preserve cultural heritage
- Providing clean water during emergencies

VISION: PRESERVE WATER RESOURCES FOR FUTURE GENERATIONS

Members' engagement

Activate your brands

- make them understand that we speak for the whole category
- by supporting us they support themselves

Engage with us on Social Media

- Like and Share our content!!!
- Use our content for your own national context

Join Social Media

- join the campaign pro-actively
- Twitter workshop

EFBW to provide to members guide and campaign calendar

EFBW 2020 Communications Roadmap

Why a new roadmap?

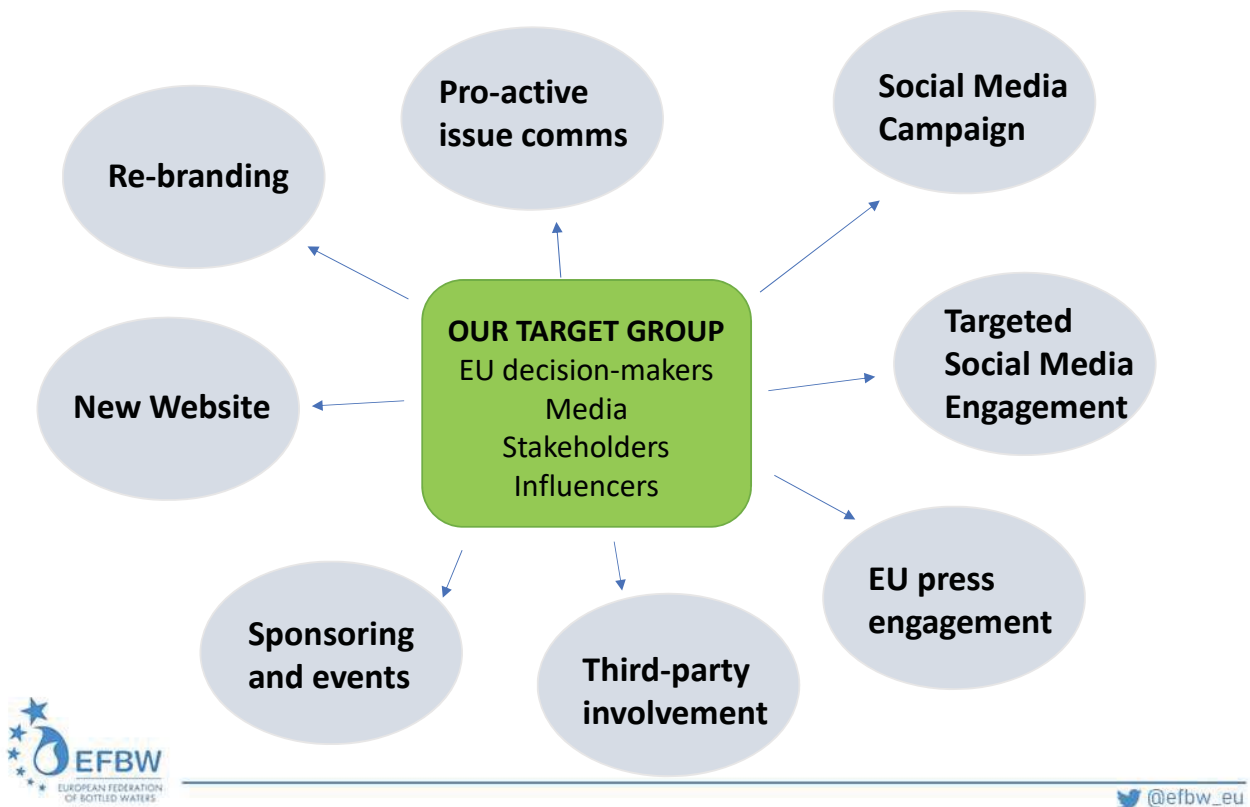
- Severity of pressure that our sector is under
- External voice is currently on packaging and not on what our product is
- More voices calling for a ban of bottle plastic and a ban of the single-use bottle
- The debate takes place online and generates massive engagement around topics like plastics



Objectives

- Lead image away from plastic bottles towards the **uniqueness and quality of the product** and the sector's positive contribution to environment and communities
- Shift from **reactive crisis** communication to proactive **positive storytelling** → win back the narrative
- To position EFBW as credible partner for **cooperation**
- Increase **presence and engagement on Social Media** especially with policy-makers and influencers

Main elements of 2020 roadmap



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Re-branding of EFBW

- Our name closes doors in Brussels for us, as people believe we represent the plastics industry
- Guided process to decide on new name and new identity, which reflect product and not packaging
- First step of the roadmap by beginning of next year!
- Update EFBW Industry Report



Main elements of 2020 roadmap

New Website

- Current EFBW Website needs a fresh look and new direction on how we want to present ourselves
- New intranet to engage members more with EFBW work
- New features to facilitate external communications, e.g. tool to create external Newsletter



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Proposal Brunswick



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