



SP0179 Final Report

Please answer the following questions and return the completed form to the [SPF Staff](#) via e-mail.

Project Title: Ban the Bottle

Final Report prepared by: Amelia Peres

E-mail: amelia.peres@mcgill.ca

Actual Project Start Date: 4/1/2018

Actual Project End Date: 4/30/2019

1. Please summarize the project and its key accomplishments in 1-2 sentences.

(400 characters maximum)

This project has improved access to municipal tap water, through installing water fountains, selling cheaper reusable bottles, working with event planners, and rolling out a campus-wide awareness campaign. All of this work supports the official end of sales on May 31st, to ensure that McGillians have viable alternatives to single-use bottled water.

2. Your team listed the following goal in your application:

We hope to reduce waste on McGill campuses by diverting plastic water bottles from the waste stream, promoting reusable alternatives & increasing access and awareness of municipal water sources.

Did your team achieve your project's goal? In your answer, please describe the impact your project had on McGill's structures, processes, and/or systems. Also, please specify how this positively transformed people's behaviors/perspectives/habits on McGill campus(es).

(Unlimited characters, suggested minimum ½ page or approximately 250 words)

Throughout the campaign, the majority of our efforts have been on promoting tap water, as opposed to banning plastic water bottles. Our intention behind this is to give the campaign a more empowering message. We believe that this tactic has been successful so far in diverting plastic water bottles. Our initiatives included purchasing and building portable water carts for outdoor events, installing "wayfinding water drops" near fountains (~60 fountains across both campuses), and upgrading or installing >30 water fountains. We also worked closely with the various food service suppliers to ensure that the merchandising in the food service locations was consistent with the campaign: if a customer wants to purchase a bottle of water they will see a sticker on the fridge explaining that there is a \$5 reusable bottle available at the cash. Another sign is located on the counter, and finally water drop stickers on the floor lead to the nearest fountain.

It is our hope that through concerted efforts such as this, thirsty customers will be encouraged to purchase a refillable bottle instead of opting for an unhealthy single-use alternative.

3. Please describe the key successes and challenges of your project. (Minimum of two examples for each)

(Unlimited characters, suggested minimum ½ page or approximately 250 words)

We are proud of the diverse partnerships we have created across campus, including Athletics, Campus Life & Engagement, Facilities, Special Events, Student Housing, Design Services, and numerous student groups. We hope these partnerships will extend beyond this campaign, into many other sustainability initiatives.

Another success was the immense visibility of this campaign. We were blown away by the initial reception we received from the announcement. Following that, we capitalized on that attention by installing signage over all the water fountains, and hosting an awareness-raising event on the Y-intersection. In various applied student research courses, results showed that 50-56% of students were aware of the campaign. Assuming these studies were

representative, we have reached over 20,000 students through this campaign, as well as a large number of staff and faculty.

We faced the most barriers reducing water bottles at events. As expected, the decentralized nature of event planning at McGill, meant that there was no way for us to reach every single event organizer. We focused much of our energy on the larger events by helping them procure the infrastructure they need. However, there is still a gap in service offerings for small and medium events, who face their own unique challenges.

Finally, lost revenue was an ongoing concern in meetings. Many of our food service providers on campus were concerned about the loss of revenue, as the markup on reusable bottles was significantly smaller than on single-use bottles. As such, we received many offers for products that use alternative packaging methods, but found that the majority of these did not align with the mission of our campaign. We will continue to work with our partners to make this initiative as economically sustainable as possible.

4. What key points of advice or *lessons learned* would you give to other SPF teams either regarding your experience managing your project or the project itself?

