

# Our way to better.

Sustainability Report 2023/2024



## Dear reader,

The past few years have shown just how much the world around us is changing – ecologically, socially and technologically. Those who take on responsibility today must be prepared to question themselves and to continue to develop. As a company. As an organisation. And as part of the bigger picture.

At BRITA, we are doing just that: we are working to consistently align our actions with what's needed for a better future – and are pursuing clear goals in the process. Over the past two years, we have also driven forward important strategic sustainability measures and made significant progress, particularly in the area of carbon management. A significant step was the submission of our official Letter of Commitment to the Science Based Targets initiative at the end of 2024, committing us to setting short-term, validated carbon reduction targets by 2030 and achieving net zero by 2050. As a first step, we have established the BRITA Net-Zero Board, which anchors our company-wide net zero targets in all business areas and translates them into actions.

What drives us are the results that we can verifiably achieve with our work: in 2024, the use of BRITA products replaced around 5.6 billion water bottles worldwide. And as a result, many emissions and large amounts of waste were avoided. A figure that shows us how much is possible – and how important it is to keep at it.

The coming years will be decisive. As part of the development of our corporate strategy up to 2030, we are currently reviewing our most important areas of action. We are also continuing on our path to net zero: by the end of 2025, we want to define specific carbon reduction targets and have these validated by the Science Based Targets initiative. At the same time, we are working on improving our infrastructure for collecting data on key sustainability indicators and making processes even more efficient.

Today, we have laid the foundations to face these changes with determination and to shape a future worth living together with our partners, customers and employees. But change is not an end in itself. It is necessary. And it can only succeed if it is shaped with thought and conviction – that is our aspiration. I am proud of what we have already achieved and excited about the road ahead.

I wish you an inspiring read.

Best regards,  
**Markus Hankammer**







# About this report

In this report, we as the BRITA Group present our sustainability efforts and describe our understanding of sustainability as well as our associated strategy and goals. We also provide insights into the measures we have implemented and initiated in this field. This report is aimed at consumers and B2B customers as well as employees, suppliers, business partners and members of the public.

This report covers the financial years 2023 and 2024, in each case from 1 January to 31 December. The BRITA Group's last sustainability report was published in November 2023. In order to acknowledge the increasing

importance of sustainability for the strategic direction of our company, this report marks the start of an annual publication cycle.

The content of the report is based on the requirements of the Global Reporting Initiative (GRI) and the European Sustainability Reporting Standards (ESRS). However, we make no claim to completeness. The content has not been externally verified.

In order to identify the BRITA Group's key topics with regard to sustainability, we carried out a materiality

analysis in 2024 in preparation for upcoming reporting requirements at EU level and finalised this at the beginning of 2025. This included an assessment of the impacts, risks and opportunities of our business activities.

The current report covers the sustainability activities of BRITA SE and all its subsidiaries. In this report, we refer to this unit as the BRITA Group. The term does not describe a legally valid corporate unit and is only used for better understanding. Unless otherwise stated, the figures in this report apply to the BRITA Group.



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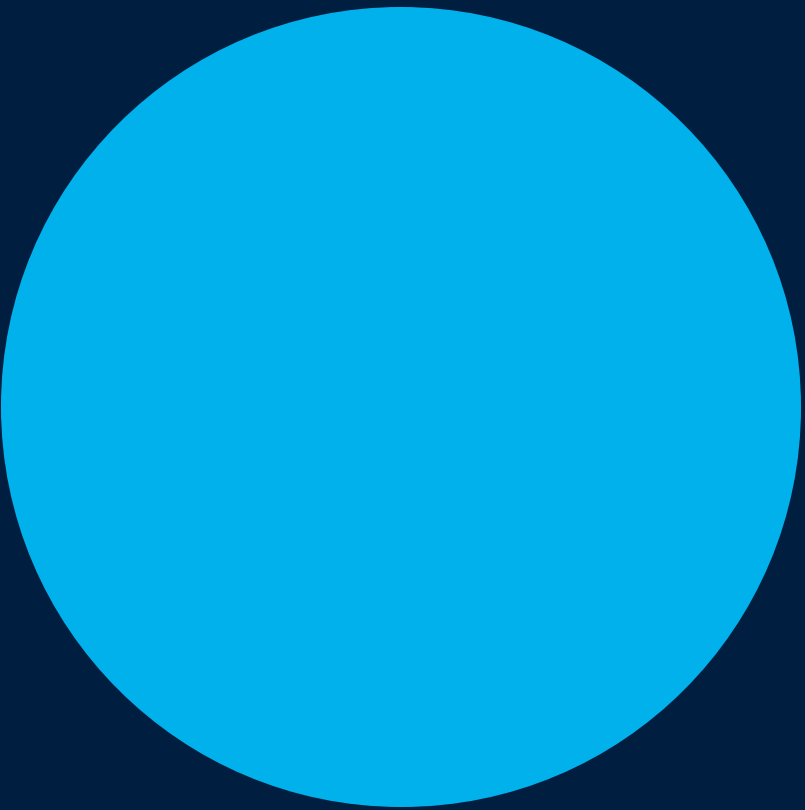
## Sustainable Development Goals

We support the United Nations 2030 Agenda and its Sustainable Development Goals (SDGs).

We mark sections in which we present measures that contribute to the SDGs with the corresponding icons.



Company





# Who we are

The BRITA Group is a global leader in the field of drinking water optimisation and individualisation. Founded in 1966 as a family business, we are organised into three strategic segments.







## Consumer

The Consumer segment comprises products for home use. These include water filter jugs, drinking bottles with filter cartridges, devices for carbonising tap water and various devices for preparing hot water.



## Professional Filter

The portfolio in the Professional Filter segment includes various filter solutions for use in the professional sector. These include cafés and bakeries, for example, but also the restaurant and catering industry – in short, all areas in which taste, hygiene and machine protection play a particularly important role.



## Dispenser

The Dispenser segment includes a range of premium water dispensers. These are installed in offices in particular, but also in hospitals, schools and public buildings. They dispense chilled, still, hot and sparkling water – always filtered, of course.



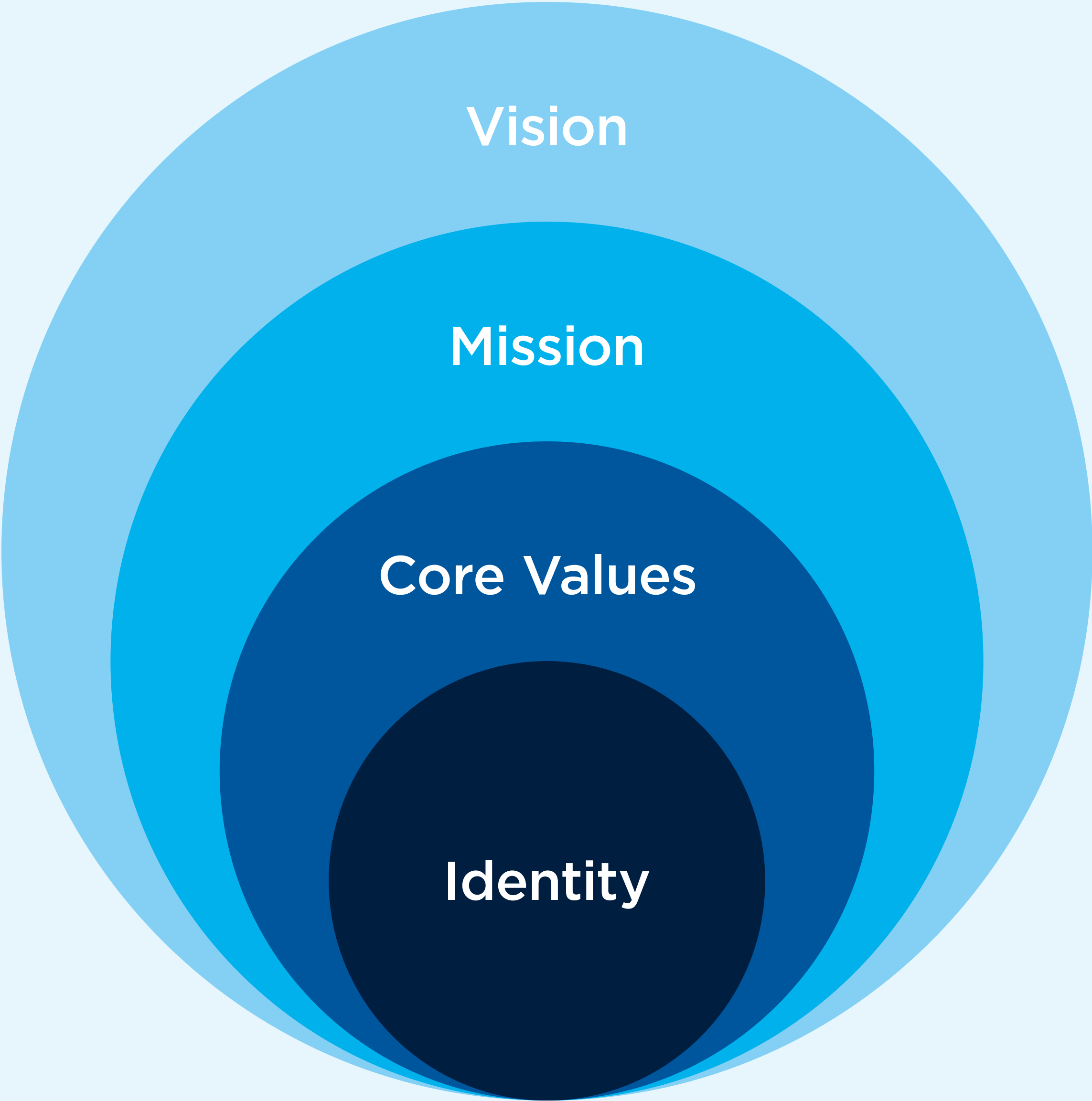
A photograph of three men in a modern office setting. In the foreground, the back of a man's head and shoulder are visible. In the middle ground, a man with a beard and a green shirt is smiling. In the background, a man with a beard and a light blue jacket is smiling and gesturing with his hands. The text 'Our BRITA Philosophy' is overlaid on the image.

# Our BRITA Philosophy

We all live in a world that is characterised by constant and dynamic change. Technologies are developing at a rapid pace, market conditions are constantly evolving and society's expectations of companies are growing. We are firmly convinced that these changes not only present challenges, but also immense opportunities to break new ground and establish sustainable values in our company. As an innovative market leader, we want to play an active role in shaping change and therefore introduced the new BRITA Philosophy in May 2023.

It summarises our identity as a global family business, our vision and mission as well as our corporate values. The BRITA Philosophy forms a solid foundation that we can refer back to – especially when decisions with far-reaching consequences need to be made. The elements of the philosophy define our self-image, demonstrate what we stand for and what we want to achieve in the world. We are particularly proud of the BRITA identity because it represents our passion for what we do and our ambition to make a real difference and change the world for the better.





**Identity** Wir sind BRITA. A Global Family.  
Committed to creating a positive and sustainable impact in the world of water.

**Core Values** Thinking in generations  
Personal development  
Trust & respect  
Result-orientation  
Diversity  
Agility  
Accountability

**Mission** We offer to everybody the best drinking water experience according to their individual expectations.

**Vision** We will change the way people drink water sustainably.



# Our Executive Board







**Markus Hankammer**

Chief Executive Officer  
BRITA Group



**Stefan Jonitz**

Chief Financial Officer  
BRITA Group



**Dr. Rüdiger Kraege**

Chief Commercial Officer  
Professional Filter/Dispenser  
BRITA Group

BRITA was founded in 1966 by Heinz Hankammer as a small family business in Taunusstein, Germany. Today we are an international company and a global brand.

In 1999, Markus Hankammer took over the management of the company as the second generation. In the reporting period, the Executive Board of the BRITA Group was completed by Stefan Jonitz and Dr. Rüdiger Kraege. Both board members have been active at the top management level of BRITA for many years.



# Our Super- visory Board





Since the company was converted from a limited liability company (GmbH) to a Societas Europaea (SE) in 2022, the Supervisory Board of BRITA SE has been the responsible control body of the BRITA Group. Prior to the conversion, the Supervisory Board of the parent company Hanvest Holding SE was also responsible or the supervision of the BRITA Group.

In the 2023/2024 financial years, it advised the Executive Board and monitored its actions. Since May 2022, the Supervisory Board of BRITA SE has consisted of three permanent members and one deputy member.



**Moss Kadey**

Chairman of the Supervisory Board of BRITA SE since May 2022, member of the Supervisory Board of Hanvest Holding SE since 1999 and its Chairman since 2013, President and CEO of Mossco Capital Inc., an angel investment company.



**Brita Hankammer**

Member of the Supervisory Board of BRITA SE since May 2022, member of the Supervisory Board of Hanvest Holding SE since 2002, shareholder of Hanvest Holding SE and Managing Partner of Golf Resort Hofgut Georgenthal.



**Prof. Dr. Gerd Walger**

Deputy Chairman of the Supervisory Board of BRITA SE since May 2022, member and Deputy Chairman of the Supervisory Board of Hanvest Holding SE since 1999, founder and Managing Director of the Institute for Entrepreneurial and Corporate Development IUU.



**Andreas Land**

Deputy member of the Supervisory Board of BRITA SE since May 2022, member of the Supervisory Board of Hanvest Holding SE since 2019, shareholder of Griesson - de Beukelaer GmbH & Co. KG.



# Where we are located

The BRITA Group is headquartered in Taunusstein, near Wiesbaden.

From here, we manage our currently almost 30 subsidiaries worldwide. In total, we distribute our products in around 70 countries on five continents.







Our entities 2023/2024

- **BRITA SE**  
Germany (headquarters)
  - **BRITA Belux B.V.**  
Belgium
  - **BRITA Benelux B.V.**  
Netherlands
  - **BRITA China Co. Ltd.**  
China
  - **BRITA China Mfg. Ltd.**  
China
- **BRITA France S.A.R.L.**  
France
  - **BRITA Iberia S.L.**  
Spain
  - **BRITA Hong Kong Ltd.**  
Hongkong
  - **BRITA Italia Mfg. Srl.**  
Italy
  - **BRITA Italia s.r.l.**  
Italy
- **BRITA India Water Solutions Pvt. Ltd.**  
India
  - **BRITA Japan KK**  
Japan
  - **BRITA Korea Co. Ltd.**  
Korea
  - **BRITA Nordic A/S**  
Denmark
  - **BRITA Polska S.p.z.o.o.**  
Poland

- **BRITA Taiwan Co. Ltd.**  
Taiwan
  - **BRITA Turkey Su Cözümleri Ltd. St.**  
Türkiye
  - **BRITA Vivreau GmbH**  
Germany
  - **BRITA Vivreau Ltd.**  
Great Britain
- **BRITA Wasser-Filter-Systeme AG**  
Switzerland
  - **BRITA Water Filter Systems Ltd.**  
Great Britain
  - **BRITA Water Filter Systems Pty. Ltd.**  
Australia
  - **Filltech GmbH**  
Germany

- **LARQ**  
USA
  - **MAVEA Canada Inc.**  
Canada
  - **MAVEA LLC**  
USA
  - **Vivreau Canada Inc.**  
Canada
  - **Vivreau USA LP**  
USA

Production sites

- **Arsago Seprio**  
Italy
  - **Bad Camberg**  
Germany
  - **Bicester**  
Great Britain
  - **Suzhou**  
China
  - **Warburg**  
Germany

Legend

- BRITA entity
- Distributor market
- Production site



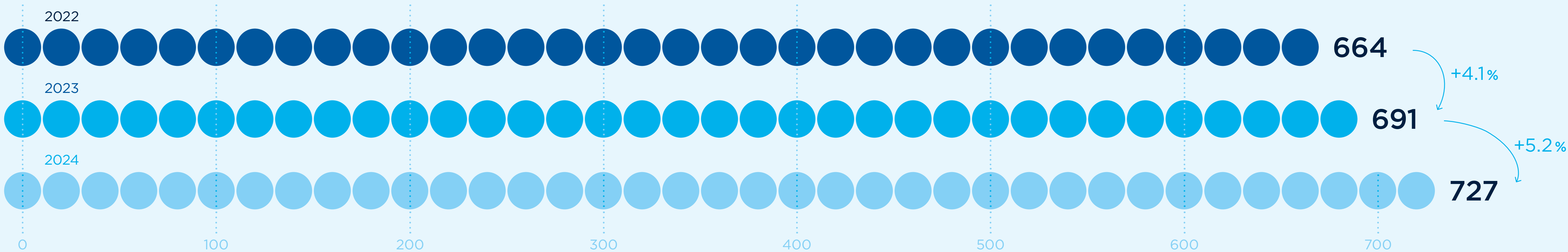
# How our business has developed

The 2023 and 2024 financial years were very positive for the BRITA Group overall and witnessed new records and important milestones.





## Sales revenue of the BRITA Group (in € million)



Despite an adverse market environment characterised by geopolitical conflicts, a noticeable slowdown in the global economy and high inflation, we generated sales revenue of €691 million in 2023. This corresponds to an increase of 4.1% compared to the previous year. Against the backdrop of negative exchange rate effects and the catch-up effects still recorded in the comparative year 2022 due to the COVID-19 pandemic, this development is particularly remarkable. In 2024, we succeeded in increasing

earnings by a further 5.2% and once again achieved record sales totalling €727 million. The markets with the highest turnover in the past two years were Germany, China and the UK. Overall, the BRITA Group generated the majority of its profit in markets outside Germany in both 2023 and 2024, at 82% and 81% respectively.

Although we recorded a significant spending restraint in the Consumer division due to high inflation, we were

still able to increase our sales by 2.0% in 2023 and 3.3% in 2024. As in previous years, the Consumer segment accounted for the largest share of sales in the reporting period at 70% and 69% respectively.

