BAN the BOTTLE & TAKE BACK the TAP FIT

Michael Cokkinos
FIT SUSTAINABILITY COUNCIL

The FIT Sustainability Council was established by the President Brown, to develop and foster sustainability initiatives throughout the FIT community.
SUSTAINABILITY GRANTS

As a part of The Fashion Institute of Technology’s initiative “FIT Forever Green,” an annual fund of $15,000 is available to support sustainability initiatives at FIT (up to $5,000 per grant).
SUSTAINABILITY GRANTS

These grants provide the community with encouragement to fulfill the college’s plan to educate and conserve resources, while providing an example of environmental stewardship to our current and future generations.
Project Summary

*Ban the Bottle and Take Back the Tap* FIT looked at water delivery and consumption in the FIT community.

My finding was that uninformed bottled water choices were wasteful, unhealthy and economically unsound.
Problem Statement

Students, Faculty and Staff were surveyed about their water consumption. Most were buying plastic bottled water as their main source of drinking water.

FIT Water fountains were old and water quality was questionable resulting in disuse.
WATER IS BASIC TO LIFE
HYDRATE OR DIE

How much sugar is in your drink?

- Monster Energy 16 oz. 200 calories: 13.5 teaspoons
- vitaminwater 20 oz. 125 calories: 8 teaspoons
- Mountain Dew 20 oz. 290 calories: 19.25 teaspoons
- Snapple Lemon Tea 16 oz. 160 calories: 10.5 teaspoons
- Gatorade 20 oz. 130 calories: 8.5 teaspoons
- Nantucket Nectars Cranberry 17.5 oz. 280 calories: 17.5 teaspoons

Consumption of sugar sweetened beverages may be the single largest driver of the obesity epidemic according to a 2009 study in the New England Journal of Medicine.

Average sugar sweetened beverage consumption by youth:
- Ages 2-5: 47 gallons/year
- Ages 6-11: 68 gallons/year
- Ages 12-19: 100 gallons/year

The extra calories from adding just one 20 oz. Mountain Dew to your regular diet every day for a year would be enough to cause a 30 pound weight gain.

Alliance for a Healthier Rhode Island

This artwork was created by our colleagues from the Alliance for a Healthier Vermont. We thank them for sharing!
Questionable Quality
BOTTLE vs. TAP

Bottled water is not regulated in the United States – Tap water is tested regularly by the EPA.

Much bottled water is actually municipal tap water sold and thousands of times the price.

Plastics such as BPA and Dioxin leach into water stored in plastic.
BOTTLE vs. TAP

It takes three bottles of water and 1/3 bottle of oil to produce one plastic bottle.

Transportation and refrigeration produce greenhouse gasses.

Proper recycling and waste disposal produce greenhouse gasses.

Less than one third of plastic bottles are recycled.
PLASTIC PLANET
ONLY 23% RECYCLED
2012 Recycling Data for Plastic Bottles

Source: Container Recycling Institute

Recycled: 802,000
Non Recycled: 1,900,000
Objectives

The objective was to offer the FIT community a sustainable alternative to bottled water and to educate members on the importance of making the sustainable, healthy choice.
EDUCATED CHOICES?
Key Benefits

FIT reduces its consumption and disposal of plastic water bottles

FIT community enjoys a clean, chilled source of water that is readily available and at a very affordable price
NYC TAP WATER CAMPAIGN

NYC has some of the Best TAP WATER in the world.
Bottled Water is sold at 8,000 times its cost!!!
A 20 Billion Dollar industry
In the future water will be expensive

![Bar Chart]

- COMMERCIAL BOTTLED WATER: 100
- FIT FILL: 0.0037
Statement of Work

Researching many vendors, came up with ELKAY MANUFACTURING
A reliable company who proved supportive in standing behind their product.
Coordinate with FIT Buildings & Grounds regarding installation and service.
Statement of Work

Surveys

Educational Sessions

Drink This / Not That Campaign

Water Tastings – Culinary Arts
WATER TASTINGS AND EDUCATION
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 30, 2011</td>
<td>Grants Awarded</td>
</tr>
<tr>
<td>September 1, 2011</td>
<td>Check pricing with FIT Purchasing</td>
</tr>
<tr>
<td>September 15, 2011</td>
<td>Final Evaluation of vendors</td>
</tr>
<tr>
<td>October 3, 2011</td>
<td>Begin Installations</td>
</tr>
<tr>
<td>October 4, 2011</td>
<td>Drink This Not That Focus Group</td>
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<tr>
<td>October 17, 2011</td>
<td>Finish Installations</td>
</tr>
<tr>
<td>October 18, 2011</td>
<td>Roll Out Presentation</td>
</tr>
<tr>
<td>On Going</td>
<td>Continue Water Education</td>
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</table>
Budget – Grant Award $4,780

<table>
<thead>
<tr>
<th>Resource</th>
<th>Budget</th>
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<tbody>
<tr>
<td>2 Elkay Easy H2O</td>
<td>Each - $2390</td>
</tr>
<tr>
<td>Bottle Fillers</td>
<td></td>
</tr>
<tr>
<td>Actual Cost</td>
<td>$2165</td>
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<tr>
<td>Surplus</td>
<td>$450</td>
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</table>
ELKAY BOTTLE FILLER AT FIT
Locations

Dubinsky Center
Business and Liberal Art Center
Feldman Center – Three Units
Pomerantz Center
Alumni Hall
Kaufman Hall
ELKAY $1,000 DESIGN CONTEST

[Image of two people holding a large check]

[Logo for FIT Sustainability Council]
Evaluation

Usage counters on the units show well over 100,000 fills in the past year of operation

Interviews with students, faculty and staff are positive
Suggestions for the Future

Continue educational campaigns
Discourage or Discontinue the sale of bottled water on campus
Reduce waste and volume of recyclables
Install more units in high traffic areas
Distribute metal bottles at student orientation
Key Personnel

Many thanks to President Brown and FIT’s Sustainability Council for their vision in supporting the project and its goals. FIT’s Buildings and Grounds staff for their professionalism and support in dealing with all of the technical and maintenance issues in making the project a success.
REFRESH YOURSELF

www.fitnyc.edu/sustainability