



UNBOTTLE IT!



**Kick the bottle.
Tap into public
drinking water.**

The bottled water industry has worked hard to undermine our faith in public water. The industry sells water — a shared public resource — for huge profits. It's time to get the facts, kick the bottle and tap into clean, safe public drinking water. Come out and learn how to take action in your community!

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Water

- There are as many ways of viewing, using, and celebrating water as there are cultural traditions across the world.





Water

- Cultural traditions, indigenous practices, and societal values determine **how people perceive and manage water.**

Water facts

- Up to 60% of the human body is water
 - The brain - 70% water
 - The blood - 82% water
 - The lungs - 90% water
- We need 5 litres/day for drinking

Water facts

- In Canada
 - Total annual freshwater withdrawal is less than 2% of runoff
 - 64% is for thermal power generation
 - 14% for manufacturing
 - 12% for municipal use
 - 9% for agriculture
 - 1% for mining
- Water pollution mobilizes 8 times the amount of polluted water dumped into the fresh water body

Water facts

- Average daily freshwater domestic use in Canada is 335 litres per person
 - 35% bathing
 - 30% toilet flushing
 - 25% laundry and cleaning
 - 10% cooking and drinking

Water facts

- Valuing water
 - 1 litre of tap water costs \$0.0013
(December 2008 bill)
 - 1 litre of bottled water costs \$3.0
 - 1 litre of cola, \$1.0
 - 1 litre of milk, \$1.50
 - 1 litre of wine, \$10.00

Water crisis

- 2.2 million deaths in 2000 due to water born diseases – mostly children
- 1.1 billion without access to water supply
- 2.4 billion without sanitation

Water (mis)management

- This crisis is one of **water management**, essentially caused by the ways in which we mismanage water

Water (mis)management

- \$10 to 20 billion a year would be enough to provide basic human needs for water for all
- estimated spending on bottled water is \$50 billion/yr

Water (mis)management

- Private soft-drink companies now own rights to more than 15% of the drinkable water in the world
- This is where traditional economics breaks down

Water (mis)management

- Systems of management that do not value 'commons' cannot continue indefinitely

Water (mis)management

- The long-term solution to drinking water problems is
 - to fix tap water
 - provide healthy and safe water supply
 - prevent pollution of fresh water resources
 - provide for regular maintenance of drinking water infrastructure
- ..is not
 - to switch to bottled water

