CLEAN BLUE PROMISE

x Promise

EST. 2022

Drink Tap Water

PROMOTE SINGLE-USE PLASTIC-FREE WATER



Welcome to the Drink Tap Water Resource Pack

Around the world, a million single-use plastic bottles are bought every single minute. Of course, we need to stay hydrated, but how can we keep drinking without relying on single-use plastic bottles?

The Drink Tap Water solution is ideal for places with drinkable tap water, but it can be adjusted to fit anywhere with water filtration options, including public refill stations.

Every year on Paros, about **4 million single-use plastic bottles are used once** and thrown away.

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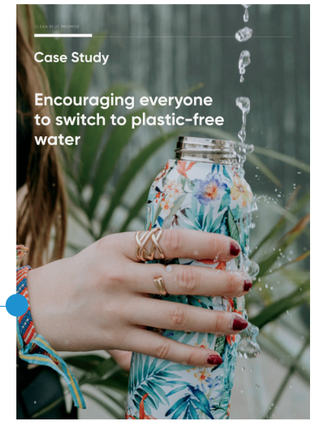
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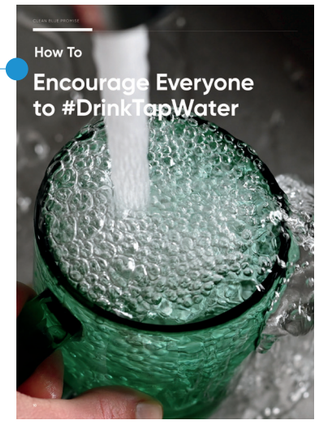
Case Study.
Use this to understand how this solution works, and to get other people excited about your project.

How To.
Some simple steps to help you run your own Drink Tap Water campaign.

Guide to communications materials.
View the materials we used in our campaign and get in touch if you'd like help to make something similar for your community.

Water survey. Use this to find out what people in your community think about water.





What you'll need:

1. Water quality survey
2. Dissemination plan and team
3. Social media templates
4. Design files for comms campaign



Case Study

Encouraging everyone to switch to plastic-free water



The tap water on Paros has been safe to drink for years, but most people living on and visiting the island were drinking plastic bottled water.

We partnered with Paros' water company to investigate why people weren't drinking tap water and to run an island-wide communications campaign to change drinking habits.

Problem

Every year on Paros, about 4 million single-use plastic bottles are used once and thrown away.

To change this behaviour, we had to find out what the problem was: why was everyone so hooked on plastic bottled water, despite the island's drinkable tap water?

We used a simple survey to ask people about tap water and learned three important things.

1. People told us they simply didn't know or believe the island's water was safe

2. They also said they didn't like the taste

3. People said they wanted to know more about local water quality, indicating there was an opportunity for further engagement.

We put all these insights to use in creating our Drink Tap Water campaign.



4,5m plastic water bottles are used on Paros alone every year.



3L of water are needed to produce a 1.5L plastic bottle of water.



100.000+ marine mammals are killed by ocean plastics every year, worldwide.



It takes 100s of years for plastic to degrade (and it never disappears completely)

Solution

Early on, our team on Paros contacted the island's water company, DEYAP. We knew DEYAP wanted more people to drink tap water, and when we explained our mission, they were keen to support us. This partnership was vital to the early success and ongoing impact of the Drink Tap Water campaign.

Our first step was to let as many people as possible know that Paros' tap water was clean and safe to drink. We wrote a leaflet that translated complex information about local water quality into user-friendly content. DEYAP sent this leaflet to every home and business on the island in the November 2020 water bill.

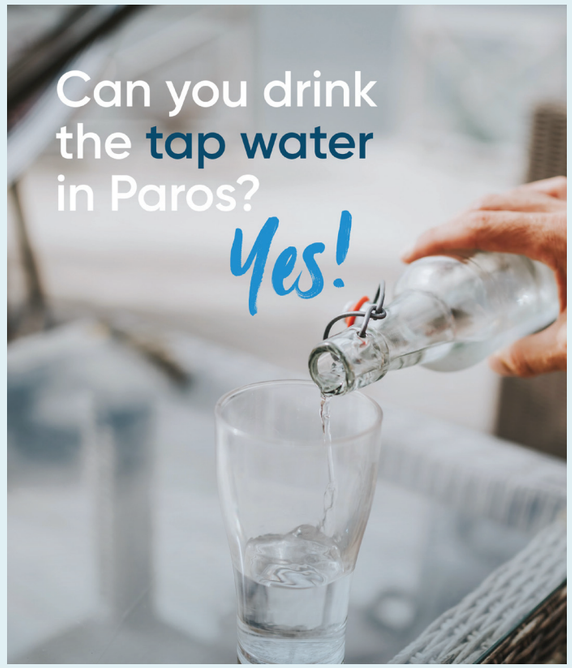
After November 2020, we wanted to continue sharing this message far and wide, together with some simple advice about changing the taste of tap water. So, in time for the 2021 tourist season, we created a suite of communications materials. This included 30,000 bilingual leaflets, 300 stands (installed in a third of the island's hotels) and 10 large street banners to be placed in key locations. We link to all of these materials in the guide below.

