

Community-based  
Tap Water Promotion  
**“This is Not an Anti-bottled  
Water Campaign”**

Presented by:



# Background

## Evan Pilkington

- Decade, water management consultant
- Focus on Municipal WLM, ICI water efficiency and technology
- Local and international experience (TZ,PH,UK)
- Director of Blue W



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# What is the Blue W?

## Blue W Program

- A national tap water refilling network
- Website, smart phone application, window decals
- Provide mapped details on shops, cafes and public facilities willing to fill your reusable bottle without compelling you to make additional purchases

## Blue W Program Principles

- Social awkwardness trumps common sense
- Provide simple access to a public resource
- Address market imbalance with positive promotion



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# One National Portal, One National Message



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Tap Water Map

Register

About Us

Contact

Smart Phone Users



## You searched for:

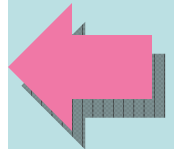
Yonge St & Bloor St W,  
Toronto, ON M4Y, Canada

## Closest locations:

789 Yonge St.  
Toronto Public Library Toronto  
Reference Library  
168m North

22 Yorkville Ave.  
Toronto Public Library Yorkville  
Branch  
234m Northwest

15 St Mary Street  
Regis College Library  
283m South



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# Community Benefits

- Compensates for lack of public fountains
- Innovative response to requests for bottle bans, elevating rather than eliminating consumer choice
- Integrates well with municipal messaging
- Increases commercial foot traffic and aligns shop with community interests
- Personal dialog versus static marketing



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# Community Benefits

- Innovative connection with new demographic
- Broad spectrum: Starbucks, Wendys, Hair Salons, Book Stores, Tattoo Parlours
- Public awareness = public support
- Community-based delivery - minimal municipal resource demand (\$, time)
- Measurable impact
- Nearly 4,000 locations to date



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Thank you for your time.

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