

Metro Vancouver's Tap Water Campaign



Campaign Goals

- **Awareness**

- Quality of tap water
- Environmental impacts of bottled water

- **Behaviour change**

- 20% drop in bottled water use by 2010
- Easy step into more sustainable habits

Behaviour Change

- Awareness or perceptions
- Habits
- Material conditions



Perceptions

Residents shouldn't have to pay for water because there's an abundance of it in Vancouver and it falls free from the sky.

Perceptions

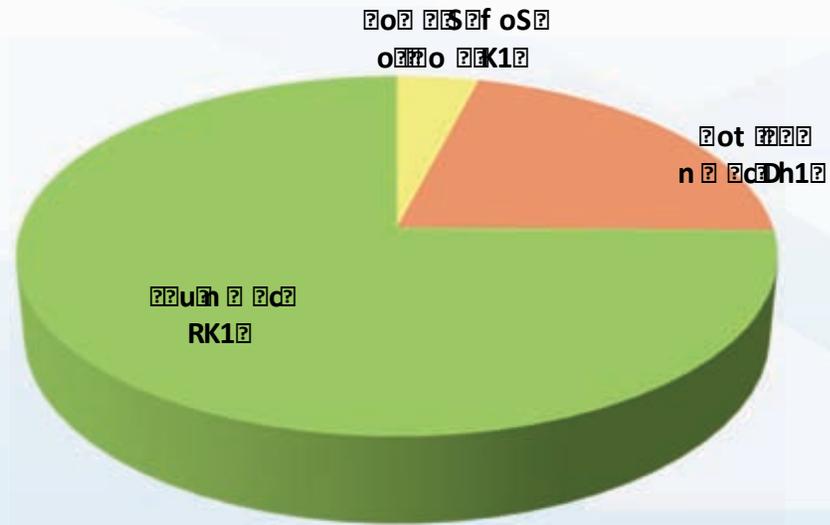
Residents shouldn't have to pay for water because there's an abundance of it in Vancouver and it falls free from the sky.

Statement attributed to Vancouver Councillor. George Affleck in comments opposing water meters, **Vancouver Province** Jan 12, 2012

2008 Behaviour

2008 Behaviour

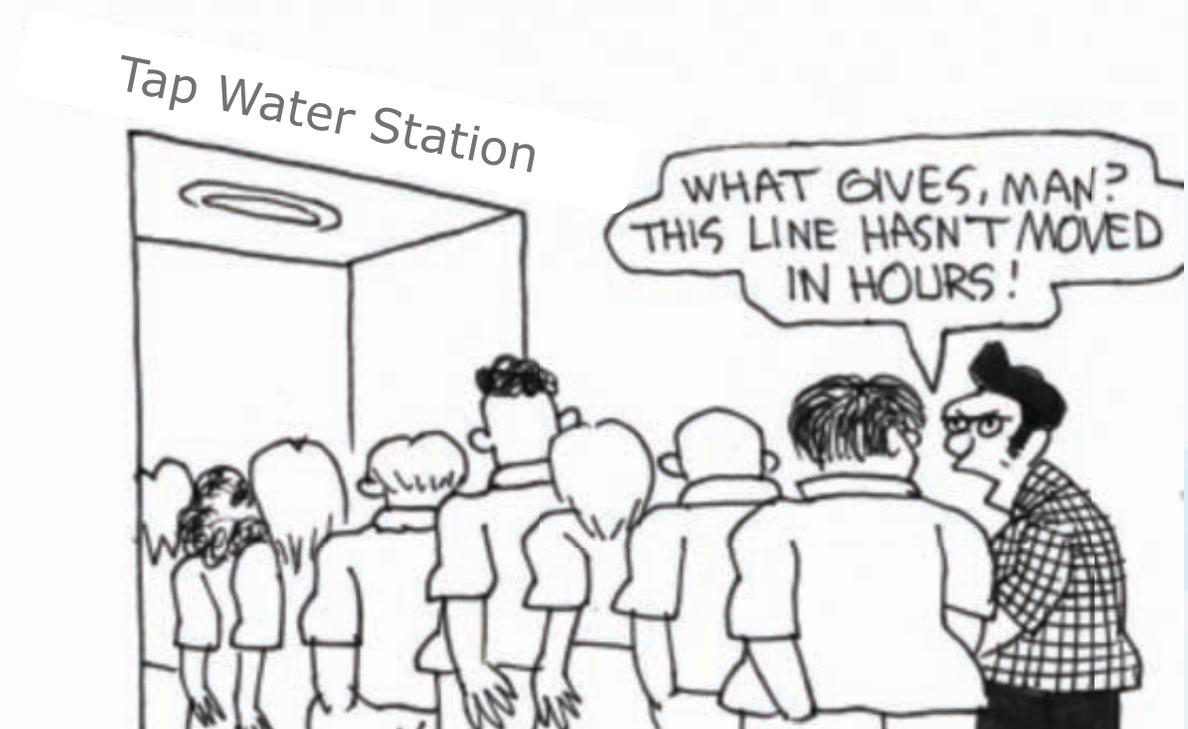
2008 Behaviour



2008 Behaviour

Campaign Elements

- What stories did we tell?
- How did we engage people?
- How did we make it easier?



