



CITY OF HAMILTON

COMMUNITY SERVICES DEPARTMENT
Recreation Division

and

PUBLIC WORKS DEPARTMENT
Environment & Sustainable Infrastructure Division

TO: Mayor and Council Committee of the Whole	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: April 13, 2010	
SUBJECT/REPORT NO: Bottled Water (CS10035/PW10035) (City Wide) Committee of the Whole Outstanding Business	
SUBMITTED BY: Joe-Anne Priel General Manager Community Services Department Gerry Davis, CMA Acting General Manager Public Works Department	PREPARED BY: Coralee Secore 905-546-2424, Extension 4689 Dan McKinnon 905-546-2424, Extension 5941
SIGNATURE:	

RECOMMENDATION

- (a) That the General Managers of Public Works and Community Services be authorized to implement a strategy which reduces reliance on bottled water at City facilities and events. The strategy entails:
 - (i) A social awareness campaign to educate residents and consumers about the value and safety of municipal drinking water, the environmental implications of non-recycled Polyethylene Terephthalate (PET) bottles and the importance of source water and watershed protection;
 - (ii) Continuing to sell bottled water at City Recreation facilities but at the same time increasing access to municipal drinking water wherever possible.

- (b) That the item respecting “Correspondence from Refreshments Canada respecting bottled water and support of a broader sustainability program” be lifted from the Outstanding Business List on the Committee of the Whole Agenda.

EXECUTIVE SUMMARY

On September 24, 2008, Hamilton City Council received correspondence from Justin Sherwood, President of Refreshments Canada regarding bottled water. Refreshments Canada is a national association representing many brands and companies that manufacture and distribute non-alcoholic beverages including several bottled water brands. The correspondence states that bottled water is not intended to replace municipally supplied water but rather offers consumers an additional choice based on preferences, taste and convenience. Council referred the correspondence to the General Managers of Public Works and Community Services for a report to the Public Works Committee and then to the Emergency & Community Services Committee. Since that time, the item was then moved to the Committee of the Whole Outstanding Business list.

The City of Hamilton sells bottled water, as well as other food items and beverages, at a number of City-owned facilities. Recently there has been a significant amount of attention on the issue of bottled water and specifically the environmental implications of discarded plastic bottles and the perception of confidence in the municipal drinking water system. As a result, municipalities have responded in a variety of ways, ranging from creating outreach programs to banning the sale of bottled water at City facilities. In response to a number of inquiries from the public and communication from Refreshments Canada, staff prepared recommendations to respond to this issue.

Staff at the City of Hamilton recommend an approach which supports the principles underlying the Association of Municipalities of Ontario (AMO) and the FCM resolution, namely reducing reliance on bottled water. At the same time, Hamilton will leverage existing initiatives which demonstrate its ongoing commitment to being environmentally responsible with respect to waste reduction, recycling and watershed protection.

The strategy to reduce reliance on bottled water at City facilities and events entails a social awareness campaign, continuing to sell bottled water but at the same time increasing access to municipal drinking water in City Recreation facilities and finally, developing plans for other corporate facilities, locations and events to facilitate access to municipal drinking water.

Alternatives for Consideration - See Page 11

FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial:

Financial costs can be funded within existing Environment & Sustainable Infrastructure outreach budgets. The creation and dissemination of outreach materials by Public Works are projected to be less than \$20,000. Where municipal water is available but not easily accessed, capital upgrades may be undertaken to improve access in City of

Hamilton facilities. This could include the addition of water fountains/filling stations at an approximate cost of \$3,000 per unit installed. A review of indoor facilities to determine requirements will be undertaken and water stations may be added to existing and new capital infrastructure projects over time. Finally, the sale of refillable bottles will be available, where feasible, on a cost recovery basis and with no planned operating budget impact.

Staffing:

There are no additional staffing implications to implement the recommendations in the report. Existing staff in Public Works will include it as part of their ongoing social marketing initiatives. Similarly, Community Service's Recreation Division will undertake a review of indoor facilities to determine requirements and as facilities are renovated filling stations will be addressed.

Legal:

There are no legal implications.

HISTORICAL BACKGROUND

The bottled water industry has grown rapidly in Canada. Statistics Canada reports that domestic sales of bottled water, less than 18 litres in size, were in excess of \$280 million in 2002 and upwards of \$430 million in 2006.

At the same time, environmental advocacy groups are concerned with the environmental costs of bottled water. Concerns include watershed protection, creation of waste and the loss of confidence in public water systems.

The debate has many stakeholders and has attracted significant attention. As a result, municipalities and agencies have considered a variety of strategies and options to address the bottled water issue. According to the Polaris Institute (an organization engaged in citizen movements for social change), at the present time, 39 municipalities in Ontario have implemented restrictions on the use of bottled water in municipal facilities.

The bottled water industry has reacted to the growing trend whereby municipalities have taken action to limit the sale of bottled water and support the use of municipal drinking water by residents and visitors. On September 24, 2008, Hamilton City Council received correspondence from Justin Sherwood, President of Refreshments Canada, regarding bottled water. Refreshments Canada is a national association representing many brands and companies that manufacture and distribute non-alcoholic beverages including several bottled water brands. The letter outlined facts about bottled water in response to various reports and proposals coming before Municipal Councils in Ontario. Sherwood believes that bottled water is not intended to replace municipally supplied water but rather offers consumers an additional choice based on preferences, taste and convenience. Council referred the correspondence to the General Managers of Public Works and Community Services for a report to the Public Works Committee. On April 20, 2009, the item was referred to the Committee of the Whole Outstanding Business List (item L). See Appendix A for a copy of the correspondence from Justin Sherwood.

