



Why should Fort Collins & CSU turn on the tap and ban the sale of Single-Use Plastic (SUP) water bottles?

Summit Daily - August 10, 2023 - Ryan Spencer

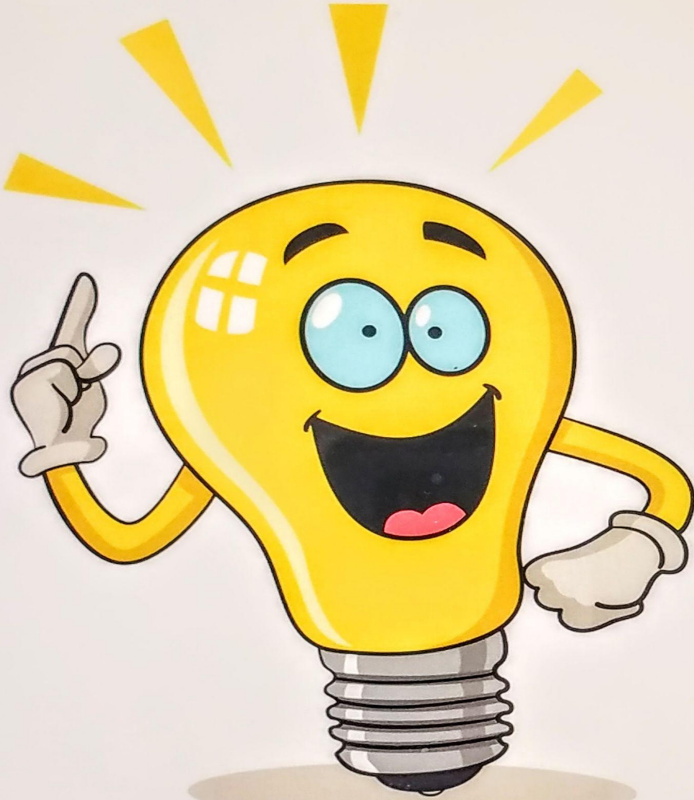
You'll no longer find plastic water bottles for sale in Frisco starting July 2024. Frisco Town Council unanimously approves ban.

Summit Daily - November 26, 2023 - Kit Geary

As Breckenridge introduces plastic bans, town staff roll out campaign to get the community and visitors on board.

Telluride- Norwood Post - April 2, 2024 - Ashley Bunton

Planet over Plastics goes into effect July 1, 2024



Why not Fort Collins?

WHY NOT CSU?

Colorado University Colorado Springs

—Take Back the Tap initiative resulted in campus-wide retail ban—

Effective - August 2015

*Washington University, Ohio State, University of Vermont, NYU,
University of New Hampshire, American University, Duke University,
Northwestern University, Florida State University, University of
California Berkeley, Unity College, Maine, Penn State University.*

Types of bans: Commercial and Municipal

State of Massachusetts leads the nation in firsts:

- Concord - Commercial retail sales ban
- Boston - Municipal citywide purchasing ban
- State - Municipal statewide purchasing ban

Jean Hill: "I consider myself a warrior against the bottled water industry."

Self described
little old lady in
tennis shoes.



Recipient of the
Environmental
Protection
Agency's
Environmental
Merit Award
2015



BIG
SHOUT
OUT
TO
THE
SIERRA
CLUB!

Never doubt that a small group of thoughtful, committed **citizens** can **change** the **world**; indeed, it's the only thing that ever has.

— *Margaret Mead*



Take Back the Tap, Unbottled, Ban the Bottle, Think Outside the Bottle

Strategies for Implementation

- Education - Businesses and community at large
- Phase in - Gradual process
- Refill stations - maps
- Grants - small businesses
- Incentives

PUSH BACK

- The ban would take away a healthy drink option.
- Why water and not other drinks like soda?
- The ban will hurt small businesses.

What are the impacts of the bottled water industry?