Stories

- Water quality
- Environment



World-class water
starts here.



Our tap water. Mountain fresh and pure.
Next time you want water, turn on the tap.
To learn more visit www.metrovancouver.org



tap water⁺
DRINK IT.




our water
mountain fresh



metro vancouver

Our water is better than ever



Seymour Capilano Filtration Plant

- Giant filters and UV, so less chlorine is required.
- Water from the Capilano watershed will also be treated here next year.
- Coquitlam treatment will be upgraded in 2013.

Plastic, plastic everywhere

Why single-use plastic water bottles are bad



- Every molecule of plastic made is still out there unless someone burned it.
- Only downcycled, and about 20% of a recycled bottle ends up as garbage.
- Energy and greenhouse gases in production and transportation

When we throw things "away", Where is "away"?



The Problem

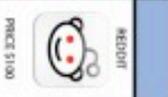
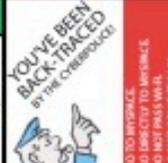


The Problem



How did we engage people?

- Media
- Signage
- Web and social media
- Face-to-face
 - Events, presentations and pledges

 PRICE \$120  PRICE \$100  PRICE \$100  PRICE \$100  PRICE \$200  PRICE \$200  PRICE \$60  PRICE \$60  PRICE \$60  COLLECT \$200 AS YOU PASS	 PRICE \$140  PRICE \$150  PRICE \$140  PRICE \$160  PRICE \$200  PRICE \$180  PRICE \$180  PRICE \$180  PRICE \$200	  PRICE \$220   PRICE \$220  PRICE \$240  PRICE \$200  PRICE \$260  PRICE \$240  PRICE \$150  PRICE \$280
 PRICE \$400  PAY \$75  PRICE \$350   PRICE \$200  PRICE \$320   PRICE \$300  PRICE \$360  YOU'VE BEEN BACK-TRACKED by the Creators! GO TO INVOICE FOR DETAILS TO INVOICE. DO NOT INVOICE. DO NOT COLLECT \$200.		



Electronic Billboard



Water wagon at the 2010 Olympic Winter Games

- A water wagon on Robson Street
- Metro Vancouver staffed a tap water pledge table
- 4,629 pledges were collected



Web and Social Media



TELUS
summervisions
 FILM INSTITUTE FOR YOUTH

Events and Pledges



metro vancouver TAP WATER PLEDGE

I Pledge to:

Support sustainability in Metro Vancouver
by choosing to drink tap water.

Name: _____

E-mail: _____

Phone: _____

City: _____

Signature _____

Yes, I would like to receive information
about other sustainability initiatives.



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vancouver

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Events and Pledges

- CBSM Prompt –
I took the Tap Water Pledge



Water Wagon

- Information outreach
- Making it easier
- Trying new behaviours



Outreach

Summer 2011

- 2,800 conversations
- Pledges: 190
- Served: over 7,000
- Exposure: 270,000
- Conservation

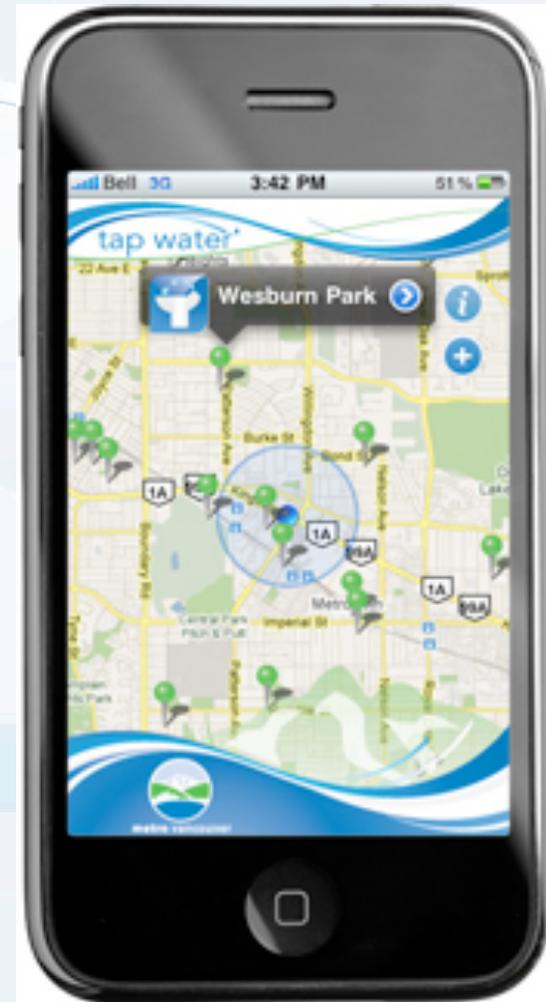


Changing Behaviour



Tap Map

- We developed *Tap Map* to make it easier to find tap water.
- Already has over 550 public drinking fountain locations.

