Welcome to the Ban Bottled Water Tool Kit from the Ian Somerhalder Foundation.

The IS Foundation’s mission is to “empower, educate and collaborate with people and projects to positively impact the planet and its creatures”.

We can ALL positively impact the planet and make a difference.

You may ask why the sale of bottled water should be banned on campus. Read on to educate yourself about bottled water, become empowered to ban bottled water, and learn how you can collaborate with others to make it happen.

Throughout history man sought ways to carry water, and from the 1960s plastic water bottles became the preferred choice. Since then, the plastic water bottle has become increasingly popular, and because of the increased use of plastic water bottles people began to ask questions: Are they safe? What are the environmental impacts of using them? What are the alternatives?

Read on to learn more about the bottled water debate and explore some useful links to support your efforts.
BAN BOTTLED WATER

You may ask, “Why should the sale of bottled water be banned? It is so convenient.”
But the real question is, “What does bottled water do to the environment?”

Americans consume a total of 8.6 billion gallons of bottled water annually.¹

FACTS:

- 40% of bottled water is taken from municipal water sources.¹
- Bottled water is not safer than tap water.²
- 3 times the amount of water is used to produce the bottle than fill it.¹
- 1 in 5 bottles are recycled, the rest end up in landfills or elsewhere.¹
- Plastic bottles are made of PET, a type of plastic manufactured from oil.²
- A huge amount of fossil fuels are used during production & transport of water.²
- 17 million barrels of oil are used in the production of water bottles yearly.¹
- The energy used to produce bottled water can fuel 1.5 million cars for a year.¹
- Plastic bottles pollute the environment.¹
- During manufacturing, processing & transport, bottled water generates millions of metric tons of greenhouse gases, which contributes to global warming.²
- The cost of bottled water is 10,000 times the cost of tap water.¹
- 3 billion pounds of waste from plastic bottles are produced annually.¹

53 billion gallons of bottled water are consumed each year globally!¹

Many people in developing countries are forced to seek out clean drinking water, but a developed nation like the USA spends billions of dollars to buy bottled water even though its residents are able to drink clean water from a tap.

BEFORE BUYING BOTTLED WATER CONSIDER THE ENVIRONMENTAL IMPACT.

1 http://www.onlineeducation.net/bottled_water
2 http://www.back2tap.com/resources/get-the-facts/bottled-water-consumption/
**THE DIFFERENCE BETWEEN BOTTLED AND TAP WATER**

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>BOTTLED WATER</th>
<th>TAP WATER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety Standards</td>
<td>Not protected by federal/state mandates</td>
<td>Protected by federal/state mandates</td>
</tr>
<tr>
<td>Testing</td>
<td>Tested weekly.</td>
<td>Tested every 4 hours.</td>
</tr>
<tr>
<td>Cost (Production)</td>
<td>$10.00 / gal</td>
<td>$0.0015 / gal</td>
</tr>
<tr>
<td>Tested for E. coli</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Regular Bacteria Testing</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Disinfection Required</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Required to Provide Source</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Required to Produce Quality Reports</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Reduced Environmental Impact</td>
<td>Yes, Manufacturing, fuel, waste</td>
<td>No, No packaging=No waste</td>
</tr>
</tbody>
</table>

http://www.e.how.com/about_5371489_bottled-water-vs-tap-water.html
http://www.onlineducation.net/bottled_water

Now that you have some facts about bottled water, make the decision to stop drinking it!

Once you have made that decision, there are still other choices that need to be made.
“Our bodies are molded rivers” -Novalis

WITHOUT BOTTLED WATER

Frequently Asked Questions:

Q1. What if I am still unsure about giving up bottled water?

A1. Ok, if reading the facts did not convince you, consider this.

Every piece of plastic ever made still exists today.

Un-recycled bottles that end up in overcrowded landfills take up space that could be used for other purposes. Landfill waste produces methane, and an overproduction of methane is linked to global warming.

Many plastic water bottles end up in the ocean. When sunlight hits the floating plastic it causes a process which breaks down the plastic that releases harmful chemicals into the water. Marine animals also sometimes mistake plastic bottles for prey, and then digest it. This has disastrous consequences for marine life and human health.

Also, new water bottles must be produced to keep up with consumer demand. It takes an enormous amount of fossil fuels, water and other resources to do this. Our natural resources are being depleted in the process.

Q2. But what if I recycle the water bottle?

A2. Recycling is better than tossing it in the trash, but it is not the greenest option. During the recycling process a significant amount of energy and resources are involved. The best and only option for your own health as well as the environment is to stop drinking bottled water.

Q3. Ok, I’ve decided to stop drinking bottled water. Can I use my last water bottle as my permanent water bottle?

A3. You may be thinking that this would be frugal and environmentally conscious at the same time, but you need to rethink that decision. Plastic bottles contain BPA (Bisphenol A), a substance used in plastic that when exposed to over time becomes toxic. So, when you take a sip from that water bottle, you are exposing yourself to an unsettling danger.
Q4. So what are my options?

A4. There are other alternatives available. For water-on-the-go how about choosing a BPA-free plastic bottle? Or better yet, a glass or stainless steel water bottle. Many stores in the US sell water bottle alternatives.

Q5. But the alternatives are expensive.

A5. The cost of an alternative water bottle may be more expensive in the beginning, but think of how many bottles of water you have purchased already. In the long run you will save money and the environment as well.

Q6. That is fine for water-on-the-go, but what can I do at home?