(Unlimited characters, suggested minimum ½ page or approximately 250 words)

You don't need to show up to every meeting with all the answers, so long as you're willing to be flexible, and ask open-ended questions. We worked with many people who initially felt frustrated by the initiative because they felt it was going to cost/lose them money. We found the best tactic was to ask more question to isolate the concerns, and then find solutions to those one by one. It's also good to keep in mind that this doesn't have to happen in one meeting. Sometimes we would go into a meeting and say "we want to do this, what are your concerns?". Oftentimes the first meeting would be focused on all the "can't's", and then we would go back to our desks, regroup, and come back to the table with some new ideas. As long as you're up front about what you don't know, most people will be receptive to that.

5. What recommendations do you have for the future of this project to be continued and are there any opportunities for complementary projects? Who will take responsibility for the project's future and how can interested persons be in touch? The SPF team will also be in touch with this contact for updates on the project's progress in coming years, if ongoing.

(Unlimited characters, suggested minimum 1 paragraph)

We will continue working with our partners on campus to monitor compliance, progress, and maintenance. The Office of Sustainability will be overseeing this, but expect our partners in other units to continue doing their parts as well. We have also received feedback that we should focus more on the environmental and social benefits of drinking tap water, which will be the focus of the next phase of our poster/awareness campaign. The next problem that will need to be tackled is finding affordable and efficient ways to go bottled water free at events (most caterers charge a lot of money to bring and wash cups!). If anyone has any ideas or projects to propose on this front, we're always happy to provide support and guidance!

6. Would you or your project team member(s) be willing to serve as a mentor to SPF project teams?

Please choose one. If yes, SPF Staff will contact you with more information. (800 characters maximum)

☒ Yes ☐ No

7. In your application, you listed the following sources of funding: FMAS contribution (\$75,000)

Please confirm if you received this funding in the space below. In your response, please list the actual amount (in dollars) that you received. Note: If you received funding from a McGill Department or Unit, please attach a letter from its Financial/Budget Officer confirming the actual amount of support.

(1,800 characters maximum)

We received the above amount.

8. Did you purchase equipment or make an installation on campus? ☒ Yes ☐ No

If yes, please briefly describe how these items will be maintained and used in the future.

(1,800 characters maximum)

Fountains will be maintained by on-campus Facilities. The outdoor water carts will be maintained by Buildings & Grounds who rent them out for use at on-campus events. The water drop floor decals will be removed in one year by Design Services (by which point they are unlikely to still be aesthetically pleasing)

9. The following Key Success Indicators were indicated in your project application and selected for tracking. Please indicate the actual results that you have achieved in the "Actual" column.

Selected Key Success Indicators	Target	Actual
1 "Ban the Bottle" policy created	Complete	Yes
# of water fountains installed in key areas identified with stakeholders	25	31 to date
% of food service locations and vending machines have removed bottled water	100	~95

If there is a significant difference in the target numbers and the actual numbers achieved, please explain. If you have any additional information to share about these success indicators, please also include it below.

(1,800 characters maximum)

There are still a few food service locations that we are waiting for confirmation from. Additionally, Athletics will be doing a longer phase out at their concessions locations, as they sell alcoholic beverages, and we do not want to create any safety concerns. We will be working with them to eventually phase out sales however.

10. Please report on your results for the standard SPF Key Success Indicators in the "Actual" column.

Standard SPF Key Success Indicators	Actual #
# of volunteers directly or indirectly engaged in the project	700
# of people (student, staff, or other) trained in the context of the project	700
\$ raised for project activities subsequent to SPF funding	\$0.00
# of partnerships or collaborations developed between the project team and other McGill administrative units, student groups, community groups, other universities, and/or other groups/organizations.	25

Regarding the last Key Success Indicator, please list the groups and/or organizations that you counted.

(Unlimited characters; point form acceptable.)

