

In 2005, DEVELOPMENT AND PEACE was one of the first organizations to campaign against the use of bottled water in areas where water is publicly, freely and safely distributed.

This campaign was a great success and many Canadian civil society organizations have continued to mobilize on this issue.

Again this year, DEVELOPMENT AND PEACE is asking you to promote access to safe drinking water for everyone. One of the ways you can do that is to take action to help make the public places listed below bottled water free zones.

Municipalities

The movement is on the march! Many municipalities, such as the cities of Toronto and Vancouver, have banned bottled water from city buildings or placed severe restrictions on its use. Over half of these municipalities have reinvested money saved by ending their bottled water contracts into increased public water access.

Schools

A major objective for water bottlers has been to sign contracts with schools to have vending machines installed in the schools. But the schools find vending machines expensive because they have to pay for the electricity the machines use. Many schools have found it is in their interests to reinvest in drinking fountains, a move that is economic, democratic and green.

Universities

Using bottled water is becoming as unpopular as smoking. Students increasingly prefer reusable bottles. Like schools, universities across the country are closing their doors to water bottlers and reviving drinking fountains.

Government buildings

Did you know that between 2003 and 2008, the federal government spent more than \$15.6 million on bottled water? More than \$8.6 million of this was spent in facilities where public water was available. Provincial governments are also big buyers of bottled water. When you go to meet your MLA or MP, ask them to follow the example of Nova Scotia, which, in April 2010 banned bottled water in all provincial buildings that have safe water.

Right: excerpt from the 2010 Campaign film available on www.devp.org



This year ends our five year program devoted to promoting sustainable human development through the participatory management, democratic control and equitable distribution of resources.

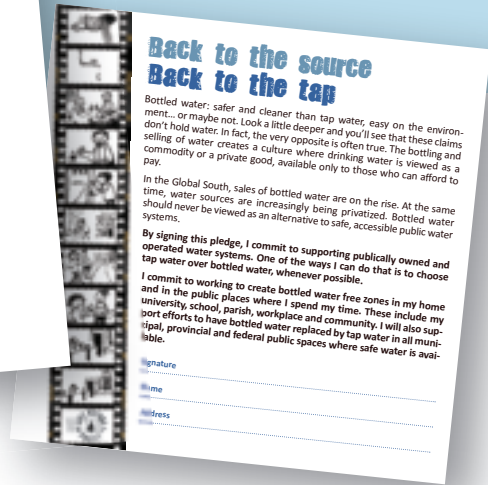
In each of the previous campaigns, we have seen that water is a vital but endangered resource. Remember how in the Siria Valley, in Honduras, the water supply for local people had been polluted by heavy metals from the nearby mine?

In the Chocó region of Colombia, agro-industrial companies have planted monocultures of African palm and are using massive amounts of pesticides that are poisoning the rivers.

As we have explained, privatization of water is an increasingly widespread threat for people in the Global South. In Indonesia, for example, people in the rural community of Sukabumi, west of Jakarta, no longer have access to an important local water source. Their spring has been surrounded by a high fence ever since a large water-bottling company bought the land it sits on.

In Canada, we are fortunate to have access to abundant high quality, affordable water.

To say no to the privatization of water and yes to life before profit, join the DEVELOPMENT AND PEACE campaign *Water for all – let justice flow!*



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Water for all Let Justice flow

One Canadian in five drinks only bottled water even though the vast majority of Canadian municipalities offers affordable public access to drinking water. So why do Canadians consume more than a billion bottles of water every year?

Safer. Purer. Healthier. These are the promises that may cause you to drink bottled water. Yet, if we look more closely, we will see that reality is very different from the advertising.

In Canada, most people have the option of using public water and saying "no" to bottled water. Many people in the Global South don't have that option. By choosing public water where it is available and by requesting that bottled water be banned from public places, you'll be taking an important step towards ensuring that water is accessible to all.



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Marketers want us to believe a lot of things. Read on and you will see how it is in our best interests and those of future generations to give up the bottle!

An inconvenient truth

THE WATER IN MY BOTTLE IS PURER

False: 25 per cent of bottled water sold in Canada comes directly from a public tap before being reprocessed. That is the case for Pepsi's *Aquafina* and Coke's *Dasani* bottled water.

MY BOTTLE OF WATER IS EXPENSIVE

True: A litre of bottled water can cost up to 2,000 times more than a litre of tap water. Between 10 and 15 per cent of the price of a bottle of water can go just to cover marketing. Would you be willing to pay 2,000 times more for your coffee or your sandwich?

THE WATER IN MY BOTTLE IS SAFER

False: The water in a major Canadian city might be tested over 120,000 times a year. By contrast, bottled water is often not tested at all. Companies are not required to comply with voluntary testing programs. Since 2008, the federal government has inspected only six per cent of all water bottling plants.

MY WATER BOTTLE WILL BE RECYCLED, SO IT DOESN'T HARM THE ENVIRONMENT

False: The majority of plastic bottles are not recycled. They end up in landfills and, as they decompose, pollute the soil and water. In addition, it takes three litres of water and the equivalent of a third of its content in petroleum to make a single one-litre plastic bottle. If you add to that the fuel necessary for its transport, it becomes clear that bottled water is anything but green.



In the North, more and more people are giving up bottled water. Now companies are focusing their efforts on developing new markets, this time in the Global South, by privatizing many water sources.

This privatization restricts the public's access to water in many communities. It also curbs public investment in water treatment and distribution systems.

We cannot accept this because without water, there is no life. By ending the unnecessary use of bottled water here, we are taking concrete action that supports a strong message: Water for all – let justice flow!

- North Americans use an average of 565 litres of water each day while millions of people in the Global South use less than 20 litres.

- Women in the Global South walk an average of six kilometres to fetch water.

- In 15 years, 1.8 billion people will be living in regions where water is a scarce resource.

- In many countries in the Global South, more than half of the urban population must buy bottled water as its sole source of drinking water.