



BAN the BOTTLE & TAKE BACK the TAP FIT

Michael Cokkinos



FIT SUSTAINABILITY COUNCIL

The FIT Sustainability Council was established by the President Brown, to develop and foster sustainability initiatives throughout the FIT community.



SUSTAINABILITY GRANTS

As a part of The Fashion Institute of Technology's initiative "FIT Forever Green," an annual fund of \$15,000 is available to support sustainability initiatives at FIT
(up to \$5,000 per grant).



SUSTAINABILITY GRANTS

These grants provide the community with encouragement to fulfill the college's plan to educate and conserve resources, while providing an example of environmental stewardship to our current and future generations.



Project Summary

Ban the Bottle and Take Back the Tap FIT

looked at water delivery and consumption in the FIT community.

My finding was that uninformed bottled water choices were wasteful, unhealthy and economically unsound.

Problem Statement

Students, Faculty and Staff were surveyed about their water consumption. Most were buying plastic bottled water as their main source of drinking water.

FIT Water fountains were old and water quality was questionable resulting in disuse.

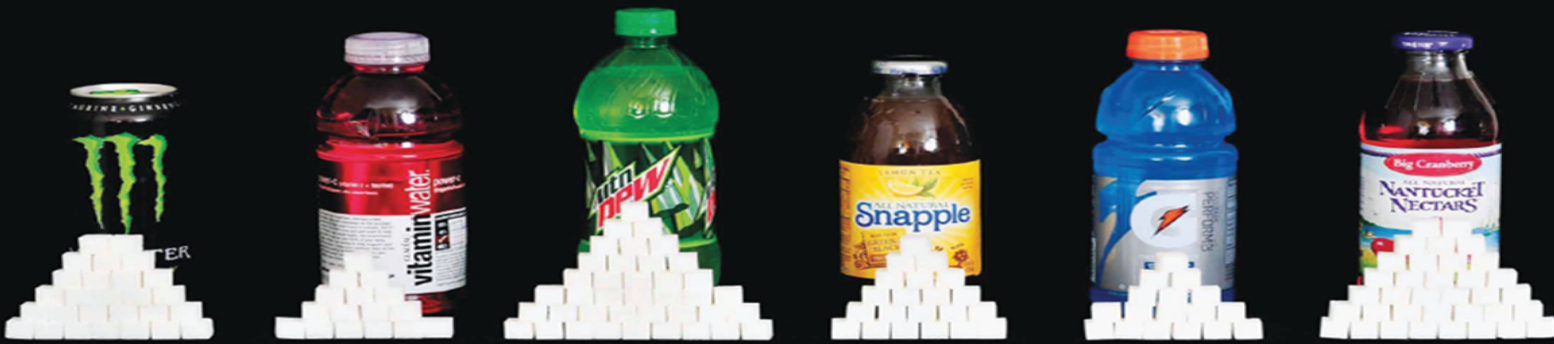
WATER IS BASIC TO LIFE



HYDRATE OR DIE

How much sugar is in your drink?

Based on the FDA standard of 4 grams of sugar per teaspoon.



Monster Energy 16 oz.
200 calories

vitaminwater 20 oz.
125 calories

Mountain Dew 20 oz.
290 calories

Snapple Lemon Tea 16 oz.
160 calories

Gatorade 20 oz.
130 calories

Nantucket Nectars Cranberry 17.5 oz.
280 calories

13.5
teaspoons

8
teaspoons

19.25
teaspoons

10.5
teaspoons

8.5
teaspoons

17.5
teaspoons

Consumption of sugar sweetened beverages may be the single largest driver of the obesity epidemic according to a 2009 study in the New England Journal of Medicine.

Average sugar sweetened beverage consumption by youth	
BOYS	Ages 2-5: 47 gallons/year Ages 6-11: 65 gallons/year Ages 12-19: 108 gallons/year
GIRLS	Ages 2-5: 41 gallons/year Ages 6-11: 51 gallons/year Ages 12-19: 77 gallons/year

According to the 1999-2004 National Health & Nutrition Examination Survey of children who reported drinking at least one sugar-sweetened beverage on the survey day.

The extra calories from adding just one 20 oz Mountain Dew to your regular diet every day for a year would be enough calories to cause a 30 pound weight gain.



Based on the 290 calories in a 20 oz. Mountain Dew and 3500 calories equating 1 lb of weight gain.