Food & Dining, Athletics & Recreation, SSMU, PGSS, Campus Life & Engagement, Special Events, Grounds, Facilities, Chartwells, Open Air Pub, Sustainability in Engineering at McGill (SEAM), the Bookstore, Procurement, Project Management, Gault Nature Reserve, Mac Campus Facilities, Student Housing, Design Services, Enrollment Services, Union Etudiante du Quebec (EUQ), Institute for Gender, Sexuality, and Feminist Studies (GSFS), Interfaculty Orientation Committee (IOC), McGill Sustainable Events, AUS SNAX, McGill School of Environment (MSE),

If you have any additional information to share about the Standard SPF Key Success Indicators, please include it below. (1,800 characters maximum)

The 700 people trained in the context of the project were all of the Campus Life & Engagement volunteers from Discover McGill, Off-Campus Connects, Grad Connects, etc. All of them received a short training on encouraging students to make more sustainable choices such as bringing their own bottles.

11. Please indicate the McGill stakeholder groups that were involved with your project as a team member or collaborator/partner. Choose all that apply.

☒ Undergraduate ☒ Postgraduate ☒ Administrative Staff ☒ Academic Staff ☐ Alumni

12. Please rate your project team's overall satisfaction with the support provided by the SPF Staff. Choose only one response.

☐ Very Dissatisfied ☐ Dissatisfied ☐ Neither Satisfied Nor Dissatisfied ☐ Satisfied ☒ Very Satisfied

13. Please provide any feedback or recommendations regarding your team's experience with the SPF.
(Unlimited characters, suggested minimum 1 paragraph)

The SPF Staff were amazing and helpful! This project would not have been possible without their support throughout, and we are so grateful for everything they did!

14. If there is additional information you would like to share about your project, please use the field below.
(Unlimited characters)

15. Has involvement in this SPF project positively impacted your team in the area of professional growth? Please choose one. If you would like to elaborate, please use the field below. (800 characters maximum)

☒ Yes ☐ No ☐ Prefer Not to Share

16. Has involvement in this SPF project positively impacted your team in the area of personal growth? Please choose one. If you would like to elaborate, please use the field below. (800 characters maximum)

☒ Yes ☐ No ☐ Prefer Not to Share

17. Which of the following skills or attributes has your team improved through involvement in your SPF project? Choose all that apply.

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Budgeting | <input type="checkbox"/> Networking | <input checked="" type="checkbox"/> Systems Thinking |
| <input checked="" type="checkbox"/> Communications | <input checked="" type="checkbox"/> Planning | <input type="checkbox"/> Teamwork |
| <input checked="" type="checkbox"/> Conflict Resolution | <input checked="" type="checkbox"/> Problem Solving | <input type="checkbox"/> Technology |
| <input checked="" type="checkbox"/> Leadership | <input checked="" type="checkbox"/> Project Management | <input type="checkbox"/> Time Management |
| <input type="checkbox"/> Listening | <input type="checkbox"/> Public Speaking | <input type="checkbox"/> Writing |
| <input checked="" type="checkbox"/> Mentoring | <input checked="" type="checkbox"/> Stakeholder Engagement | <input type="checkbox"/> Other (Please specify in the field below) |
| <input checked="" type="checkbox"/> Negotiating | <input type="checkbox"/> Stakeholder Identification | |



Other:

18. Since starting your SPF project, has your team improved its knowledge of sustainability?

Please choose one. If you would like to elaborate, please use the field below. (800 characters maximum)

☒ Yes ☐ No ☐ Prefer Not to Share

I think we've learned a lot about life cycle analyses, as we had to think a lot about the true benefit of this project, and making sure we were actually making the smartest choices!

19. (Optional) If applicable, please list the total number of team members voluntarily self-identifying as members of marginalized communities:

Please identify the represented communities below. (e.g. women, Indigenous people, people of colour, LGBTTQI, student parents, members of ethnic minorities, immigrants, people with disabilities)

(1,800 characters maximum)

Thank you for completing your Final Report!

Please e-mail your report to the [SPF Staff](#) attaching any additional information that you would like to share about your project (e.g. other reports, research, documents, photos, etc.). Please note that this Final Report will be shared publicly on your SPF project's webpage.