

# STUDENT AWARENESS TO ACTION KIT

Beverage exclusivity contracts are the marketing tool of choice for Coca Cola and PepsiCo to ensure access to the student markets. These contracts are widely recognized as one of the most visible and tangible examples of the increasing commercialization of our educational systems. This growing corporate presence on campuses in the form of exclusive beverage contracts has been challenged and resisted from a variety of perspectives. Both corporations have also been the targets of corporate accountability campaigns.

Adding to this list of concerns, Coca Cola and PepsiCo join Nestlé and Danone in spearheading the disturbing bottled water trend which is now the fastest growing segment of the entire beverage industry. The marketing gurus at Coca Cola and PepsiCo know that capturing the youth market for bottled water, as they have already achieved with their soft drinks, is bound to have long-term pay-offs. Education has become a key location for the precision-like marketing of the bottled water myths.

This student 'Awareness to Action' tool kit co-sponsored by Polaris Institute and the Canadian Federation of Students is designed to provide a starting point for a student campaign that links concerns with the increasing commercialization of student space, with issues of corporate accountability, and environmental sustainability. It uses an analysis of bottled water as a form of consumer manipulation, environmental degradation and the expansion of corporate control of a vital life sustaining resource as a gateway to reveal these connections.

**EDUCATE:** This kit is a companion to the publication *Inside the Bottle: Exposing the Bottled Water Industry* and the research and analysis you can find at [www.insidethebottle.org](http://www.insidethebottle.org). The book and the website expose critical issues with bottled water and beverage exclusivity contracts.

**INVESTIGATE:** There are some critical outstanding questions about these contracts. This kit can be used to clarify questions such as the nature and extent of beverage exclusivity contracts, as well as provide tools to draw out alarming trends such as the rising number of contracts and dwindling number of water fountains on campuses, and expose the commercialization of student space.

**ACTIVATE:** The runaway growth of the bottled water industry and the commercialization of student space needs to be challenged. Use the 8 action plans at your school or on campus to raise awareness and transform this into action.

- Establish a committee or working group dedicated to supporting this campaign
- Work towards the non-renewal of beverage exclusivity contracts
- Develop alternatives to exclusive contracts that can benefit the student body as part of a public institution and foster conscious consumer choice
- Ban bottled water from groups, organizations and unions at school and on campus with the ultimate goal of banning the sale of bottled water from your school or campus entirely!

## CONTENTS OF THE STUDENT AWARENESS TO ACTION KIT

1. Inside the bottle brochure
2. Information on how to access your contract
3. Eight action plans

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