



PRESS RELEASE

Spadel mobilises one million euros to support the restoration and resilience of the High Fens

Spa, 2 September 2026 – Following the major wildfire that affected the High Fens, Spadel Group, owner of the SPA and BRU natural mineral water brands in the Benelux, is announcing exceptional support of one million euros for the Parc naturel Hautes Fagnes-Eifel. This funding will contribute in particular to the assessment of the damage and the restoration of ecosystems across the region. The initiative is part of the Group's commitment to reinvest 5% of its annual net profit in local projects with a positive impact.

The preservation of the High Fens' natural environment is inseparable from the history of Spa water. For more than a century, this exceptional landscape has helped protect the purity of its natural mineral water.

Although the wildfire that devastated part of the High Fens did not affect Spadel's catchment areas or its production capabilities, the Group chose to mobilise from the very first hours alongside local stakeholders. After supplying bottled water and natural energy drinks to the emergency services involved in fighting the fire, the company now wishes to provide concrete financial support for the restoration of this unique natural heritage.

In response to the call for solidarity launched by the Parc naturel Hautes Fagnes-Eifel, in collaboration with the Federation of Walloon Nature Parks and the "Les ami.e.s des Parcs naturels de Wallonie" Fund, Spadel Group has decided to contribute one million euros to support restoration and conservation efforts in the affected areas.

"The High Fens are an exceptional natural heritage site. Given the scale of the damage caused by this wildfire, it felt natural for us to support our neighbours and contribute to the collective restoration effort. We also intend to strengthen our commitment to the resilience of these ecosystems, which play a vital role in biodiversity and in the preservation of our region's water resources," said **Marc du Bois, CEO of Spadel Group**.

"Water and the High Fens are intrinsically linked, and we are particularly pleased to see Spadel standing alongside the region. This support will enable us to unite efforts and work with the relevant stakeholders to restore the affected environments and strengthen their resilience," added **Donovan Niessen, Chairman of the Management Commission of the Parc naturel Hautes Fagnes-Eifel**.

As an initial step, the funding provided by Spadel will support the assessment of the damage caused to the High Fens ecosystems and, above all, their regeneration and restoration. While priority needs still need to be accurately assessed, Spadel intends to work closely with stakeholders on the ground to identify and support the most relevant initiatives for the long-term restoration of the High Fens.

In the longer term, the objective is also to strengthen prevention and resilience measures in order to reduce the risk of future wildfires.

“The wildfire that affected the High Fens demonstrates that large-scale fire events are now among the realities our region must face,” said Marc du Bois. “Beyond the support provided to the Parc naturel Hautes Fagnes-Eifel, we are also ready to collaborate with the relevant authorities and emergency services to further develop prevention and protection measures throughout the region and around our catchment areas.”

A long-standing commitment to ecosystem preservation

Spadel Group has extensive experience in supporting initiatives aimed at preserving natural resources. Several years ago, Spadel was one of the partners of the European LIFE Ardenne Liégeoise project, which focused on restoring and protecting natural habitats and peatlands between the High Fens and the Plateau des Tailles. Spadel has also actively participated in a conservation and reintroduction programme for the black grouse, one of the most emblematic species of the High Fens plateau. Furthermore, the Group was one of the driving forces behind the creation of the Parc naturel des Sources, which covers the municipalities of Spa and Stoumont, where the protected catchment areas for SPA and BRU waters are located.

In June 2025, the company announced funding of €750,000 for the Parc naturel des Sources to support the implementation of initiatives linked to regenerative hydrology. This approach aims to restore the natural water cycle, promote biodiversity and strengthen territorial resilience in the face of climate change. Supported initiatives include stream restoration projects, measures to improve the natural infiltration of water into soils, and the creation of infrastructure designed to slow water runoff. These actions generate tangible benefits for local ecosystems, biodiversity and the long-term preservation of water resources. By improving water infiltration into the ground, regenerative hydrology helps address both droughts and flooding.

Together, these commitments reflect Spadel Group's determination to reinvest 5% of its annual net profit in local initiatives that create environmental and societal value.

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