Four areas:

- Environmental
- Health
- Economic
- Water Justice



Environmental Impacts

- The United Nations estimates one million plastic water bottles are purchased every minute globally.
- 80% of SUP bottles end up in our landfills.
- 40% of the four billion plus pounds of plastic manufactured in the last year was for single use plastic.

Environmental Impacts (cont)

- Bottled water production is a significant waste of natural resources, as well as a contributor to climate change given the carbon impact of plastic production and shipping.



Poster child of
unsustainability

The Plastics Pipeline: A Surge of New Production Is on the Way

By Beth Gardiner - December 19, 2019
e360.yale.edu

“In the context of a world trying to shift off of fossil fuels as an energy source, this is where [oil & gas companies] see the growth.” The World Economic Forum predicts plastic production will double in the next 20 years. “You can think of plastic as a kind of subsidy for fracking.”

20 sips from a 16oz SUP bottle = 450 years

Three liters of water to produce one liter of SUP bottled water.

80% of SUPs bottles end up in our landfills.

A VISUAL INTERLUDE





Tap versus bottled water

- Tap water has less microplastics as compared to water bottled in plastic.
- Bottled water is less regulated than tap water.

Health impacts of SUP bottled water

- Nanoplastics are absorbed into human cells and tissue from the food we eat to the air we breathe.
- Nanoplastics attach to plaque in arteries increasing risk of stroke and heart disease.
- Microplastics and nanoplastics contain endocrine disrupting chemical (EDC) and other harmful compounds.

WATER IS A HUMAN RIGHT

**“When we’re done, water will be relegated
to showers and washing dishes.”**

Susan Wellington, former VP of Marketing for Pepsi-owned Gatorade

“We sell water....so we need to be clever.”

Jeffery Caso, former VP of Nestle

WATER JUSTICE

- Corporate control and privatization of water
- Deceptive marketing tactics
- Environmental justice communities targeted
- Costs of bottled water is 2000x's more than tap
- Depletion of aquifers - in drought stricken areas



ALTERNATIVE PACKAGING

- Aluminum cans
- Glass bottles
- Cardboard cartons
- Stainless steel bottles
- Plant-based bottles (from maize, sugarcane, hemp)

Seaweed - The new 'plastic'



The future of water

Notpla Co-Founders Rodrigo Garcia Gonzalez and Pierre Paslier developed an edible water bubble prototype at London's Imperial College in 2013. In the beginning, they made each one by hand in their student kitchen, continuously testing new formulations to see if their idea had any chance of success, all the while gauging responses from friends, family and anyone else who was willing. The name Ooho was born from the sound that reaction to this novel experience provoked, "Oooohooooo!" which confirmed their beliefs that this could be the future of how we carry water. Fast-forward to today and Ooho is recognised as an engaging experience that sparks curiosity in anyone who tries it.



Please hit me with something actionable!



Progress to date

- Meetings with City Council members
- Meeting with Fort Collins Chief Sustainability Specialist
- Educational outreach (tabling/presentations) within our community
- Meetings with CSU
- Discussed at the May 14th City Council Work Session
- Public comments at May 21st City Council Regular Session

“Education is the premise of progress in every society.”

Kofi Annan

- Email City Council
- Give public comment
- Stay informed
- Share on social media
- Sign the “Refills not Landfills” petition
- Organization endorsement letter

Attend City Council meeting or email your City Councilmember/Mayor

Subject line suggestions: Turn on the Tap, Refills not Landfills, Support the reduction of single-use plastics, Road to Zero Waste -SUPs

Talking points:

- We have the best water in the Rocky Mountain region.
- Let's be next in joining Frisco, Breckenridge and Telluride.
- There are many sustainable alternatives to single-use plastics.
- People and planet over single-use plastics.

Sign the “Refills NOT Landfills” Petition



Breaking news from The Coloradoan

Fort Collins City Council passes an ordinance similar to that of Frisco, Breckenridge and Telluride to ban the sale of SUP water bottles as part of the City's goal in the "Road to Zero Waste."

<https://trashmob-foco.wixsite.com/website>