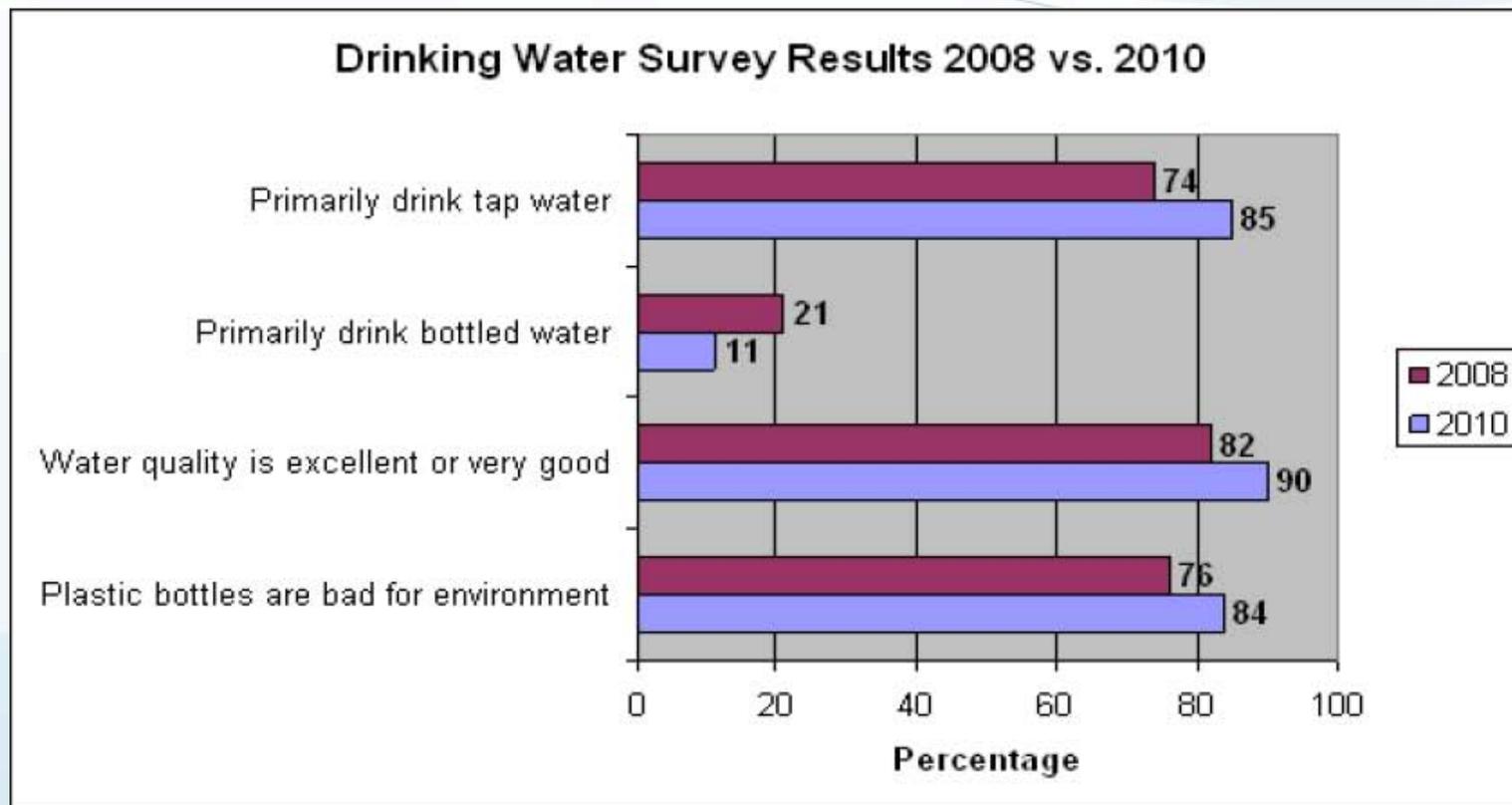


Opt in to Tap Map – it's free!

- Restaurants, coffee shops and other businesses can opt in.
- They can use the app itself or opt in through our web pages.

The screenshot shows the Metro Vancouver website's 'Opt In Tap Map' page. The page features a navigation menu with links for CAREERS, CONTACT US, ABOUT US, BOARDS, SERVICES, PLANNING, and OUTREACH. A search bar is located in the top right corner. The main content area is titled 'Opt In Tap Map' and includes a sub-header: 'Yes, I will make our region's tap water more accessible'. The form contains several input fields: Establishment, Street address, Municipality (a dropdown menu), Phone, Contact name, and Email. A note states: '(Contact names and e-mails are for verification purposes only; they will not be shared with anyone.)'. Below the form, there is a pledge section: 'We pledge to support the sustainability of the Metro Vancouver region by:' followed by two checkboxes: 'Filling water bottles upon request' and 'Offering chilled tap water for people to fill their bottles'. There are also fields for 'Website' and 'Other information'. At the bottom of the form are 'Submit' and 'Cancel' buttons. The footer of the page includes links for E-mail News, Podcasts, Blogs, Media Releases Feeds, Events Feeds, and Facebook.

Bottled Water Use Cut In Half



Questions / Discussion

www.metrovancouver.org



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