



## **B Lab Statement on GenerationHope Inc.'s B Corp Certification**

B Lab's independent Standards Advisory Council has rendered the following decision and guidance regarding eligibility for B Corp Certification for bottled water companies:

*“Bottled water companies are eligible for B Corp Certification with additional review by the Standards Advisory Council and, at minimum, incremental disclosure on their public B Corp profile regarding material sensitive issues in the industry.”*

GenerationHope Inc. is required to disclose a summary of its practices in the areas of Sustainable Usage, Water Access, and Waste as a part of its B Corp Certification. For more information on the review process, please refer to B Lab's statement on the bottled water industry and B Corp Certification [here](#).

### **Summary of Company**

GenerationHope, Inc. (GHI) is a Philippines-based company that sells bottled water. The proceeds from the sale of its bottled water products are used to build public schools in the Philippines. To date, GenerationHope Inc. has helped build 144 classrooms in the Philippines through water sales, co-branding efforts, and marketing initiatives.

GenerationHope manufactures a portion of its bottled water products, and for the rest, it employs two third parties to manufacture, who ensure water quality and compliance with government-mandated sustainability laws.

GenerationHope Inc. sells the following brands of bottled water products:

- HOPE in a Bottle (HIB)
- HOPE in a Box (HIX)
- (Not) Just Tubig and other customised labels

### **GenerationHope Inc. Practices**

#### Water Access

Manila Water Company implements an average basic charge of 47.10 Philippine pesos per cubic meter, exclusive of foreign currency differential adjustments, which vary per quarter. The applicable rate for GHI's supplier, Lakeside Food and Beverages, is 1.98 Philippine pesos (VAT exclusive) per 500ml bottle and 2.10 Philippine pesos (VAT exclusive) per litre bottle.



Manila Water Company provides water treatment, water distribution, sewerage and sanitation services in the eastern side of Metro Manila. Their water is sourced through Manila Water's East Zone Concession, which in turn gets its raw water from three reservoirs in Bulacan. As reservoirs are surface water, there is no extraction from the water table.

CPAVI owns the property within which its three deep wells are located, which are permitted by the government. They do not pay a volume-based fee for the extraction of water from these wells.

GHI owns the land, building, and equipment of its plant in Laguna, Philippines. GHI does not pay a volume-based fee for extracting water from the spring on its property. As of date, it is deemed compliant with all applicable permits and taxation requirements, including a national Environmental Compliance Certificate, and an FDA License to Operate as a Bottled Water Manufacturer.

In terms of efforts towards collective action, GHI and CPAVI intend to share their hydrogeological data with local stakeholders, particularly the local authorities tasked under the law to regulate water use (the local water districts, the National Water Resources Board, the Laguna Lake Development Authority, and the Department of Environment and Natural Resources), as well as non-government organizations who have programs tackling water access and sustainability (e.g., WWF). GHI's and CPAVI's plant management team proactively coordinate with the mentioned stakeholders and offer their hydrogeological data (when ready) to assist in and encourage research activities aimed at creating a better understanding of the watershed conditions. These efforts are beyond the legal compliance expected from both companies.

The company and its suppliers are not engaged in lobbying or policy advocacy to weaken water prices or water access regulations. No stakeholder concerns have been raised about the company or their suppliers' water extraction.

#### Sustainable Usage

GHI also holds an FDA License to Operate as a Trader, which allows it to engage third parties to manufacture some of its bottled water products. Said third parties ensure the maintenance of water quality and adherence to their processes to government-mandated sustainability laws.

GenerationHope Inc.'s bottled water products are produced by themselves and contract manufacturers Lakeside Food and Beverages and CPAVI.



**Lakeside Food & Beverage** sources its water from a deep well that undergoes an annual review under the Philippine National Standards for Drinking Water, which are designed to promote sustainable manufacturing processes, including end-to-end analysis from water extraction to bottling. Lakeside Food & Beverage's input water is regulated by the regional government of Laguna through the Laguna Lake Development Authority (LLDA) and the national government through the Food and Drug Administration (FDA) and the Department of Environment and Natural Resources (DENR). The permit to extract from this deep well is granted by the National Water Regulation Board (NWRB). They also employ an NWRB-accredited Deep Well Driller that monitors the level of groundwater and conducts radiological analysis of groundwater to ensure that there is no presence of any active radiological substances. They hold an SGS Certification in Hazard Analysis and Critical Control Point (HACCP) for the production of packaged water from receipt of materials through the production, storage, and distribution stages.

