



Think Outside the Bottle Campaign

Tap Water Challenge



formerly **Infact**

Corporate Accountability International, formerly Infact, is a membership organization that protects people by waging and winning campaigns challenging irresponsible and dangerous corporate actions around the world. For over 25 years, we've forced corporations—like Nestlé, General Electric and Philip Morris/Altria—to stop abusive actions. For more information visit www.stopcorporateabuse.org.

As a membership organization, we extend thanks to the thousands of donors who make our work possible. At this important time—as we strive to establish and protect the human right to water for all—our sincerest gratitude goes out to the following individuals and institutions who have made particularly significant gifts of support for our Think Outside the Bottle Campaign:

Jamey Aebersold; AHS Foundation; Edie Allen; Christine Andersen; Judy Bell and Richard Goodwin; Big Cat Foundation; Bob Binger; Elspeth Bobbs; Mig Boyle; Helen Boyle; Lisa Caine; Daughters of Charity, St. Louis; Judith Davidson; Delight and Paul Dodyk; David Dunning; Arthur Evans; Friendship Fund; Bill Gazes; Betty Goldsmith; Neva Goodwin; Diane and Don Hewat; Betty Jenney; Maryanne Tagney Jones and David Terry Jones; Bob Klausner; Lawson Valentine Foundation; Marcia Levine; Chris Lloyd; Robin Lloyd; Henry Lord; Josh Mailman; Cindy Marshall and Kathy Pillsbury; Betty Morningstar; Catherine Morton; Fran Nyce; Ostara Fund; Our Lady of Victory Missionary, Huntington; Overbrook Foundation; Park Foundation; Pettus Foundation; Presbyterian Hunger Fund; Racine Dominican Sisters; Randolph Richardson; Deborah Rose; Chartis Langmaid Tebbetts; Margaret Savage; School Sisters of Notre Dame, Baltimore; Sisters of Charity of the Blessed Virgin Mary, Dubuque; Sisters of Charity, Mt. St. Joseph; Sisters of St. Francis, Rochester; Sisters of St Joseph, Carondelet, St. Paul; Sisters Of St. Joseph, T.O.S.F., Chicago; Ted and Jennifer Stanley; Felix and Hannah Wassermann; Alice Zea; and every member of our Ida Tarbell Society.

We'd also like to thank the numerous faith communities, student groups, activists and shareholders taking action to challenge corporate control of our water. The Tap Water Challenge Organizing Kit is another tool for your ongoing efforts.

Think Outside the Bottle Campaign

Thank you so much for taking action to challenge corporate control of our water! The *Think Outside the Bottle Campaign* is a direct challenge to the marketing muscle of bottled water corporations. We are joining communities around the world working to keep water bottlers and for-profit water corporations out, and to protect the human right to water.

As with each of Corporate Accountability International's previous campaigns, the first phase is a massive public education drive. A lot of people don't even realize that there IS a water industry. That's why we're starting by exposing the dangerous reality behind the image of bottled water, and mobilizing people to demand that these corporations stop their irresponsible and dangerous actions.

If corporations control our water, they can decide who gets it—and who doesn't. Decisions about a life-giving substance and a fundamental human right must not be left to corporate shareholders and executives unaccountable to the public.

The **Tap Water Challenge** was developed as a way to educate and engage our fellow community members about this critical corporate accountability, human rights and environmental issue.

The Tap Water Challenge has taken place in cities across the country this past spring, directly involving thousands of people and reaching millions more through over 75 news stories! This is a highly effective, awareness-raising tool, and we are delighted that you will be introducing it to your community, too!



Overview of the Tap Water Challenge

We are turning the tables on the bottled water market with our Tap Water Challenges. People take a blind-folded test that pits pricey bottled water against good ole' tap water, and most find that they can't tell the difference! The event works best in community areas with high visibility and lots of foot traffic. Typically, 4 hours is needed for the event itself, which includes set-up, the Tap Water Challenge, breakdown and a volunteer debrief. Your goal is 20 challengers per hour, or 40 per event. To be most effective, you want 5-8 volunteers for each event. You will also need to plan a few hours for preparation in the days prior to the Tap Water Challenge. The following pages detail a best practices approach to running the event. Please note, not everyone will decide to publicize the event ahead of time or contact the media. That's okay. If you do, though, the information is available to help you along. However you run your event, have fun and let us know how it goes! Good luck!

1. Getting Started: How to present the *Think Outside the Bottle Campaign*

As you organize the Tap Water Challenge, you'll be talking to many people about the *Think Outside the Bottle Campaign*. Frame your approach to suit your audience. Some of our best allies are motivated by the particular issue of water as a human right while others are invested in the broader arena of corporate accountability or social justice. Be sure to talk about the Campaign accordingly!

