



B Lab Statement on GIVN Goods' 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.

Proud Source Water 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

GIVN Goods Inc. is a private, independent bottled water company based in Atlanta, Georgia. Every bottle of GIVN water sold contributes to clean water projects around the globe. The company was founded in 2015 and began distributing bottled water in 2016.

GIVN Goods' Practices

Sustainable Usage

GIVN's water is sourced from a spring in Concord, NY. The company's co-packer collects water from three sites; the water naturally flows to the surface and is collected through boreholes.

The rate of extraction is not directly measured at the source presently, but there have been no observed or reported adverse impacts on the water table. The Niagara watershed is fed by both the Great Lakes and Allegheny Mountain range, providing the area with an abundance of water. The company has referenced groundwater level measurements over time monitored by the United States Geological Survey in the county of its co-packer's operations and the surrounding counties. There have not been any significant negative trends in groundwater levels in this region.

Water Access



GIVN Goods' co-packer obtained water rights through the purchase of the parcel on which it operates. The property and business taxes paid by the co-packer cover use of the water rights; the co-packer is not required to pay additional extraction fees. GIVN Goods pays a fixed rate per case to the co-packer that covers the water, component assembly, packaging, storage and prep for shipment.

The following agencies play a role in regulating the company's access to and extraction of water: New York Department of Health; New York State Department of Environmental Conservation – Water Division; Town of Concord, NY; Lake Erie Watershed Protection Alliance.

NSF certifies the operations on a contract basis to meet market requirements for quality.

Waste Management

Currently, all of GIVN Goods' water bottles are made from 100% virgin PET.

However, GIVN Goods is in the process of transitioning to bottles made of at least 40% rPET by January 2020. The company's eligibility for B Corp Certification is contingent upon meeting this commitment, and should the company not be able to accomplish this goal its B Corp Certification status would be subject to further review.