Take Back the Tap: Revamping a Campaign

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Why Take Back the Tap?

* Bottled water costs 2,000% more than tap water
* 1/3 of all water in bottled in U.S. comes from the tap
* Re-fill stations filter out particles
* More information: Story of Stuff: Bottled Water
About Take Back the Tap Organization

* Food & Water Watch
  ✓ Works with students to promote tap water and ban plastic water bottles on campus

* Internships Available
  ✓ Teaches students how to run the Take Back the Tap Campaign
  ✓ Quarter/semester commitment
  ✓ Stipend available
  ✓ Email: esolorio@fwwatch.org
SOU and Take Back the Tap

* Why this campaign?
  ✓ Social reasons
  ✓ Environmental reasons
  ✓ ECOS

* Campaign Statue
  ✓ Started by students
  ✓ Ban was passed, stipulations
  ✓ Sustainability Council
  ✓ No progress for a couple years
  ✓ Now taking on the campaign again
Revamping a Campaign: Step List

* Step #1: Contact previous campaign leads
* Step #2: What has been done and what needs to be done?
* Step #3: Power Mapping
* Step #4: Logistics
* Step #5: Create a plan of action
* Step #6: Outreach
Step #1: Contact Previous Campaign Leads

* Contact previous campaign leaders:
  ✓ What’s been accomplished? What’s next?
  ✓ Ask for past petitions, emails, or information
  ✓ Advice

* Experience:
  ✓ Received emails and connected: Food & Water Watch
  ✓ Received old surveys, knowledge, and advice
Step #2: What has been done and what needs to be done?

- What has been done?
  - Ban was passed, but requirements have not been met yet

- What needs to be done?
  - Survey all campus buildings
  - Water refill station in every building
  - Educate students and faculty
  - Nestle contract
  - Visitors, tour groups, etc.
Step #3: Power Mapping

SOU President

Residence Halls & Tours
Nestle Contract

Green Fund
Student Government

Student Body
Faculty
Sustainability at SOU
Step #4: Logistics

Goals

* Encourage students to drink from reusable bottles

* Educate and raise students’ awareness
  ✓ Economic
  ✓ Social
  ✓ Environmental

* Meet requirements to pass the ban

Audience

* Opposes: Students who don't use reusable bottles

* Supporters: Students who use reusable bottles
  ✓ Starts the conversation

Timeline: 4 quarters to complete
Step #5: Create a Plan of Action

* Ordered list of goals to accomplish per term
  - Clear goal each quarter *(ex: fall=green fund, winter=publicity)*
  - Schedule out by week
  - Actively update Plan of Action

* Consideration
  - Events out of your control *(ex: student govt. meetings, etc.)*
  - Give yourself more time

* Makes sure all aspects of campaign are accounted for
### Step #5: Create a Plan of Action

<table>
<thead>
<tr>
<th>Term</th>
<th>Outcomes</th>
<th>Considerations</th>
</tr>
</thead>
</table>
| Winter 2016 | 1. Start a petition that would show the Green Fund that this is something the student body wants. Get at least 100 signatures. Completed before the Green Fund presentation. *(WEEK 1-WEEK 3)* Need 30 more signatures  
  2. Have a taste test booth in the SU, comparing the taste of plastic water bottles and of the water from water filters on campus. *(WEEK 2)* completed  
  3. Talk to housing to see if they will fund putting in fountains into the Dorms that don't have them. *(WEEK 4-5)*  
  4. Be able to present to the Green Fund my proposal getting more water filters on campus. **My goal is to get at least 6 fountains funded by the Green Fund this year.** There are 11 buildings on campus that need filters (aside from the older dorms that don't have them.)  
  5. Once we have the funding, order the water filters.  
  6. Set up a time for facilities to put these filters in. | When step #3-#5 timing depends on when the Green Fund will meet and review my submission. |
| Spring 2016 | 1. Start conversations with dinning, Elmo’s, and the landing. Learn about the contracts/policies they already have in place *(WEEK 4)*  
  2. Earth Day: *(WEEK 4)* Finished the paper which will be turned into the Green Fund. | Hopefully meet with dinning twice this term. |
### Step #5: Create a Plan of Action

#### Fall 2016
1. This term I will continue the conversations with dinning, Elmo’s, and the Landing to stop selling water bottles in there stores. Go over contracts with companies, etc. *(WEEK 2-10)*
2. Push the Green Fund to get started early by submitting a request to the Green Fund *(WEEK 3)*
3. Speakers, guests who stay in the halls, etc. *(Week 3)*
4. Follow up with Roxanne to see how many of the buildings that were predicted to be renovated last year have been renovated so far, and which still need to be renovated by. *(WEEK 5)*
5. This term I will continue the conversations with dinning,

#### Winter 2017
1. Goal for Green Fund to fund the last five filters to be put in on campus.
2. Finalize a decision for what dinning will end up sells (if anything) to go with the new band. Make up contracts so this will last for a long time. *(WEEK 3)*
3. Goal Achieved by this term:
   - The ban will be in place
   - There will be water bottle filters in every building
   - New contracts will be signed
   - Have a plan for how to deal with visitors on campus
4. Have a kick off event if the goal is achieved! *(WEEK 9-10)*

With the way the Green Fund worked this year, the funding committee will put together by the end of the term.

Hopefully the goal will be achieved this quarter. Knowing how much the Green Fund gave us during Winter 2016, this goal might be achievable earlier or later than predicted.
<table>
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<tr>
<th>Building Surveyed</th>
<th># of Water Filtering Stations</th>
<th># of Water Fountains (non Filters)</th>
<th>of Non-Filter water Fountains, how many are in wall? *</th>
<th>of Non-Filter water Fountains, how many are sticking out of wall? *</th>
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<tr>
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<tr>
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Step #6: Outreach: First Quarter

- **Tabling:**
  - Personal
  - Education
  - Create buzz

- **Free water bottles through Lost and Found**
Step #6 Outreach: Petition Example

Pledge to Take Back the Tap!
We believe water should be safe, accessible and affordable for all; that clean water is a basic human right and a public service, not a corporate commodity.

I pledge to:
- Choose tap water over bottled water whenever possible;
- Fill a reusable bottle tap water,

**I urge the Green Fund to fund the purchasing and instillation of eight water re-fill stations at SOU**

<table>
<thead>
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<th>Name</th>
<th>SOU Email</th>
<th>Student ID Number</th>
<th>Comments</th>
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Step #6: Outreach: Ongoing

Congrats to San Francisco for being the first city to ban non-reusable plastic water bottles! ECOS is currently working to ban the sell of non-reusable plastic water bottles on the SOU campus.

San Francisco Becomes First City To Ban The Sale Of Plastic Bottles
Plastic pollution is one of the greatest burdens to the environment. Believe it or not, enough plastic is discarded every year to circle the globe four times. Even worse,... www.minds.com

Getting a hot drink to warm up? Don't forget about the free travel mugs at ECOS along with our assortment of water bottles! You can also get a discount at campus coffee shops if you use your own mug!
Stop by our office in SU 105 to pick one up. Happy Quiet Week!
Step #6: Outreach: Campus Wide

- Visual impact seen by the student body
- Type of impact: educational, impactful, guilt, etc.
Next Steps:
- Get water filters in every building on campus
- Work with Nestlé contract
- Work with tours and resident halls

Think of the campaign externally and internally
- Decide on goals at beginning
- Don’t go it alone!


Questions & Contact Information

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* Food and Water Watch
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  ✓ Email: esolorio@fwwatch.org