The initial approach is key. Present yourself as a member of the community and a volunteer with Corporate Accountability International, a membership-based organization that's challenging corporate control of our water. Be sure to clearly identify any faith community, citizens group or student club that is organizing this particular Tap Water Challenge along with you.

2. Securing the Location

Finding a great site to host the Tap Water Challenge is the first step and one of the most important parts of your event. You need an area that provides a lot of open space and good amount of foot traffic. Avoid areas where people will be rushing by and unlikely to stop to take the Tap Water Challenge. If you are inviting the press, make sure there is a good spot for them to set-up. You can often find a location just by brainstorming places and people that you already know.

Consider:

- Community squares or parks
- Street space in front of local non-profits, bookstores or cafes
- Street corners with lots of foot traffic

Remember:

- Secure any necessary permits through the town office or talk with the business.
- Ensure accessibility for everyone in your community (i.e. wheelchair access) .

3. Volunteers: Turn-out 5-8 Leaders

Ask anyone who has organized a successful event—it takes considerable behind-the-scenes preparation. The best way to recruit volunteers is personal and direct organizing. The event is an opportunity to build relationships with allied organizations and create community with like-minded folks in your area.

Support from Campaign Headquarters

A community Tap Water Challenge is a fabulous opportunity to meet other people in your area who support Corporate Accountability International and have joined the *Think Outside the Bottle Campaign*. Back at Campaign Headquarters, we can easily contact other members in your area and can put you in touch with our most committed activists near you.

Personal Contact

To make these events as successful as possible, you'll also want to actively recruit friends, family, co-workers and others who are already involved in efforts for social justice. Sending out written invitations is a great way to help spread the word. Still, the best way to ensure enough volunteers is to personally invite people (either face-to face or on the phone).

As you work on the details of pulling off a great event, don't leave anyone out of the news that a Tap Water Challenge is coming to town. Remind people to tell their friends and family to attend—and ask them if they know of other people or groups who would be interested in knowing about it. Keep a running tally of who's coming to help or participate. A basic hint in organizing is the 50% rule, meaning that roughly half the people who say they can volunteer or attend your event will actually show up. So it follows that if you want **5** people to volunteer at the Tap Water Challenge, you will need **10** people to say they will come.

Creating a Support Team

It's so important to have support when you are organizing an event. Do a quick brainstorm of people you know who would love to get involved in a social justice project like this: friends, family, classmates, members of your religious community, professors, co-workers, neighbors, etc. Ask them to pitch in on a piece of the preparation and give them a specific project. They can help put up posters, recruit volunteers, submit letters-to-the-editor, secure the venue or call people to confirm attendance. Motivating others to act is the cornerstone of social change. Not only will it ease your responsibilities but it will intensify others' investment in the *Think Outside the Bottle Campaign*.



The Importance of Co-Sponsors

Another smart way to make your Tap Water Challenge successful and ease the preparations is to approach local organizations to co-sponsor. Be sure to approach a diverse list of potential co-sponsors: other organizations working on water, faith communities, human rights groups, progressive political organizations, water department offices, high school or college student groups, etc. Present a motivating and tailored synopsis of the *Think Outside the Bottle Campaign* and Tap Water Challenge and invite them to be a co-sponsor. Think ahead about what you would like from each co-sponsor. For example:

- Announce the Tap Water Challenge to members
- Recruit 5 volunteers for the Tap Water Challenge
- Commit to 2 hours of prep work
- Submit a letter-to-the-editor about bottled water, the *Think Outside the Bottle Campaign* or the local effort your group is coordinating

4. Publicity—Spread the Word!

Tap Water Challenges are a powerful tool to motivate people to *Think Outside the Bottle* and challenge corporate control of our water. You do not need to do much to build the crowd at the Tap Water Challenge (curiosity attracts a gathering!), but **if** you are looking for more volunteers or want to let people know about the event ahead of time, here are the tools for you.

We don't want to leave anyone out! There are several effective ways to reach other people interested in volunteering or participating in the event. One way to draw a wide range of people to your Tap Water Challenge is to launch a publicity drive focusing on visibility and the media.

Visibility

- Cover your town with Tap Water Challenge flyers (50-100)—take your staple gun and hit a college campus or town center. It's a great idea to put up flyers near your venue—be sure to include diverse neighborhoods!
- Mail or e-mail invitations or phone 5-20 friends and contacts.

