

SodaStream Active Green Environmental Factsheet

Supplementary Information to

[Canadian SodaStream users can take credit for reducing waste](#)

SodaStream's "Active Green" approach to making sparkling water or flavoured sparkling water, benefits the environment by empowering consumers to actively reduce their carbon footprint every time they make their refreshing beverage. In fact, the more the system is used, the more carbon the user actively saves from entering the atmosphere.

Reduced carbon footprint achieved by:

- Reduction in water bottles (reusable water bottles)
- Reduced transport
- Reduced packaging
- Reusable CO₂ cylinders

Facts

- Bottled water is often no healthier than tap water and can cost anywhere from 240 to 10,000 times more. Tap water is brought right to your home for a fraction of the cost per litre. (Natural Resources Defense Council, Earth Policy Institute)
- Over 90% of the cost of bottled water is due to things other than the water itself, such as packaging, shipping and marketing. (Natural Resources Defense Council)
- The energy used to pump, process, transport and refrigerate bottled water worldwide is over 50 million barrels of oil annually. (Earth Policy Institute)
- From 1999 to 2009, annual per capita consumption of bottled water increased 107.3% from 32.7 litres to 67.8 litres. (Agriculture and Agri-Food Canada)
- From 1999 to 2009, per capita consumption of carbonated soft drinks declined 14.0% from 121.8 litres to 104.7 litres. (Agriculture and Agri-Food Canada)
- Canadians could prevent the use of over 200 million litres of oil annually in the production of plastic water bottles—that's the equivalent of 100,000 cars being taken off the road. (Pacific Institute)

- 24 million gallons of oil are needed to produce a billion plastic bottles. If you were to fill one quarter of a plastic water bottle with oil, you would be looking at roughly the amount used to produce that bottle. (National Geographic)

Carbon footprint for SodaStream products

- 55g of CO₂ (e) per litre of sparkling water
 - ↳ 80% less than footprint of the alternative store bought sparkling water
- 110g of CO₂ (e) per litre of cola
 - ↳ 70% less than footprint of the alternative store bought cola
- 100g of CO₂ (e) per litre of diet cola
 - ↳ 65% less than footprint of the alternative store bought diet cola