However, because we knew not everyone would make the switch to tap water right away, we also promoted the island's water refill machines. To do this, we cleaned up the machines and used huge stickers to make them stand out and to clearly explain how to use them. We also created an online and printed map to help people find them.

Alongside all this, we created a simple guide to water filters to support anyone who wanted to switch from plastic bottles but didn't want to drink straight from the tap or rely on the water machines.

Finally, we created a web page and engaged people online via Facebook page and Instagram. This kept interest and attention high, and allowed anyone with questions or concerns to find answers quickly and easily.









Outcome

The initial outcomes of this campaign have been fantastic. Preliminary results from a survey of around 130 residents in late 2021 show a 67% drop in the number of respondents who believe tap water on Paros is not safe to drink. Over 270,000 people were engaged in the first two years of the campaign. DEYAP was very happy to report an 80% reduction in the number of complaints about their water machines (indicating our new instructions were helping avoid mishaps), as well as significantly less vandalism.
In fact, DEYAP was so pleased by the campaign's initial impact, they have agreed to financially support its ongoing implementation.

Over 270,000 people were engaged in the campaign.

How To

Encourage Everyone to #DrinkTapWater



How To: Run a #DrinkTapWater camaign

Here are the steps to run your own Drink Tap Water campaign. Steps one to three will be the same for everyone. After that, you will have one of three scenarios to follow based on your local water quality.

Step 1. Find out who is responsible for managing the water network in your area. Is there a local water company or does your municipality manage it?

Step 2. Find out if the water in your area is safe to drink according to EU regulations (link). Municipalities and water companies test their water supply and publish their results, by law. They will know if the water in your area is safe to drink.

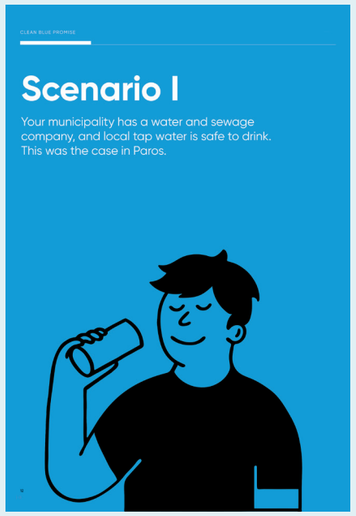
Step 3. We recommend you run independent tests on local water quality, following the same EU regulations. Doing your own investigation will bolster people's faith in the water's safety.

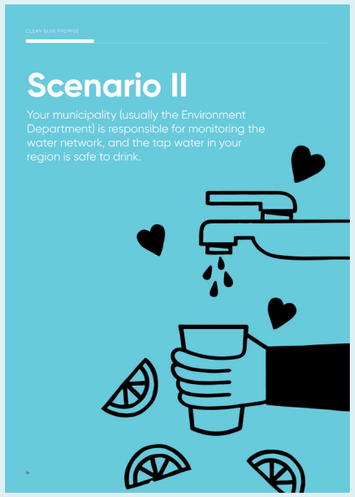
From here, follow one of the three following scenarios.

How much to spend on water tests?

We used a lab in Athens that charged €35 for trial monitoring and €245 for extensive monitoring that aligns with EU regulations.

If your local water company or municipality does not already conduct EU-aligned water tests, we recommend you conduct extensive monitoring once a year and trial monitoring four times a year. If they do conduct EU-aligned tests, one extensive and one trial test would be enough to launch your campaign.







Scenario I

Your municipality has a water and sewage company, and local tap water is safe to drink. This was the case in Paros.



Step 1. Set up meetings

Organise a meeting with the Mayor and the Director of the local water company to:

- Present the Drink Tap Water case study
- Discuss the benefits of the campaign using examples from Paros
- Agree to launch the Drink Tap Water campaign in your municipality.

Step 2. Allocate a budget and secure funding.