Alliance for a Healthier Rhode Island

c/o Rhode Island Medical Society

This artwork was created by our colleagues from the Alliance for a Healthier Vermont. We thank them for sharing!

Questionable Quality



BOTTLE vs. TAP



Bottled water is not regulated in the United States – Tap water is tested regularly by the EPA

Much bottled water is actually municipal tap water sold and thousands of times the price

Plastics such as BPA and Dioxin leach in to water stored in plastic.

BOTTLE vs. TAP



It takes three bottles of water and 1/3 bottle of oil to produce one plastic bottle

Transportation and refrigeration produce greenhouse gasses

Proper recycling and waste disposal produce greenhouse gasses

Less than one third of plastic bottles are recycled



SUSTAINABILITY

COUNCIL



PLASTIC PLANET

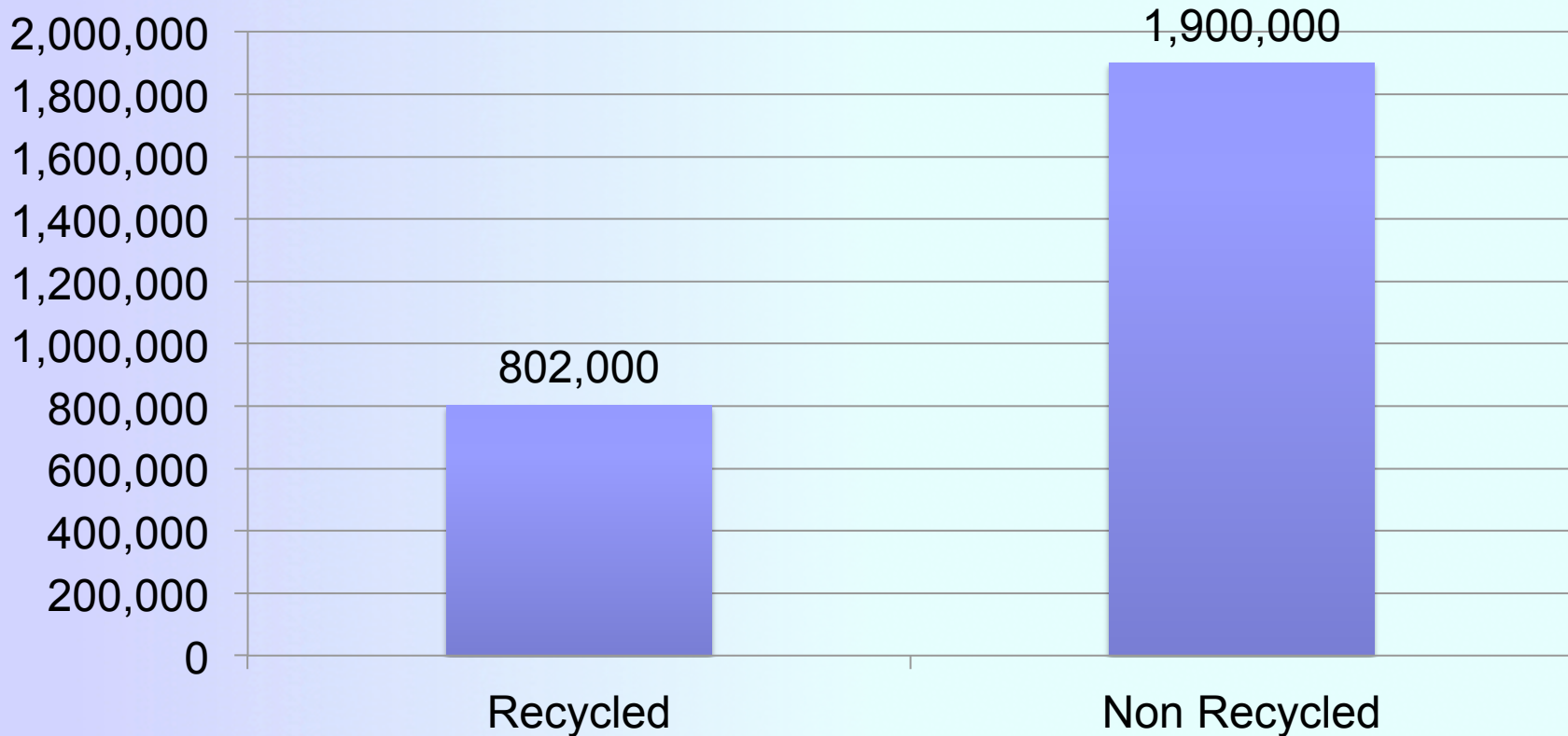


ONLY 23% RECYCLED



2012 Recycling Data for Plastic Bottles

Source
Container Recycling Institute



Objectives

The objective was to offer the FIT community a sustainable alternative to bottled water and to educate members on the importance of making the sustainable, healthy choice.