Please refer to the back of the packet for a sample flyer. If you need additional help or ideas, give a call today to let us know what we can do to help you publicize your event. We'll gladly brainstorm more options for your area.

Work the Media

- Submit letters-to-the-editor (LTEs) to three local papers.
- Submit a Tap Water Challenge advertisement to community newspapers and newsletters.

Please refer to pages eight and nine for a sample LTE and sample ad. If one gets placed in a newspaper, let Campaign Headquarters know—we'd love to get a clipping! And pictures of your event help us raise more awareness, too, so see page 18 for a photo guide.

Sample Letter-to-the-Editor

Remember: A letter is more likely to be published if it is newsworthy. The following letter is just a sample. Be sure to update it as necessary and feel free to re-work it to reflect what you and other organizers are doing in your community in support of Corporate Accountability International's Think Outside the Bottle Campaign.

Date

Editor's Name
Name of Media Outlet
Address

Dear Editor:

This is the second year of the United Nation's "Water for Life Decade" which seeks to halve the proportion of people without access to safe drinking water by the year 2015.

Today, over one billion people do not have access to safe, clean drinking water. In the U.S., most of us use public water systems, which are largely quite good. However, the big bottled water corporations like Coke, Pepsi and Nestlé, with brands like Dasani, Aquafina and Poland Spring, have changed the very way we think about water. These corporations are leaders in a \$55 billion industry that turns water into ... water. And we, along with the one in six Americans who drink bottled water exclusively, are footing the bill at thousands of times the cost for what comes from our kitchen sink.

Moreover, by using misleading promotion of bottled water and interfering in public policies, Coke, Pepsi and Nestlé are infringing on something much more valuable than our pocketbooks. The for-profit water industry is undermining water as a fundamental human right. It's time to "think outside the bottle," and challenge increasing corporate control of our water.


Join us (or community group name) for a Tap Water Challenge on (day, date) at (time). We will be (in front of the Treasures Bookstore, at 1234 address lane). Find out for yourself if you can tell the difference between bottled water and tap water.

Tap Water Drinker,

(Name)
(Address)
(Phone)

Sample Ad

If you know of a newspaper or community newsletter that could run a similar advertisement, please let us know and we'll send you an electronic copy.



THINK OUTSIDE THE BOTTLE

CHALLENGE CORPORATE CONTROL OF WATER

www.stopcorporateabuse.org

Next Tap Water Challenge

Location:
Date:
Time:

To volunteer, contact:

1 in 6 people in the U.S. drink *only* bottled water.

In 2002, bottled water corporations spent \$93.8 million to portray bottled water as better than tap water.

Coke, Pepsi & Nestle are profiting from something that is a human right.

**Drink bottled water?
Think you can tell the difference?**

Take the challenge!

5. Tap Water Challenge

It's a week before the big event, the location is set and your volunteers are ready. Now, it's time to put together the final pieces to actually turn the plan into a Tap Water Challenge.

Supplies

- 12-12oz Dasani Bottled Waters
- 12-12oz Aquafina Bottled Waters
- 12-12oz Nestlé Bottled Waters *(Use the most popular brand in your area - Poland Spring or Pure Life or Ice Mountain or Deer Park or Ozarka, etc.)*
- 300 oz Tap Water from local source A – with storage/serving containers
- 300 oz Tap Water from local source B – with storage/serving containers
- 300 colored plastic cups, 3-6 ounces in size (\$3.19 for pack of 100)
Colored plastic cups ensure the notes on bottom aren't seen during the test. Use small cups, if possible, to not go through as much bottled water (remember, we don't like to buy it!).
- Trash can for used paper cups, and large container for water left in cups
- 5 small boxes, each clearly labeled with a bottled water brand or tap water source, containing the above colored plastic cups; Cup Chart
- Tap Water Challenge quiz sheets, 4 black markers & 4 red markers
- 4 dark-blue bandanas, or other suitable blindfolds
- Table for challengers, and additional space for materials
- Large banner/sign with "Think Outside the Bottle" (string, tape, scissors)
- Other posters with bottled water images or "Take the Tap Water Challenge!"
- Organizers and volunteers in community group T-shirts or buttons
- 50-100 "Inside the Bottle" postcards with messages to Coke, Pepsi & Nestlé
- 12+ pens
- Container clearly labeled for donations
- Bottled water press clips provided by Campaign Headquarters
- "Think Outside the Bottle" flyer, "Inside the Bottle" brochure, community info
- "Think Outside the Bottle" bumper stickers on sale for \$1
- Corporate Accountability International and community group newsletters

