



Single-use Bottled Water: Eliminating the Purchase & Sale at City Facilities

**Presentation to:
City of Toronto's
Packaging Waste Reduction Forum**

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Presentation Outline

- 1. Why Bottled Water?**
- 2. The Steps**
- 3. The Outcome**
- 4. The Next Steps**





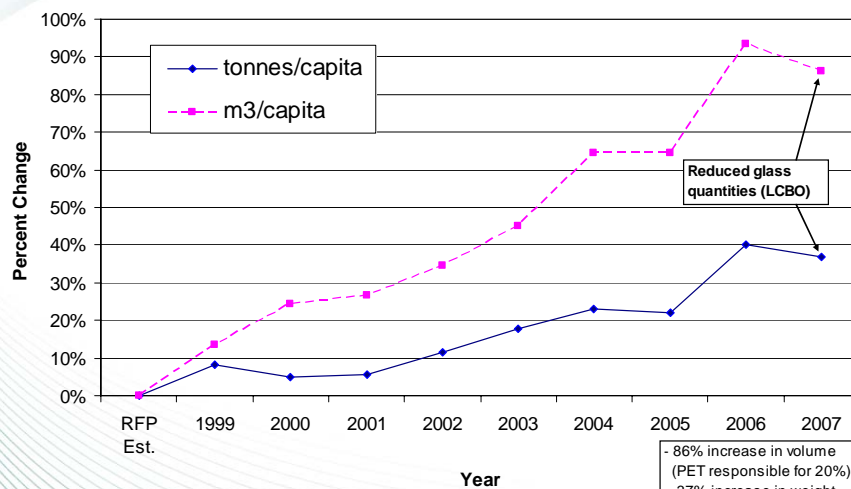
1. WHY BOTTLED WATER?

2005	Recycling program review
2006	Community based interest
2007	Value of Municipal Water focus
2007	Road Map for Waste Diversion
2007	Council Resolution– examine bottled water



Recycling Program Review

Change in Curbside Per Capita Recycling Rates





2008 Public Space Recycling

Locations (total)	Coverage	# of Public Containers
Administration Centres (3)	100%	20
Arenas (11)	75%	30
Business Areas	-	25
Community Centres (5)	100%	30
Golf courses (3)	100%	60
Large Parks (8)	75%	45
Pools (3 + 12 outdoor)	100%	40



2008 Public Space Recycling: *Demonstration Projects*





Funding Recycling

Year	WDO Funding (,000)	Quantity Recycled (tonnes)	\$/tonne	\$/tonne Funded	% Funded by WDO
2004	\$883	23,951	\$99	\$37	37%
2005	\$1,479	24,090	\$112	\$61	55%
2006	\$1,350	27,528	\$123	\$49	40%
2007	\$1,150	27,170	\$118	\$42	36%
2008	\$1,317	27,985	\$127	\$47	37%



London's Drinking Water *Your best option*





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2. THE STEPS

Dec 07	Council resolution
May 08	ETC Report & Environmental Statement on bottled water issues
May 08	Council approved in principle
June – Aug 08	Consultation
Aug 08	Public Participation Meeting
Aug 08	Council Approval



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Environmental Statement on the Need to Reduce Consumption of Single-use Bottled Water in London

May 2008



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Other Jurisdictions - about 30

Common Themes:

1. Stop the purchase and sale of bottled water at municipal functions and facilities
2. Educate and promote programs that promote the use and value of tap water,
3. Increase availability of municipal water (noting the challenges)



Questions & Answers

Q – Is bottled water being banned from City facilities

A – No; this is **NOT** a ban on bottled water. The proposal is not to sell bottled water in certain areas or have it available at meetings. Bottled water may be brought into any City-owned facility or space.



Questions & Answers (cont'd)

Q – Where and when is this to take place?

A – Phase 1 started September 1 at 3 administration centres.

Phase 2 will be over the next year at various arenas, community centres, where feasible, subject to existing contracts and easy access to municipal water.



Kinsmen Arena





Carling Arena



Questions & Answers

Q – What beverage is the focus?

A – The target is bottles that contain a product that is similar to municipal tap water (cannot contain sweeteners or chemical additives). Examples:

- spring water
- mineral water
- purified drinking water
- carbonated bottled water



Questions & Answers (cont'd)

Q – What benefits has tap water over bottled water?

A – Tap water:

- provides significant value for Londoners
- is more cost effective
- has a lower environmental impact
- is tested more broadly
- minimizes the need to recycle, and
- minimizes litter.



Financial Implications

Bottled water is between 230 and 3,000 times more expensive than London municipal water

Beverage	Average Per Litre Cost
Municipal tap water	About an 1/8 th of a cent
Bottled water	\$0.30 to \$4.00
Milk	\$1.40 to \$2.50
Orange juice	\$1.50 to \$2.50
Soft drinks	\$0.50 to \$3.00
Beer	\$1.70 to \$6.00



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Questions & Answers (cont'd)

Q – What benefits does bottled water have over municipal tap water?

A – Bottled water:

- is very easy to transport, convenient
- is ideal in emergency situations
- can be available for purchase where tap water is not available
- is suitable for storage, and
- is reprocessed and some may prefer the taste over tap water.



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3. THE OUTCOME

	Locations/ Equipment	Actions Required	Target Date
1	<ul style="list-style-type: none">•City Hall•Market Tower•A J Tyler	Launched	Sept. 1, '08
2	<ul style="list-style-type: none">•Arenas•Community centre•Pools	Ongoing – Dec: <ul style="list-style-type: none">• assess locations and contracts• create awareness	'08 to '09



Implementation

	Locations/ Equipment	Actions Required	Target Date
3	Municipal Drinking Water Awareness Strategy	In progress	late '08 or early '09
4	<ul style="list-style-type: none">• Golf Courses• Other locations	<p>In progress</p> <ul style="list-style-type: none">• assess locations and contracts• create awareness	Spring '09



4. THE NEXT STEPS

Municipal Drinking Water Awareness (Value) Strategy

- increase the awareness of the high quality and reliability of municipal drinking water
- address any misconceptions
- increase accessibility to municipal water
- highlight both water conservation and water appreciation
- cost and benefit analysis



Victoria Park - New Permanent Water Fountains



Pilot Model #1



Pilot Model #2



Demo Unit





Portable Water Bottle Refill Station



Estimated Cost – Under Development

Phase 1 - Launch – 3 Buildings	
Awareness Materials	\$500
Phase 2 – Arenas/Pools/CC/Other	
Signage, promotion, etc. for fountains	\$25,000
Water fountain installation, where required	\$15,000 - 25,000
Phase 3 – Develop Strategy	TBD
Phase 4 – Golf Courses, Other	TBD



ANY QUESTIONS??

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London's Drinking Water *Your best option*

Starting September 1, 2008
bottled water is not being sold,
nor is it available for meetings,
at the following City offices:

City Hall
Market Tower
A.J. Tyler

*Coming soon
will be arenas,
community
centres and
pools.
Watch for
more details.*