Our business developed particularly well in the Professional Filter and Dispenser segments. In both segments combined, sales in 2023 and 2024 increased by double digits totalling 14% and 10% respectively. Their share of the BRITA Group’s total sales increased to 30% in

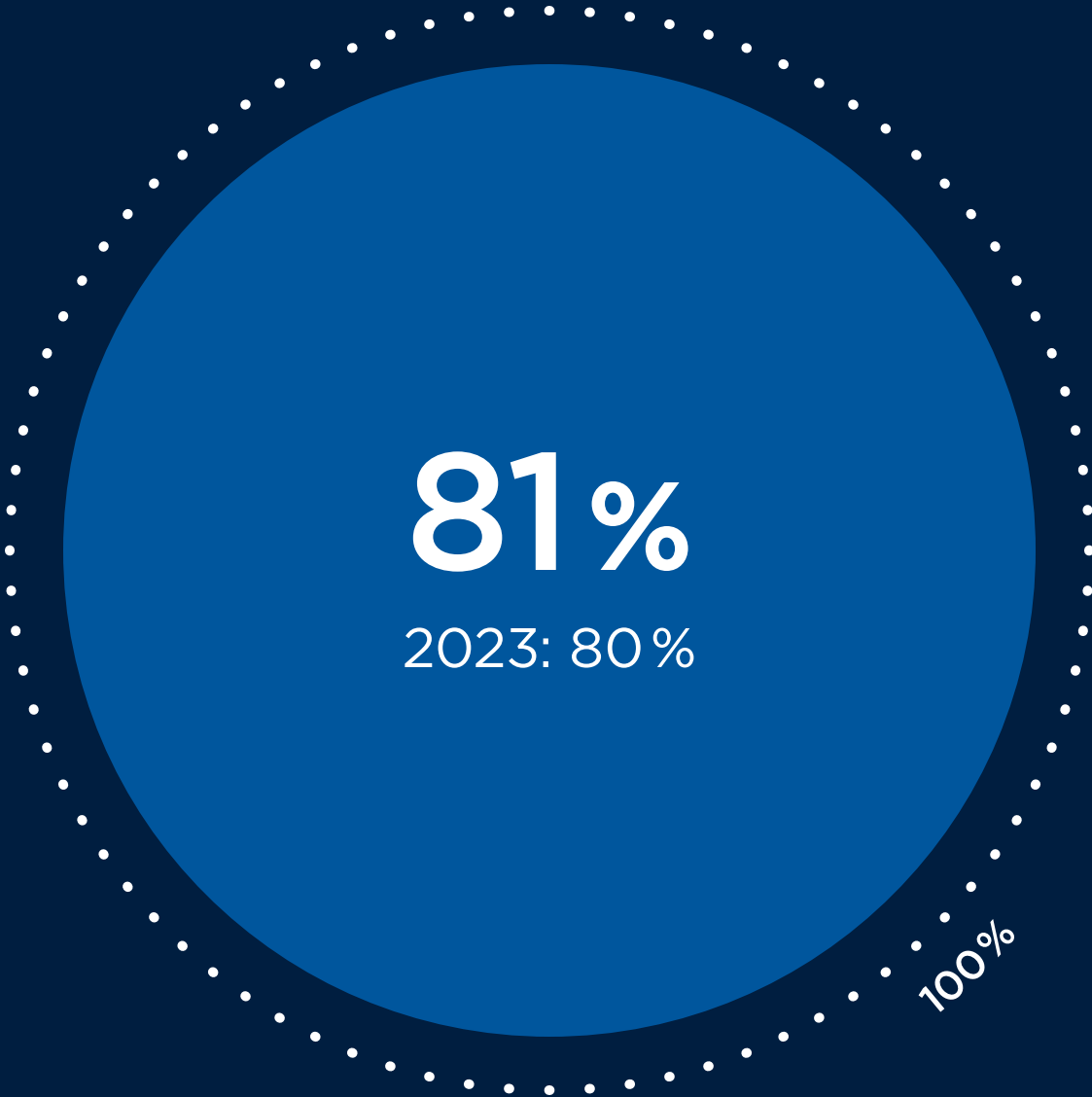
2023 and 31% in 2024. The expansion of Professional Filter sales to the South-east Asian and North American markets and efficiency improvements in the SBS Dispenser service area contributed significantly to this development. Both business units also benefited from the increasing digitalisation of our processes.



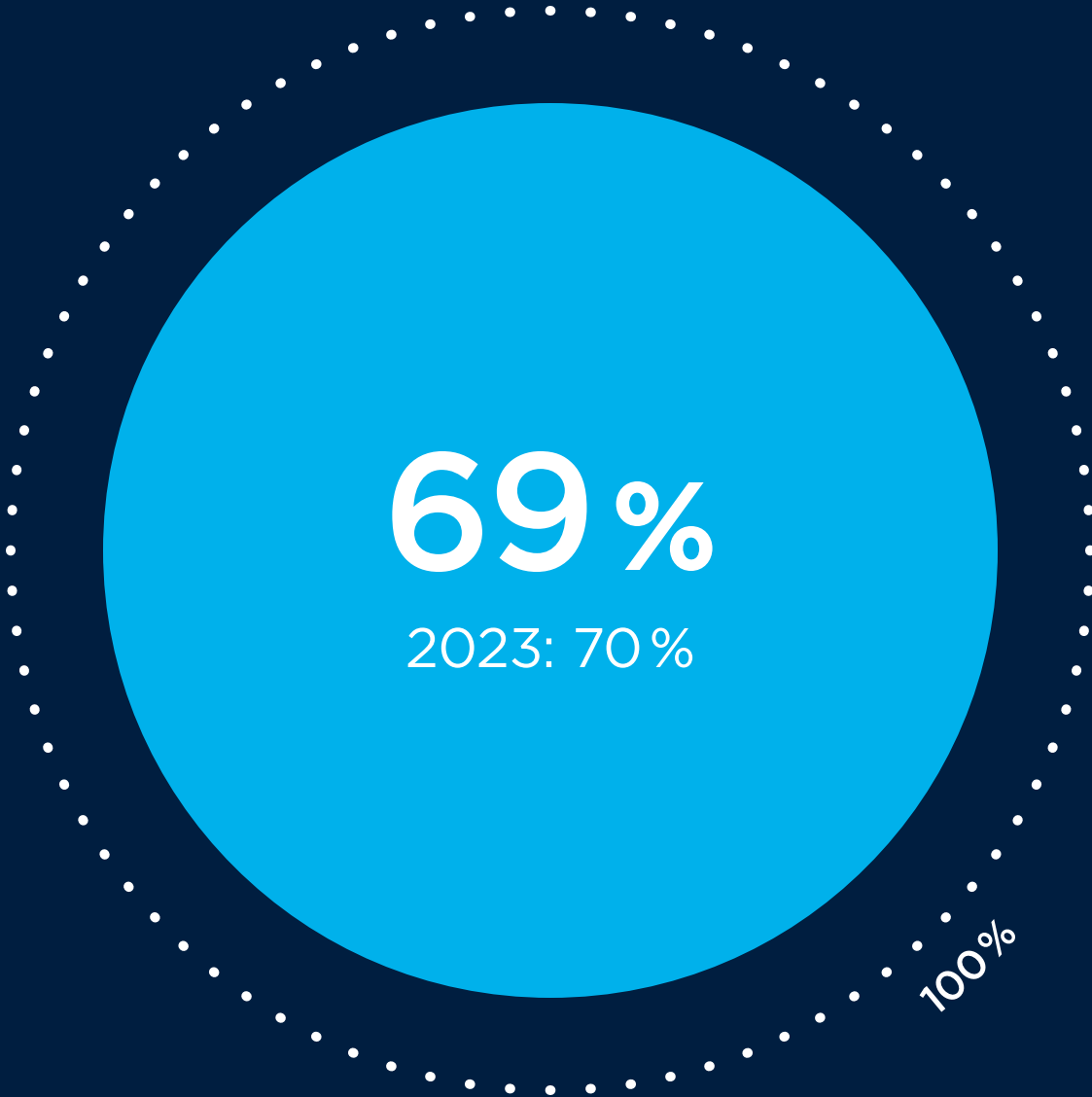
Breakdown of sales



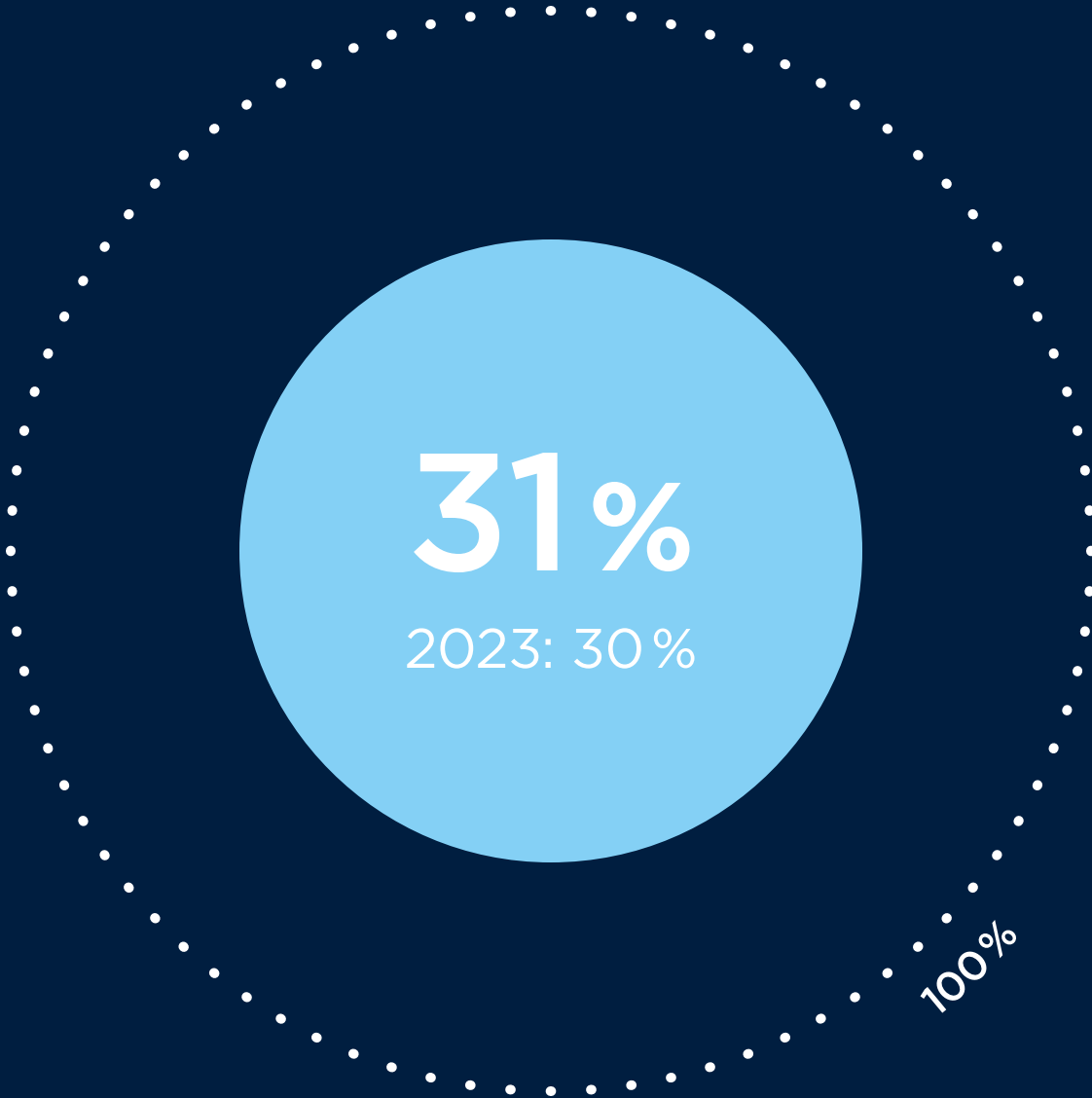
BRITA Group



Markets outside Germany



Consumer



Professional Filter & Dispenser



# Strategic investments for sustainable growth

In order to meet changing market requirements and future-proof our company, we made a number of investments in the 2023 and 2024 financial years. We also successfully completed important projects.





A key infrastructure project was completed in 2023 with the opening of the new BRITA Campus in Taunusstein. After a total construction period of just over three years, the campus now consists of the completely renovated existing building and a modern new building. The two buildings are connected via the so-called terminal, which contains a spacious reception and lounge area as well as a conference centre.

Right from the planning phase, particular attention was paid to sustainable construction and the integration of the campus into the open landscape. The modular construction concept allows us to expand the BRITA Campus on a smaller scale should this become necessary due to our continued growth. The wood-concrete hybrid construction method ensures an improved CO<sub>2</sub> balance for our building infrastructure. Various structural and technical measures have also significantly improved energy efficiency. The facility also includes a geothermal probe field. Here, heat energy is extracted through boreholes and used to heat the buildings. In the future, the outdoor facilities are to be extended and made usable so that it will also be possible to work outdoors.





## Tapping into new market segments through targeted acquisitions



We work every day to fulfil our mission and provide people with the best possible drinking water to meet their individual needs. In order to expand our portfolio in a meaningful way, we regularly evaluate potential collaborations and strategic acquisitions.

With this in mind, we acquired a stake in Teaballs GmbH from the municipality of Gründau in November 2023. The start-up develops and sells small pellets made from pure tea, plant components and extracts that are dissolved in cold or hot water. These so-called Teaballs can be used to make a refreshing drink quickly and easily – without the need for tea bags or infusion time. The range currently consists of around 32 flavours and is available in small glass bottles.



TEABALLS





## Expansion of our direct sales channels

As a manufacturer of consumer goods, we are aware that not only the demands placed on our products but also the ways people shop have changed significantly in recent years. This is why we have placed particular focus on the further development of our direct-to-consumer business in the reporting period.

We reached the first major milestone in May 2024 when we went live with a new, modern website with an integrated online shop in our home market of Germany. The website with its new design

offers an optimised user experience and smart features. Consumers can use the online shop to buy their favourite products with just a few clicks and have them conveniently delivered to their home.

At the end of 2024, we added another component to our direct-to-consumer sales channels and opened the doors to the first BRITA flagship store at our headquarters in Taunusstein. It combines the digital and real worlds and allows visitors not only to see our

consumer portfolio, but also to experience it first-hand in an interactive environment. The flagship store makes our products more tangible and offers space for inspiration. Various types of water can be sampled at the water bar, while the coffee bar invites customers to take a short break and soak up the impressions over a drink.



# When ideas become products

In the past two years, we have also launched a number of new, innovative products and services in all business segments.





# Consumer

In the Consumer segment, we launched our latest MAXTRA PRO cartridge at the beginning of 2023. The casing is made from 50 % bio-based plastic and 99 % recyclable.

Shortly afterwards, we took another important step towards reducing fossil-based plastic with the market launch of our first water filter jug made from glass.

Since 2023, we have also been tapping into a new product segment in markets outside China with the BRITA Cube,

the first water dispenser for the home. It not only filters tap water with proven MAXTRA PRO filtration, but also heats it at the touch of a button to prepare hot drinks. You can choose between five temperature settings (Ambient, 45°, 65°, 85°, 95°) and four preset volumes (150ml, 250ml, 350ml, 450ml). Using UV-C technology, the BRITA Cube eliminates 99.999 % of bacteria in the water\*.

\*Tested by the IWW, a German institute for water research (E.Coli).







# Professional Filter

In 2024, we launched the PROGUARD Gastronomy 200, an all-in-one solution for commercial kitchens in the Professional Filter segment. Thanks to its state-of-the-art technology and high filter capacity, the innovative filtration system offers long-lasting protection against lime-scale, plaster and corrosion damage for combi steamers, conventional ovens and dishwashers, while also ensuring excellent washing results.

In the same year, we also successfully launched our PURITY C Advanced cartridge series in the North America region. The cartridges have been further developed to include additional filtration of chloramines in the water and are ideal for use with professional coffee and vending machines, as well as combi

steamers and ovens. The launch was a decisive strategic step in the expansion of our international market share in the Professional Filter segment.

Also in 2024, we launched the CO<sub>2</sub> and Waste Saving Calculator, a tool that calculates for our customers how much carbon and plastic waste they can save by switching to filtration with the PURITY C cartridge. These savings result from sustainable production with green electricity and the reduction of emissions through our cartridge recycling programme. In addition, our customers receive a certificate with their individual carbon and waste-saving KPIs, which they can use in their own sustainability communications.



# Dispenser

Over the past two years, the focus for BRITA water dispensers has been on the development of new technologies, the further implementation of our portfolio in existing markets and the optimisation of services we offer.

2024 saw the introduction of PureProtect, a new hygiene standard for water dispensers. It ensures that 99% fewer viruses and bacteria can develop during periods of inactivity. This not only reduces the water consumption for cleaning itself, but also the required flushing volume afterwards, e.g. after weekends, by 98%.

Another milestone in the Dispenser segment was the successful launch of the Extra C-Tap in North America. With its modern design, simple operation and various safety, hygiene and sustainability features, the Extra C-Tap is one of the most advanced water dispensers on the market and offers five different water types from just one device.

We have also been able to expand our range of services. With the introduction of the first BRITA CO<sub>2</sub> cylinder service, we offer our customers a convenient one-stop shop for water dispensers. The service is supported by an online ordering platform that enables delivery within two to five working days.





# Our employees



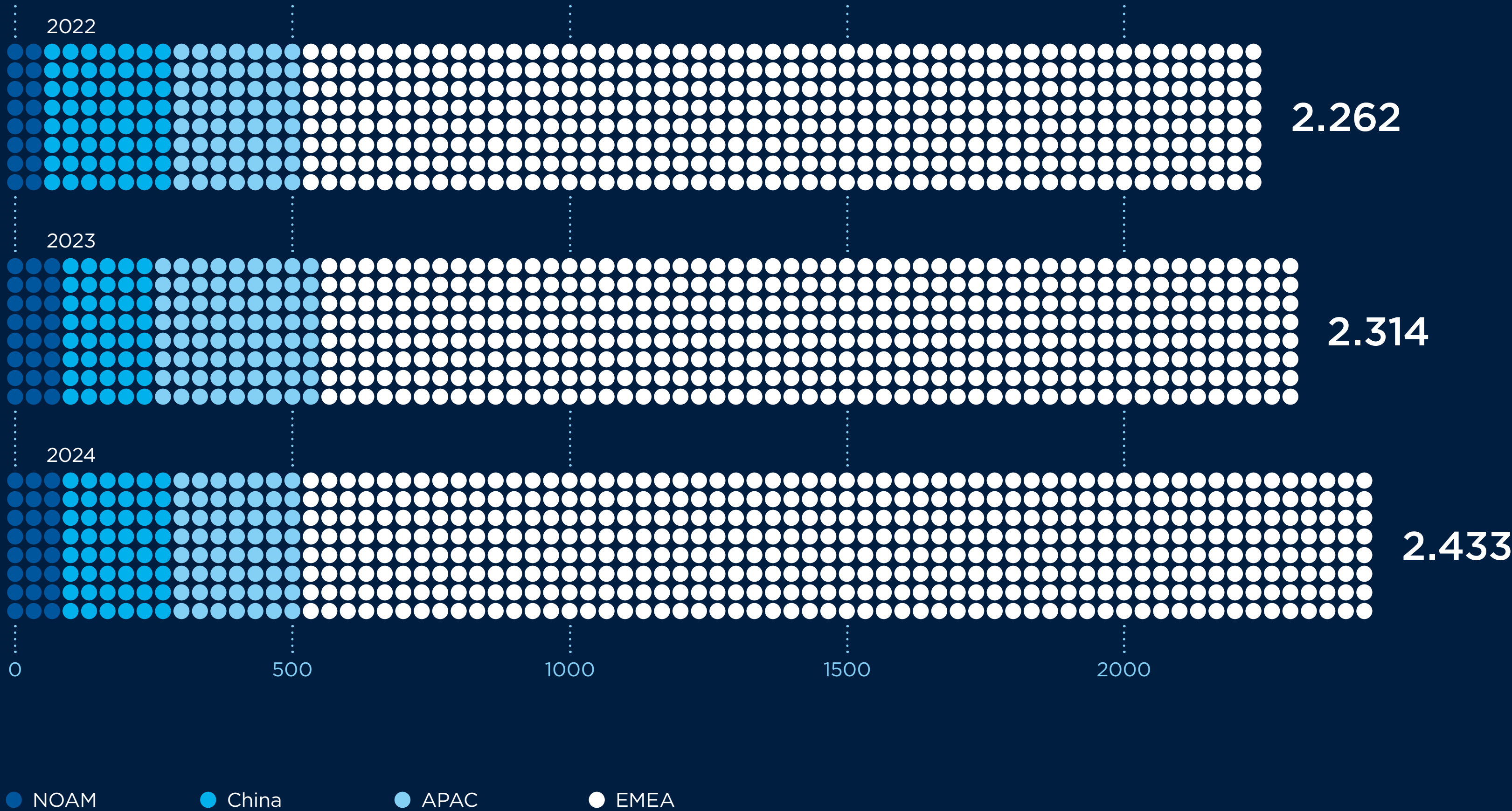


Our employees form the heart of our company. They not only contribute their talent, creativity and skills, but also shape our corporate culture as the BRITA family and contribute to our joint success.

It is therefore important to us to create a working environment for them that is characterised by mutual respect, appreciation and cohesion. The results of our first Great Place to Work survey show that we are succeeding. At 84 %, participation in the survey was impressively high across the Group. We are proud that a total of 15 locations have been certified as a Great Place to Work.



