

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.

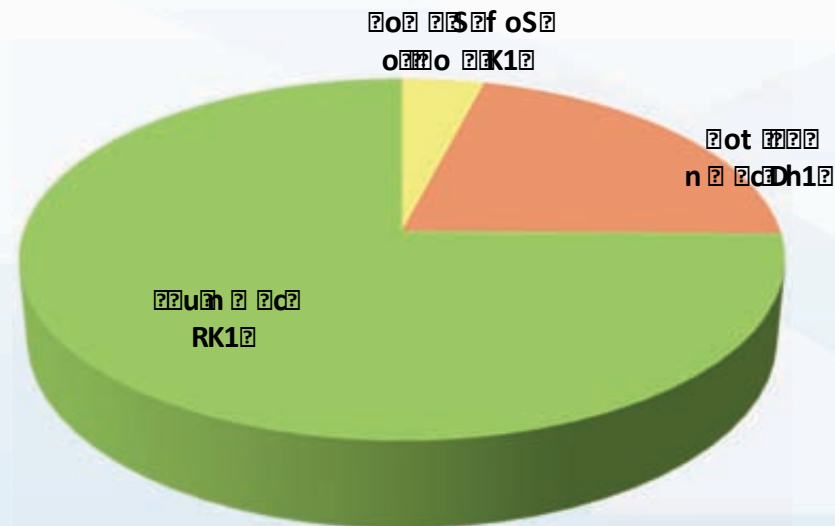
Perceptions

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

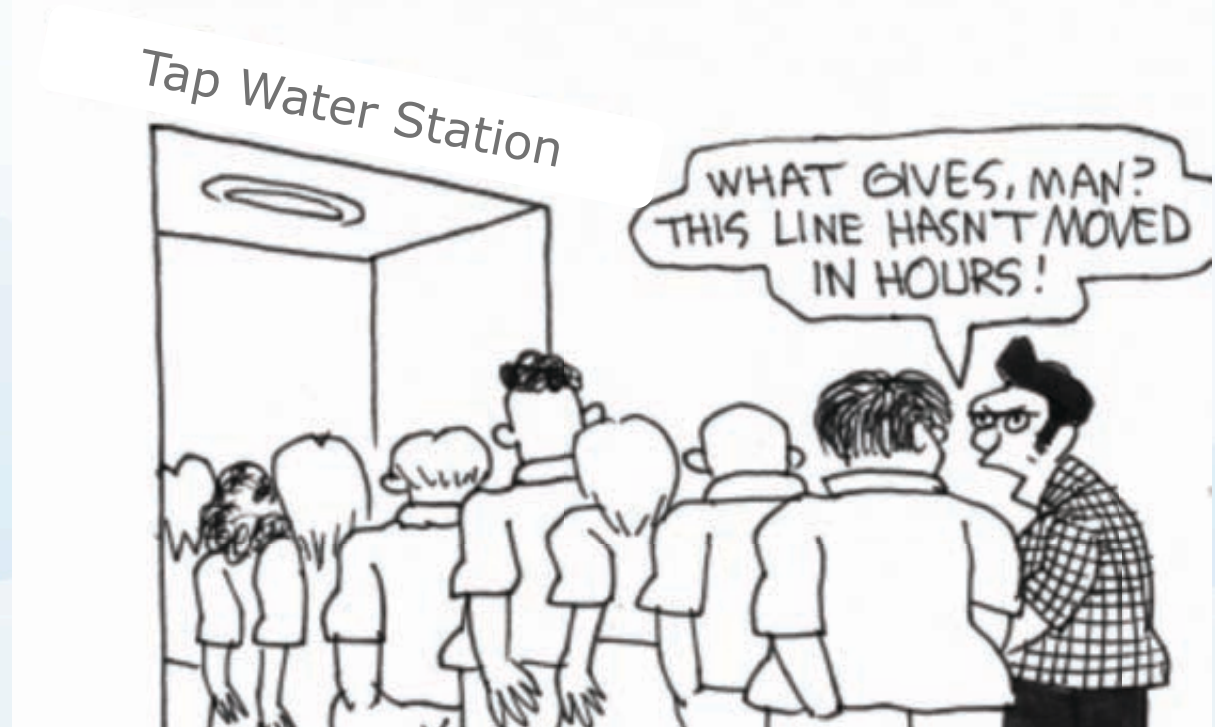
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Campaign Elements

- 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



metrovancouver

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.