You will need to budget for further water tests and communications materials. On Paros, we spent about €6,500 on printed materials, and about €385 on water tests. The municipality and local water company are both well-suited to contribute financially because the campaign will benefit both.

Step 3. Build a team

Build a team and assign roles and responsibilities for all the partners involved.

Step 4. Create communications materials

Create communications materials (like the ones linked to below) to publicise your water results and make it known that tap water is safe to drink!

Step 5. Shout it far and wide!

Share your message through local news channels, social media, at local businesses, the municipality, the water company headquarters, central tourist offices, and other key locations.

What could your water team look like?

Project manager/coordinator

- Liaising with the municipality and local water company
- Managing the budget
- Managing the rest of the team, including volunteers
- Ensuring successful delivery of project

Communications manager

- Review and edit copy & design of materials
- Liaising with design studio to make necessary changes
- Liaising with printers
- Leading dissemination of campaign
- Responsible for social media comms

Researcher

- Liaising with the water analysis lab
- Checking water test results align with EU regulations

Volunteers

- Disseminating printed materials



Scenario II

Your municipality (usually the Environment Department) is responsible for monitoring the water network, and the tap water in your region is safe to drink.



Step 1. Set up meetings

Organise a meeting with the Mayor and the Director of the local water company to:

- Present the Drink Tap Water case study
- Discuss the benefits of the campaign using examples from Paros
- Agree to launch the Drink Tap Water campaign in your municipality.

Step 2. Allocate a budget and secure funding.

As with scenario 1, allocate a budget and secure funding.

Step 3. Assign roles and responsibilities

Assign roles and responsibilities for all the partners involved. Find out if the Environment Department has the resources and technical knowledge necessary to properly monitor the quality and safety of the water. If not, advocate for these resources to be put in place.

Step 4. Create communications materials

Create communications materials (like the ones linked to below) to publicise your water results and make it known that tap water is safe to drink!

Step 5. Shout it far and wide!

Share your message through local news channels, social media, at local businesses, the municipality, the water company headquarters, central tourist offices, and other key locations.





Scenario III

Your independent testing has confirmed that the tap water in your area is NOT safe to drink.

Please note: this final scenario is also useful if your community has clean and safe tap water, but people are still not drinking it for other reasons, eg. taste. As in Paros, having a range of plastic-free water sources might produce the best results!



Step 1. Assess your water

Use your independent water tests to assess the type of filtration technology needed to make your region's water safe and potable.

Step 2. Create a guide

Create a guide to water filters to communicate to the public which filters will make the tap water safe to drink. (You can look at ours for inspiration).

Step 3. Investigate refill options

Find out if there are filtered water dispensers or refill points around your municipality and who is responsible for their maintenance. Review their condition and, if possible, their use.

Step 4. Organise a meeting

Organise a meeting with the body responsible for the filtered water dispensers to ask if they would like your help improving how the machines are used

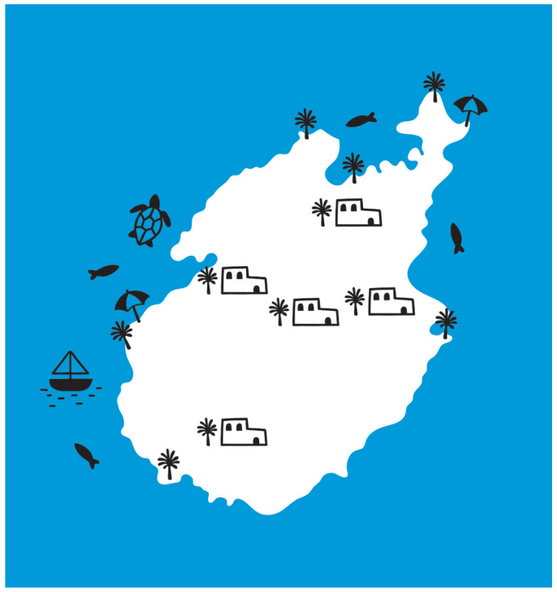
Step 5. Create stickers

Create stickers to make the water machines more visible and attractive to use. You can use our stickers as inspiration – see the guide below.

Step 6. Create a map

Create a map with the locations of all the water refill machines. You can link to this to the QR code on the stickers and use it throughout your communications.





Guide to communication materials



We created lots of communication materials and social media posts to support our Drink Tap Water campaign on Paros, which we've linked to below. Please feel free to use these as inspiration, and if you'd like something similar for your community – get in touch!





Informational leaflet

We sent this leaflet out to everyone on Paros via their water bill. It explains complex information about local water quality in an accessible and engaging way.