## Overview of our employees





# Our value compass





To ensure the integrity of BRITA, we have introduced binding corporate practices and implemented a comprehensive compliance system. This is based on the [BRITA Code of Conduct](#). This code describes the ethical principles that guide our business activities and behaviour. At the same time, it introduces employees to the topic of compliance in an understandable way and sensitises them to potential pitfalls in their daily work. The behaviour described in the Code of Conduct is binding for employees at all hierarchical levels, including the Executive Board.

Compliance is a central function at BRITA and implemented locally in the different business units. It is part of our Legal department, which is based at BRITA's headquarters in Taunusstein and reports directly to the CFO. The department monitors compliance with internal and external regulations worldwide and supports the development of a compliance culture within the company. In the event of suspected breaches of our Code of Conduct, the central function leads the internal investigations. The Financial Directors of the individual

countries act as local contacts for compliance issues and are responsible for implementing the measures. In addition, the central Compliance function regularly organises interactive workshops and training sessions. These motivate and empower our employees to deal with compliance issues independently and responsibly. Since autumn 2024, there has also been a training course on compliance, which is mandatory for the entire workforce and must be repeated annually.

We firmly believe that all people deserve to be treated with fairness, respect and dignity. We decidedly reject all forms of forced and child labour, slavery, human trafficking and discrimination. With this in mind, we are committed to internationally recognised human rights as set out in the UN Global Compact and the labour standards of the International Labour Organisation (ILO). This commitment does not end on the company doorstep, but applies along our entire value chain.

Trust in our business behaviour and our professionalism is the foundation of our cooperations with our customers and partners. To protect this trust, we take care to avoid any kind of conflict of interest. We do not tolerate any form of corruption or bribery. We support free competition and always play by the rules. We are also strongly opposed to cartelisation and price fixing. We do not exploit our market position to exert pressure on other market participants.





# Secure and anonymous: our whistleblower system

As part of risk management, the Compliance function has developed preventive and reactive measures to identify and avoid potential harm at an early stage. We have also set up a [whistleblower system](#) that employees, business partners and other stakeholders can use to report suspected or actual violations of laws or internal guidelines – anonymously if required.

Reports received via the whistleblower system are received by an external ombudswoman. The reporting person can then communicate with the ombudswoman via a mailbox. Reports received are first subjected to an initial legal assessment by the ombudswoman. The information is categorised thematically and checked for plausibility. Next, the plausible reports are forwarded to an internal BRITA contact person. Absolutely confidential treatment of the information is guaranteed. The designated BRITA employee will review the matter and take follow-up action.

We expressly encourage everyone to make use of this system so that we can identify violations as early as possible and take action. Only by working together both internally with our employees and externally with business partners and customers can we ensure that our corporate success does not come at the expense of people and/or the environment in the long term.

Detailed information on our whistleblower system as well as the processes and escalation stages can be found in the [BRITA Whistleblowing Complaints Procedure](#). In 2023 and 2024, a total of three and five reports were received respectively. All incidents were fully resolved.

However, our commitment to good corporate governance goes far beyond adhering to laws and minimum compliance standards. We want to make a positive and sustainable contribution to society and the ecosystem and act based on values. We therefore take environmental and social aspects into account in all decisions that we make as a business. For us, this also includes making an appropriate financial contribution to the regions in which we produce, work and live. We do this firstly through good workplaces and dialogue at eye level and, secondly, through our tax strategy. The latter is not based on the principle of maximum tax optimisation, but on fairness and transparency.





## Reliable partnerships through clear rules: the BRITA Supplier Code of Conduct

Our expectation of integrity and responsible behaviour does not extend only to our own employees. We also place this requirement on our business partners. That is why the same compliance rules apply to our suppliers as to BRITA employees. Among other things, we expressly prohibit the use of child and forced labour or discrimination and demand a commitment to globally recognised human rights. In 2024, we published and rolled out a new [BRITA Supplier Code of Conduct](#) to

communicate our expectations even more clearly and in a way that is appropriate for our target groups. And in order to be sure that our partners along the supply chain are implementing these requirements, we regularly review and evaluate our suppliers using a risk-based approach.

Before we enter into new business relationships with suppliers and other third parties, we carefully check

their identity and business behaviour. It is our declared aim to do business exclusively with reputable partners who work in compliance with the law and use funds from legitimate sources. We condemn any form of terrorist financing and strictly adhere to any export controls, economic sanctions and embargo restrictions. We use an automated process for checking sanctions lists to ensure that (potential) business partners are not on these lists.



# Sustainability in the supply chain







In today's globalised world, well-functioning supply chain management is essential to remain competitive and be able to react quickly to market changes. In order to better understand our supply chains and develop effective processes and control mechanisms, we worked intensively on the topic of supply chain due diligence in 2023 and 2024. In doing so, we focused on adhering to the German Supply Chain Due Diligence Act (LkSG). But for us, it's about more than that.

We want to implement transparent and responsible practices in the supply chain and recognise and remedy human rights and environmental risks at an early stage, not only at our own sites but also at those of our suppliers. To this end, we made a clear commitment to human rights in our [Human Rights Policy](#) in 2023 and anchored them even more firmly in our self-image by tightening up the topic in our revised Codes of Conduct.

In addition, we have been carrying out a regular risk assessment of our suppliers since the end of 2023. In doing so, we look not only at the supplier's location, but also the material group of the goods they supply to us. We use external, recognised risk databases to assess the locations. The suppliers identified as potentially risky are then analysed and evaluated in

more detail using a comprehensive self-assessment questionnaire. Our long-standing and trusting business relationships with our suppliers, particularly at high-risk locations, as well as the fact that we keep our supply chains regional wherever possible are now paying off as to date, no supplier has been categorised as critical. Yet it must be said that the process is still being rolled out. Nevertheless, the annual review provides us with important insights and helps us to gradually close knowledge gaps in our value chain.

In 2024, we also analysed our own sites in a similar way to the risk assessment of our suppliers. For some of them, we commissioned a social audit via an external auditing company. We will use the results to improve our internal processes.



# Shaping the future together: our stakeholder dialogue





The foundation of our success is the trust placed in the BRITA brand. We know that this trust can only be maintained through transparency and continuous dialogue with our stakeholders. Through effective stakeholder dialogue, we gain valuable insights into the needs of the various interest groups. With regard to sustainability issues in particular, regular dialogue helps us to identify trends and expectations in the market at an early stage and shape our strategies and decisions accordingly.

Our most important stakeholders include our employees, B2B customers and consumers, business partners, trading partners, suppliers as well as various local political players and the press. The medium and opportunities

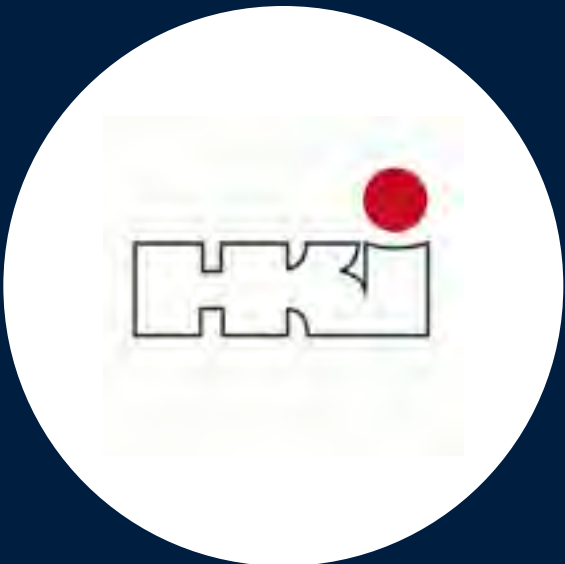
for dialogue vary depending on the stakeholder group. For example, consumers can contact us directly via various social media channels or our hotline. In addition, we regularly use surveys and market research to actively gather feedback from consumers, which we collect, analyse and incorporate into our work. In the area of B2B, we primarily use annual meetings to discuss current developments with customers, business and trading partners and suppliers and to discuss potential collaborations.

In our sustainability projects in particular, we often work hand in hand with our suppliers to achieve the best possible results. This includes projects in the areas of packaging, logistics and product materials. Our regular

presence at relevant trade fairs and conferences offers us many additional opportunities to engage in dialogue with customers and suppliers, as well as with public authorities and non-profit organisations. We are also in regular contact with administrative bodies and the press and maintain a professional and uncomplicated dialogue with them.



BRITA is active in various national and international networks, associations and organisations, which are related to our core business. Not only do we regularly exchange ideas with important stakeholders and like-minded people, we also continuously expand our expertise, for example by participating in specialist bodies and committees.





## Our commitment to a sustainable future: BRITA and the German Sustainability Award

In 2023 and 2024, BRITA once again took part in the German Sustainability Award (Deutscher Nachhaltigkeitspreis, DNP) – one of the most prestigious awards for sustainability in Germany – as a specialist partner focusing on water. At the accompanying congress in 2024, we presented our dedication to this cause with a stand showcasing the [Worldwide Water Stories](#). The initiative tells inspiring stories of people who are actively tackling the problem of water scarcity. With its welcoming ambience, our stand offered an appealing atmosphere and also displayed part of our product portfolio, including a water dispenser that resulted from the cooperation with our partner [Viva con Agua](#). While there, our team exchanged ideas with leading players in the field of sustainability.







Another highlight in both years was the discussion panel sponsored by BRITA, in which experts from science, agriculture, the public sector and NGOs shed light on the topic of water as a scarce resource. They described the challenges of dealing with water scarcity from their own perspectives and contributed different possible solutions. While the focus in 2023 was on the effects and development in Germany and Europe, in 2024 we ventured a look at the global situation.

As in 2022, BRITA supplied the water for both the congress and stage participants in the last two years and provided filtered, chilled and sparkling water from our dispensers. It's great to be part of this important industry gathering and we're already looking forward to the DNP 2025!





Sybille Foing is Director Marketing at BRITA France and a passionate advocate for sustainability.

In her country, where 80 % of people drink bottled water, this is more than just a communication issue. It is hard work to convince people.

**Sybille Foing** – Director Marketing, BRITA France

# „We were already an authentic and sustainable brand before the topic was on everybody’s lips.“

## I’m in my element when ...

... I can convince consumers with the essence and authenticity of a brand, be approachable and honest with them. And I don’t have to overwhelm them with marketing promises. I know that promises are made quickly. But in France, promises about products are met with scepticism – we’ve had a number of scandals with food in particular. That’s why here, every message has to be spot-on. We have to be credible and transparent. And make fact-based arguments. When we talk about sustainability, we have to be aware that people are listening – but that they are very critical.

The fact that I can speak so confidently is due to the brand I represent. BRITA has always been *the* alternative to bottled water. We have been recycling our cartridges for over 30 years – so we were already a sustainable brand before the topic was on everybody’s lips. We use bio-based plastic and the activated carbon in our filter cartridges comes from coconut shells. These are not advertising claims. These are facts.

## What I want to achieve ...

I want more people to understand: sustainability is not an afterthought. And certainly not a luxury. It is part of the essence of BRITA. Of course, it’s our business model. But it’s also part of the responsibility we all carry. It is important to me that we communicate clearly – and act in a binding manner. At the same time, I see the big levers: if we succeed in persuading people to switch from bottled water to tap water filtered with BRITA, we will change something fundamental. For the environment. For our carbon footprint. For the future. That’s my motivation: to communicate the difference our products can make.

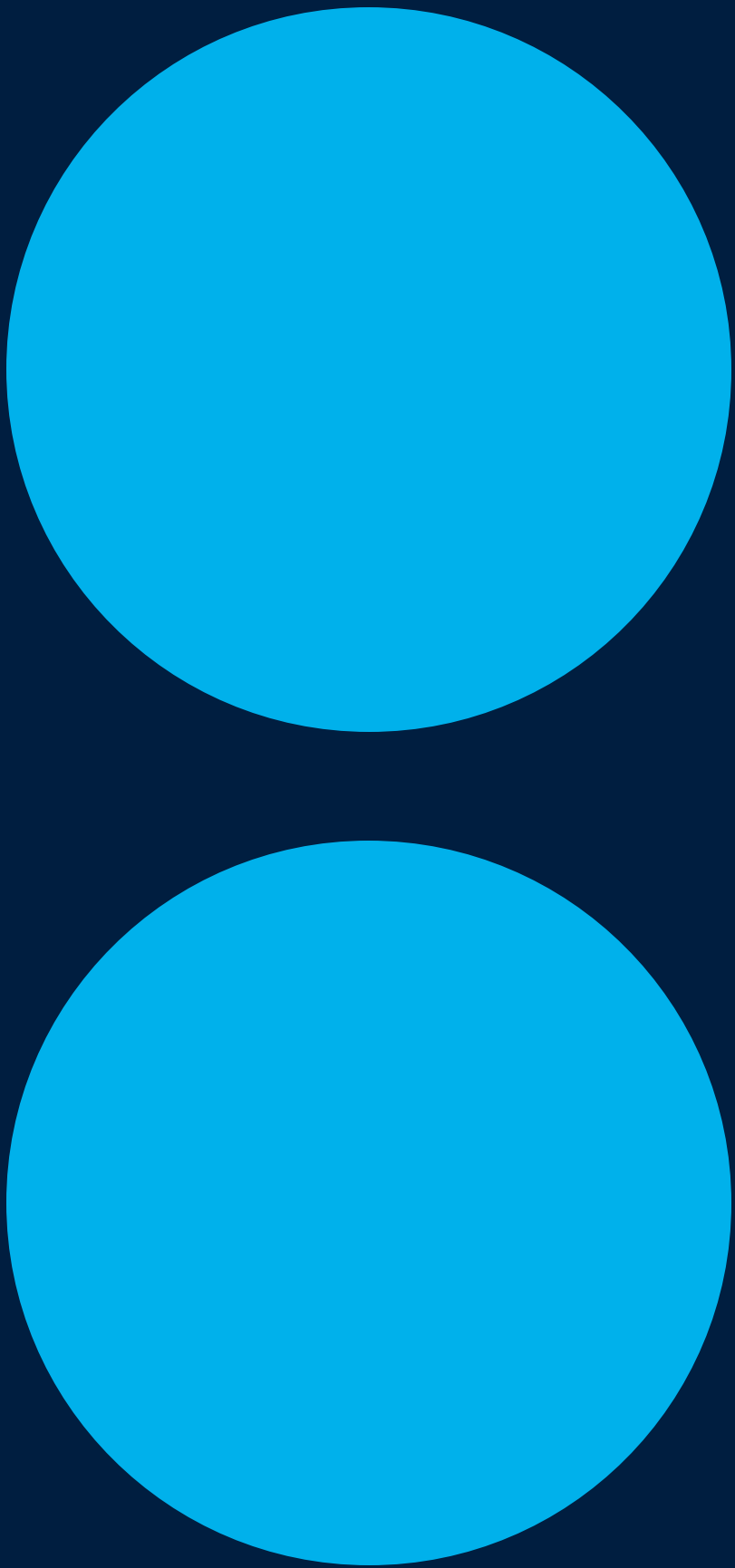
## What I would like to share ...

I love the sea. I sail – fast, energetically, with a laser dinghy off the coast of Brittany. And I see it again and again: the rubbish in the water. The plastic. The traces of careless use. It always makes me realise that every decision counts. Even the small ones. I’m a vegetarian, I don’t drive at the weekend, I buy seasonally and regionally. An organic cooperative delivers fresh produce to our home twice a week.

I believe that sustainability doesn’t start with a goal – it starts with paying attention. And you are not powerless to change things that you don’t like. Even if it takes a big effort at first. As a mother, it is important to me to leave a world worth living in for my children. That’s what I’m committed to.



# Strategy & goals





# Together for a better future







Sustainability has a long history at BRITA and is at the centre of our identity and our actions. This is because we want to have a positive impact on our planet – not only as a responsible and future-oriented company, but also by inspiring change in the way we use water. We want to empower people to make lasting changes to their drinking habits and turn their backs on bottled water – for good. That is why sustainability is also deeply rooted in our strategy. This means that environmental and social factors are taken into account in all business decisions. In order to emphasise and formally consolidate this commitment, we published and implemented a new [Sustainability Policy](#) in 2023. In this policy we commit to leaving a liveable planet for future generations and to protecting the environment and society as well as to maintaining good corporate governance.

Our ambitious goal is to ensure sustainable and long-term growth for our company. And we do so in a way that is environmentally sound, socially responsible and economically viable. As a globally operating and family-run business, we are in the best position to deliver on this promise. We pursue long-term strategies rather than short-term success. And we want to work in a way that promotes mutual trust and respect both within our company and between the BRITA Group and its customers, business partners, suppliers and consumers. We value diversity and inclusion, support the personal and professional development of all employees and take responsibility for our products and actions.



# Setting the course at the highest level







Sustainability is a vital part of the BRITA brand. Therefore, the issue is also placed at the highest organisational level, with the Executive Board. It is responsible for sustainable action within the company and develops the strategic sustainability goals for the BRITA Group in consultation with the relevant departments and subsidiaries. Our aim is to fulfil more than just the legal requirements. We want to be ambitious and set goals that make sense for us. And we want to make a real impact. The Executive Board regularly reviews our progress and makes adjustments where necessary.

In this way, we ensure that we consistently pursue our goals and bring our plans to life.

In order to embed the topic of sustainability more firmly in the structure of our organisation, we have established a separate Sustainability team at BRITA. It is part of the Group Brand and Sustainability department and thus linked to the Executive Board via the CEO. The team has the overall responsibility for company-wide sustainability processes and initiatives, the sustainability strategy as well as communication and reporting on this

topic. The Sustainability team coordinates various initiatives such as the BRITA Sustainability Forum, in which colleagues from the various specialist areas and subsidiaries participate as Sustainability Ambassadors. The forum provides an opportunity for regular dialogue on sustainability-related topics and initiatives. At the same time, it allows us to coordinate our activities across the Group and to utilise synergies. The Sustainability Ambassadors also carry information to their teams and raise awareness of sustainability in their organisation through local events.



# Our commitment to the SDGs





As a responsible and forward-looking company, we also want to fulfil our social responsibility beyond our day-to-day business. That’s why we support the United Nations 2030 Agenda with its 17 Sustainable Development Goals (SDGs). Aligning with the SDGs helps us to keep an eye on the big picture and contribute to a more sustainable and fairer world.

Our main SDGs, to which we contribute directly through our strategy, are Goals 3 (Good Health and Well-being), 12 (Sustainable Consumption and Production) and 13 (Climate Action and Adaptation). SDG 6 (Clean Water and Sanitation) is of particular importance to us. It is firmly anchored in our vision and expresses our responsibility for water as a resource. Other SDGs to which we contribute through our business activities are SDG 7 (Affordable and Clean Energy), 8 (Decent Work and Economic Growth), 14 (Life below Water) and 15 (Life on Land).