Week Before Tap Water Challenge

- Cups – Use a marker to label the bottom of the cups with the water source. Doing this ahead of the Tap Water Challenge eases prep time during the event. Write “Aquafina” on the bottom of 50 cups, then place them in the small box you’ve labeled for Aquafina. Do the same thing with Dasani, the Nestlé bottled water brand, and then 75 cups each for two tap water sources (i.e. Minneapolis Tap Water, (nearby town) St. Paul Tap Water).
- Quiz Sheets – Fill in the quiz sheet on page 15 with your Tap Water Challenge information, make 25 copies and cut into individual sheets.
- Cup Chart – Make 3 copies of page 16. Cut each sheet in half and tape the entire chart to the table so that Cups A, B, C, D are in a tight, straight line, effectively making a “station” for each challenger. Typically, each challenge hosts 2-3 stations. Hint: tape across the entire chart so that if water spills, it can easily be wiped off the surface without ruining the chart.

Two Days Before Tap Water Challenge

- Water – bottled water and tap water – needs to be chilled in a refrigerator overnight so that it is at the same temperature during the Tap Water Challenge. (Leave the tap water uncovered during this time in case the container has an odor.) This is extremely important to give the Tap Water Challenge credibility with participants.
- Volunteers – confirm participation and double-check times and location.

Day of Tap Water Challenge

- Pack materials in vehicle/transportation 2 hours before event
- Arrive at event site 1 hour early
- Meet with volunteer team and set-up for ½ hour. Review roles and practice conversation points. Highlight the importance and goals.
- Tap Water Challenge! Spend 2 hours and have at least 20 challengers per hour. Remember to collect postcards!
- Break-down for ½ hour and debrief with volunteer team – what went well, what could have gone better? Make sure to get contact info for thank-you notes and future Tap Water Challenges.

Running the Tap Water Challenge

Roles include recruiters/postcard collectors (2-3), blind folders (2-3), water distributors (2-3), questions/materials table point person (1), flow organizer/media spokesperson (media optional) (1).

Recruiter/Postcard Collectors

Stand on the street in front of the Tap Water Challenge and ask these questions as people walk by. Have passersby sign postcards to challenge corporate control of our water, and after they do so, lead them over to the Tap Water Challenge. Then, start recruiting again!

Do you think you can tell the difference between bottled water and tap water?

Do you drink bottled water? Then you've got to take this challenge!

Bottled water corporations are using misleading promotion of bottled water to make us think it's safer, cleaner or healthier. Come take this challenge to learn the reality behind those images.

Do you believe corporations should control our water? Take the challenge!

Blind folders - Raise Consciousness through Blindfold

The recruiters have brought someone over to take the Tap Water Challenge. While they are wearing the blindfold, they are a captive audience, so here's how to make the most of that time!

What's your name? Hello, _____, my name is _____. May I blindfold you for a moment so that you don't see what goes into each cup? Thanks. (Start blindfolding) Do you drink bottled water? What is your favorite brand? Why do you drink bottled water? We're holding Tap Water Challenges because corporations are increasingly controlling our water, and bottled water is just one example of how they are doing this. Already, 1 in 6 Americans drinks ONLY bottled water, which means corporations like Coca-Cola (Dasani), Pepsi (Aquafina) and Nestlé (name local brand – Poland Spring or Pure Life or Ice Mountain or Deer Park) are changing the very way we think about water, even though bottled water is sometimes less safe than our municipal water.

*While the blind folder is putting the blindfold on the challenger and having a conversation, a **water distributor** selects cups from 4 different boxes under the table, using two cups labeled with bottled water and two labeled with tap water. Set the 4 cups in front of each challenger while they are blindfolded, then pour each 2/3 full with the corresponding water source. This allows a different set/order for each contestant, so that every challenge combination is random. After the cups are on the cup cart, nod to your blind folder that they can remove the blindfold.*

(Remove blindfold) Okay, here are your water samples, and your quiz sheet. You have four cups and five choices; please use the black marker to draw a line between the cup and the water you think it is.

Water Distributors - Make the Challenger Think

During the challenge, you want the participant to be thinking through their reactions.

Do you feel like there is a clear difference? Are you having a hard time telling a difference? You said that _____ is your favorite bottled water – what do you think about it now? Are you guessing or do you feel confident in your answers?

Water Distributors - Keep Challenger Talking after Event

The challenger has finished the quiz sheet. Trade them the black marker for a red marker, and tell them that the answers are on the bottom of the cup. Have them draw red lines between the correct answers on the quiz sheet. Use the information you've gathered above – if they drink bottled water, their favorite brand, etc. — to highlight the contrast with their actual results. Especially helpful if someone had a hard time telling, but guessed correctly – remind them that they guessed!

