

THINK BEFORE YOU DRINK



The
Environmental
Cost of

**BOTTLED
WATER**

200 Billion bottles of water are consumed globally each year



Of which, 176 billion will end up in landfills or the ocean...

2000^x more expensive than tap water



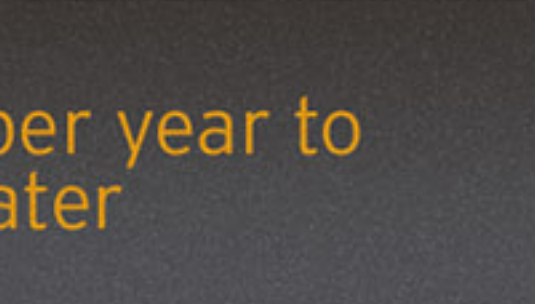
It takes three times the volume of water to manufacture the plastic for one bottle than it does to fill it

There are **1500** water bottles consumed per second in the USA



In 2011 (peak year) Americans drank, on average, 131 bottles of water per person
While in Britain, 300 million bottles are consumed per year

17,000,000



Barrels of oil are used per year to manufacture bottled water

Pumping, processing, transportation and refrigeration of bottled water is estimated to use around 50 million barrels of oil per year...

10% of all plastic manufactured worldwide ends up in the ocean, never degrading



1.2 billion people around the world don't have access to clean water, yet we are happy to pay over the odds for branded water



The corporatisation of water throughout the world...

Water is being called the "Blue Gold" of the 21st century. Thanks to increasing urbanisation and population, shifting climates and industrial pollution, fresh water is fast becoming humanities most precious resource. Multinational corporations are stepping in to purchase groundwater and distribution rights wherever they can, and the bottled water industry is an important component in their drive to commoditise what many feel is a basic human right - the access to safe and affordable water.

What can you do?

- The best thing to do is to avoid bottled water completely.
- Install a filtered cold water tap if you are concerned about the taste or quality of your local tap water.
- Buy a reusable bottle.
- Pick up and recycle any plastic bottles you find as rubbish.
- **THINK BEFORE YOU DRINK**