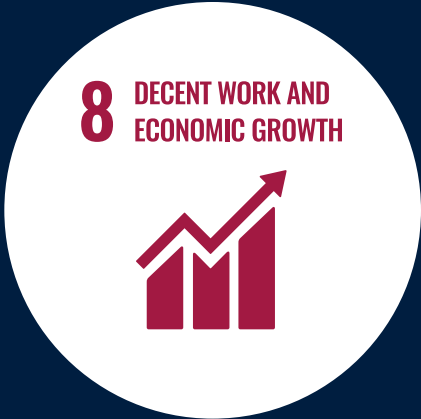
**Vision and purpose**



**Products and business**



**Indirect SDGs**





# Our sustain- ability goals at a glance



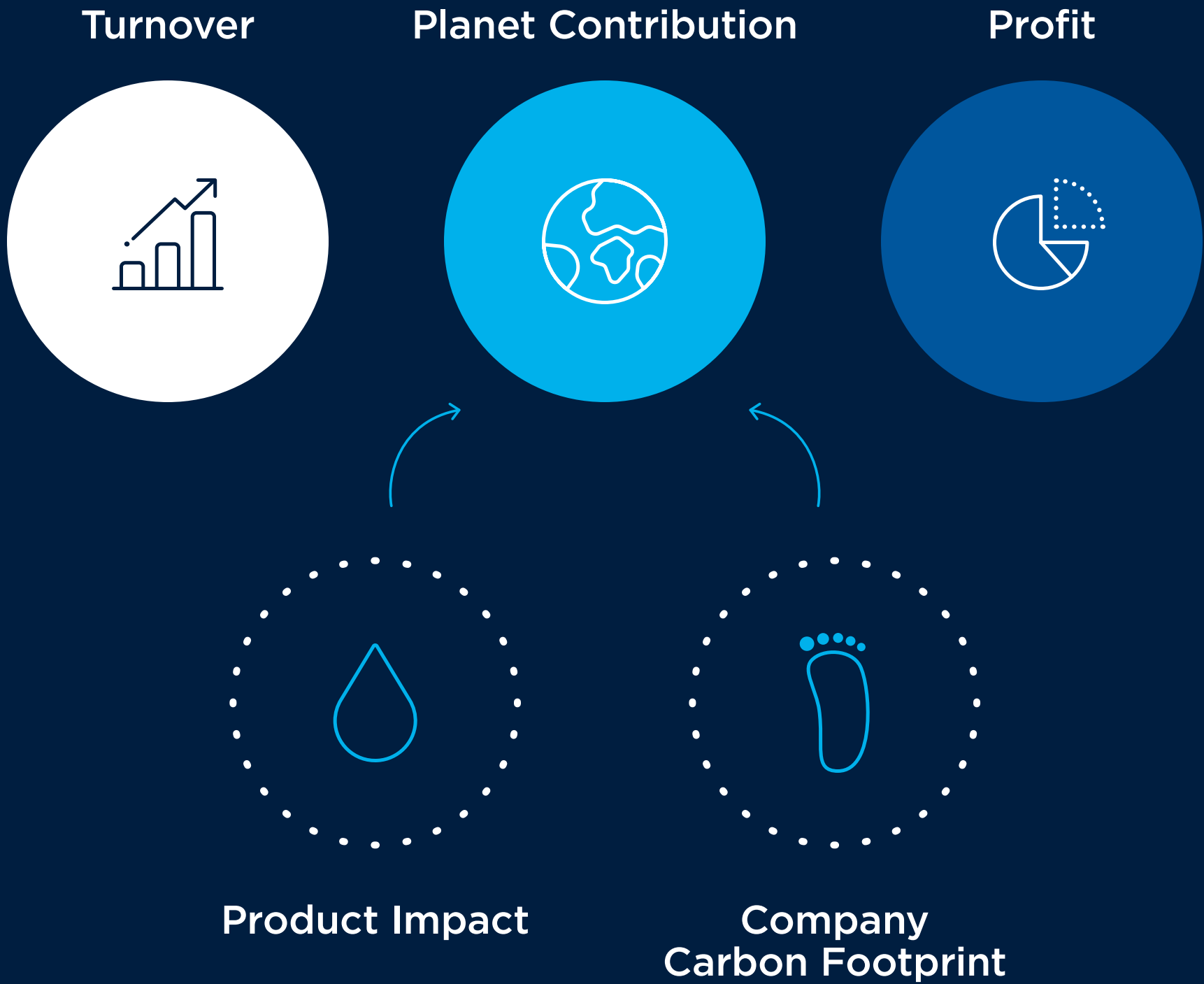


# Planet Contribution

With our ‘Shaping Sustainable Solutions’ corporate strategy, presented in 2020, we placed the topic of sustainability at the centre of our business activities for the first time. Our goal is to become *the* provider of sustainable drinking water solutions by the end of 2025. In order to achieve this goal, we have set specific targets and made our sustainability activities measurable.

In this context, the introduction of the Planet Contribution as an additional key performance indicator was an important step. It is considered equal to turnover and profit, making it an important

performance indicator within the company. As such, it is taken into account accordingly when making business decisions. It measures the number of water bottles avoided through the use of BRITA products each year, the so-called Product Impact, and compares it with the Company Carbon Footprint, i.e. our company-wide carbon footprint. Our goal is to save 6.5 billion bottles a year by the end of 2025. At the same time, we are working to reduce the company carbon footprint as much as possible in order to achieve net zero emissions as a company in the long term.







The Sustainability Charter forms the strategic framework for our sustainability activities up to and including 2025. It serves as a guiding principle and orientation for employees, managers and decision-makers. It provides a clear direction, creates a common understanding of our goals and thus helps to prioritise measures.

In the Sustainability Charter we have defined four fields of action: materials, packaging, reuse & recycling and emissions. Together with various stakeholder groups, we have defined these areas of action as the most strategically relevant thematic blocks for us and set specific, ambitious targets for each of them. They make our sustainability goals quantitatively measurable and thus help us to deploy resources in a focused manner and launch the right initiatives. We use specific key figures to measure and track the degree to which these targets are achieved.



# Sustainability Charter: Our sustainability goals until 2025

	Materials	Packaging	Reuse & Recycling	Emissions
Our Ambitions	Our products help prevent waste and emissions. To further improve their positive impact, we will reduce our dependency on virgin plastic and decrease the footprint of our products.	Packaging waste is a global problem. We will reduce our footprint by using less packaging, replacing virgin plastic and the using more sustainable materials.	We prioritise reusing materials in our products and ensuring high-quality recycling over lesser forms of disposal. We want our product materials to live a valuable second life.	Reducing our Company Carbon Footprint is a key contribution to help fight climate change. We will achieve this by minimising emissions and by offsetting what we cannot avoid.
Our Goals	<ul style="list-style-type: none"><li>Reduce virgin plastic in our signature portfolio by 30 % by 2025</li></ul>	<ul style="list-style-type: none"><li>Eliminate 5,000 tonnes of packaging by 2025</li><li>Eliminate virgin plastic in new packaging from 2025 onwards</li><li>Ensure our packaging is 100 % recyclable packaging and supports the circular economy</li></ul>	<ul style="list-style-type: none"><li>Increase the share of returned ion exchange resin to 20 % by 2025</li><li>Implement a dispenser refurbishment concept by 2023</li></ul>	<ul style="list-style-type: none"><li>Make emissions from Scope 1 + 2 as well as logistics, fleet and travel carbon neutral from 2023 onwards</li><li>By 2023, define our road to net zero emissions</li></ul>



# What we have achieved so far and what still lies ahead of us

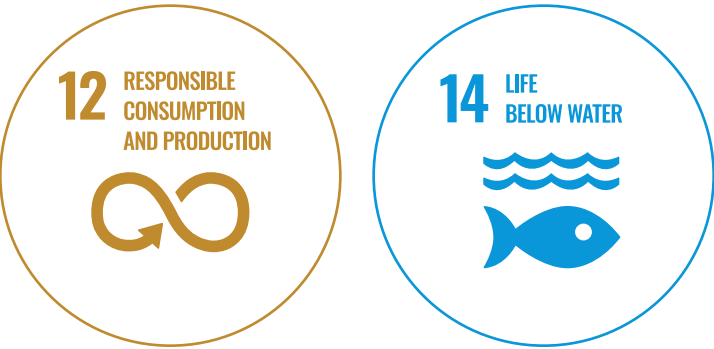




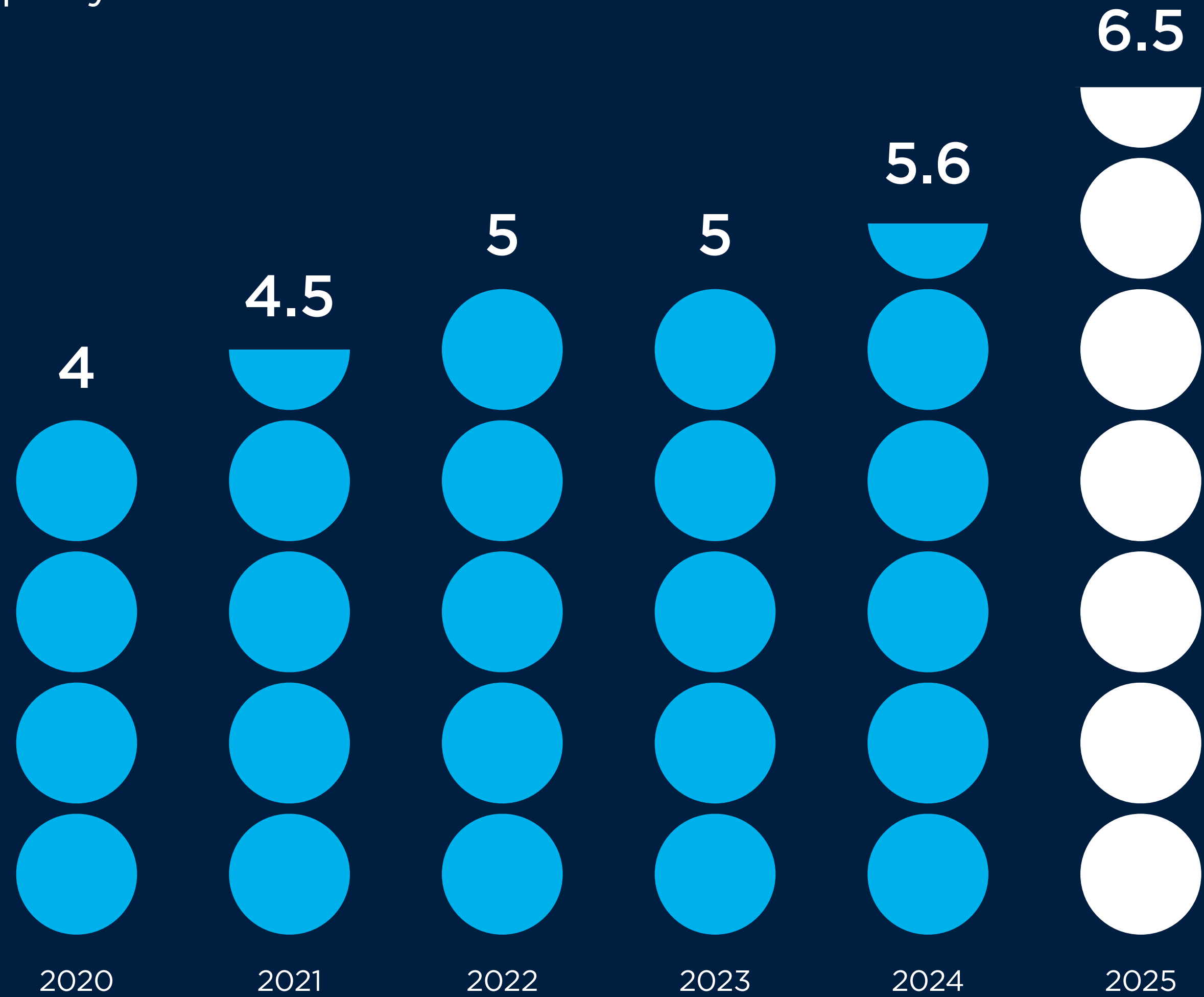
# Product Impact

The product impact indicates how many water bottles are avoided annually through the use of our products. Our goal is to save 6.5 billion bottles a year by the end of 2025.

And we are steadily getting closer to this goal: While we started the strategy period in 2020 with four billion bottles saved annually, this figure had already risen to 5.6 billion bottles by the end of 2024. Our products therefore make an important contribution to conserving natural resources and help to avoid waste and emissions.

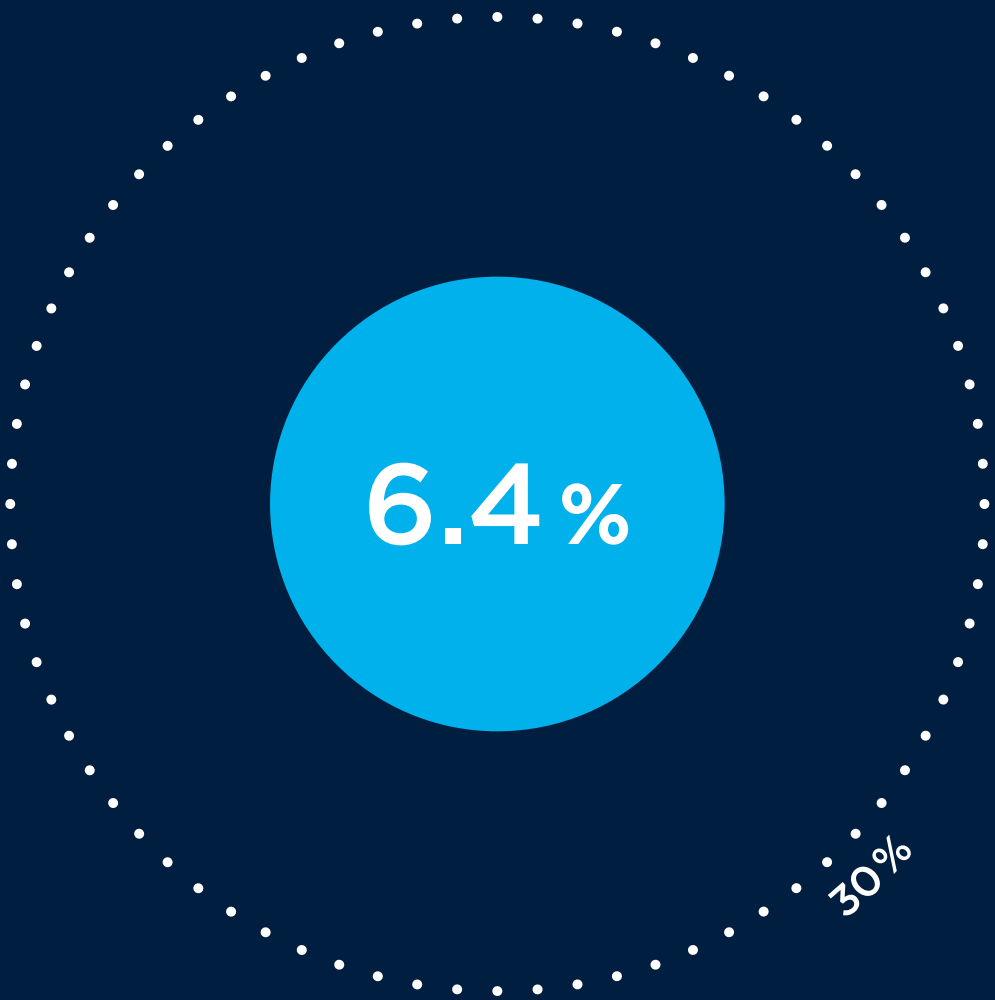


Avoided water bottles per year in billions





# Materials



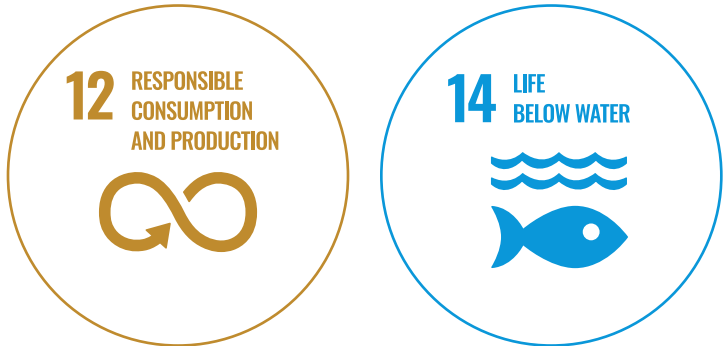
## Goal

Reduce virgin plastic in our signature portfolio by 30 % by the end of 2025

It’s hard to imagine our everyday lives without plastic. Due to its versatility, lightness and cost-effectiveness, it has taken on an important role in many areas. It is also still an important raw material for our products. Because they come into contact with drinking water, our products are subject to strict hygiene regulations. When selecting our materials, we therefore have to consider many other properties alongside sustainability aspects.

Nevertheless, we are always working to find alternatives that have a lower environmental impact. This is a major challenge, as it is not only necessary to comply with regulations and reorganise production processes, but also not to compromise on quality or safety.

In addition, the supply in sufficient quantities must be guaranteed at all times. And we’re making progress: as of December 2024 we reduced the proportion of virgin plastic in our signature portfolio by 6.4 %. This does mean that further efforts are needed to achieve our target of a 30 % reduction. However, we are on the right track and proud of what we have achieved so far.





## Less virgin plastic thanks to alternative materials

We are currently focusing primarily on bio-based plastic and glass as a replacement for fossil-based plastic. Bio-based plastic is produced in whole or in part from renewable, plant-based raw materials and is just as durable and recyclable as normal plastic. It is made entirely or partially from renewable plant-based raw materials and just as durable and recyclable as conventional plastic. For our products we only use bio-based plastics of traceable origin and whose production does not compete with the cultivation of food crops. In concrete terms, this means that we only use bio-based plastic that is made from by-products and residues from other processes and are therefore no longer suitable as food. Since 2021, we have been working with suppliers who produce in accordance with the ISCC PLUS label. This internationally recognised certification standard tracks the bio-based material throughout the entire production process, ensuring that the raw materials used come from sustainable sources.

The search for sustainable materials is and will remain one of our key tasks beyond the current strategy period. We now calculate product carbon footprints for most of our products, which show us, among other things, where there is potential for greater sustainability. Projects have already been initiated in all three segments to utilise this potential. We not only want to expand the use of bio-based plastic in our products, but also test other material options. Of particular interest here is recycled plastic, the use of which in product parts that come into contact with water is currently still challenging, but can be used in the housings of our water dispensers, for example. We're working on it. In future, sustainability criteria will be mandatory in the development of new products. In this way, ecodesign features such as material selection, reparability and recyclability are considered from the outset.







# Packaging

Packaging is necessary to protect our products during transport and storage and to ensure that they reach customers and consumers in perfect quality. At the same time, they convey valuable information and make sure that our products are presented in an appealing way at the point of sale. Packaging is also essential between the various stages of production, for instance for the transport of raw materials and intermediate products. We have therefore identified the reduction and selection of packaging materials as a key field of action in our strategy. We want to save a total of 5,000 tonnes of packaging material by the end of the strategy period. And from 2025, we want to stop using virgin plastics in our packaging. Where packaging cannot be avoided, it should be 100% recyclable.





Over the past two years, we have achieved encouraging results. For example, we have already saved 445 tonnes of cardboard packaging since 2021 by using reusable packaging in production. We have also saved a further 13 tonnes per year simply by reducing the thickness of the stretch film we use to wrap our pallets for transport.

Another important point for reducing packaging materials is online retail, as an increasingly large proportion of our turnover is generated via digital channels. The additional shipping boxes and filling materials generate unnecessarily large amounts of packaging waste. To avoid this, we implemented a ship-in-own container concept for certain products. This means that the products are dispatched in their original packaging without additional outer packaging. Since the introduction of the first packaging of this type in 2021, this initiative has already saved 1,060 tonnes of shipping material.

These and other measures have enabled us to achieve some notable successes in the area of packaging since 2020, which we will build on with future projects. At the end of the reporting period, we had avoided a total of 1,550 tonnes of packaging.

Our packaging savings are directly linked to our sales volume. Due to various events, market developments during the current strategy period were unpredictably volatile, meaning that we have not yet been able to implement all of the planned measures. As a result, we are not as far along with regard to our savings as we had hoped. Nevertheless, we can see that our initiatives and measures are paying off.







