



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

## THREE: LEANING TOWER OF CONSUMPTION

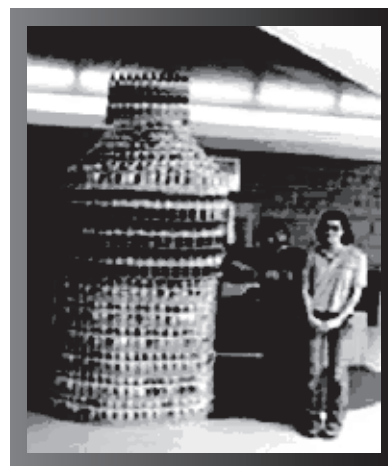
**THIS ACTION WAS DESIGNED TO CATCH PEOPLE'S INTEREST AS THEY ARE WALKING THROUGH A BUSY AREA OF YOUR SCHOOL OR CAMPUS.**

**IT CAN BE USED IN CONJUNCTION** with other activities such as getting signatures on a petition (possibly to access your school's beverage contract, or other campaign goals) or other theatrical actions in order to get people's attention. Creativity is key.

Spend some time collecting plastic Coke/Pepsi bottles from the trash. When you have enough bottles, get together as a group and create a tower or other structure with the bottles. On World Water Day 2007 Queen's University students used Dasani bottles to build a 5-6 foot tall water bottle; a message that packed a punch.

The purpose of this activity is to demonstrate how much waste is created in the consumption of these products (here, taking them from the trash rather than the recycling bin is important). String, superglue and scissors may be helpful. Have fun!

*11-foot water bottle, made out of 1,600 empty plastic bottles created by Queens University in Kingston, Ontario for World Water Day 2007*



Creativity is key.