



STUDENT AWARENESS TO ACTION KIT: EIGHT ACTION PLANS FOR CHALLENGING  
THE BOTTLED WATER INDUSTRY AND BEVERAGE EXCLUSIVITY CONTRACTS

## TWO: MOTION TO BAN BOTTLED WATER

ONE EFFECTIVE WAY TO CHALLENGE THE BOTTLED WATER TREND IS TO HAVE ORGANIZATIONS SUCH AS YOUR STUDENT UNION, PIRG, TEACHER UNION, TA UNION AND YOUR UNIVERSITY'S CONFERENCE CENTRE SERVICES PASS A MOTION BANNING THE USE OF BOTTLED WATER.

**THIS CAN BE USED** as a precursor to other campaign goals, such as challenging the sale of bottled water on campus. The appropriate procedure for approaching these organizations with this motion differs based on the group. Whatever the process, consider providing some educational materials to support the message of the motion. Find here a draft motion that can be used, simply input your campus information.

When the motion is passed, consider drafting a press release for your campus paper and local community papers in a bid to raise awareness consumer. Make sure to also email [insidethebottle@polarisinstitute.org](mailto:insidethebottle@polarisinstitute.org) so the news is posted on [www.insidethebottle.org](http://www.insidethebottle.org).

### DRAFT MOTION

Insert union local or student group name here - Example: CUSA, LOCAL 1 CFS

**WHEREAS** schools and campuses across the country have been targeted by major beverage corporations to sign long term exclusivity contracts exchanging cash for monopoly access to sell their beverages to the campus community; and

**WHEREAS** these contracts are typically negotiated in confidence with the administration and/or students' unions and with little meaningful debate and involvement of the students, staff and faculty and they limit the opportunity for students and staff to make conscious consumer choices to support local business and public water supplies; and

**WHEREAS** two of the principal corporations pursuing exclusivity contracts, Coca-Cola and PepsiCo., have been involved in well-documented human rights abuses, an environmentally damaging manufacturing process, poor labour management practices and whose principal products contribute to poor health and the rise of obesity amongst young people; and

**WHEREAS** these exclusivity contracts have become a specious form of revenue for schools, students' unions and university administrations in the wake of decades of under funding, and contribute to the commercialisation of public spaces; and

**WHEREAS** the bottled water industry is presently growing at a rate of 18% annually, thus becoming one of the key products beings pushed in schools and on campuses; and

**WHEREAS** bottled water is a form of consumer manipulation, and contributes to environmental degradation and the further expansion of corporate control.

**BE IT RESOLVED** that [enter target group here] undertake research to inform members of the issues associated with beverage exclusivity contracts and bottled water; and

**BE IT FURTHER RESOLVED** that [enter target group here] work with allied groups at school and on campus with the goal of developing alternative beverage agreements on campuses that encourage campus/ community partnerships and are in keeping with ethical purchasing policies; and

**BE IT FINALLY RESOLVED** that bottled water be here-on banned from [enter target group here] meetings and, if deemed appropriate, water jugs with tap water be available to members during meetings.

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