Campaign leaflet

We used this in the second part of our campaign, and it's a short, eye-catching, user-friendly leaflet designed to help people switch from plastic bottled water.

Poster

We also made posters to use in hotel reception areas.

Banner

We made large banners to install in busy areas of the island.

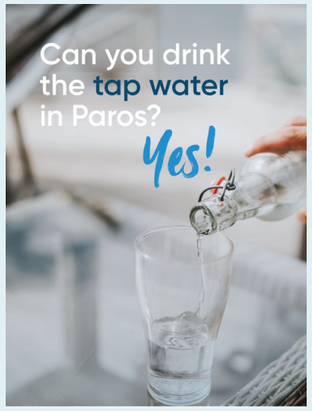
Filtered water machine sticker

We printed stickers to go on filtered water machines.

Social media templates

Ideas for social posts to help you communicate your campaign.





Water Survey Template

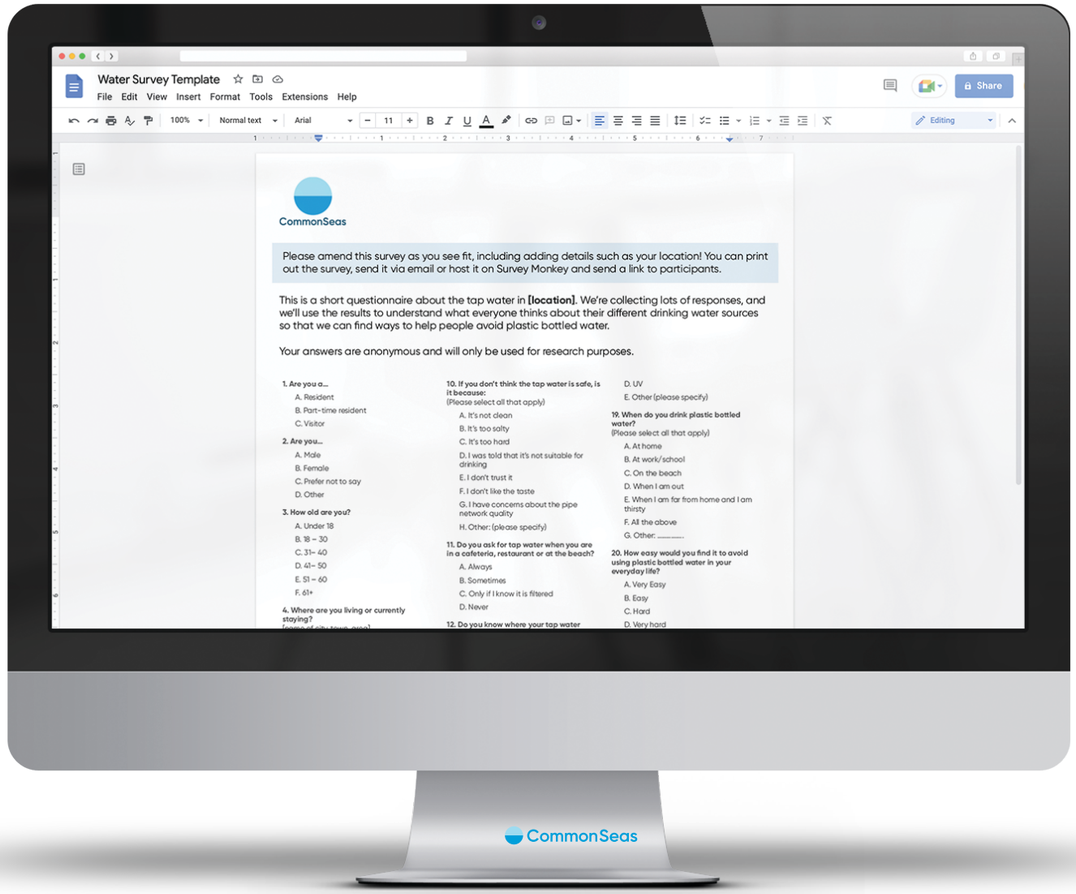
Please amend this survey as you see fit, including adding details such as your location! You can print out the survey, send it via email or host it on Survey Monkey and send a link to participants.

Template

This is a short questionnaire about the tap water in [location]. We're collecting lots of responses, and we'll use the results to understand what everyone thinks about their different drinking water sources so that we can find ways to help people avoid plastic bottled water.

Your answers are anonymous and will only be used for research purposes.

Download the file here



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Thank you

