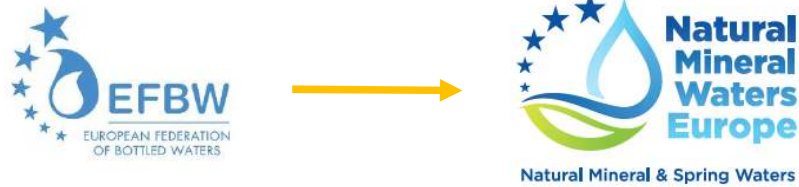


A new name for EFBW – Q&A



Why does EFBW need a new name?

- The name EFBW was chosen nearly 20 years ago. It no longer adequately reflects who we (our members) really are and what we do.
- Our members produce high-quality natural products, which should be reflected in the name. We should be defined by the water we deliver, not by our packaging.
- We are increasingly working on environmental issues and highlighting the natural component of our product, which should be reflected in our name.

What do you hope to achieve?

- We want to achieve a higher profile for EFBW/NMWE in Brussels and a visible clearer connection between our name, our product and what we do.
- We want to be identified as a sector producing natural, healthy, and sustainable products rather than as producers of plastic bottles.
- The rebranding will make it easier for decisions-makers and stakeholders to find us and to assure that we are included in policy debates relevant to us.

What will change?

- The focus of EFBW/NMWE's work will remain unchanged: we will continue to represent all three categories of packaged waters marketed in the EU (natural mineral waters, spring waters and drinking water – to a much lesser extent).
- Our actions will continue to focus on quality, sustainability, and health.
- Besides the new name and new logo, the secretariat will receive new e-mail addresses as of 15th of February (example@nmwe.org) and there will be a new Website focusing on our main policy areas (early March).

Will 'spring waters' still be represented by EFBW/NMWE?

- Of course! EFBW/NMWE stays fully committed to represent natural mineral AND spring waters alike. This is also reflected in the logo and in our daily communications.

Has the name EFBW been misleading in the past?

- The political context in which we operate has evolved a lot since EFBW's foundation. Twenty years ago, packaging was not challenged as it is today and there was probably a better understanding of what natural mineral waters stood for. Now, we need to focus more on our product and educating on the credentials of our product.

- The focus of the work has evolved and diversified with an increased focus on sustainability issues. The time is right to change our name now, e.g., the EU Farm2Fork strategy will give many opportunities for our sector to contribute with best practices and endorse new ambitions. The new name will connect us much more to topics like 'sustainable food systems', 'healthy diets', 'biodiversity', etc.

What can members do to support this name change?

- Please take note of the new e-mail addresses as of 15th February and adapt accordingly.
- If we are linked on your Website, please change the link and logo by beginning of March (toolkit to be provided shortly).
- Support us on Social Media as of early March, when we launch a small campaign to promote our new name and website - share, like, comment!
- Please inform your members and all stakeholders that have contact with EFBW/NMWE. We will provide you with a template letter shortly.
- Feel free to promote the new name in your newsletters and other publications.