## High recyclability for a more circular economy

For packaging that cannot be avoided, we make sure that the materials can be recycled easily to support a circular economy. Already today, all of our packaging materials are recyclable. This means that we have already achieved one of our strategic goals in the area of packaging years in advance!

The fact that we place great importance on the recyclability of our packaging materials also means that some materials that are perceived as sustainable are not an option for us. Compostable plastics, for example, only decompose under certain conditions, which are often not achieved even in industrial composting plants. Furthermore, due to their similarity to regular plastic, they are often mistakenly disposed of in

recycling, which negatively impacts the quality of the recycling streams. We are committed to an uncomplicated circular economy and have therefore made a conscious decision in favour of cardboard and plastic. We have also set ourselves a clear goal here: from 2025 onwards, we want to stop using fossil-based virgin plastic in the packaging of new products. We already took the first step towards this goal in 2022 with the BRITA water filter jug made from glass, whose packaging is completely plastic-free. Whether we will really be able to achieve this for all product packaging from 2025 is unfortunately uncertain due to regulatory and hygiene requirements. However, we are not giving up and continue working on solutions.



# Reuse & recycling



**Goal 1**

Increase the proportion of recycled ion exchange resin in the total volume to 20% by 2025

**Goal 2**

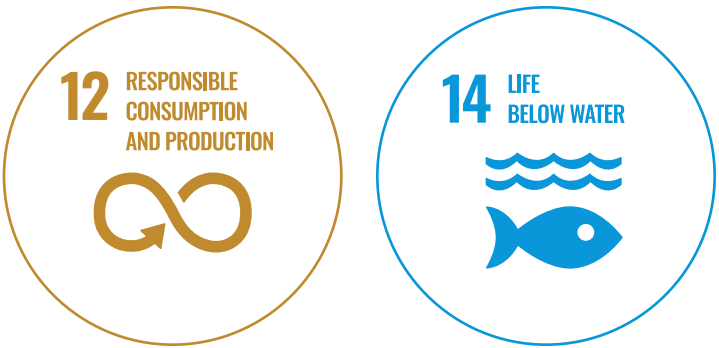
Introduce a dispenser refurbishment concept by 2023

**Status**

●●○○○ increased focus needed

At BRITA, recycling has always been a key consideration. We have been recycling and regenerating used cartridges and their ion exchange resin at our headquarters in Taunusstein for more than 30 years now. In this way, we are making a real contribution to a circular economy, as the ion exchange resin can be regenerated as often as required and used in new products without losing any of its quality. We want to increase the proportion of recycled ion exchange resin in our products to 20% by the end of 2025. In view of our growth rates in all segments and markets, this is an ambitious goal. This makes our results all the more remarkable: by the end of 2024, the share was already 22%!

But it's not only the ion exchange resin we want to treat and reuse. It's also important to us that the other components of our cartridges are given a second life. For example, activated carbon is taken back and reactivated by our suppliers. Even if we cannot reuse this reactivated carbon in our own production, it finds application in various industrial processes. The fibreglass reinforced plastic of our Professional Filter cartridges is also used in plastic components for the automotive industry. The plastic casing of the household cartridges is currently recycled in the regular recycling stream. Overall, our entire cartridge portfolio





has very good recyclability. In the professional sector, this is around 80 to 85 %. Our current MAXTRA PRO household cartridge even has a recyclability of 99 %!

Our successes to date in cartridge recycling are particularly impressive considering that we are largely dependent on the cooperation of our customers and consumers to achieve our goals. This is because we can only recycle the cartridges that are returned to us. We have initiated a number of important measures in the current strategy period to increase our return rate. For example, we want to enable consumers to return their used household cartridges to us conveniently and without any major effort. To this end, we have set up collection boxes together with retail partners in many EMEA and APAC markets. Consumers can then simply drop off their used cartridges when shopping. We empty the collection boxes regularly. We take the cartridges from our European markets to our recycling plant in Taunusstein, Germany. Here in particular, we can see that our initiatives are paying off: over the past two years, we have been able to increase the quantity of our household cartridges in the EMEA region by a

total of 11%! In some markets, we recorded a particularly high improvement rate. In France, for example, where consumer awareness of recycling is high, we achieved an improvement of 25 % between 2023 and 2024. This positive development is largely due to the expansion of cooperations and increased communication around our recycling scheme. We now offer the option of returning cartridges in more than 1,300 French retail outlets. Surveys have shown that almost 70 % of BRITA users who know about the recycling option make regular use of it. These results show that the willingness to return cartridges is high – it’s often awareness that needs to be worked on.





# Improved return rates through partnerships

For logistical and partly for regulatory reasons, it is not yet possible for us to recycle cartridges from Asia and Australia ourselves. So we work with local partners in these regions who carry out the recycling for us. As with our in-house recycling, we set high quality standards and only work with partners that we trust and whose recycling process we can trace.

To make it easier for our Professional Filter customers to return used cartridges, we have been offering the opportunity to become a BRITA Sustainability Partner since 2022. As part of this partnership, we provide ready-to-use collection boxes that are collected either by us or by a partner company - often as part of regular maintenance. For the participation in the initiative we issue an annual certificate, which can then be used for the company's own sustainability communications. The initiative has been very well received, which is

reflected in the consistently high return rate of around 55% in the B2B sector. This also includes cartridges that are used in our water dispensers.

When it comes to water dispensers, our strategic sustainability focus is on refurbishment, i.e. the reconditioning of used appliances. This measure is already being implemented in Germany, France and the UK, our most important markets in terms of sales. The first step is to assess whether a water dispenser returned to us can be repaired or reconditioned. If this is the case, critical parts are replaced, the appliance is cleaned and put back on the market as a used model at a lowered rate. If a water dispenser cannot be repaired, it is dismantled and the individual parts that are still usable are used to repair other devices. Devices that can no longer be used are recycled or disposed of in accordance with the applicable regulations. Even though

we have already made good progress in terms of refurbishment, the numerous crises over the past few years have not left us unscathed. It was therefore necessary to reprioritise the strategic objectives in our Dispenser segment. As a result, we have not yet been able to achieve our original goal of systematically expanding the refurbishment of water dispensers to other markets and the product portfolio. But we're staying on the ball and are determined to focus on this goal again soon and to press ahead with the relevant initiatives.





# Emissions

Can economic success be achieved without climate protection? Our answer is: no. The topic of carbon management therefore played a special role in the reporting period. We are determined to protect our planet for future generations and to contribute to achieving the global climate targets. Together, we can create a more sustainable and greener future in which economic success and climate protection go hand in hand. We therefore take responsibility for the emissions generated by our business activities.

In order to address our impact on the environment, we are working every day to further reduce our group-wide carbon footprint. And are making a direct contribution to global climate protection.





What exactly are we doing? Since 2015, we have been recording our global carbon footprint annually according to the Greenhouse Gas Protocol (GHG) Standard. We consider all subsidiaries of the BRITA Group and ensure that the quality of the data, the transparency and the accuracy of our reporting always fulfil the high requirements of the GHG Protocol Standard and our stakeholders.

The calculation of our Company Carbon Footprint includes not only the direct emissions from our business activities, but also those emitted on our behalf. For 2024, we were able to achieve full transparency on our Scope 3 emissions for the first time – an important milestone for working towards our declared goal of becoming a net-zero company.

In the two years under review, we made good progress in reducing our Company Carbon Footprint. For instance, we

were able to reduce our Scope 1 and 2 emissions by a total of 10.2% between 2022 and 2024. Emissions per cartridge produced also decreased by a total of 9.5% since 2022. These developments show that, despite our economic growth, we are still well on the way to further reducing our emissions. The key drivers were primarily targeted and substantial investments in our building infrastructure and in-house electricity generation. For example, we have successfully expanded the existing photovoltaic system to power the main BRITA UK building. This has contributed significantly towards reducing our greenhouse gas emissions. Our detailed energy and emissions figures can be found under [‘Energy & emissions’](#).

Goal 1

Make emissions from Scope 1 and 2, logistics, fleet and travel carbon neutral from 2023 onwards

Status



Goal 2

Define our road to net zero emissions by 2023

Status





# Our path to net zero

Our goal was to define our path to net zero by the end of 2023. We have achieved this goal, albeit slightly delayed. In autumn 2024, we signed an official letter of commitment and submitted it to the Science Based Targets initiative (SBTi). We have thus also formally committed to setting short-term reduction targets by 2023 and achieving net zero emissions by 2050 – an important step towards a sustainable future. As a first step and to support the process and embed the company-wide net zero goals in all business units, we established the BRITA Net Zero Board at the end of 2024. The Board is made up of managers from various divisions and will work with the Sustainability Team to develop the comprehensive Net Zero 2050 Roadmap with reduction targets and action plans. The

members of the Board are responsible for translating the defined targets into appropriate measures in their departments and regularly review the implementation of these measures and whether targets are being reached. This approach ensures that sustainability is considered equally in all areas of the company and that continuous improvements and progress are achieved.

In the course of developing the Net Zero Roadmap, we decided to place the second goal in the area of emissions on hold for the time being. This target refers to the offsetting of unavoidable emissions from Scope 1 and 2 as well as from logistics, the fleet and business travel. On the one hand, we want to take into account the requirements of the SBTi, which allow

compensation only under certain conditions. On the other hand, since the target was set in 2020, we have gained a lot of knowledge and followed the public discussions on the topic of carbon offsetting. Based on these findings, we have decided to fully focus our efforts on reducing and avoiding emissions. One thing is clear: We will not be able to reach net zero without offsetting at least some of our emissions. However, when we do offset emissions, we want to do so carefully and in accordance with the highest quality standards. With projects that suit BRITA and make a real contribution to climate protection. We take the time we need for this.





Stefan Hother heads the Technical Department APAC and has lived in China for seven years.

Together with his team, he develops sustainable OEM products – with technical expertise, a clear vision and a lot of personal drive.

**Stefan Hother** – Director Technical Department APAC, BRITA China

„For me, sustainability is not a department, but a mindset.“

**I’m in my element when ...**

... technology and nature are not at odds with each other. I lead a twelve-strong development team at our site in Suzhou – a modern, booming city near Shanghai. Together we work on OEM products, in other words: solutions that BRITA brings to the market in cooperation with partners. What drives and inspires me: technology that is well thought out and respects our natural resources.

I originally come from the field of water chemistry. Filter technology is more than just a professional topic for me. And sustainability is not a department for me. It’s a mindset. This is where I learned to take an interest in the details. Such as when we use recycled materials for our products or when we use sustainable cardboard boxes without varnished, four-colour printed sleeves and use natural materials such as bamboo fleece instead of plastic film for our packaging.

**What I want to achieve ...**

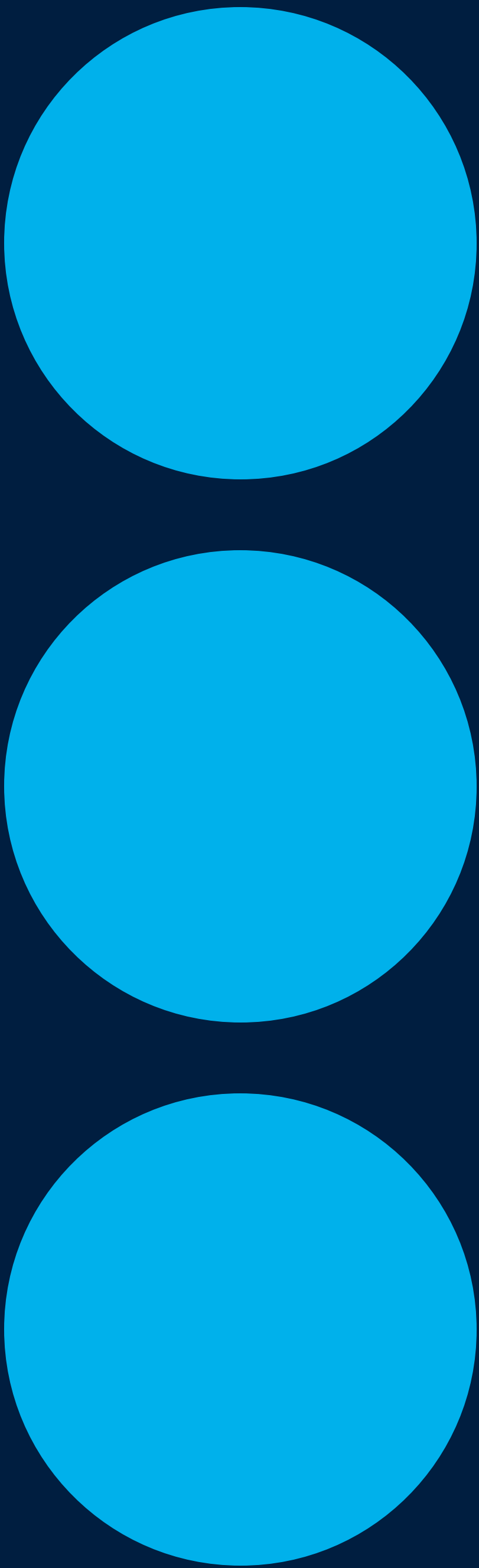
I believe that sustainability cannot be decreed from above. It has to be taken into account in every decision. In China, this can sometimes be a challenge. There are many positive developments, for example in the area of waste separation, but real rethinking does not happen at the push of a button. It starts with small decisions, with each and every one of us. I want to convince partners and customers of our resource-saving ideas and concepts, even if it takes a lot of patience and persuasion.

**What I would like to share ...**

Responsibility does not end with the final product approval. It goes further and also concerns the question of how we live. Together with my wife, I have been involved in animal welfare for years: we rescue street animals in China and, in cooperation with an animal welfare organisation, place them with families in Germany. So far, we have been able to rescue over 100 dogs. Four cats now live in our office. They are part of the team and remind me every day of what is important. I hope that we understand this as a company and as a society: sustainability is not something you tick off once. It’s something that you cultivate continuously and permanently.



# Facts & figures







Even beyond our strategic fields of action, we implement various sustainability initiatives within our company. In this section, we provide a detailed insight into our sustainability projects, key performance indicators and responsibilities in various areas.



# How we measure ourselves

In order to control and continuously improve workflows and processes, we have introduced certified management systems for quality, environmental protection and occupational health and safety. Our customers and business partners also expect us to use resources and energy efficiently and to have verifiable measures in place to protect employees.





# Site certifications

		ISO 9001	ISO 14001	ISO 45001	ISO 22000	BRC	SMETA
Filter cartridges	BRITA Germany	●	●	●		●	●
	BRITA UK	●	●	●		●	●
	BRITA China	●	●	●			●
Water dispensers	BRITA Italy	●	●	●			
	BRITA VIVREAU Germany	●	●	●			
CO <sub>2</sub> cylinders	Filltech	●			●		



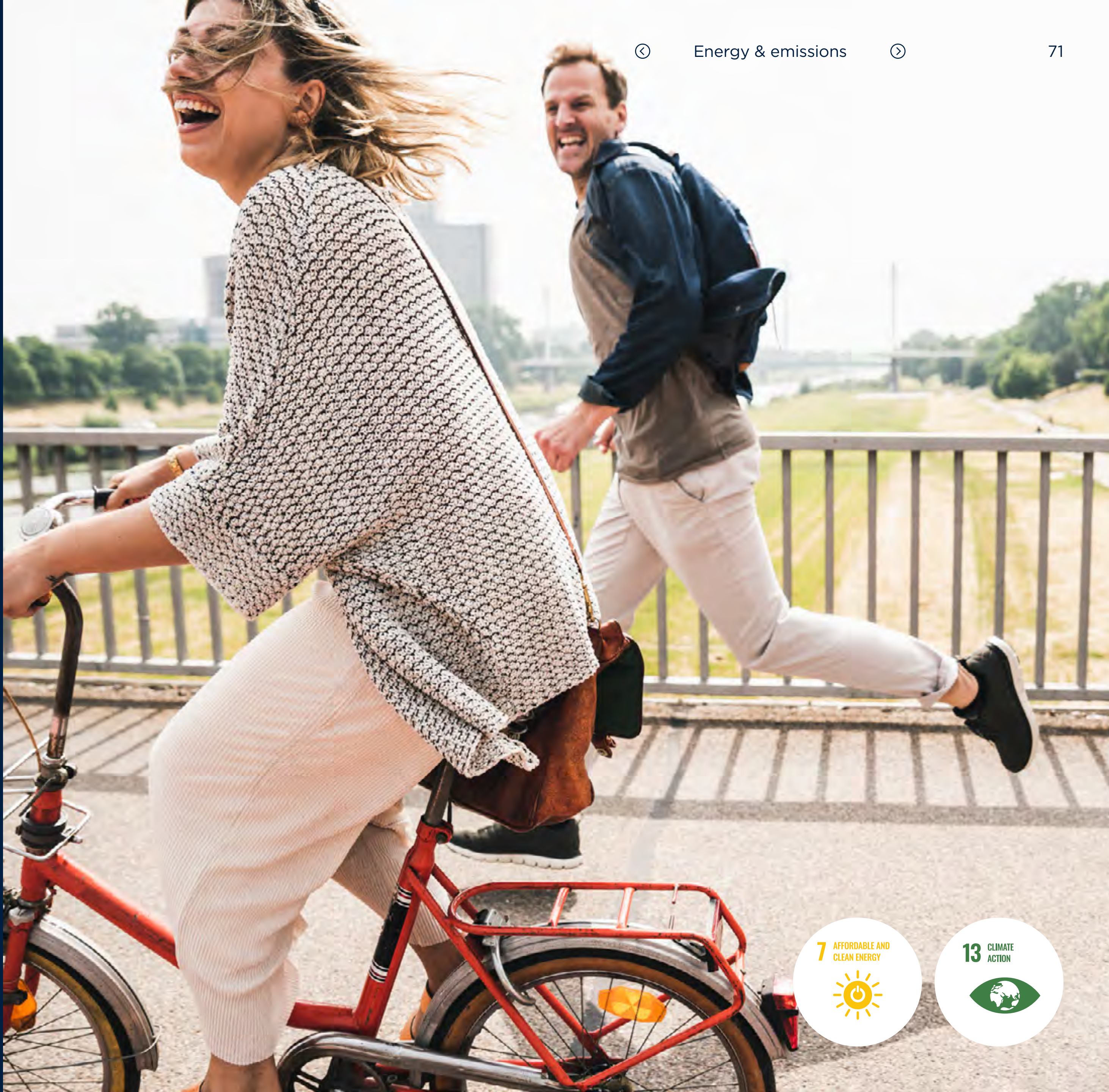


Following the ISO certification of our plant in Italy in October 2023, all production locations for our filter cartridges and water dispensers now meet the standards of ISO 9001 for quality management, ISO 14001 for environmental management and ISO 45001 for occupational health and safety. The locations in Germany and the UK also have BRC certification for food safety and, like our production site in China, have undergone a SMETA social audit. Audits are conducted in the areas of safety, health, environment and business ethics. Filltech GmbH, which fills CO<sub>2</sub> cartridges for sparkling water systems, is also certified to ISO 9001 and ISO 22000 for food safety. And in December 2024, BRITA VIVREAU was the first sales location to receive ISO 9001, 14001 and 45001 certifications. Irrespective of certifications and awards, standardised requirements for quality, occupational safety and environmental protection apply at all our locations.

Our measures in the areas of occupational health and safety and environmental protection are spearheaded by various departments and responsible parties. This includes the HSE team (Health, Safety & Environment) at our headquarters, Production, Building Management, as well as the Sustainability team and the HSE managers at the production sites. Our subsidiaries also make a valuable contribution through numerous different initiatives. Through regular internal and external audits, we ensure that we set the right priorities and continuously improve our environmental management. The large number of measures that we implement every year clearly demonstrates that environmental protection is firmly anchored in our corporate culture and that we are committed to a sustainable future.



