



FOUR: BOTTLED WATER TASTE TEST

**THIS ACTION IS MEANT TO EXPOSE BOTTLED
WATER FOR WHAT IT IS: A RUSE.**

MATERIALS NEEDED

- 2 large bottles of Dasani or Aquafina, depending on what you have available on campus or at school
- Small, recyclable plastic/paper/wax cups
- Large pitcher to hold water from fountain/tap on campus
- Consider providing a small incentive, possibly a prize (or a ballot to enter a draw) if participants correctly choose the tap water. If possible, a hard plastic bottle to carry tap water in would be appropriate
- Create some sort of screen (possibly out of cardboard/Bristol board) to hide the different water options (you can plaster this screen with various campaign posters, etc.)

DIALOGUE EXAMPLE

Organizer: Hi, are you up to taking the bottled water taste test?

Participant: Sure.

Organizer: Try these two different samples and try to tell me which one is the tap water.

SCENARIO 1

Participant: I think this one is the tap water (they guess correctly)

Organizer: Congratulations, you guessed correctly, although I must admit that this was a bit of a trick choice. Did you know Dasani and Aquafina are both sourced from our municipal public water? So really,

they both are just tap water, except bottled water is sold at a price mark-up that is more than that for oil! The bottles are also the number one growing form of municipal solid waste in North America. Are you interested in taking a pamphlet or coming to one of our meetings to learn more?

SCENARIO 2

Participant: I think this one is the tap water (guesses incorrectly)

Organizer: Congratulations, you're correct. Would you be surprised to find out that you actually chose the Dasani / Aquafina? Do you know that Dasani and Aquafina are both sourced from our municipal public water? So really, its all tap water, except bottled water is sold at a price mark up that is more than that for oil! The bottles are also the number one growing form of municipal solid waste in North America. Are you interested in taking a pamphlet or coming to one of our meetings to learn more?