What do you think about bottled water now?
Will you think differently about using bottled water?
Have you signed a postcard sheet yet?

Choose a couple of informational points to share, then thank them for their time and send them to the materials table for more information or to get involved. They can also be asked to fill the bottle with contribution of \$1, or to buy bumper stickers and other materials.

Questions/Materials Table Point Person

Your job is to get people more involved and aware by handing out information, answering questions about the Think Outside the Bottle Campaign and signing up future volunteers. If someone has just taken the Tap Water Challenge and has a lot of questions, you should go and bring them to the materials table, to free up the Tap Water Challenge station and staff for more challenges to take place.

Flow Organizer/Press Spokesperson

You're the troubleshooter for any problems that arise, and handle all media inquiries. Feel free to contact Campaign Headquarters before the event at 617.695.2525 for a short press training via the phone, and to review any questions you may have. You can also refer press inquiries to the Corporate Accountability International Press Officer at the same number. (If you do this, please call and let us know!)

Idea: Press Conference

Challenge proceeds as normal. At designated time, high-profile challengers will arrive, along with any media you contacted. Designate a spot to greet press, so that pictures/clips are taken from a location that will offer the best backdrop. To do this, create your best angle from a location that offers easy walk-up and drive-up access for cables. Start the Challenge with a grand announcement, then have spokespeople give statements to the media when the Challenge is over.

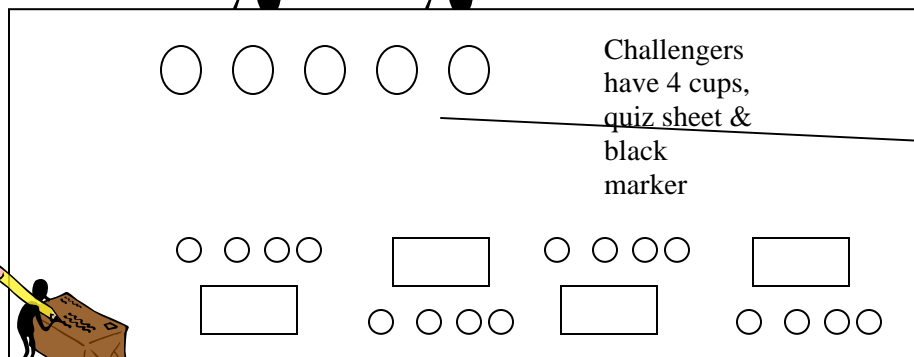
Think Outside the Bottle sign

- Dasani (yuck)
- Aqua-fina (yuck)
- Nestle (yuck)
- Tap Water A (yea!)
- Tap Water B (yea!)

12 each Bottled Waters and 300 oz each Tap Water – try to keep these in shade

Best trained volunteers

- Box - 75 Dasani cups
- Aquafina cups
- Nestle cups
- Tap Water A cups
- Tap Water B cups



Boxes of cups are under the table

On display: Dasani, Aquafina, Nestlé BW, & labeled cup of tap water from source A, B



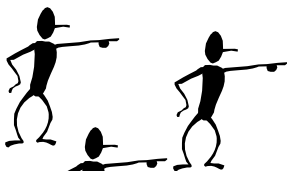
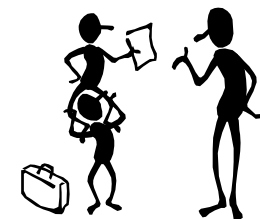
You Really cool activist/press/etc

Bottled Water Images posted behind table – make these visible!

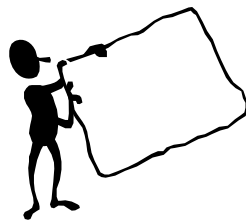
Postcards/Sign-In sheets

Spots for Tap Water challengers

Table: Stickers, bumperstickers, other materials for sale, cashbox, materials sign, pens, postcards, press clips, lots and lots of flyers about how to challenge corporate control of water



