

Bishop's University "Think Global, Drink Local" Bottled Water Free
Implementation Plan

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Introduction:

The "Think Global, Drink Local" Bottled Water Free Campaign, a student run initiative, has been active for a year and a half in an effort to phase out the selling of bottled water on the Bishop's campus. This culminated in a student body referendum on March 11th with 516 students voting in support of the campaign and 176 voting against. The referendum was approved by the Student Representative Council. All stakeholders affected by the removal of bottled water have been consulted and their concerns have been addressed. The following is a detailed implementation plan for the phase out of bottled water by May 2011. The phase out is set to happen in 3 parts.

Implementation Timeline:

The bottled water ban will be implemented in 3 phases to ensure that there is an adequate amount of time for Sodexo, Residence and Conference Service and faculty and staff offices to comfortably adjust.

Phase I

Phase I is designed to be a trial run of the removal of bottled water. Two locations on campus were chosen based on the amount of student and staff traffic in order to gauge the financial impact of the ban as well as the campus reaction. Phase I has resulted in the removal of bottled water in the following areas:

- i. Doolittle's as of April 16th, 2010
- ii. Library vending machine as of April 16th, 2010

Phase II

Phase II of the implementation plan will remove bottled water from the following food service and vending areas by no later than May 2011:

- i. All vending machines on campus by September 2010
- ii. The Bus Stop and The Gaiter Grill by September 2010
- iii. Campus Catering by May 1st, 2011

Phase III

Phase III could potentially extend past May 2011 depending on negotiations with the stakeholders affected. This phase of the implementation plan includes:

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- i. Concession stands including Coulter Field, Sports Plex and Centennial Theater by May 1st, 2011
- ii. Removing 18L office water coolers from faculty and staff offices/lounges
- iii. Removing bottled water from the Tim Horton's operation on campus.

Financial Plan:

It is estimated that gross sales of bottled water (excluding Tim Horton's) was \$22,400 in 2008. This includes vending; gross vending sales are roughly \$50,000 per year and it is estimated that bottled water sales make up twenty percent of that figure, i.e. \$10,000. From 2008-2009, \$2801 was spent on Labrador Water for offices on campus. That results in an expense of approximately \$28,000 over ten years.

Identification of all locations selling bottled water on campus:

Each location that sells bottled water on campus will be addressed individually with its own requirements and timeline for the removal of bottled water.

- i. ***SRC – Doolittles:*** Doolittles is the on-campus convenience store owned by the Student Representative Council. The store has already stopped ordering bottled water. Doolittles will be the first bottled water free zone on Bishop's Campus as of [insert date]. Doolittles will make an official announcement stating that it is bottled water free on this date.
- ii. ***Vending Machines:*** All vending machines located on campus will no longer sell bottled water by September 2010.
- iii. ***Retail Locations:*** All retail locations located on campus will no longer sell bottled water by the end of the next academic year. This includes the following locations:
 - i. Bus Stop
 - ii. Gaiter Grill

- iii. Bookstore

- iv. **Catering:** All catered events that take place during the spring/summer term of 2010 will allow bottled water as part of the package. They will however, offer the alternative option of providing pitchers of water instead of bottled water. The campus catering will begin educating the cliental about the phase out. By May 1st, 2011 catering will no longer provide bottled water as part of their service. This includes all conferences and meetings that take place on Bishop's University campus.

- v. **Concession Stands:** All concession stands located on campus will no longer sell bottled water by September 2010. This includes the following:
 - i. Centennial
 - ii. All sporting events

- vi. **Office Water Coolers:** Approximately 13 offices and staff areas contain an 18 litre cooler dispensing Labrador water. These units are included in our definition of bottled water. The removal of the coolers will be dependent on negotiations with each office in September as part of phase III.

Alternative Sources:

- i. ***Installation of new wheelchair accessible water fountains with the option of the addition of a filter for municipal water.***

To date 5 areas of the campus have been identified as suitable for installation of the new water fountains: Tim Horton's, Gaiter Grill, Bus Stop, Sportsplex Spinning Room, and Bandeen Hall. These fountains will be equipped with spouts for filling re-usable water bottles.