# Reduce consumption, increase efficiency







The energy we need to operate our buildings and production facilities is recorded as part of our carbon emissions in Scope 1 and 2. That's why we are doing everything we can to continuously reduce this consumption. Energy management is the responsibility of the Group Real Estate department. This department also ensures that we comply with all legal requirements, such as regular energy audits in accordance with DIN 16247 at all relevant locations. Colleagues from Production and Industrial Engineering work closely with Group Real Estate to identify potential for improvement and initiate optimisation projects – both in ongoing operations and for new builds and renovations.

Over the past two years, we have finalised several important infrastructure projects that have helped to reduce our energy consumption, among other things. These include the move to the new BRITA Campus and the expansion of the photovoltaic system at our location in the UK. The new campus has various structural and technical features that contribute to significantly improved energy efficiency. These include natural rainwater cooling and a geothermal probe field. This means that less energy is required to keep buildings at

the right temperature. The wood-concrete hybrid construction of the campus also contributes to improving the carbon footprint of our building infrastructure.

In the area of direct energy consumption, the ongoing process of electrifying the vehicle fleet in particular had a positive impact. Our energy intensity, measured in kilowatt hours per € 1,000 of turnover, has also improved by 9.9% over the past two years to 50.7. In fact, we have achieved an improvement of 25% since the start of the 2020 strategy period.

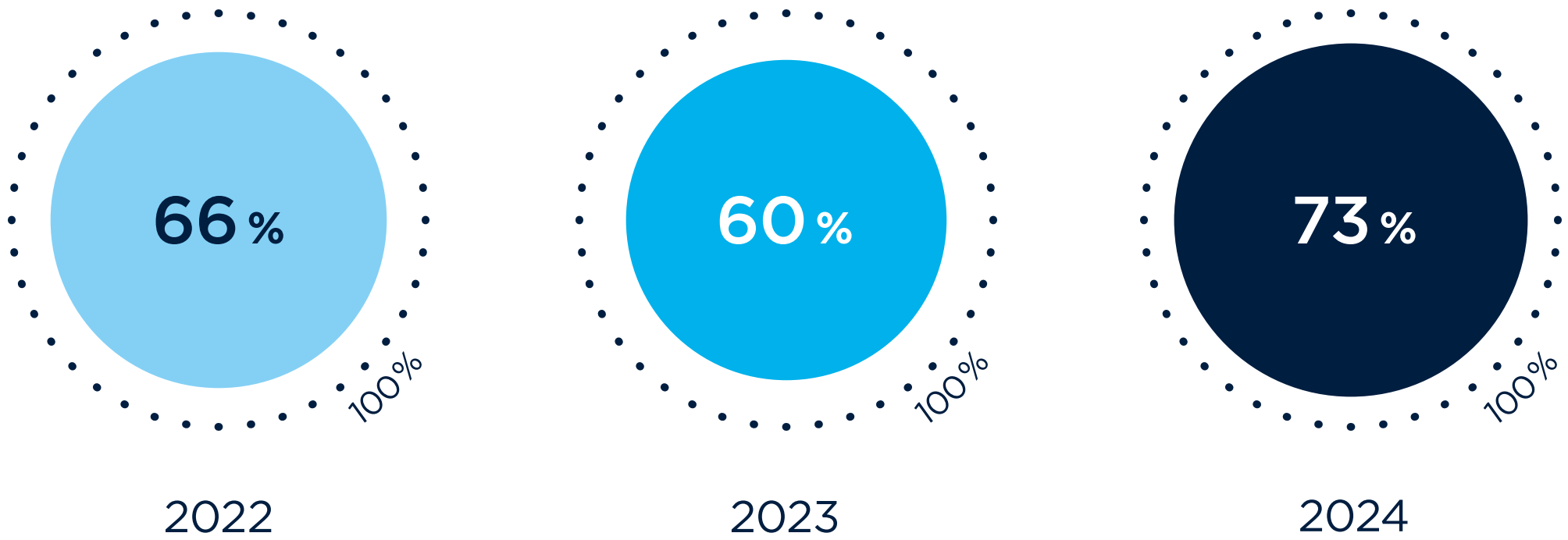
The BRITA Group's electricity consumption did increase slightly by 3.9% in the reporting period. However, the share of total electricity consumption originating from certified green electricity was 73% by the end of 2024 – an increase of 11.2% since 2022. It should also be noted that the consolidation of LARQ Inc. means that an additional location is now included in the calculation of Scope 2 emissions.



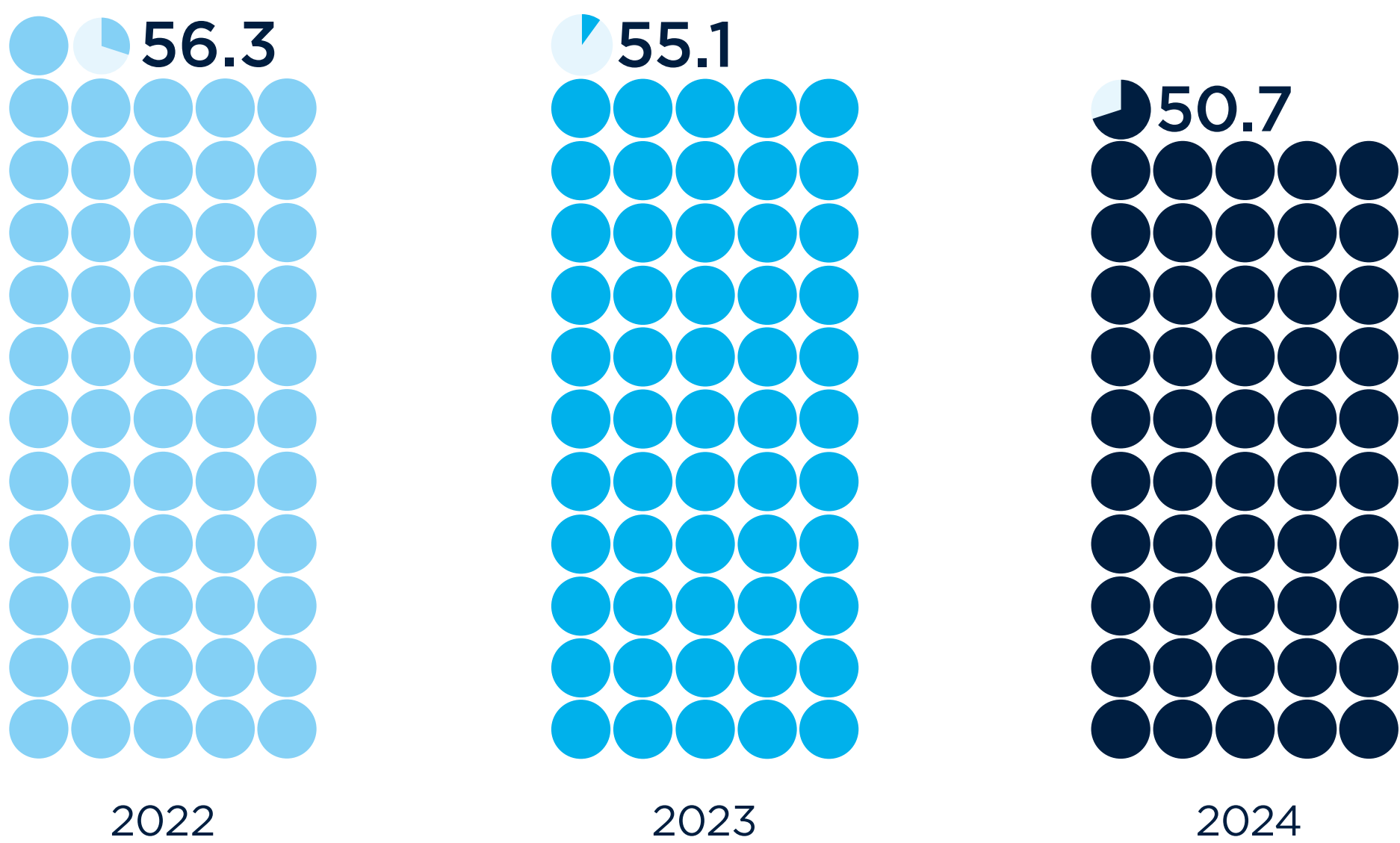
Energy consumption (in MWh)

	2022	2023	2024
Direct energy consumption	25.174	26.136	24.187
Fuels	15.274	14.001	14.217
Petrol / Diesel	9.497	12.118	9.970
Indirect energy consumption (electricity)	12.205	11.947	12.679
Total energy consumption	37.379	38.081	36.866

Share of green electricity in the BRITA Group’s total consumption



Energy intensity (in kWh/€1,000)





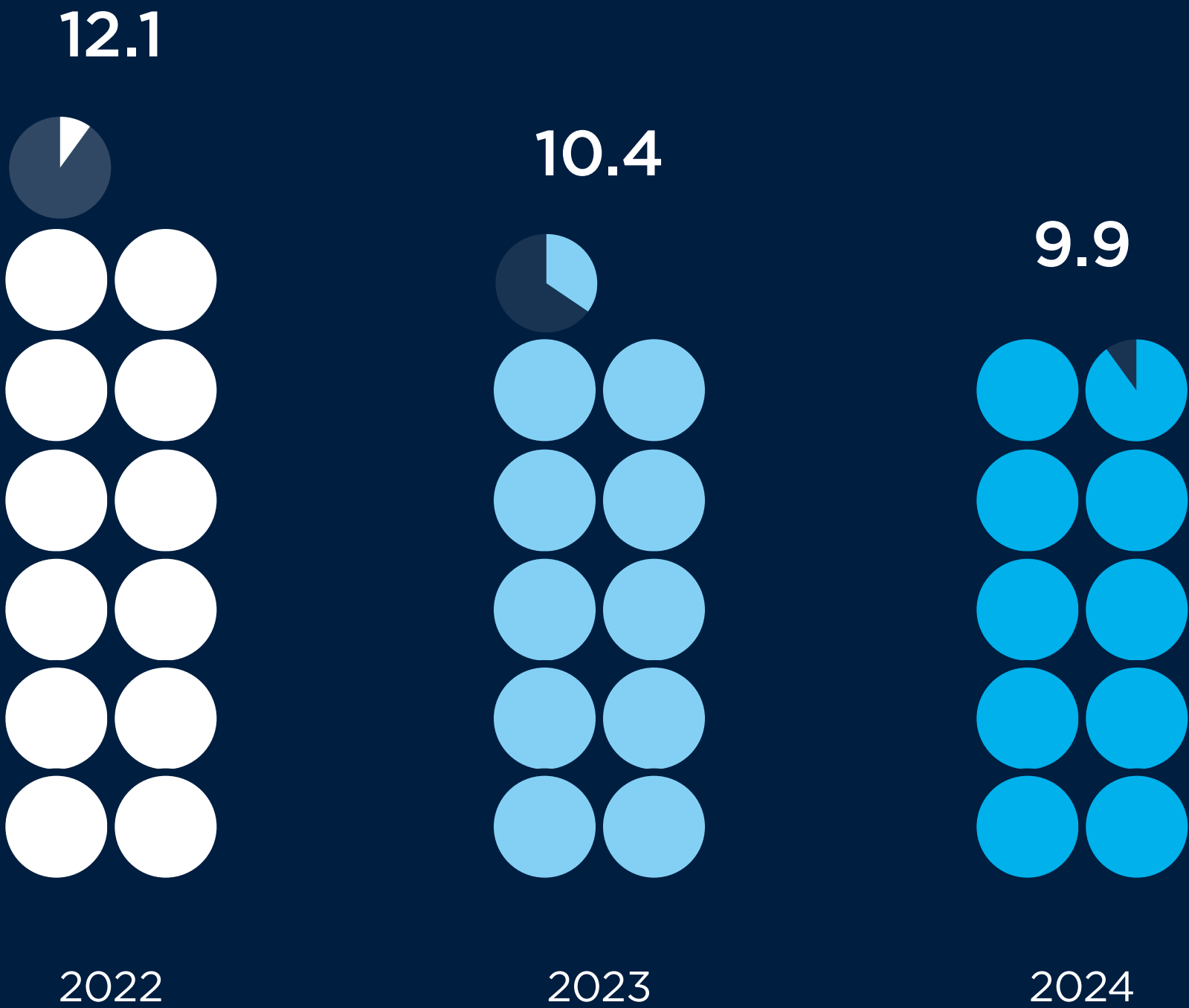
# Consistently reducing emissions

Since 2022, we have also made considerable progress in terms of reducing our emissions. For instance, we have been able to reduce direct (Scope 1) and indirect (Scope 2) emissions by more than 10% each to 5,337 tonnes and 1,882 tonnes respectively. At the same time, we reduced our emission intensity by 18% in the same period. Since 2020 we have even seen an improvement of almost 30%. These results show that the numerous measures we have initiated and implemented since the start of the strategy period are paying off. And that we succeed in separating our growth from our Scope 1 and 2 emissions.

We have been recording our Scope 1 and 2 emissions annually and in full since 2015. In 2024, for the first time,

we succeeded in achieving complete transparency regarding our Scope 3 emissions – the emissions generated along our supply chain. Accordingly, our calculated emissions from Scope 3 have risen sharply since 2022 due to the additional emission categories included (also calculated retrospectively for 2023). In 2024, Scope 3 totalled 159,946 tonnes, accounting for 95.7% of our total carbon footprint. The main sources of emissions in both reporting years were purchased materials and components (2023: 59.2%, 2024: 59.8%), the disposal and recycling of products sold (2023: 18.1%, 2024: 20.0%) and the use of products sold (2023: 8.3%, 2024: 7.0%).

Emission intensity Scope 1+2  
(in kg CO<sub>2</sub>/€1,000)





Greenhouse gas emissions (in t CO<sub>2</sub>)

	2022	2023	2024	Distribution 2024
Scope 1: direct emissions	5.940	5.323	5.337	3 %
Scope 2: indirect emissions	2.103	1.826	1.882	1 %
Total emissions Scope 1+2	8.043	7.149	7.219	4 %
Scope 3: other emissions	82.745	152.926	159.946	96 %
Total emissions	90.788*	160.074	167.165	100 %

\* Scope 3 not yet fully captured

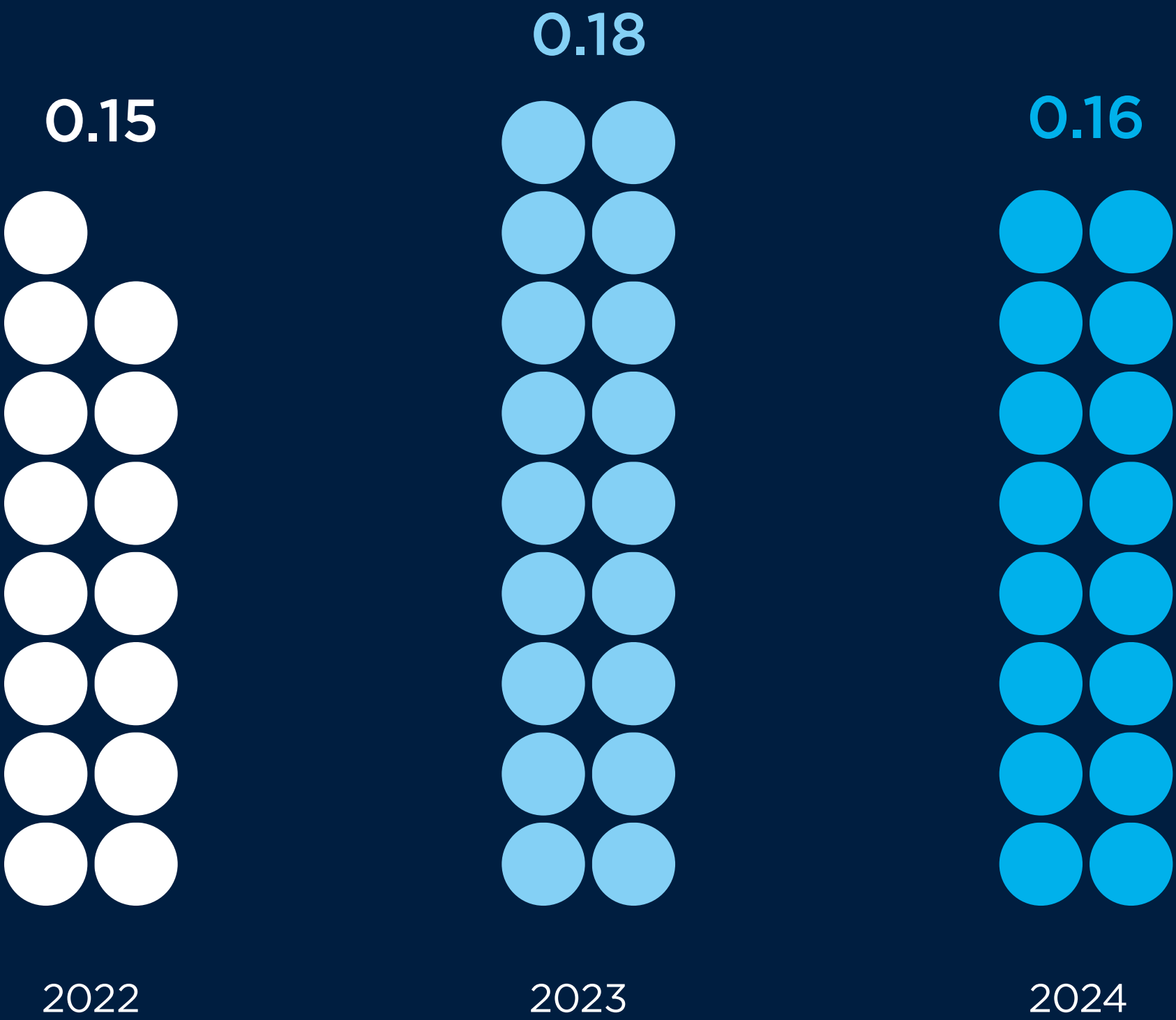


# Efficient, controlled, clean





Water intensity in m³/€1,000

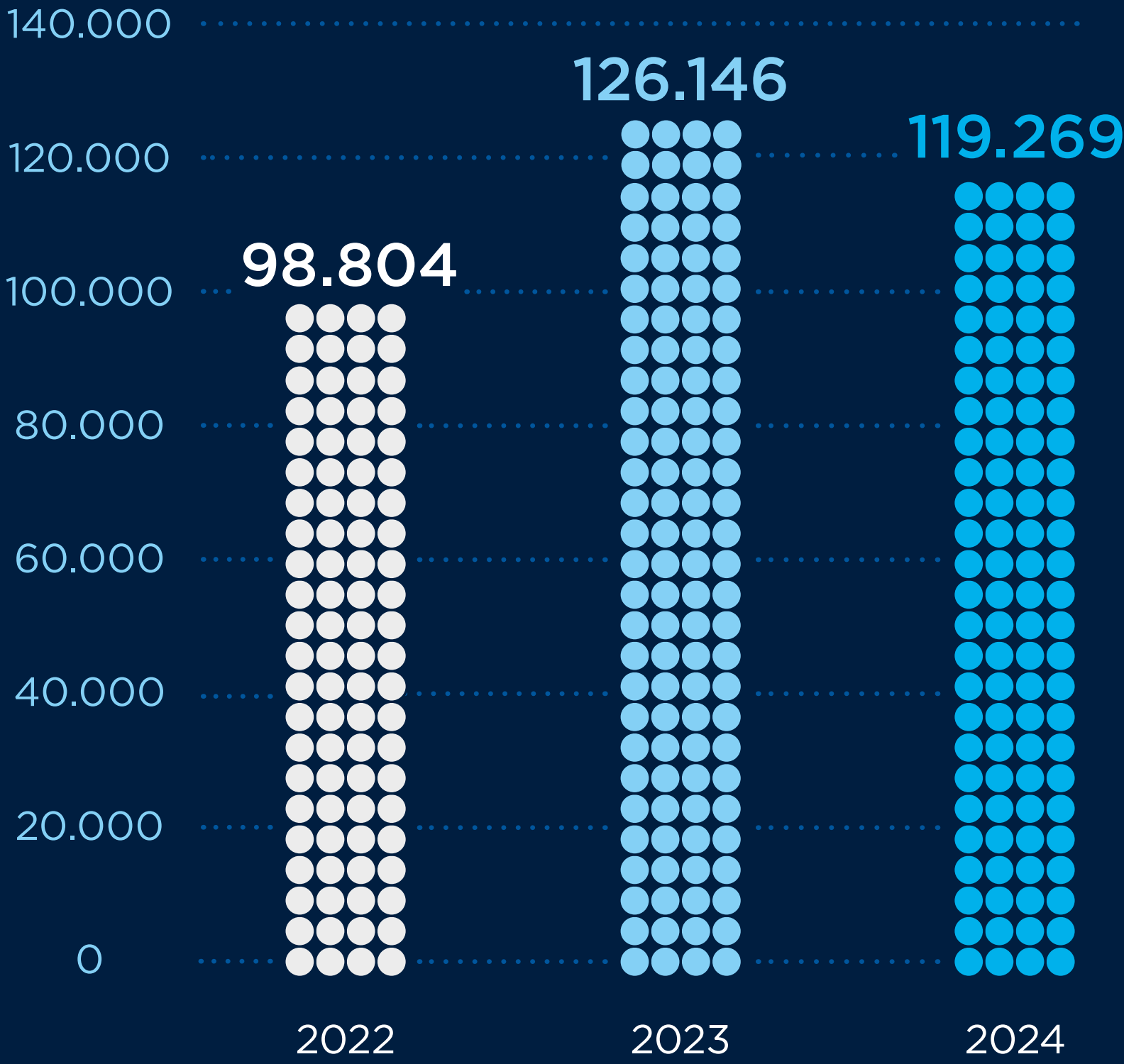


Across the BRITA Group, we consume the most water for the sterilisation of our filter cartridges, for the operation of our buildings and for the regeneration of the exhausted ion exchange resin in our recycling process in Taunusstein, Germany. We obtain the water required for this from the local drinking water supply. We are continuously working to reduce our water consumption, particularly in production and in the regeneration process. Where possible, we also rely on internal recirculation to reduce the amount of fresh water required.

