Sustainability Ambassadors

IP3 Strategy Impact Project Design, Tracking, Storytelling

Learn more about IP3 Strategy here

Boycott Bottled Water

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Make it your own!

- Click "File" and Copy or Download this template
- Replace any orange text with your own details
- Adjust the procedure to achieve your goals
- Swap out sample data with your own
- Storytelling is the key! Get creative with it

1. Impact Design

Impact Statement - If I boycott bottled water and instead use a refillable water bottle, I can save my family money, reduce plastic waste, and conserve water.

Community Alignment	
Group	**Goal/Action**
Sammamish Plateau Water & Sewer District - A water utility company based in Sammamish.	Sammamish Plateau Water & Sewer District aims to provide a safe, reliable, and uninterrupted drinking water supply while ensuring long-term fiscal and environmental stewardship.
City of Sammamish - A city in King County serving more 65,000 residents that is committed to responsible water management.	Sammamish aims to provide clean, reliable drinking water, actively manage stormwater to prevent flooding, and conserving resources to meet long-term climate targets.

Procedure - *Steps for implementation!*

1. **Learn the basics!**
    a. Watch *The Story of Bottled Water* to understand the environmental, economic, and social impacts of bottled water production and marketing.
2. **Switch to a reusable bottle.**
    a. Choose a durable, refillable bottle (stainless steel or BPA-free plastic).
    b. Commit to using it at school, at home, and during activities.
3. **Use tap water as the default**
    a. Fill bottles at home, school water fountains, or bottle-filling stations.
    b. Avoid purchasing bottled water unless absolutely necessary.
4. **Do the "dumb math" comparison**
    a. Tap water: about **$0.004 per gallon**
    b. Bottled water: **$1–$2 per gallon**
    c. Bottled water can cost **250–500× more** than tap water.

5. **Understand rebranding**
    a. Learn that roughly **64% of bottled water in the U.S. is simply municipal tap water**, repackaged and sold for profit.
6. **Track behavior change**
    a. Count how many bottles you would normally buy in a week and how many you avoided.
    b. Multiply by weeks and months to calculate savings and waste reduction.
7. **Share the message**
    a. Talk with family, classmates, or clubs about what you learned and encourage others to make the switch. Include this information in your messaging:
        i. The story of bottled water
        ii. Dumb Math compare tap water gallon to bottled water gallon
        iii. % of commercial bottled water that is simply rebranding municipal tap water

2. Impact Data Tracking - *Quantify your impact!*

BASELINE NUMBERS

Average bottled water price: **$1–$2 per 16 oz. bottle**
Average American bottled water consumption: **47.3 gallons per year per person**
Plastic bottles used in the U.S.: **~50 billion bottles per year**
Energy required to produce bottled water: **up to 2,000× the energy of tap water**

If you normally use **6.5 bottles of water per week**, that equals:

6.5 bottles × 52 weeks = **338 bottles per year**

COST CALCULATION

338 bottles × $1.50 average price = **$507 per year spent on bottled water**

If you switch to tap water and a reusable bottle:

Tap water cost: ~$0.004 per gallon
50 gallons × $0.004 = $0.20 per year

Money saved: $507 - $0.20 = **~$506.80 per year**

Also 260 bottles per year removed from landfills and oceans, see Eliminating Single-use Plastic IP for more information

CARBON CALCULATION

Producing and transporting one plastic water bottle emits about 0.18 lbs of CO_2.

260 bottles × 0.18 lbs = **46.8 lbs CO_2 avoided per year**

EXTRA EXPLORATION

1. When is the breakeven point (return on investment) for switching to a reusable bottle?

   Reusable bottle cost is ~$20, so if you normally buy **6.5 bottles per week** at $1.50 each:

   6.5 × $1.50 = **$9.75 per week**

   $20 ÷ $7.50 ≈ **2 weeks**

   So the reusable bottle pays for itself in **about 2 weeks**.

2. How much plastic waste could be avoided if everyone in your grade stopped buying bottled water?

   For example if you had **100 students** in your grade, then you would get:

   260 bottles/year × **100 students** = **26,000 plastic bottles** avoided per year

   This also saves:

   - Thousands of dollars in student spending
   - Large amounts of plastic waste entering landfills or oceans

3. Impact Storytelling - *Share your data with who needs to know!* **See more tips**

Think on different scales of stakeholders… Family, School, Community, and Aligned Groups

Stakeholder	Interests	Approach
Family — Parents	Saving money and reducing household waste	Explain the cost difference between bottled water and tap water and track how much money the family saves by switching to refillable bottles. Encourage everyone to keep a reusable bottle for daily use.
School — All Classrooms	Reducing campus waste and promoting sustainability	Share the results in an environmental science or sustainability class. Work with school clubs or administration to promote refillable bottles and encourage students to use water filling stations instead of buying bottled water.
Community — City of Issaquah	Water conservation and waste reduction	Share the project results with local sustainability groups or community organizations. Highlight how reducing bottled water consumption supports the City of Issaquah's water conservation goals.
Community — Cascade Water Alliance	Regional water efficiency and conservation efforts	Share the project data and outcomes with Cascade Water Alliance or similar organizations to show how individual behavior changes can contribute to regional water conservation goals.

For the opportunity to earn Volunteer Service Hours for your efforts… *Submit Your Project here!*