



## Company Profile

Headquarters: Ostheim/Rhön, Germany  
Major products: Non-alcoholic refreshment beverages  
Further information: [www.bionade.de](http://www.bionade.de)

Ever since its origins in the 1980s, when the product BIONADE was invented, the company has embodied sustainable thinking and acting. BIONADE's roots are in the region and its headquarters is in the heart of the Rhön Biosphere Reserve in Germany. With a non-alcoholic refreshment drink, which is purely organically produced through fermentation and is of organic quality in accordance with the EU Eco-regulation, the company is aiming for a pioneering role in the refreshment beverage industry. On its path to international expansion, BIONADE also sees itself as an inspiration for other regions.

## Challenges and How BIONADE Takes Responsibility

As a producer of ecologically sound refreshment drinks using natural organic raw materials, BIONADE is aware of the importance of maintaining and protecting biological diversity so that mankind can continue to live in an intact environment. Furthermore, biodiversity is crucial to the core business of the company to be able to use raw materials of high ecological quality in the longterm. Thus, the company takes responsibility for its actions and is taking steps to factor biodiversity into its business transactions. One step in helping BIONADE achieve its goals has been to sign the Leadership Declaration of the 'Biodiversity in Good Company' Initiative. As part of a continuous development process, the company has made and will continue to make improvements in this area. Current progress has yielded an environmental management system that has been successfully implemented, and with the help of experts and various studies conducted at BIONADE, a consistent biodiversity management system is being developed. It covers areas of activity in organisation, supply chain management and personnel. In addition, best practices examples from BIONADE reflect that sustainable development in terms of the Leadership Declaration is truly embodied at BIONADE.



## Fields of Action

- Sites and facilities
- Supply chains, commodities and materials
- Product
- Production and manufacturing processes
- Transport and logistics
- Personnel



## Best Practice: BIONADE. We Plant Drinking Water.

### The Issue

Drinking water is BIONADE's most important resource, however it is in shorter and shorter supply throughout the world. As BIONADE uses water for its products, the company aims to counteract this development on a long-term basis by regenerating the drinking water it uses for its refreshment beverages.

### The Response

Therefore, with the project "BIONADE. We plant drinking water" BIONADE, in conjunction with the "Trinkwasserwald e.V." association, has transformed existing monoculture coniferous forests into natural deciduous forests, so-called "Drinking Water Forests". Based on a scientifically proven procedure, local deciduous trees have been planted in different areas of Germany. The water quality of deciduous

forests is considerably better than that of coniferous forests. They can generate an additional 800,000 liters of clean groundwater more than existing coniferous monoculture forests per hectare per year. This development is permanent. BIONADE is also able to create greater public awareness for environmental subjects among young people by having school classes participate in the planting events.

### The Results

An area totaling 62.5 hectares has been transformed into "Drinking Water Forests" within the last four years already. This means that through several planting areas in Germany the amount of drinking water needed to fill the BIONADE refreshment beverage bottles has been compensated for.