- ii. ***Replacement of broken, old, cracked water fountains***
 - i. Student Union Building Hallway

iii. ***Modification of existing water fountains to allow for the fill up of re-usable water bottles***

- i. Mcgreer first floor
- ii. Sportsplex downstairs
- iii. BUCS office on third floor Johnson
- iv. first floor Johnson
- v. Centennial

iv. ***Biodegradable Cornstarch Cups:*** Doolittle's will stock biodegradable cornstarch cups that student can purchase in the absence of bottled water. The cost of the biodegradable cups will be minimal and will be a temporary service provided to students who forget their re-usable water bottle. This is meant to be a transition method designed to ease the phase out of bottled water.

v. ***Frosh Orientation Packages 2010:*** These packages will contain reusable water bottles to encourage the incoming students to use tap water instead of purchasing bottled water and a brochure explaining the project.

Note: Buildings and Grounds has offered to purchase new water fountains and filters. They will install them over the summer for September 2010. They have also offered to replace the broken/old water fountains and retrofit some of the fountains with water spouts to facilitate filling of the re-usable bottles. The approximate cost of these items will be \$20,000.

Community Communication 2009/2010:

Students

- i. ***SUB Day:*** SUB days are days in which the Bishop's University Environmental Club spent the day in the Student Union Building educating passerby's on the bottled water industry. This includes over 100 survey's, water taste tests (Dasani and tap), and information handouts.

- ii. **Rock 4 Water:** The Bishop's University Environmental Club with SDAG and the SRC put on a concert to raise awareness of the "Think Global, Drink Local" campaign. The event took place on February 2nd, 2010 at the Gait. The event entailed the Toronto native indie band The Wooden Sky, a PowerPoint presentation/video to raise awareness of the campaign on bottled water, and water themed art show. The event was a success with over 200 of students and community members in attendance.
- iii. **Maude Barlow:** As part of the Donald Lecture Series, Maude Barlow, National Chairperson of the Council of Canadians and well-known leader in the international water justice movement, spoke at Bishop's University on February 23. She was the keynote speaker for the student-organized "Think Global, Drink Local" campaign, which aims to phase out the sale of bottled water on the Bishop's campus. Barlow discussed the global water crisis, the current debate surrounding the privatization of water, as well as environmental and social issues as they relate to the bottled water industry.
- iv. **Signage:** Signage has been posted next to existing water fountains on campus in order to draw attention to municipal tap water. In addition to these posters, we will be adding signage to Doolittle's and the Library (the first two areas that the ban will be implemented) in order to identify those areas as bottled water free and to remind student about the campaign.

Administration, Faculty and key stakeholders

- i. **Presentations:** The campaign leaders of the "Think Global, Drink Local" made presentations in the winter semester 2010 to key stakeholders. The groups presented too included SDAG, CLU, and the Executive Committee. The purpose of the presentation was to make the administration, faculty, and staff aware of the student lead campaign and to address any concerns that might have been raised.

- ii. **Email:** The campaign has opened an email bu.bottled.water@gmail.ca to all administration, faculty, and staff to address any questions and concerns that they have concerning the campaign.

- iii. **Media:** Since September 2009 the "Think Global, Drink Local" campaign has been in the media.
 - i. Newspapers: La Tribune, The Campus, The Record
 - ii. Radio: CBC Radio, CJMQ
 - iii. Television: TVA
 - iv. Non-profit Organizations: Sierra Youth Coalition, The Polaris Institute

Community Communication Plan 2010/2011:

- i. **Frosh Orientation Week 2010:** This past orientation week all incoming students received re-usable water bottles in their frosh packages. Again this year, SDAG, the SRC, and residence and conferences will provide the incoming class of 2010 re-usable water bottles. Along with the re-usable water bottle, we would like to continue the education campaign and present the frosh week as officially "Bottled water free". This will include announcing to the first year students that Bishop's University is going bottled water free, educating them on the environmental impacts that are involved as well as other sustainable projects that are ongoing on campus.

- ii. **SUB Days:** The Environmental Club and SDAG members will continue to educate the community through information tables.

- iii. **Signage:** More signage will be created in order to educate the community and identify access points to municipal water.

- iv. **The Sustainable Development Intern:** It will be the job of the Sustainable Development Intern to continue working with various stakeholders to communicate with the wider community about the campaign.

- v. ***The SRC Environmental Officer:*** The SRC Environmental Officer will continue to work with various stakeholders as a representative of the SRC in order to facilitate communication between the student government and the wider community.

Exceptions:

- i. ***Conferences/Events:*** In the event of a major conference or sporting event the parties acknowledge and agree that the conference/event shall be entitled to permit the use of bottled water if absolutely necessary.
- ii. ***Water Quality Issues:*** The parties also acknowledge and agree that in the event of municipal water quality issues standard emergency planning will be used. This includes purchasing bottled water for campus wide usage.