Water: What’s it to you?

Why bottled water is a bad idea...
Why is water important to you?
What do we use water for?

- Drinking and cooking 4%
- Garden watering 20%
- Toilet flushing 32%
- Bathing and cleaning 28%
- Laundry and dishes 16%
How’s that made?
Do We Take Water For Granted?

- **$20 bag of pet food**: more than 4,000 gallons of water.
- **$1 bag of refined sugar**: requires more than 283 gallons of water to produce.
- **Car**: It takes an estimated 39,090 gallons of water to make a car. It's unclear if that includes the more 2,000 gallons used to make its tires--each tire takes 518 gallons to make.
- **Pair of Jeans**: It takes around 1,800 gallons of water to grow enough cotton to produce just one pair of regular ol' blue jeans.
- **Cotton T-Shirt**: Not as bad as jeans, it still takes a whopping 400 gallons of water to grow the cotton required for an ordinary cotton shirt.
- **Single Board of Lumber**: 5.4 gallons of water are used to grow enough wood for one lumber board.
- **Gallon of Paint**: Takes 13 gallons of water to make.
- **One Pound of . . .**
  - **Wool**: 101 gallons of water
  - **Cotton**: 101 gallons
  - **Plastic**: 24 gallons
  - **Synthetic Rubber**: 55 gallons
Water Footprint Of Our Food

Lettuce -- 15 gallons;  
Tomatoes -- 22 gallons;  
Cabbage -- 24 gallons;  
Cucumber -- 28 gallons;  
Potatoes -- 30 gallons;  
Oranges -- 55 gallons;  
Apples -- 83 gallons;  
Bananas -- 102 gallons;  
Corn -- 107 gallons;  
Peaches or Nectarines -- 142 gallons;  
Wheat Bread -- 154 gallons;  
Mango -- 190 gallons;  
Avocado -- 220 gallons;  
Tofu -- 244 gallons;  
Groundnuts -- 368 gallons;  
Rice -- 403 gallons;  
Olives -- 522 gallons;  
Chocolate -- 2847 gallons

Eggs -- 573 gallons;  
Chicken -- 815 gallons;  
Cheese -- 896 gallons;  
Pork -- 1630 gallons;  
Butter -- 2044 gallons;  
Beef -- 2500-5000 gallons

Tea (8oz) -- 7 gallons;  
Beer, barley (8oz) -- 36 gallons;  
Coffee (8oz) -- 29 gallons;  
Wine (8oz) -- 58 gallons;

(Gallons Per Pound)
Water as a limited resource
What influences **ACCESS** to clean drinking water?

where would you get water if there were no taps?

Children are 12% more likely to attend school if water is available within a 15 minute walk rather than an hour. The weight of water carried by women in Africa and Asia is commonly 20kg each day, which is roughly equivalent to the average UK airport luggage allowance.

Source: [www.wateraid.org](http://www.wateraid.org)
The United Nations estimates that one-quarter of the world's population, mostly among the poorest countries, won't have access to sanitary drinking water by 2025.

One flush of a toilet in the ‘developed’ world, according to the UN, uses as much water as the average person in the ‘developing’ world allocates for an entire day's cooking, washing, cleaning, and drinking.
Water Scarcity

Areas of physical and economic water scarcity

Source: IWMI report, Insights from the Comprehensive Assessment of Water Management in Agriculture, 2006 / p8

Legend:
- Little or no water scarcity
- Physical water scarcity
- Approaching physical water scarcity
- Economic water scarcity
- Not estimated
Is Water a Human Right?

Should private companies control and distribute water?
Water privatization in Latin America

- The Bolivian Water Wars (2000)

Consequences?
Public management of water

- Water is a public good
- Municipally managed in Canada
Privatization: Bottled Water

Human right, public good VS private control, profit

Should Water be Bottled?
Where do you get your drinking water? And your family?
Why Do People Drink Bottled Water?

1/5 of Canadians rely on bottled water as their main source of drinking water.
Where does your tap water come from?
Where does your bottled water come from?
One of the Biggest Scams

Most demand for bottled water is created by marketing

People are mislead, scared and seduced
The Big Four
Bottle or tap?

- BOTTLED WATER is...
  - Less regulated
  - Equal or lower quality water
  - Travels a greater distance
  - Contributes to climate change
  - Has high energy and water consumption
  - Costs more
In numbers...

- 2,000 times more energy than tap water
- Bottled water is between 240 and 10,000 times more expensive than tap water
- In Canada, more than 25% of bottled water originates from municipal tap water
- In the US, every year it takes more than 17 million barrels of oil to produce and ship the 31.2 billion litres of bottled water consumed
- The government of Canada spent $8.5 million on bottled water between 2004 and 2008
- It takes 3 litres of water to produce 1 litre of bottled water
Challenge the Status Quo!

As a former executive of Perrier once said: ‘It struck me... that all you had to do is take the water out of the ground and then sell it for more than the price of wince, milk or, for that matter, oil.’
Backing the tap and kicking the bottle!

- 13 University and College Campuses
- 8 School Boards
- 85 Municipalities

*(as of July 2011)*

'tis better to refill than to landfill...

*Sustainability.mcmaster.ca*

*Important strategic support for this initiative has been supplied by MSU's MacGreen*
Some ideas...