

B Corp Certification



EarthH₂O has become a B Corp! This means so much to us.

Not only are we proud to be the first B Corp certified bottled water company but now we can show how we are working to be a positive social and environmental impact.

In the next few weeks we'll be talking about being a Certified B Corp and what it means to the products we produce and the environment in which we live. We will do our best to bring this topic closer to the general public through all social media channels, in partnership with The Marketing Heaven.

EarthH₂O became a Certified B Corporation in 2015. B Corps are a new type of company that uses the power of business to solve social and environmental problems. B Corp certification is to business what Fair Trade certification is to coffee or USDA Organic certification is to milk.

EarthH₂O was certified by the non-profit B Lab to meet rigorous standards of social and environmental performance, accountability, and transparency. We've evaluated how our practices impact our employees, our community, the environment, and our customers.

Today, there are over 1,300 Certified B Corps around the globe, including Patagonia, Paintx Services LLC, New Belgium Brewing, and Ben & Jerry's. We are proud to join them in redefining success in business, so that one day everyone uses business as a force for good. To learn more about our certification, check out our B Corp profile page.

renü Plastic reducing Green House Gas Emissions

Landfill Reduction Impact: So far this year 2015 Earth20 has been able to divert 33.4 tons of PET plastic away from the landfill to be utilized again. This means that we saved 1,088 million British Thermal Units (MBTU's) of greenhouse gas (GHG) emissions. By diverting PET into the recycling stream and further providing a sustainable supply for plastics made from recycled content, there are considerable greenhouse gas emission savings to landfill space. The EPA estimates a a savings of 32.6 MBTU's of greenhouse gas emissions per ton of material recycled versus landfill disposal (US EPA, 2013).