



## WHERE'S THE BOTTLED WATER?

Many of our Toward Zero Waste Special Events implement a “no bottled water” policy which means that bottled water is not offered for sale at concessions. Water fountains or filling stations are located at the venues and we encourage participants to bring your reusable water bottle or travel mug.

Here is some of the thinking behind our current “no bottled water” policy:

- As guiding principle we wish to follow the responsible hierarchy of Reduce, Reuse, and then Recycle. Recycling is appropriate only when other alternatives are not available. Drinking water from reusable containers is readily available and the most sustainable approach.
- The fact that something can be recycled is not a reason to produce it in the first place. It is important to not use the availability of recycling as an excuse to consume more virgin resources.
- Use of bottled water requires unnecessary use of energy and resources to manufacture bottles, extract and process water, as well as transport water bottles to the point of sale. This use of resources is not necessary when municipal water is already available at the point of consumption.
- Water is a public resource in Canada and around the world. Water should not be sold for profit especially when public water service is or can be made available at a fraction of the price of commercially bottled water.
- Reusable mugs are common in today’s society and we wish to encourage this trend toward a sustainable future.

## SOME BOTTLED WATER FOOD FOR THOUGHT

- **70 million bottles** of water are sold in the U.S. every day.
- **38 billion** single-use water bottles end up in U.S. landfills and waterways leaching toxins into our earth and water every year.
- Bottled water production, transportation and disposal required more than **17 million barrels** of oil last year in America alone, enough fuel to power more than 1 million cars for a year, generating more than 2.5 million tons of carbon dioxide.
- **9 billion gallons** of bottled water is consumed each year in the U.S.
- The amount of fuel required to transport water bottles in the U.S. alone is equivalent to **38,000, eighteen-wheel wheel trucks** delivering water weekly.
- Over **2.5 billion tons of plastic** are used to produce single-use water bottles every year. This results in over 1.5 million tons of plastic waste – requiring 47 million gallons of oil every year.
- Bottled water companies’ water-to-production ratios are roughly 3 to 1, meaning for every 3 litres of freshwater that the bottled water industry takes from the earth only 1 litre of bottled water is actually produced.
- Although two-thirds of the Earth’s surface is water, only 2% is drinkable freshwater. However, 1.6% of the total 2% is locked up in polar ice-caps. According to the United Nations 17 years from now, by 2025, over two-thirds of our world’s population **will not have enough water to sustain the basics of life.**

Source: [www.canadians.org](http://www.canadians.org)