Most enthusiastic volunteers



Tap Water Challenge

Cup A Coca-Cola's Dasani

Cup B Nestlé's _____

Cup C Pepsi's Aquafina

Cup D _____ Tap Water

 _____ Tap Water

Tap Water Challenge

Cup A Coca-Cola's Dasani

Cup B Nestlé's _____

Cup C Pepsi's Aquafina

Cup D _____ Tap Water

 _____ Tap Water

Tap Water Challenge

Cup A Coca-Cola's Dasani

Cup B Nestlé's _____

Cup C Pepsi's Aquafina

Cup D _____ Tap Water

 _____ Tap Water

Tap Water Challenge

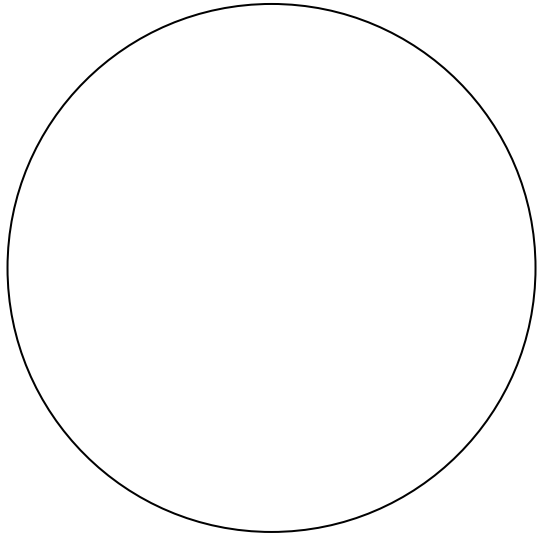
Cup A Coca-Cola's Dasani

Cup B Nestlé's _____

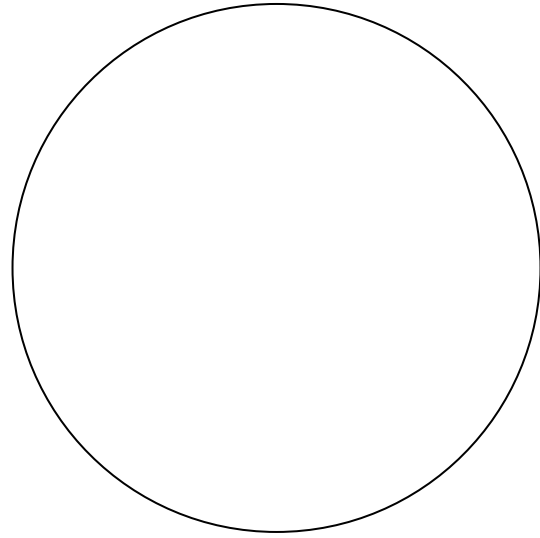
Cup C Pepsi's Aquafina

Cup D _____ Tap Water

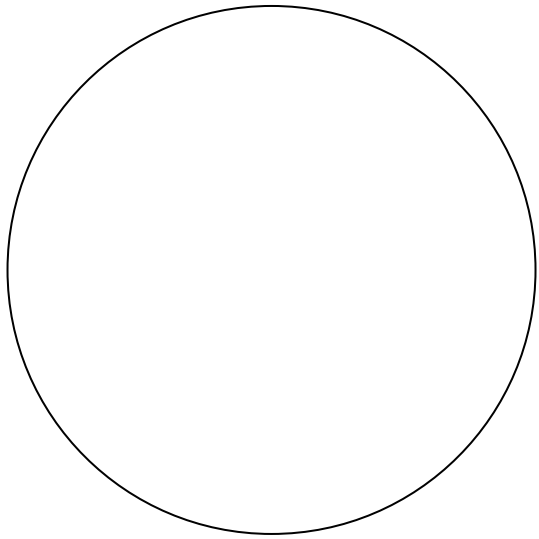
 _____ Tap Water



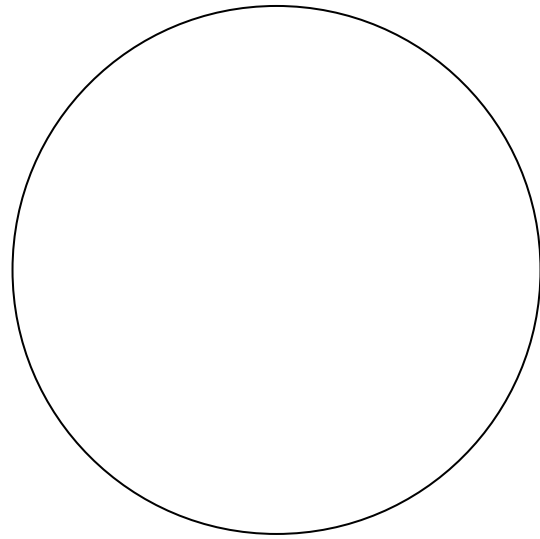
Cup A



Cup B



Cup C



Cup D



Next Tap Water Challenge

Location:

Date:

Time:

Contact:

1 in 6 people in the U.S. drink only bottled water.

