

REASON #1

HARMFUL FOR OUR PLANET



BY 2050, THE PLASTICS IN OUR OCEANS WILL OUTWEIGH THE FISH¹



Plastic sits at the top of the list of threats to our marine environment.²

Microplastics from single-use PET bottles absorb toxins that pollute our oceans, contaminate soil and eventually sicken animals and humans.³

At our current rate of disposal, by 2050, virtually every seabird species on the planet will be eating plastic.⁴

WASTE OF LIMITED RESOURCES



3x MORE WATER is required to produce a single use plastic bottle than to fill it.⁵



500 YEARS TO BIODEGRADE



VS



5 SECONDS TO REFILL



IN ONTARIO, ONLY 14% OF PLASTIC BOTTLED WATER IS RECYCLED



References: 1. World Economic Forum, 2016 2. Water Lovers, 2017 3. National Geographic, 2009 4. National Geographic, 2018 5. Pacific Institute, 2006 6. National Geographic, 2010 7. National Geographic, 2018 8. Polaris Institute, 2016



REASON #2

PRIVATIZATION OF A PUBLIC GOOD



25%
OF CANADIAN BOTTLED
WATER IS JUST
FILTERED MUNICIPAL
TAP WATER¹

Freshwater is a **common good** that occurs naturally and is a **basic human right**.²

Toronto's tap water is tested every **six hours** and continuously monitored to meet strict government standards³, while bottled water companies are inspected **annually** by the Canadian Food Inspection Agency and follow no regulation on sampling.⁴

AN UNNECESSARY PURCHASE

BOTTLED WATER COSTS 2000 TIMES MORE THAN TAP WATER.⁵



IT'S EVEN MORE EXPENSIVE THAN GAS:



\$2/L

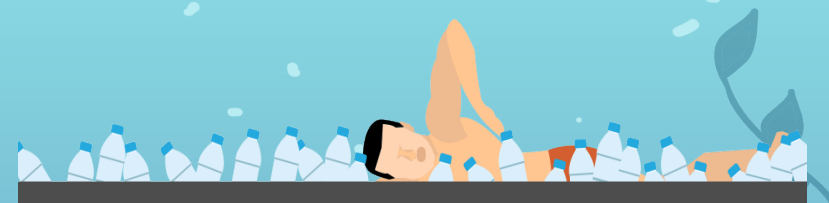


\$1.30/L⁶

BOTTLED WATER AS THE MAIN TYPE OF DRINKING WATER AT HOME AMONG CANADIANS.⁷



CANADIANS PURCHASE 2.4 BILLION LITRES OF BOTTLED WATER PER YEAR.⁸



THAT'S ENOUGH WATER TO FILL AN OLYMPIC SIZED SWIMMING POOL.⁹

References: 1. TAPP, 2018 2. UN Water, 2010 3. City of Toronto, 2018 4. TAPP, 2018 5. American Water Works Association, 2013 6. American Water Works Association, 2013 7. Statistics Canada, 2016 8. Euromonitor International, 2018 9. Hyper Textbook, 2005