EDUCATED CHOICES ?



Key Benefits

FIT reduces its consumption and disposal of plastic water bottles

FIT community enjoys a clean, chilled source of water that is readily available and at a very affordable price



NYC TAP WATER CAMPAIGN



NYC has some of the Best TAP WATER in the world



**Bottled Water is sold at
8,000 times its cost!!!
A 20 Billion Dollar industry**



In the future water will be expensive



SUSTAINABILITY
COUNCIL



Statement of Work

Researching many vendors, came up with
ELKAY MANUFACTURING

A reliable company who proved supportive
in standing behind their product.

Coordinate with FIT Buildings & Grounds
regarding installation and service.

Statement of Work

Surveys

Educational Sessions

Drink This / Not That Campaign

Water Tastings – Culinary Arts

WATER TASTINGS AND EDUCATION



Project Timetable

June 30, 2011	Grants Awarded
September 1, 2011	Check pricing with FIT Purchasing
September 15, 2011	Final Evaluation of vendors
October 3, 2011	Begin Installations
October 4, 2011	Drink This Not That Focus Group
October 17, 2011	Finish Installations
October 18, 2011	Roll Out Presentation
On Going	Continue Water Education

Budget – Grant Award \$4,780

Resource	Budget
2 Elkay Easy H2O Bottle Fillers	Each - \$2390
Actual Cost	\$2165
Surplus	\$450

ELKAY BOTTLE FILLER AT FIT



Locations

Dubinsky Center

Business and Liberal Art Center

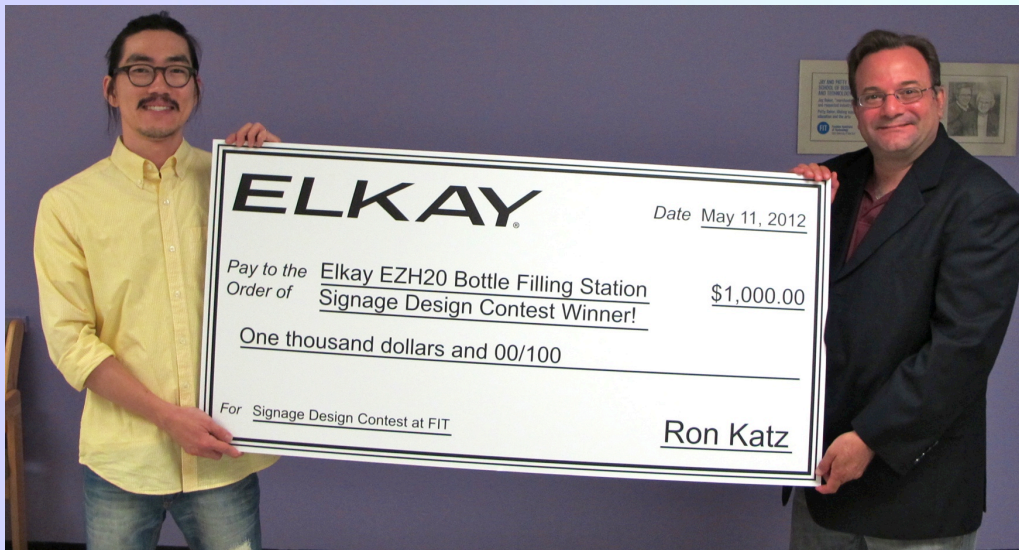
Feldman Center – Three Units

Pomerantz Center

Alumni Hall

Kaufman Hall

ELKAY \$1,000 DESIGN CONTEST



Evaluation

Usage counters on the units show well over 100,000 fills in the past year of operation

Interviews with students, faculty and staff are positive

Suggestions for the Future

Continue educational campaigns

Discourage or Discontinue the sale of bottled water on campus

Reduce waste and volume of recyclables

Install more units in high traffic areas

Distribute metal bottles at student orientation

Key Personnel

Many thanks to President Brown and FIT's Sustainability Council for their vision in supporting the project and its goals

FIT's Buildings and Grounds staff for their professionalism and support in dealing with all of the technical and maintenance issues in making the project a success



REFRESH YOURSELF



www.fitnyc.edu/sustainability