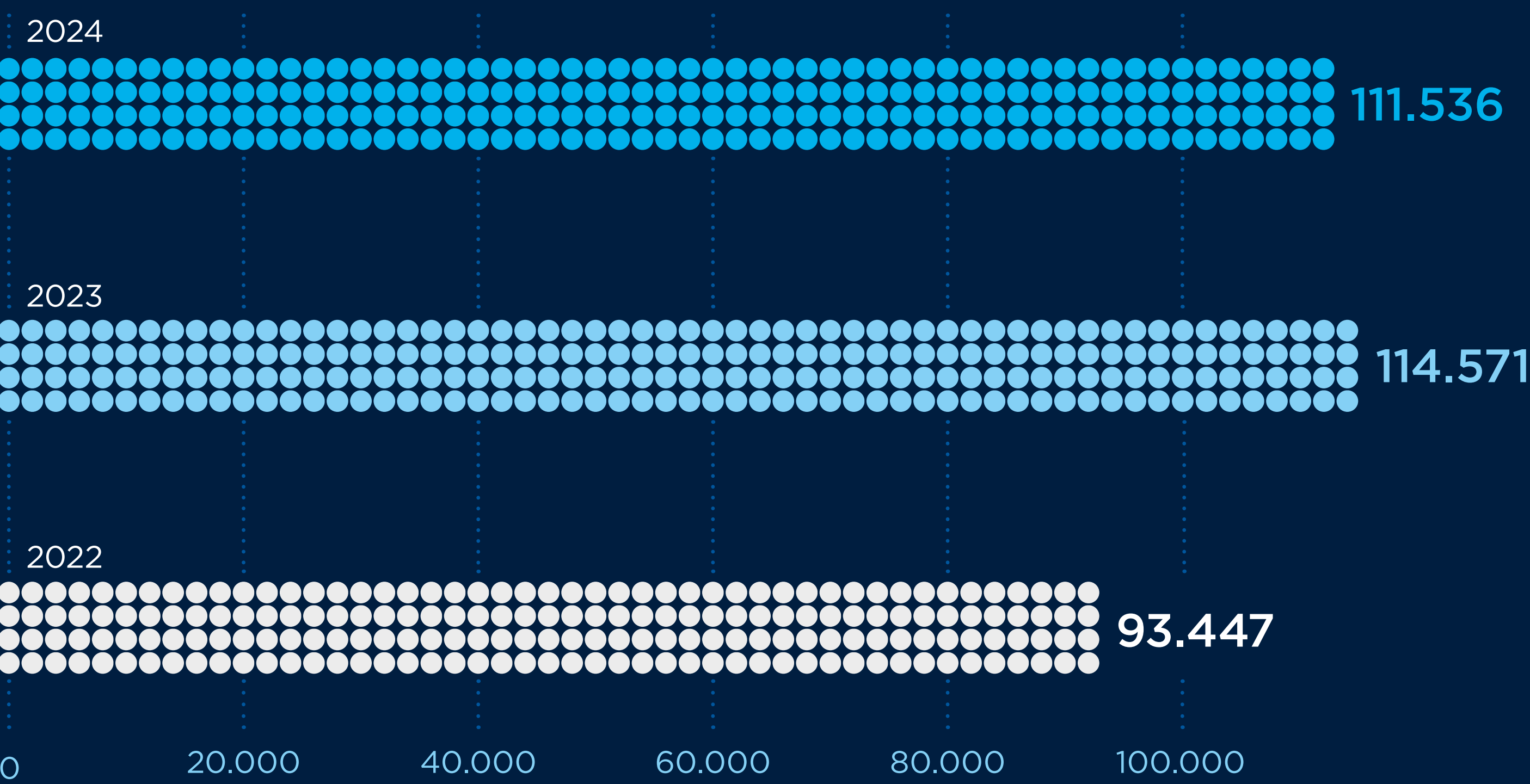
Water as a resource is of particular importance to us. That’s why we use an in-house treatment plant to ensure that only clean water is returned to the sewage system from the regeneration process for the exhausted ion exchange resin. We continuously monitor the limit levels and have them checked several times a year by external, independent test centres. To date, there have been no incidents in which a body of water has been contaminated. In 2024, a total of just over 111,000 m³ of water was channelled into the municipal wastewater treatment system.



Water consumption (in m³)



Wastewater fed into municipal wastewater treatment (in m³)







## Our waste figures

The amount of non-hazardous waste we produced in 2024 totalled 3,517 tonnes, a decrease of around 13% compared to 2022. Due to the relocation of several subsidiaries and the move to the new BRITA Campus, a large amount of bulky waste was generated as a one-off in 2024, which was booked under other waste. The fluctuation in other types of waste is due to regular fluctuations in production volumes and other activities. As in previous years, plastics, paper and cardboard as well as residual waste made up the largest proportion of our non-hazardous waste in the reporting period. Wood waste mainly arises from the disposal of non-repairable pallets and packaging material in the Dispenser segment.

The proportion of hazardous waste has remained consistently low at 2-2.5% over the past two years. By far the largest item of hazardous waste is electronic waste. It is mainly generated by the disposal of dispenser parts, but was also influenced by the disposal of old electrical appliances as part of our relocation in the reporting period.

At 68%, the majority of our total waste volumes were recycled in 2024. Our aim is to further increase this proportion and thus promote a successful circular economy. A further 31% was sent to incineration with energy recovery. Less than 1% of our global waste volume of 2024 was landfilled.



Non-hazardous waste (in t)

	2022	2023	2024
Plastics	557	798	850
Paper and cardboard	1,064	1,024	1,055
Residual waste*	1,927	1,137	1,121
Metals	96	45	28
Wood	384	371	353
Other waste**	30	36	111
Total non-hazardous waste	4,058	3,413	3,517

\*incl. kitchen and commercial waste  
\*\* incl. construction waste, batteries, glass and electronic waste

Hazardous waste (in t)

	2022	2023	2024
Electronic waste	43	62	65
Residual waste*	13	0	0
Septic tank sludge	13	19	15
Chemicals	7	3	4
Construction waste	4	0	0
Total hazardous waste	80	84	84
Total	4,138	3,497	3,601



# Employees in the spotlight







Our success as a company is not only based on innovative products and high-quality services. It is our employees who shape our corporate culture and drive us forward through their daily commitment, passion and ingenuity. Without them, BRITA would not be BRITA. We want to give something back: an inspiring and positive working environment with fair treatment across hierarchies.

An important part of our working atmosphere is employee representation. Since 1999, the German works council has represented employees at our headquarters in Taunusstein, at our production plant in Bad Camberg and at our central warehouse in Beselich. It is currently composed of 15 people. The collaboration between the works council, management and the Human Resources department has always been based on mutual respect, fairness and a culture of dialogue at eye level. Since our renaming in 2022, BRITA also has an SE works council. It does not have any co-determination rights, but is exclusively responsible for transnational issues, in particular the exchange of information. The SE works council is made up of nine representatives from the five largest European subsidiaries. In addition, there are additional local works councils at our locations in Italy and France.

Worldwide, we offer our employees fair salaries that are competitive on the local market. In addition, we offer a wide range of voluntary benefits, which vary by country but are tailored to local conditions and the needs of our employees. Our annual performance reviews are always objective and based on the specific requirements of each position.

The additional benefits offered include flexible working hours, generous remote working arrangements, comprehensive healthcare provisions and modern workplaces and equipment. In future, we want to take a more global view of our range of additional benefits and manage it more effectively.





At BRITA, we firmly believe in lifelong learning. That’s why the training and further development of our employees is particularly important to us. We offer various opportunities for professional and personal development, such as part-time studies or external training courses or internal training at the BRITA Academy, which we offer both online and in person. The topics cover a broad spectrum: from leadership skills and self-management to software, languages and personal development. In our Functional Academies we offer specific training courses in the areas of marketing, sales and reporting & analytics. Moreover, our diverse range of e-learning courses allows employees to deepen their knowledge of our product portfolio.

In 2017, we launched the BRITA Opportunities for Leadership Development (BOLD) programme. In this programme, we train promising employees to become our leaders of tomorrow. In the three-year modular programme, participants learn to take on leadership responsibilities through business-related projects, workshops and personal mentoring. And this method of promoting young talent has proven successful: We now fill almost two-thirds of all open management positions with internal talent.

We use a standardised process at all locations for the annual assessment and development of our employees. The SuccessFactors software introduced in 2020

contributes to the transparency and goal-directedness of the process. It offers employees the opportunity to conduct a comprehensive self-assessment and actively shape their professional development. In order to ensure that we are always aware of where we can develop and expand potential through further training, we conducted the first skill gap analyses as a pilot project in the field of digital marketing in 2024. Our goal is to systematically expand this approach and transfer it to other areas.



# Our team at a glance







Qualified and well-trained employees are the foundation of our long-term success. And as our company grows, so does our BRITA family. Between 2022 and 2024, the total number of employees rose by 7.6%. At the same time, the employee turnover rate fell from 15.2% to 10.4% over the same period.

On a global level, the distribution of employees remained virtually unchanged. In 2024, 8% of our employees worked in the APAC region, a decrease of one percentage point compared to the previous year. In the NOAM region, the proportion of employees remained constant at 3% over both years. In China, the proportion of employees rose slightly: While 6% of BRITA employees were working at our Chinese location in 2023, this figure rose to 7% in 2024. In both 2023 and 2024, the majority of our colleagues worked in the EMEA region, accounting for 82% of the total, particularly at our German production sites and headquarters in Taunusstein. Due to the important central functions located there, such as purchasing, research & development, IT and operations, the regional employment share also remains at a consistently high level overall.

Distribution of employees by region (in %)\*

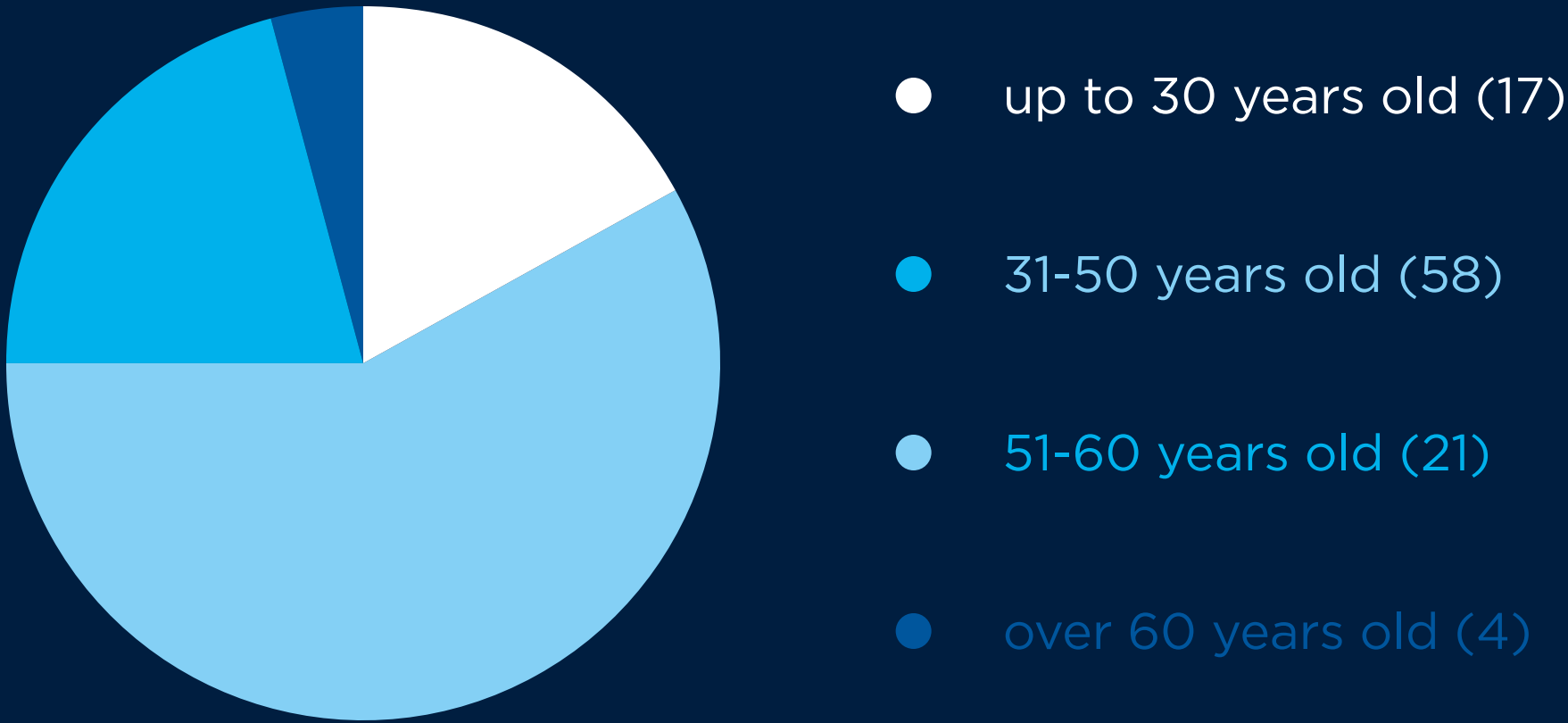
	2022	2023	2024
EMEA	83	82	82
APAC	8	9	8
China	7	6	7
NOAM	2	3	3

\* without LARQ



	Distribution of employees by gender (in %)*			Distribution of managers by gender (in %)*	
	2022	2023	2024	2023	2024
Female	38.4	39.6	39.9	38.6	38.3
Male	61.6	60.4	60.0	61.4	61.7
Other	n/a	n/a	0.1		

Age structure of employees in 2024 (in %)\*



\*without LARQ

Diversity is one of our core values and we firmly believe that our teams benefit from it. Our goal is to create an atmosphere throughout our company in which everyone feels equally valued and treated fairly and can develop their full potential. BRITA currently employs people from 66 different countries. In terms of the distribution of the workforce by gender, the proportion of female employees was 39.9% in 2024. Among managers, the share of women remained almost unchanged and stood at 38.3% at the end of the reporting period. 0.1% of the workforce identified as diverse. As we have only been recording this category since 2024, no data is available for previous years. In 2024, 17% of BRITA employees were aged 30 or younger. The majority of employees fall into the 31-50 age group. A further 21% of the workforce are between 51 and 60 years old, while 4 % are over 60 years of age.

We want to offer our employees long-term prospects at BRITA. For this reason, 87% of employees across the group are on permanent contracts. In 2023, the proportion of BRITA SE employees in Germany covered by collective bargaining agreements (tariffs) was 53%. In 2024 it was 52%. This means that the value remains consistently high. During the same period, 38% received a non-tariff salary. The proportion of working students remained constant at 7% in both reporting years. The remaining 2% in 2023 and 3% in 2024 of colleagues were in an apprenticeship programme covered by the collective bargaining agreement.



# Taking preventive action



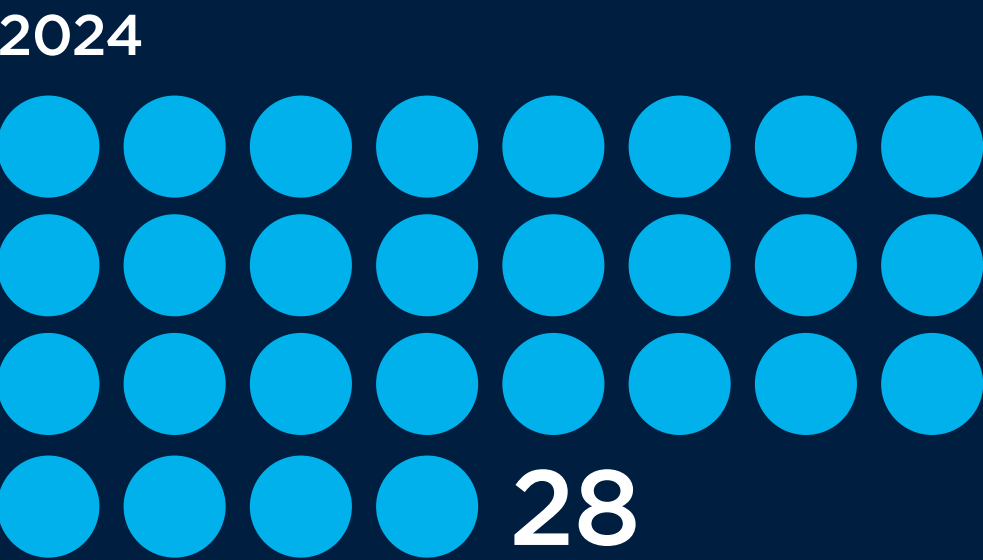
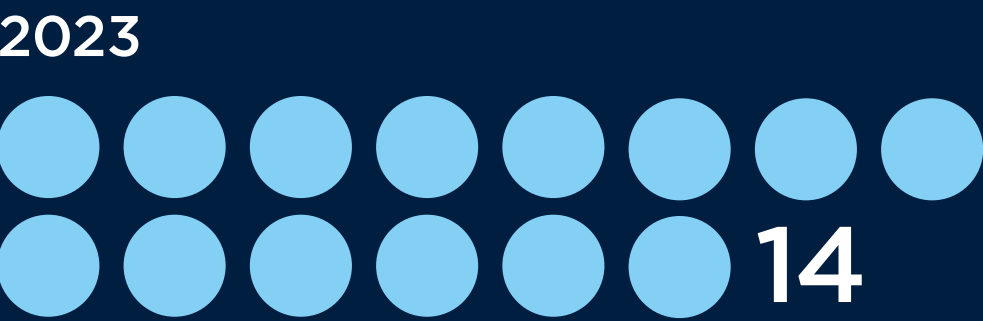


BRITA occupational safety is organised by the Health, Safety & Environment (HSE) department. They regularly inspect workplaces and monitor processes. The aim is to identify potential risks at an early stage and to take any necessary protective measures. The HSE team regularly reports to the Executive Board, advises on occupational health and safety issues and sets binding group-wide standards. In addition, all employees participate in annual training courses on occupational health and safety.

