

# M-power

## TEAM MEETING CHEAT SHEET

**M-power** is a new way for SRN members and sustainability enthusiasts to engage with colleagues and friends, in a fun and practical way. Delivered bi-monthly, each M-Power will focus on a sustainability theme. The themes are structured to be quick and easy to engage with, involving simple and direct actions to undertake as a group.



Key message 1:



High costs of bottled water

- **Australians are spending over \$500 million on bottled water every year!** While a litre of tap water in Sydney costs only a fraction of a cent, you can pay upwards of \$3.88 a litre for bottled water, with a large proportion of this cost coming from producing the plastic bottle, lid and label (Choice 2013).
- Bottled water is costly to the environment, with significant resources such as oil needed to process, refrigerate and transport bottled water.
- **Australia's use of bottled water generates more than 60,000 tonnes of greenhouse gas emissions per annum and billions of plastic bottles end up as litter in our waterways and in landfill.**
- It takes 8 years to recoup the cost of a bottle of water by refilling the bottle with tap water.
- We can all help reduce the high costs of bottled water by choosing the tap over buying bottled water.

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Key message 2:



Tap It – It's Fresh & Free!

- Australia's tap water is world standard drinking water, subject to stringent guidelines set by the National Health and Medical Research Council, however in recent years Aussies have been heavily influenced by the advertising of big corporations who market bottled water as the 'pure' and 'healthy' choice.
- Marketing endeavours have undermined public faith in tap water and have made us believe that our water is not fit to drink
- This is a growing movement that is gaining momentum both in Australia and around the world that is urging people to avoid bottled water and choose the humble tap
- **Macquarie University is part of this movement and is spreading our 'Tap It – It's Fresh & Free' message!**
- **Consider what it would take to go bottled water free at all department meetings, functions and events. Resolve to move this forward if appropriate and seek Head of Department endorsement.**

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Key message 3:



Get involved in the 'Tap It' Campaign and go bottled water free!

- By carrying re-usable bottles and filling up from the tap, we're spreading the message that it is safe and socially acceptable to do so.
- Still believe that tap water is inferior? **Macquarie has spoken! The majority (62%) of us preferred tap over bottled water in the blind taste tests on Bottled Water Free Day on March 19, 2014.**
- **We need your help and support by:**
  - Promoting Bottled Water Free Day
  - Going bottled water free! Upload a picture of your team with their re-usable water bottles to Macquarie Sustainability's facebook
  - Displaying the Tap It Pledge posters
  - Signing the pledge as individuals

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