A6. Consider using water pitchers or a home filtrating system. These filtrating systems attach to faucets, under counter units and appliances that treat water entering your home. There are many different models to choose from. And remember that the EPA (Environmental Protection Agency) regulates tap water in the US.

GET INVOLVED
Help to BAN THE SALE OF BOTTLED WATER on your campus!
A ban on the sale of bottled water on campus is difficult to enforce. There are websites that include studies from other educational institutions (links attached), and there are many pro/con arguments out there. There are a growing number of schools that are banning the sale of bottled water in an effort to reduce environmental waste and save students money. Water refill stations are at the heart of these campaigns.

The most compelling arguments to ban bottled water are:

- It protects the environment
- It reduces campus costs
- It boosts the “Eco-friendly” image of the campus

We are all aware that bottled water has more negative aspects to it than positive ones, but until all bottled water is banned on campuses you still have the right to choose not to use bottled water. Advocate, educate and take the...
MAKE THE BOTTLED WATER-FREE PLEDGE

Sometimes the biggest and best things start with one person. Why not make a pledge to limit your plastic footprint and challenge your friends, class or entire school to do the same?

Ban the Bottle (http://www.banthebottle.net/) is an organization that promotes the elimination of plastic bottles in schools, offices and public areas in order to enhance the environment from unwanted waste. They encourage drinking tap water, provide criteria for waging campaigns to ban bottled water and are great sources of information.

TIPS ON GETTING STARTED:

- Buy a reusable water bottle
- Take the pledge
- Sign a declaration
- Email your city officials or local government
- Talk to school administrators
- Host a “Tapped” the movie viewing
- Use social media (e.g., Facebook, Twitter, Blogging) to spread the word
- Host a “Ban the Bottle” event
- Send out e-newsletters
- Read articles
- Educate others
- Start a petition
HOW TO START A PETITION

Starting a petition is a great way to get your cause known. Thankfully, creating a petition is not as difficult as you may think.

1. **What do you want to accomplish?**

Decide on a realistic, achievable goal. This will make it easier for people to sign your petition. Having too many goals can make it hard to communicate your point and may confuse people. Make the petition specific.

2. **How to identify a Target to help you?**

This is a person or organization that can help you achieve your goal. A Target is a decision maker who has the most influence over the issue you want to fix.

Possible Targets include:

- Campus Administrators
- Members of Faculty
- Community Officials
- Local Media
- Local Businesses
- Members of the Student Body Council

3. **How to get people involved?**

If you show people how the cause influences them they will be more likely to take part.

4. **How to write a petition?**

- A petition should be focused, short and authoritative – but polite.
- Explain why people should get involved and why they are signing.
- Give supporting facts and make your purpose clear.
- Do a spellcheck.

5. **Create an online petition.**

If your issue is of a national or global nature, create an online petition. By doing this you will be able to get signatures quickly and easily. Keep in mind that online activists are busy too, so be sure to write a synopsis of the issue that will grab their attention!

6. **Use social networks.**

Use social networks such as Facebook, Twitter and even email to promote your petition.

Two good websites where you can create online petitions are Care2's petition site & Change.org (please see the links in the references).
HOW TO GET SCHOOL ADMINISTRATORS INVOLVED

- Take time to plan ahead.
- Identify school administrators who can help.
- Ask sympathetic staff members to help circulate petitions, flyers and newsletters.
- Write letters to and make an appointment with the administration; present them with petition signatures.
- Organize a letter-writing campaign or campus rally, in addition to a petition.
- Get the community involved.
- Remember: DO YOUR RESEARCH! Make copies of supporting articles and studies to bring with you to meetings and events.
- Open communication with administrators, students, community and vendors is essential for a successful bottled water ban.

OTHER RESOURCES

Plastic Pollution Coalition has a Plastic Free Campus Program (PFC). They provide support and resources and even give campaign advice. Please visit their website at www.plasticpollutioncoalition.org/2012/02/the-campus-move-to-ban-the-bottle/


REFERENCES:

http://www.back2tap.com/resources/get-the-facts/bottled-water-consumption/
http://www.banthebottle.net/
http://www.change.org/start-a-petition
http://www.ehow.com/about_5371489_bottled-water-vs-tap-water.html
http://www.ehow.com/info_8222111_pros-water-vs-tap-water.html
http://www.filtersfast.com/articles/Ban-bottled-water.php
http://www.onlineeducation.net/bottled_water
http://plasticpollutioncoalition.org/2012/02/the-campus-move-to-ban-the-bottle/
http://www.seathos.org/plastic-water-bottles-kick-the-habit/
Other Campaigns to Ban Bottled Water on Campus:

“Battling the Bottle: Students and Industry Face Off Over Water”
(http://www.npr.org/blogs/thesalt/2012/02/12/146692656/battling-the-bottle-students-and-industry-face-off-over-water)

“University of Vermont Joins Move to End Bottled Water Sales”
(http://www.reuters.com/article/2012/02/01/us-vermont-bottledwater-idUSTRE8102MX20120201)

“OSU Takes Unique Water Approach”
(http://www.dailybarometer.com/osu-takes-unique-water-approach-1.2795950)

“University of Winnipeg: Case Study of a Campus Bottled Water Ban”

“Colleges Moving Away From Plastic Water Bottles”

“Prominent University to Ban Bottled Water” University of Canberra, Australia
http://www.naturalnews.com/031145_bottled_water_university.html

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