**GHI:** GHI's flow rate has been at 60 litres per minute since 2019, as certified by the government. GHI has Environmental Compliance Certification. To monitor compliance, GHI submits semi-annual Compliance Monitoring Reports to the government agency tasked with implementing environmental laws (DENR-Philippines). In terms of GHI's efforts to ensure that water is not extracted at an unsustainable rate, their water source is a natural spring. It is their policy not to extract or use water beyond the free-flowing supply from the surface of the natural spring, and to ensure that the water extraction activities do not alter the aquifer's natural conditions. The company demonstrate its commitment to this policy by consistently monitoring the natural flow rate and water levels of its sources, as well as its water consumption. Their production and engineering teams conduct weekly data collection to monitor and document these levels. All data is recorded and analysed in a digital logbook/record. This policy is formally integrated into the 'Cleaning and Maintenance Standard Operating Procedure' of their plant.

**CPAVI:** CPAVI regularly monitors its daily extraction rate. It currently averages at 2,400 cubic meters per day. Like Lakeside, its deep well drillers are NWRB-accredited and thus regulated and monitored by the government. Similar to GHI's practices, CPAVI will also consistently monitor the natural flow rate and water levels of its sources, as well as its water consumption.

### Waste Management

In its previous certification, GenerationHope Inc.'s *HOPE in a Bottle* product used virgin plastic. At that time, the company indicated that, to the best of their knowledge, the FDA had not yet approved any bottled water suppliers in the Philippines to use bottles made from recycled PET.



They were actively seeking regulatory approval to allow for recycled content in their bottles and exploring alternative sourcing options to increase recycled content.

The company is now permitted to use recycled plastic due to recent regulatory changes. Currently, 10% of the content in its bottles is made from recycled plastic, and while the company aims to increase this percentage, there are no immediate plans to do so. This is primarily due to ongoing supply limitations and the quality considerations associated with sourcing food-grade recycled PET (rPET). The company will continue to monitor market developments and assess future opportunities to increase the use of recycled materials.

At the plant level, the company has established an internal procedure for waste management, which includes the disposal of solid, special, laboratory, and hazardous waste. In addition, the company implements initiatives to manage output-level waste. These initiatives involve maintaining partnerships with DENR-accredited recyclers to process post-consumer plastic bottles (HDPE and PET), stainless-steel components, and paper-based packaging. The company complies with the Extended Producer Responsibility (EPR) Act 2022 by remitting service fees to its accredited Producer Responsibility Organisation and by providing clear disposal and recycling instructions on its packaging to guide consumers. To further reduce consumer-level waste, the company is making ongoing improvements to its packaging, including bio-based caps. The boxes for HOPE in a Bottle are sourced from a Forest Stewardship Council (FSC) certified supplier and are made from 100% recycled materials. Additionally, the company's bottle and label suppliers work with a service provider to recycle rejected PET and PVC materials generated during manufacturing.

Although GenerationHope Inc.'s water bottle utilizes virgin plastic, GenerationHope, Inc. also sells products that seek to reduce plastic waste, including *HOPE in a Box* (HIX), the first Philippine water packaged in Forest Stewardship Council certified cartons made from responsibly-sourced renewable paperboard, aluminium, and polyethene. In 2024, HIX's sales represented an average of 34% of the company's total sales, HIB represented 57%, and Not Just Tubig (NJT) represented 10%. As for HIB sales, GenerationHope, Inc. strives to offset its plastic footprint by investing in plastic offsetting and reduction programs.

GenerationHope, Inc. has a recycling program in place whereby its nonprofit partner, Friends of Hope, provides recycling bins to its customers to encourage recycling wherever possible. One way that GenerationHope Inc. seeks to offset its plastic use is through Eco-bricks, which it began using in 2017 to build its classrooms. Eco-bricks are made out of 50% cement and 50% recycled plastic. Additionally, GenerationHope Inc. is the first company in the Philippines to

launch a line of T-shirts made from recycled plastic bottles.

In addition, GenerationHope Inc. has established a Standard Operating Procedure (SOP) for Waste Management to ensure responsible handling, segregation, and disposal of waste generated from its operations. The company maintains a designated area for waste management and is in the process of securing a Hazardous Waste Generator ID from the Department of Environment and Natural Resources (DENR). Furthermore, HOPE is engaging accredited waste hauliers to manage and transport its waste materials in compliance with DENR regulations.

#### Other Management Comments

In 2019, GenerationHope, Inc. sought “Net Zero Plastic Waste Brand” status through HOPEx Environment Group, Inc., a non-profit corporation doing business as the Plastic Credit Exchange (PCX Solutions). The latter assists plastic manufacturers and producers in developing and implementing solutions to offset their plastic footprint. As of date, GenerationHope, Inc. has attained “Plastic Neutral” status, and its total plastic offsets have reached 302,480 kg of plastic diverted away from landfills and from spilling into nature.

GHI is the first company in the Philippines to achieve “Net Zero Plastic Waste Brand” or “Plastic Neutral” status. This means that the company has achieved a state where at least 100% of the net plastic footprint (all the plastic purchased along the value chain starting upon ownership and receipt of raw materials less the amount of plastics which were reused and recycled within the process up until use of product or service by consumers in its intended purpose) associated with the brand is reduced to zero through combination of various solutions (including Plastic Offsetting) for a defined period.