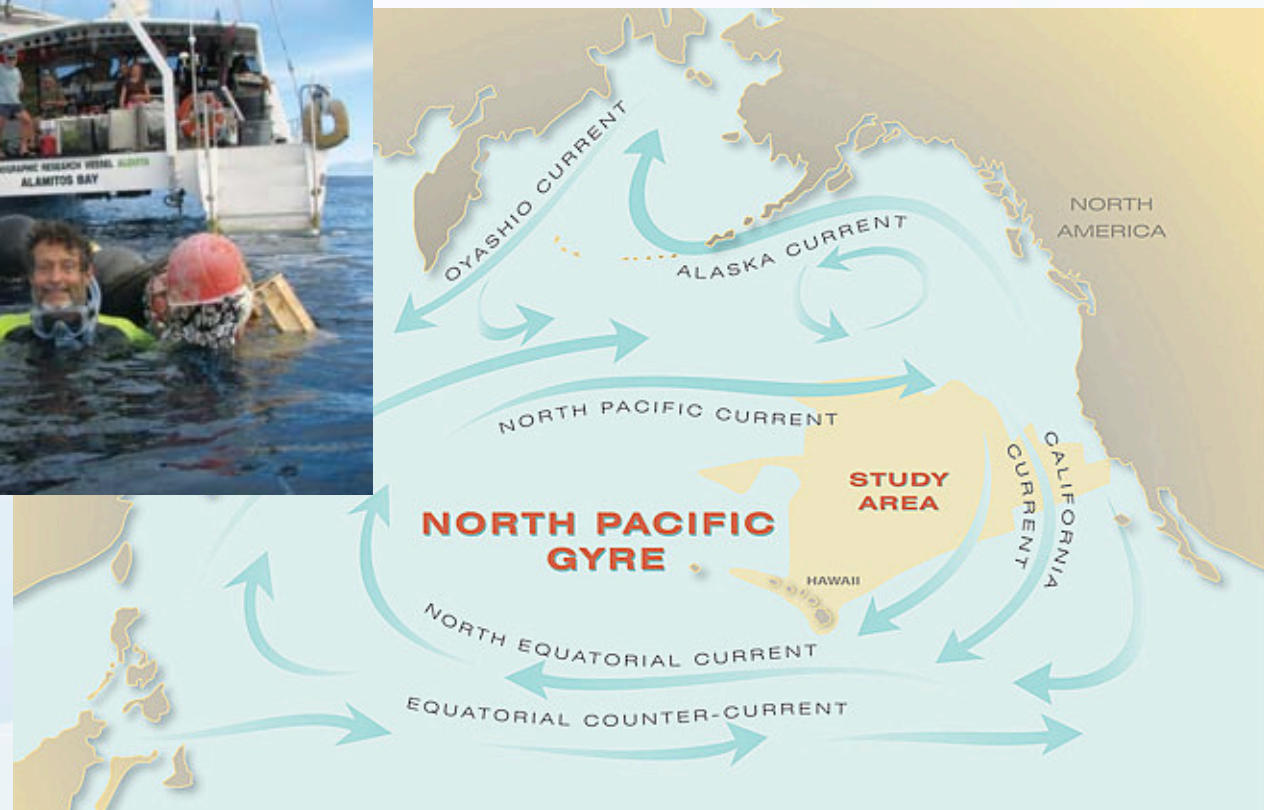
Plastic, plastic everywhere

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





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



SUSTAINABLE REGION INITIATIVE . . .

TURNING IDEAS INTO ACTION

metrovan 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.



www.metrovancouver.org

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 conservations
- Pledges: 190
- Served: over 7,000
- Exposure: 270,000
- Conservation

