



## **B Lab Statement on SEA Water'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."*

SEA Water is required to disclose a summary of its practices in the areas of Water Access, Sustainable Usage, and Waste Management 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**

SEA Water is a Dutch company that aims to tackle freshwater scarcity by converting seawater into high-quality drinking water using modular systems powered exclusively by renewable energy. The company is responsible for the water extraction, bottling, distribution, and sale. In its 2024 fiscal year, the company earned 44% of its annual revenue from the sale of still and sparkling desalinated water.

SEA Water has the following brands of still and sparkling desalinated water:

- SEA Still Water
- SEA Sparkling Water

## **SEA Water's Industry Practices**

### Water Access

SEA Water is directly extracting seawater from one main source, the ocean, at the pier of IJmuiden, and desalinates it with its own, modular Reverse Osmosis (RO) system. The Dutch government has jurisdiction over the North Sea outside IJmuiden, specifically, under the authority of [Rijkswaterstaat](#). SEA Water operates under permits granted by local and national authorities for seawater intake and brine discharge.

The seawater is extracted superficially from the North Sea via the IJmuiden Harbor intake. The regulatory agency that oversees the company's water access is Rijkswaterstaat (the Dutch Ministry of Infrastructure and Water Management).



The company does not pay a volume-based fee for the seawater it extracts; the extraction is regulated under permits granted by the regulatory agency that oversees environmental compliance, intake, and discharge. That is because, unlike groundwater users who may pay extraction fees, seawater intake in the Netherlands is not generally subject to a per-volume charge. SEA Water complies with all permitting and environmental requirements but does not incur additional costs per liter extracted.

SEA Water takes active steps towards collective action and stakeholder engagement such as:

- Improving water quality and availability: SEA Water designs and operates renewable-powered desalination systems that minimize environmental impact, including careful brine dispersion management to protect marine ecosystems,
- Stakeholder engagement: SEA Water collaborates with local authorities, environmental agencies, and consults with stakeholders to ensure sustainable operations and compliance with regional regulations. Initial concerns related to brine discharge were thoroughly addressed through an impact study conducted by Svašek Hydraulics, a consultancy specializing in hydraulic engineering. The study confirmed no significant harmful impacts were detected:
  - *“The study demonstrates that the brine rapidly disperses, typically reaching salinity levels within the natural fluctuation range of the North Sea. Therefore, the impact on local salinity is minimal and short-lived.”*
- Broader impact initiatives: Through partnerships with organizations like [ReefSystem](#), SEA Water contributes to ocean conservation, raising global awareness of water scarcity and marine health, the company also continuously works on raising global awareness throughout its entire business and marketing efforts..

SEA Water’s operations generate wastewater in the form of brine from the desalination process. The volume of brine is directly linked to the volume of seawater extracted.

SEA Water does not pay a separate fee for wastewater treatment. The company operates under permits issued by Rijkswaterstaat, which regulate seawater intake, brine discharge and , and environmental compliance in coastal areas. Compliance with these permits ensures that all brine is discharged safely and within environmental limits, without additional treatment fees.

There is minimal use from other stakeholders that utilizes the same water source. Coastal authorities, port operations, and environmental monitoring bodies also rely on the area for marine management. However, there are no other bottled water companies or local farms drawing from the seawater directly.

SEA Water does not currently make direct financial community investments specifically tied to the IJmuiden seawater source. However, the company contributes to broader environmental and social initiatives, including partnerships with organizations such as ReefSystem to promote ocean



conservation and awareness of water scarcity. ReefSystem operates in Ijmuiden as well as many other areas globally.

SEA Water has reported they are not engaged in any lobbying or policy advocacy for cheaper water prices nor easier water access. However, the company advocates for stronger environmental protections and sustainable water use practices across the industry.

The company also reported there are no stakeholder concerns regarding its water access that remain unresolved.

### Sustainable Usage

SEA Water extracts from the North Sea, using a submersible intake pump, which is completely protected by an intake screen to prevent impingement and entrainment.

The company's flow rate fluctuates between ~6.5-7 L/min. A flow of 6.5 L/min equals approximately 9.36m<sup>3</sup>/day, below the maximum authorized flow rate of 92.3 m<sup>3</sup>/day. Including also the brine at a recovery rate of 25% (company's average), the flow rate is approximately 27 L/min, equalling almost 40m<sup>3</sup>/day.

SEA Water's key environmental performance indicator for water management is the volume of desalinated water produced (liters of water produced). This metric reflects the company's contribution to alleviating pressure on over-extracted freshwater sources. Each liter of seawater-based drinking water produced represents at least one liter of freshwater not withdrawn from groundwater or inland sources.

A second performance indicator is the recovery rate of the desalination systems, currently at 25%. This recovery rate measures the proportion of seawater intake converted into freshwater and provides a quantifiable way to assess the sustainability of operations. A lower recovery rate helps keep the brine more diluted, reducing its environmental impact.

Regarding energy/water reduction practices during the extraction, purification, and bottling processes the company uses renewable-powered desalination systems that are up to 75% more energy efficient than conventional desalination technologies.

SEA Water extracts seawater from the North Sea, which is a virtually inexhaustible resource and not linked to a groundwater table, so extraction does not risk depletion or compromise long-term sustainability. Management practices focus on monitoring and controlling the intake and brine discharge to minimize local environmental impacts.

The sustainability of the water source is demonstrated through regulatory compliance documentation, environmental monitoring data, and independent studies on the impact of the



desalination system, showing that the extraction and discharge processes do not harm the local seawater environment.

SEA Water does not use any chemicals in its processes that could harm marine life or contaminate water source(s).

### Waste Management

SEA Water cans are made of aluminium and refillable glass bottles, the former made of 77% recycled aluminum and the latter of 78.8% recycled glass.

The company is transitioning to utilizing slim cans, that uses less input material to its fabrication. The choice of packaging (aluminum and glass) is part of SEA Water's mission to reduce plastic use and plastic pollution.

SEA Water promotes the proper recycling of aluminium cans through clear labelling and consumer communication. In the Netherlands, all SEA Water cans participate in the national deposit-return system (Statiegeld), ensuring high collection and recycling rates. In addition, SEA Water has introduced a refillable glass bottle option for hotels, restaurants, and bars. This system is designed to encourage reuse, reduce single-use packaging, and further decrease overall material demand.

The company does not participate in any other initiatives relating to the reduction of plastic waste pollution currently.

### **B Lab's Public Complaints Process**

Any party may submit a complaint about a current B Corp through [B Lab's Public Complaint Process](#). Grounds for complaint include:

1. Intentional misrepresentation of practices, policies, and/or claimed outcomes during the [certification process](#), or
2. Breach of the core values articulated in our [Declaration of Interdependence](#) within the B Corp Community.