In 2002, bottled water corporations spent \$93.8 million to portray bottled water as better than tap water.

Coke, Pepsi & Nestle are profiting from something that is a human right.

Drink bottled water? Think you can tell the difference?

Take the challenge!

Photo Guide

1) Convey your message:

Remember that old adage: A picture is worth 1,000 words? When taking a photo, keep in mind what you are trying to convey with the photo. What is the purpose of the photo? Upon a glance, what do you want your audience to see? What story will your photo tell? Keeping these questions in mind will help you to take better pictures that convey the moment and story of the campaign action.

2) Identify your subject:

During campaign actions there are many things going on at the same time. Clearly identify your subject and focus your shots - if you want to show thousands of people, stand far away and zoom out. If you want to show campaign signs, instead of getting a picture with many signs, focus in on the best ones and take closer shots so the signs are legible in the photo.

3) Choose backgrounds carefully:

While it is not always in your control what your background is during a campaign action, keep in mind that the simpler the background, the better your photograph will be. Look for anything that could draw attention away from the subject of the photo such as glare, stray branches or litter, street signs or poles that appear to be growing out of the subject's head and try to avoid these distractions in the background of your photo.

4) Try different angles:

For every 10 photos you take, there is a slight chance that one of them will be usable online or in a newsletter. So take a lot of pictures. Variety is your friend. Instead of taking multiple shots standing in the same place, the photographer should move around, take multiple shots and multiple angles, and if possible, move the subject or crowd around a bit. Try out different things, different backgrounds, different camera angles and see what looks best. You can never take too many photos.

5) Get closer:

The best photos of people taking action are the ones where you can see the people. Faces are very powerful. **Don't be afraid to get close up shots.** Generally speaking full body shots aren't that useful, but feel free to get shots of people from the waist up, making their faces closer and more the subject of the photo. Also, this way we may be able to read those fantastic campaign buttons.

6) Objectify the objects around you:

Signs of corporate abuse and the human toll of these abuses are everywhere. Anything from an empty bottle of Aquafina or Dasani in a dirty gutter, an abandoned water fountain sitting next to a soda machine, or children standing next to Marlboro advertising can be powerful images that convey our message of corporate abuse and the need for corporate accountability without saying a word. Keep a constant lookout for these images as you are in the field campaigning.

7) Camera Settings:

- Set digital camera settings on high or highest resolution. This will enable us to use all photos for web or print media
- Set flash on auto. If pictures appear to be dark on the screen, turn the auto flash off and try again.



EXCELLENT PHOTO OPPORTUNITY!

For Immediate Release:

[DATE]

Contacts:

[YOUR NAME], Corporate Accountability International volunteer
[PHONE NUMBER]

[YOUR CITY] RESIDENTS DARED TO “THINK OUTSIDE THE BOTTLE”

Activists Challenge Misleading Promotion of the Bottled Water Industry

WHAT: [CITY] residents and Corporate Accountability International are organizing a Tap Water Challenge, daring citizens and students to put on blindfolds and try to tell the difference between tap water, Coke’s Dasani, Pepsi’s Aquafina and Nestlé’s Poland Spring. Nation-wide tap water challenges have been taking place throughout the last six months. Passersby will be blindfolded and then asked to sample four cups of water. Two cups will contain tap water drawn from different public taps and two will contain brand-name bottled water. The events are part of a national “Think Outside the Bottle” campaign launched by Corporate Accountability International to challenge the marketing muscle of the bottled water industry.

WHEN: [DATE OF EVENT]

WHERE: [LOCATION]

WHO: [YOU & ANYONE CO-HOSTING EVENT WITH YOU]

WHY: Half of all Americans drink bottled water and one-sixth of Americans drink only bottled water, even though it is much more expensive and less regulated than tap water. Coca-Cola, Pepsi and Nestlé bottled water brands account for over half of the \$10 billion U.S. bottled water market, and Coke and Pepsi both use tap water as the source.

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Corporate Accountability International, formerly Infact, is a membership organization that protects people by waging and winning campaigns challenging irresponsible and dangerous corporate actions around the world. For over 25 years, we’ve forced corporations—like Nestlé, General Electric and Philip Morris/Altria—to stop abusive actions. For more information visit www.stopcorporateabuse.org.