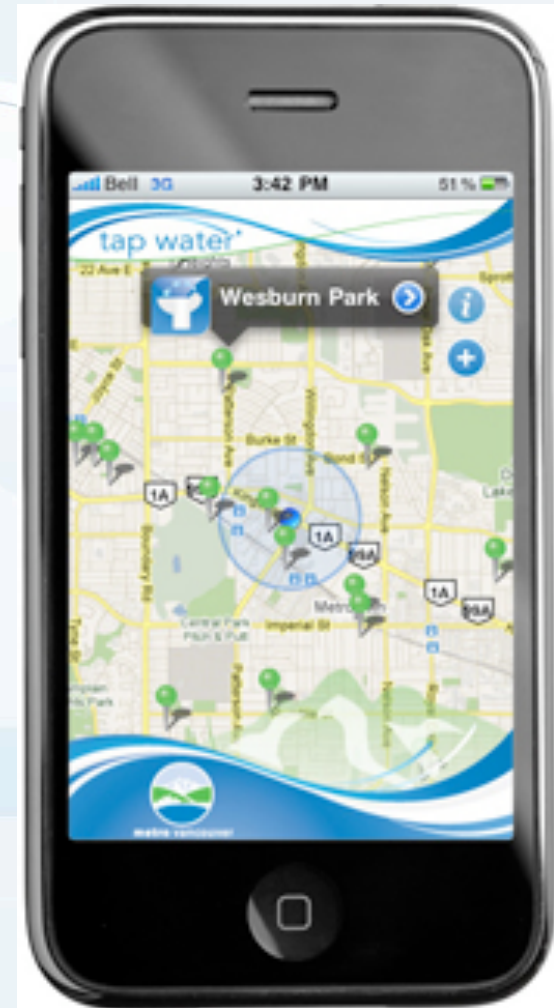


Changing Behaviour



Tap Map

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

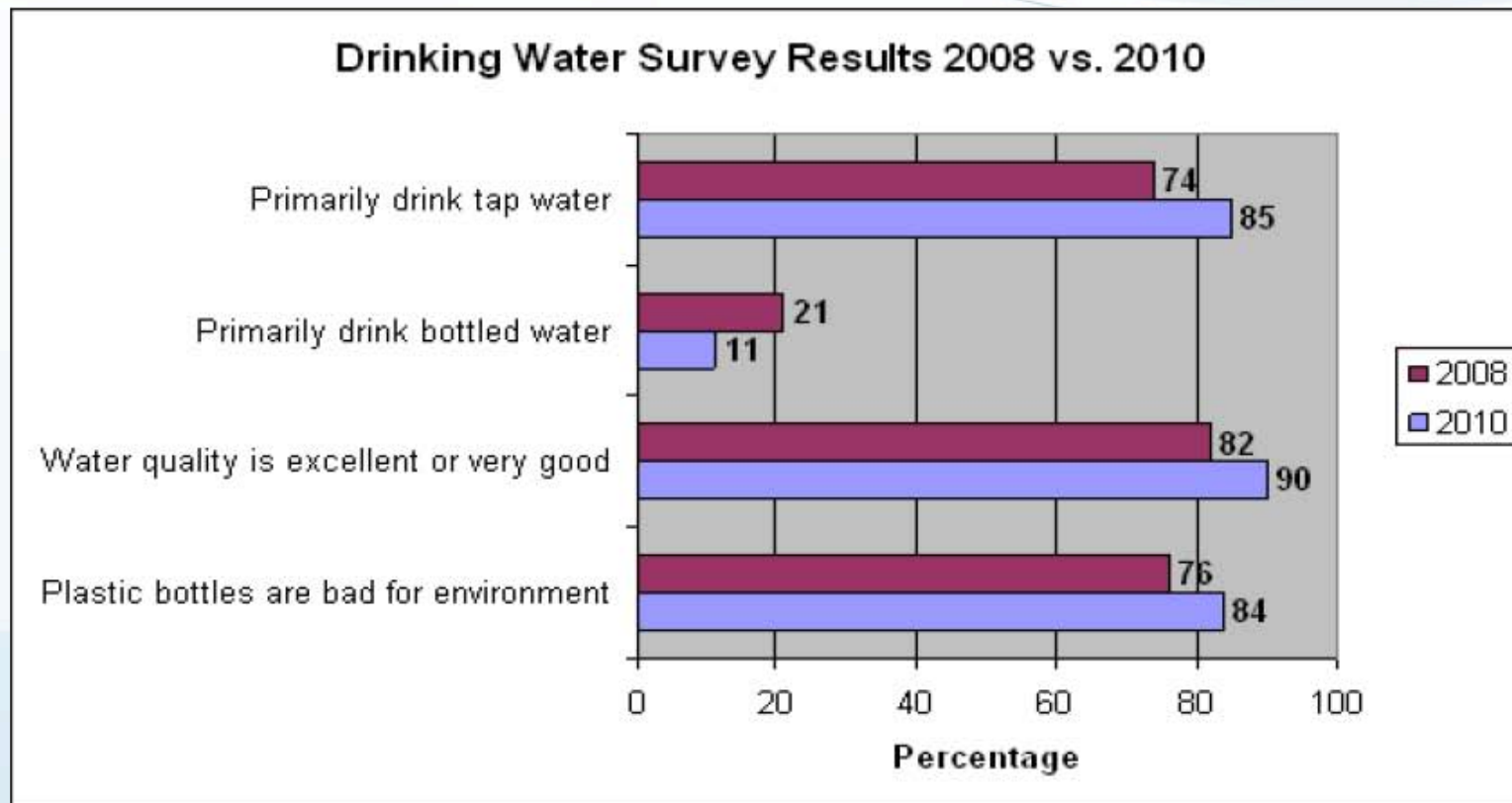


Opt in to Tap Map – it's free!

- 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 header includes the Metro Vancouver logo and navigation links: CAREERS, CONTACT US, ABOUT US, BOARDS, SERVICES, PLANNING, and OUTREACH. A search bar is located in the top right. The main content area is titled 'Opt In Tap Map' and features a green banner with the text 'Yes, I will make our region's tap water more accessible!'. Below this, there is a form with fields for 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.)'. There are two checkboxes under the heading 'We pledge to support the sustainability of the Metro Vancouver region by:': 'Filling water bottles upon request' and 'Offering chilled tap water for people to fill their bottles'. Fields for Website and Other information are also present. At the bottom of the form are 'Submit' and 'Cancel' buttons. A left sidebar contains a list of links: Aboriginal Relations, Community Breakfasts, Events Calendar, Mailing Lists, Podcasts, Public Consultations, Special Events and Programs, Stewardship and Volunteering Opportunities, Sustainability Dialogues, Sustainability Summit, Tap Water Campaign (highlighted), Tap Water Pledge, Teachers' Education, The Sustainable Region TV Program, Zero Waste Challenge, and Zero Waste Conference. The footer 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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