Take Back the Tap Campaign: Banning Bottled Water on Campus

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Why Take Back the Tap?

Economic Reasons

Bottled water costs 200% more than tap

Social Reasons

⅓ of all bottled water comes from the tap
Encourages a throw-away society

Environmental

Plastics in landfills

Publicity
History of the SOU’s Campaign

Started 2014 - Sydney took over 2015

First Referendum: 2011

Student Involvement

Events

Petitions

Tap-a-palooza: Large campus support

Publicity Information

Current students, visitors, incoming students

Upgrading Infrastructure
Campus Preparation for the Ban

Water Refill Stations Project

11 stations installed
Requested $15,000 through Student Driven Green Fund

Reusable Stainless Steel Cups

Requesting 500 “Sustainability at SOU” branded cups
Giveaways at SOU’s Earth Week

ECOS Dish Rental Program

Rental program for cups, plates, and cutlery
Offers on-campus organizations alternatives to plastic water bottles
Push Back and Oppositions

Food and Dining Contracts

Binding for 2-3 more years

Unclear understanding of goals

From both administration and students

Concerns with who handles complaints

Students or faculty forgetting a water bottle

Increased purchase of soda and sugary drinks
ASSOU Referendums

First Referendum

When: 2011

What: ASSOU required water bottled be banned once stipulations were meet

Stipulations:

Water refill station in every building

Information and publicity plan

New Proposed Referendum

Water bottles banned in two years

Includes two year pilot project

On-going informational campaign

ASSOU support correlates into student support
Two Year Pilot Program

Outlines the entire process of eliminating the sale of plastic water bottles

Over a two year period - in conjunction with end of contracts

Bottles removed from one on-campus store every term

- Large-scale publicity plan
  - Increased publicity of ECOS free water bottle program
  - Publicity for ECOS Dish Rental Program
    - Advertised through social media outlets, school newspaper, etc.
    - Informational Campaign

- Goals and outcomes clearly listed for students and administration
Next Steps

Referendum Approval and Support

  Environmental Affairs Committee

  ASSOU - Student Government

SOU Board

  Showing student support

  Presenting pilot project

Institutionalizing campaign within:

  ASSOU - Sustainability Director position

  ECOS - Campaigns Program
Food and Water Watch: Internship Program

Fall and Spring term paid internships available for students

Help with:

- Campaign planning
- Connects students with other schools
- Various trainings
- Best practices

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