For Immediate Release:
[DATE]

Contacts:
[YOUR NAME] in [YOUR CITY], [CELL PHONE]
Corporate Accountability, (617) 695-2525

BOTTLED WATER CLAIMS BY COKE, PEPSI, NESTLÉ PUT TO TEST IN [CITY] TAP WATER CHALLENGE

“Think Outside the Bottle” Campaign to Reveal How Corporations Mislead Consumers About Bottled Water

[CITY, STATE]—Joining with people across the United States, [CITY] residents are participating today in a Tap Water Challenge to test Coke, Nestlé and Pepsi’s bottled water advertising. It is all part of Corporate Accountability International’s “Think Outside the Bottle” campaign, which cites bottled water as the most visible example of increasing corporate control of our water. By encouraging consumers to “think outside the bottle,” the campaign is a direct challenge to the marketing muscle and myths of the bottled water industry.

Half of all Americans drink bottled water, and one in six Americans drink only bottled water. Coca-Cola, Nestlé and Pepsi water brands account for over half of the \$10 billion U.S. bottled water market, and Coke and Pepsi both use tap water as their source.

“Many people do not realize that the most popular bottled waters in the U.S. come from the tap and are resold to the public at hundreds or thousands of times the cost,” said [LOCAL SPOKESPERSON], a volunteer with Corporate Accountability International. “At the same time, corporations like Coke, Nestlé and Pepsi promote bottled water as pure, safe, healthy and superior to tap water, but bottled water is actually less regulated than tap water.”

In 2004, half a million bottles of Coke’s Dasani were recalled in the United Kingdom after they were found to contain bromate, a carcinogen. And a Natural Resources Defense Council study found that bottled water was no safer—and sometimes less safe—than tap water, with harmful contaminants like arsenic detected in some brands.

Today’s Tap Water Challenge will dare [CITY] residents to put on blindfolds and try to tell the difference between Coke’s Dasani, Pepsi’s Aquafina, Nestlé’s Poland Spring, and their own public tap water. Nationally, Tap Water Challenges have taken place in more than a dozen cities since United Nations’ World Water Day on March 22.

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Tap Water Challenges have also been conducted in Austin, Baltimore, Boston, Minneapolis, Portland (Oregon), San Francisco and Seattle. Passersby are asked to sample four cups of water blindfolded. Two cups contain Dasani, Aquafina, or Poland Spring and the other two contain water drawn from different public taps. Postcards with mock labels (Daphoni, Aquafib and Nasty) will be on hand for consumers to fill out and then send to the three corporations.

“This is about much more than price gouging or duping the public. Our human right to water is at stake,” said Corporate Accountability International Executive Director Kathryn Mulvey. “Problems of water scarcity and access loom larger as a profit-driven industry increasingly controls our water supply.”

For example, Michigan Citizens for Water Conservation (MCWC) in Big Rapids, Michigan, battled and won a major court victory in 2003 shutting down a Nestlé well field that supplies water for its bottled water operation. The trial court found Nestlé’s well field operation substantially harmed a stream, two lakes, and rich diverse wetlands. After lobbying the governor and state chamber of commerce to their side, Nestlé was able to appeal the ruling, and won temporary permission to pump out and bottle 218 gallons of water each minute. The citizens group is appealing the case to the Michigan Supreme Court to prevent a shift in water law that would favor privatization of a public resource.

“Spring water mining and pumping operations are hugely profitable in a very thirsty world. The privatization of water for profit and the diversion of water are not meaningful remedies for the world’s serious problems of water pollution and water misuse grievously afflicting the poor,” said Don Roy, political science professor and board member of MCWC.

According to the United Nations, two-thirds of the world’s people won’t have access to enough water by 2025. In the face of limited water supply, corporations are increasingly seeking to turn water into a profit-driven commodity. Supplying water is already a \$400 billion annual business—30 percent larger than the pharmaceutical industry.

In March, giant corporations like Coke and Suez participated in the Fourth World Water Forum, a major international gathering that promotes the interests of the private water industry, in Mexico City. The World Water Forum is organized by the World Water Council, a think tank dominated by private water corporations. Coke, which is facing growing international pressure for draining massive amounts of water from a number of Indian communities, was a sponsor of the Fourth World Water Forum.

Activists from around the world are coming together to challenge increasing corporate control of water. Corporate Accountability International is joining with people’s movements and NGOs from every region of the world in challenging the pro-privatization agenda of the corporations like Coke, Nestlé, and Pepsi.

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Corporate Accountability International, formerly Infact, is a membership organization that protects people by waging and winning campaigns challenging irresponsible and dangerous corporate actions around the world. For over 25 years, we’ve forced corporations—like Nestlé, General Electric and Philip Morris/Altria—to stop abusive actions. For more information visit www.stopcorporateabuse.org.

Organizing Notes:

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To get more involved in the *Think Outside the Bottle Campaign*,
contact us at 617.695.2525.



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