Shrinking bottled water use (without a ban)

The Problem

Students at UMD needed easier access to tap water, especially in Housing.

- Filling bottles in the bathroom of housing was deemed ‘gross’ due to short height of sinks.
- There were limited water fountains and some provided warm water.
- Students were sick of buying and transporting bottled water and seeing all the plastic waste in their Residence Halls.

The Partners

UMD students defined the problems and identified solutions through:

- Course work in anthropology, environmental education, economics
- Internship: Community Health
- Co-curricular clubs: NetImpact, Student Health Advisory Council, Student Sustainability Coalition

UMD staff responded to help remove barriers and find funding:

- Facilities Management, Health Educator, Sustainability, Housing

The Results

Easier access for students, staff, and faculty to cold, fresh Lake Superior Water!

- 25% reduction in sales of bottled water at UMD stores over 4 years
- Over 500,000 fills from UMD hydration stations

The Action

Included both infrastructure and behavior change campaigns

- Students grant obtained for $1,000, leveraged $6,000 in investment from UMD Housing
- Facilities Management adopts hydration stations, installs across campus (qty: 40)
- Posters, Events (World Water Day), reusable bottle giveaways, branding “We Drink Superior Water”

Do You Use a Reusable Water Bottle?

<table>
<thead>
<tr>
<th>Item</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How do you carry your water bottle?</td>
<td>5</td>
<td>4%</td>
</tr>
<tr>
<td>2. How often do you use your water bottle?</td>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>3. On average, how many times a week do you use your water bottle?</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>4. On average, how many hours a day do you use your water bottle?</td>
<td>3</td>
<td>6%</td>
</tr>
<tr>
<td>5. On average, how much water do you carry?</td>
<td>1.5</td>
<td>17%</td>
</tr>
<tr>
<td>6. On average, how many water bottles do you carry?</td>
<td>20</td>
<td>27%</td>
</tr>
<tr>
<td>Total</td>
<td>66</td>
<td>100%</td>
</tr>
</tbody>
</table>

Design by: Hannah Farmer