HSE’s work has been instrumental in keeping the number of workplace accidents and the accident rates at a consistently low level for many years. In 2024, there were 28 workplace accidents in the BRITA Group, resulting in a total of 343 days of absence. The resulting accident rate is 6.7 accidents per million working hours. As in previous years, carelessness is the main cause of accidents. There were no serious accidents or fatalities. Immediate measures were taken in response to all reported accidents and, where appropriate, additional protective measures were introduced in consultation with the responsible parties.

Overview of accidents at work

Number of accidents at work\*



Accident rate per 1 million working hours\*



\*Reportable accidents in the course of business activities that result in absences of ≥ 1 day; calculation basis: 1,840 hours per year per full-time employee; refers to BRITA SE, all production sites, BRITA Switzerland, BRITA Vivreau Germany and BRITA Vivreau UK.





## BRITA Vital: a holistic approach to health

We want to contribute to the physical and mental health of our employees. That is why, for several years now, we have been offering a wide range of free preventative healthcare measures and support services at our locations in Germany through the BRITA Vital Programme. This includes regular skin screenings, heart checks and vaccinations. We also offer a counselling hotline for all situations in life, as well as various sports activities and challenges. In addition, there is a newsletter that presents a new topic related to healthy and active living every month, as well as offers on nutrition, resilience and work-life balance.

We also want to promote the health of employees in our subsidiaries. For several years now, various initiatives and campaigns have been running at our locations around the world. Since 2023 these offers have also been carried out under the umbrella of BRITA Vital. In each country, a Vital Ambassador promotes health topics within their own organisation and coordinates the local health circle, which consists of volunteer employees. In addition, international coordination meetings are held at regular intervals to exchange experiences, share best practices and event ideas, and thus utilise synergies.





Christoph Petersen is Head of the BRITA Newsroom.

What drives him: Helping people understand what sustainability and diversity are really about – in a society in which the common foundations are increasingly being called into question.

**Christoph Petersen** – Managing Editor BRITA Newsroom

# „Sustainability is an attitude towards everything that is vulnerable.“

## I’m in my element when ...

... sustainability can be narrated in all its complexity. I have a background in journalism and studied political science and sociology. And perhaps that’s why I’m particularly perceptive when it comes to simple truths. Because they are often not simple – and not true either.

In the BRITA Newsroom, we work on strengthening our company’s communication – by thinking in terms of topics. Because complex relationships such as “water – microplastics – circular economy” cannot be broken down into claims or slogans. Rather, they deserve to be communicated in detail. With respect for the complexity. And with a clear stance.

## What I want to achieve ...

I see sustainability not just as an environmental concept, but as a mindset towards everything that is vulnerable – nature, society, people. That’s why I’m also interested in social issues. At BRITA, I helped shape a BOLD project that promotes diversity within the company and co-wrote the Tone of Voice Guideline – with the aim of making language more inclusive.

I’m convinced that if you want to take diversity seriously, you have to make it visible. And if you take sustainability seriously, you can’t reduce it to environmental issues. Things are rarely simple. But that doesn’t make them any less important. We shouldn’t dismiss them as being “too difficult”.

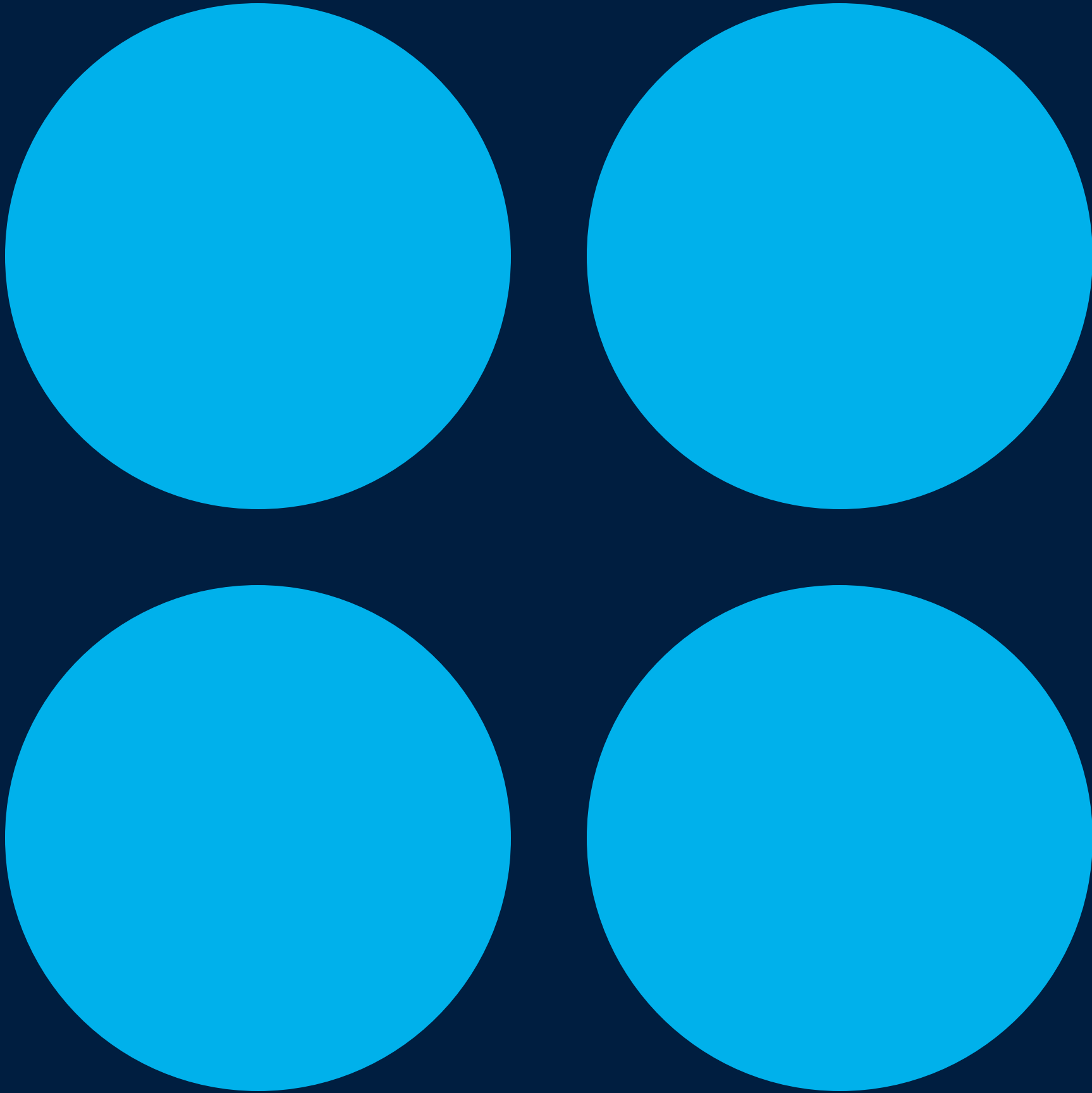
## What I would like to share ...

I know that social progress is not a given – it is something that has to be fought for and defended. Especially at a time when rights that have been won are being called into question again. Diversity is not a trendy topic for me. It is a question of respect. Of belonging. And of justice.

What would I like to pass on? In my job, perhaps this: communication can do more than simply convey information. It can show conviction. It can endure difference. And it can help shape a world in which more people are heard – and fewer are excluded.



# Social impact





# Combating water scarcity with creativity

## World Water Day: Tackling Water Scarcity

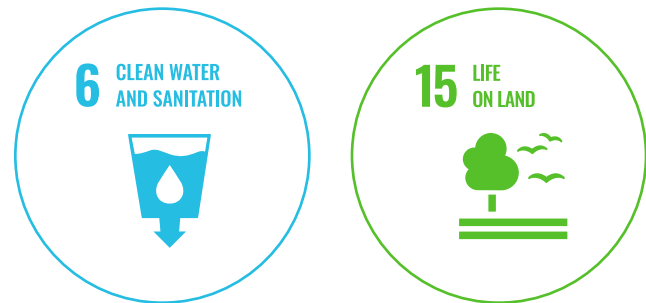
What if no water came out of the tap anymore? This was precisely the scenario that was about to become reality in Cape Town in 2018. The South African metropolis was on the verge of “Day Zero” – the day when the city’s water supply would completely collapse. Only through the determined, collective action of the population was this crisis averted.

This is just one of twelve moving stories recorded by BRITA for World Water Day on March 22, 2024, as part of Worldwide Water Stories. With this initiative,

we want to highlight the commitment of people, innovators, and organisations who are tackling the global water crisis with creative solutions. Since its introduction in 1993, World Water Day has been drawing attention to the fact that billions of people worldwide have no access to clean drinking water and sanitation. The protection of water and the sustainable use of this vital resource are matters close to our hearts. That is why we want to raise awareness and inspire others to join us in our efforts to ensure safe access to drinking water for all by supporting World Water Day.

The Worldwide Water Stories are about people who have overcome water scarcity or who are deeply committed to promoting access to drinking water. They offer new perspectives, strengthen our understanding of the global challenge, and invite us to become part of a collective, peace-promoting change.

Below, we present three of these stories. The full videos and all other Worldwide Water Stories can be found on the [website](#) – it’s well worth a visit!





## A story about the dream of a strawberry field in Kenya



Eric Bosire, a visionary from Kenya, grew up in an agricultural community that suffered from extreme weather conditions. Floods and long periods of drought made sustainable land management almost impossible – usually only one harvest per year was possible. Driven by a desire to make a difference, Eric developed an effective solution: a system that stores rainwater and uses solar energy to make it usable for drip irrigation. This makes it possible to irrigate fields even during dry seasons – and even to grow strawberries where there was previously only desert. This system promotes the independence of local farmers and makes them more resilient. Inspired by Eric's commitment, BRITA supported this project in 2023 with a donation of €15,000. The donation will go towards helping farmers in Kenya use water efficiently, secure their sources of income, and build long-term prospects.





# When a city runs out of water – dealing with an impending disaster in Cape Town

Cape Town is surrounded by water, yet affected by extreme water scarcity. In 2018, the metropolis was on the brink of “Day Zero” – the day when the city’s water supply was to be completely shut down. Water activist Helen Moffett witnessed first-hand how people had to queue for hours at water points under police and military supervision. Only through the determined effort of the population was the crisis averted at that time. But for Helen, it was clear that this was not an isolated incident. Climate change, population growth, and outdated infrastructure pose major challenges. Since then, Helen has been fully committed to the conservation of water resources. What began as a simple blog with everyday tips for saving water quickly developed into a highly respected movement. Her practical tips went viral and eventually led to the publication of a book. Helen’s goal: to sensitise people to the responsible use of water before similar crises occur again.







## Water from the mist – a forest as a source of water in the Canary Islands

Saúl Oliva Cabrera has a clear vision: to create a forest that can sustain itself and its surroundings with water. His solution: fog collectors that capture moisture from the air and make it usable. In the Canary Islands, where natural water sources are increasingly drying up and many forests have already disappeared, Saúl is using this technology to lay the foundation for large-scale reforestation. The fog water collectors are used to irrigate young trees. The aim is to create a self-sustaining forest in around 40 years that will strengthen the local water system. The application is simple and versatile: even remote communities and farms can benefit from

this innovative and easily accessible technology. By now, Saúl is sharing his experiences internationally, contributing to a global solution to water scarcity.

### Looking ahead

Our commitment to sustainable water management and our initiatives to raise awareness are not one-off activities. In the coming years, we want to further develop the Worldwide Water Stories, tell new stories, and support additional projects. At the same time, we will launch further initiatives pertaining to water conservation and do our best to live up to the BRITA Identity.







# With heart and hands for the environment

Our subsidiaries in Asia have also implemented numerous sustainability initiatives over the past two years. The goal was not only to give back to nature and society but also to raise environmental awareness among employees. These initiatives exemplify how each individual can contribute to a better world through local action – in line with our shared BRITA sustainability vision.

## Together for clean beaches and lakes

In China, beach clean-ups have long been a staple of our sustainability efforts. At the end of 2024, 16 BRITA employees once again gathered at Sanjia Port in Shanghai to clean the beach together with volunteers from the Heqing community in Pudong. Supported by a local environmental initiative, they collected and properly disposed of a total of 248 kilogrammes of marine waste – including plastic bottles, glass bottles and even an old freezer.

The BRITA Hong Kong team also showed great commitment to clean coastlines. During an annual beach clean-up in Shui Hau, organised in cooperation with the charitable environmental protection organisation The Green Earth, participants – including BRITA Group CFO Stefan Jonitz – collected an impressive 135 kilogrammes of waste.

To mark World Water Day in March 2024, BRITA India launched an environmental project to protect Tarahunise Lake in Bangalore, in collaboration with the non-profit organisation The Anonymous Indian Charitable Trust. The initiative combined local mobilisation, employee involvement, and an accompanying online campaign to raise public awareness. A central element of the project was the installation of small floating islands or plant rafts. These provide habitats for animals, naturally filter the water, and support the lake’s ecological balance. With this project, BRITA India is actively supporting improved water quality as well as the well-being and health of the local community.





Planting trees for climate, water and biodiversity

Forests play a key role in combating climate change and preserving biodiversity. As part of the collaboration with The Green Earth, BRITA Hong Kong participated in a tree-planting activity that not only made a valuable environmental contribution but also gave participants the opportunity to reconnect with nature.



Since 2007, BRITA Japan has been involved in reforestation through the Mt. Fuji Forest Restoration Project. Because caring for mountains and forests means protecting water and life. In collaboration with the non-profit organisation Donguri and the local population, biodiverse forests and clean water are being created for future generations – in line with the BRITA vision. In 2024, 28 participants planted around 150 saplings of beech, mizunara oak, and magnolia. Despite the physical effort, the event was marked by a strong sense of purpose and community. Especially touching: some of the trees planted in previous years have now grown into impressive specimens.

Demonstrating social responsibility

BRITA Hong Kong also shows commitment to social unity: during a “Kindness Walk,” employees distributed care packages to homeless individuals – an initiative that not only helped those in need but also brought great joy to the helpers. A joint event with the organisation Food Angel is also planned, where healthy meals will be prepared for people in need using surplus and donated food. With this, BRITA Hong Kong is setting a strong example of social responsibility and against food waste.







## Water connects

Since February 2024, BRITA Germany has been cooperating with the non-profit organisation Viva con Agua, which is committed to the vision of water for all and works globally to ensure access to clean drinking water. For us, this collaboration is a natural extension of our own vision: to change the way people drink water sustainably. After all, water is at the heart of both Viva con Agua's and our own work.

As part of this cooperation, companies, public institutions, hotels, and restaurants can rent BRITA water dispensers in the Viva con Agua edition. For each rented dispenser, €30 per month are donated to Viva con Agua. These funds are used, for example, to build wells in water-scarce regions. In addition to the dispenser, the Wave glass bottle is also available in the Viva con Agua design. Both products help raise awareness

among consumers of the importance of access to clean drinking water and the valuable work of the organisation.

With this partnership we make a tangible contribution to Sustainable Development Goal (SDG) No. 6: Clean Water and Sanitation – a goal to which BRITA is clearly committed. Because even today, many people around the world still lack access to safe drinking water. The long-term partnership with Viva con Agua has just begun. Exciting joint projects and initiatives are already in the works – for example, we want to provide sustainable water stations at large events while also highlighting access to water as a human right.



# Alcohol-free partying with the Sober Girl Society

In collaboration with the Sober Girl Society, the world’s largest community for women who live alcohol-free or are considering to do so, BRITA UK hosted the “Festive Sober Sweat” event in December 2024. During the Christmas-themed dance session, participants learned various choreographies. Between dance sets, filtered water from their

BRITA bottles provided some well-deserved refreshment.

The goal of the event: fun, movement, and community – all without alcohol. Following this successful debut, we look forward to continuing our partnership with the Sober Girl Society in 2025 – with more parties and events to come.





# Helping where we are at home



## Medical care for all: supporting the Malteser initiative in Wiesbaden

At BRITA, social engagement means taking responsibility on a global level. But we also actively support the community in our immediate surroundings. As a family-owned company with strong regional roots, the well-being of local communities is especially close to our hearts.

In 2024, for example, we supported the initiative of Malteser Wiesbaden, which established a medical centre for people without health insurance on the grounds of the Helios Dr. Horst Schmidt Kliniken, the largest hospital in Wiesbaden. The aim of the medical

centre is to provide access to medical care for those who cannot afford regular treatment – regardless of their background or income. Patients are treated by volunteer medical professionals.

To make this important work possible, BRITA financed urgently needed medical equipment, such as an ultrasound device. This allows basic examinations to be carried out directly on site. With this support, we want to demonstrate that we understand our responsibility and help ensure that all members of society have equal access to healthcare.



## Christmas donation 2024: fulfilling wishes and creating shared experiences

During the 2024 Christmas season, BRITA launched a special charity appeal: our employees collected donations to bring joy to the children supported by the Juvente Foundation. Thanks to the generous contributions, we were able not only to fulfill the individual Christmas wishes of the 17 children, but

also to facilitate a number of shared outings – such as trips to a climbing park, a trampoline hall and a laser tag arena. The children received their gifts with great excitement and joy. A beautiful example of how small gestures can make a big difference – especially during the holidays.



# Match point for sustainability – BRITA brings fresh water to the tennis court

As a provider of sustainable drinking water solutions, we want to be present in sports, where hydration plays a crucial role, and promote the consumption of filtered tap water instead of bottled water. Therefore, we have entered into partnerships with various sports clubs and organisations over the past few years. Our water dispensers are already in use at FC Chelsea, Arsenal London, and Tottenham Hotspurs, among others. In the past two years, we have placed a particular emphasis on tennis, actively supporting the sport in becoming more sustainable. In Spain, BRITA Iberia has been the official sustainability partner of the prestigious Conde de Godó Tournament in Barcelona, one of the most significant ATP 500 tournaments, since 2024. In addition to athletic excellence, the tournament also sets a strong example of social and environmental commitment, making it a true pioneer in this field. As part of the partnership, BRITA ensures the sustainable water supply across the entire venue through the use of our water dispensers, serving

more than 100,000 visitors, all staff and tennis professionals. Our initial goal is to save 15,000 water bottles per event. Additionally, we plan further initiatives to support the tournament's tennis foundation and raise awareness for sustainable water consumption.

Also since 2024, BRITA UK has been the official water partner of the Lawn Tennis Association (LTA). The goal of this cooperation is to significantly reduce the use of bottled water at LTA tennis tournaments. At the first joint event in 2024, our water dispensers were installed both on the courts and in the visitor area, avoiding nearly 220,000 bottles. In addition, through our partnership with the LTA we aim to raise awareness of healthy drinking habits within the tennis community. Be it players, coaches, staff, or fans – by providing easy access to fresh, filtered water, we make a valuable contribution to the well-being of everyone involved.





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