On February 3, 2009, the Association of Municipalities Ontario (AMO) released a memo to members reinforcing its long standing position of promoting municipal drinking water. AMO encouraged members to contact the 13 Ontario municipalities who have taken action to limit the use of bottled water in municipal facilities and support the use of municipal drinking water by residents and visitors. See Appendix B for a copy of the AMO release.

On March 7, 2009, the Federation of Canadian Municipalities (FCM), which is Canada's national municipal organization, issued a resolution urging "all municipalities to phase out the sale and purchase of bottled water at their own facilities where appropriate, and where potable water is available and that municipalities be urged to develop awareness campaigns about the positive benefits and quality of municipal water supplies". See Appendix C for a copy of the FCM release.

On March 12, 2009, Hamilton City Council received correspondence from the Polaris Institute regarding alternatives to bottled water. The correspondence encouraged the City to support public water by actively encouraging the consumption of drinking water over bottled water. Council referred the item to Public Works, in conjunction with the related and previous outstanding business item.

On April 20, 2009, the item respecting bottled water was transferred from the Public Works Committee to the Committee of the Whole outstanding business list.

Staff from Public Works and Community Services, Recreation Division have met to review the correspondence and started to research the positions taken by other Ontario municipalities concerning the sale and purchase of bottled water. Further investigation was required to weigh all the options at hand.

POLICY IMPLICATIONS

Corporate Strategic Plan

Waste reduction and recycling programs increase waste diversion in pursuing our target of 65% diversion in Performance Measure 6.5 of Focus Area 6 Environmental Stewardship.

Solid Waste Management Master Plan (SWMMP)

The following policy of the Solid Waste Management Master Plan (SWMMP) is affected by the social marketing approach proposed for plastic water bottles:

Recommendation #2 - "The Glanbrook landfill is a valuable resource, and the City of Hamilton must optimize the use of its disposal capacity to ensure that there is a disposal site for Hamilton's residual materials that cannot be otherwise diverted."

Improved awareness and better management of polyethylene terephthalate (PET) bottles can contribute to waste reduction, recycling and a reduction in the amount of waste sent to landfill.

RELEVANT CONSULTATION

Public Works Department, Environment and Sustainable Infrastructure Division

Public Works Department, Operations and Waste Management Division

Public Health Services, Healthy Living Division

Community Services, Culture Division

ANALYSIS / RATIONALE FOR RECOMMENDATION

The AMO correspondence and the FCM resolution, which was put forward by the cities of Toronto and London (Ontario), brought attention to the environmental impact related to the production of bottled water. While the resolution does not call for a ban on the sale of bottled water to consumers, it does emphasize that “all orders of government must work together to reduce reliance on a product which produces more waste, costs more and uses more energy than simple, dependable municipal drinking water”.

Other Community Approaches

It is undeniable that many municipalities have rallied around the issues raised by the FCM. According to the Polaris Institute, at the present time, 39 municipalities in Ontario have implemented restrictions on the use of bottled water in municipal facilities. The approaches have varied, ranging from creating outreach programs to banning the sale of bottled water at City facilities.

Banning bottled water is intended to reduce the amount of waste and litter created by discarded plastic (PET) single-use water bottles. The approach is coupled with encouraging consumers to use the municipal water supply, thereby reducing the amount of water being bottled and transported outside the watershed from which it came. Cities that have implemented bans have since faced a few challenges.

For example, in Toronto, where a ban took effect immediately, implementing the ban has been problematic. Contracts with concession and drink machine vendors were not reviewed before the decision to ban was made. Similarly, the cost of making municipal drinking water available at all City of Toronto locations and event sites was not considered.

Other municipalities have chosen to phase in a ban by reducing the sale and use of bottled water wherever possible (i.e.: where an accessible municipal water source exists). For example, the Town of Ajax is phasing out the sale of bottled water at Town owned facilities and events as existing vending and concession agreements expire. Ajax will also increase access to municipal drinking water through the installation of water fountains.

Since the Cities of Toronto and London (Ontario) banned bottled water, companies have introduced flavoured water products to replace plain bottled water. The new category of beverage circumvents a ban and as a result, perpetuates the issues associated with bottled water sales.

The experiences of our municipal neighbours give the City of Hamilton insight into the many and complex issues at hand. More importantly, the City of Hamilton acknowledges the philosophical merit of reducing reliance on bottled water.

The City of Hamilton's Approach

Staff at the City of Hamilton recommend a strategic approach which supports the principles underlying the FCM resolution, namely reducing reliance on bottled water. At the same time, Hamilton will leverage existing initiatives which demonstrate its ongoing commitment to being environmentally responsible with respect to waste reduction and watershed protection.

The strategy to reduce reliance on bottled water at City facilities and events entails a social marketing campaign, continuing to sell bottled water but at the same increasing access to municipal drinking water in recreation facilities and finally, developing plans for other corporate facilities, locations and events to facilitate access to municipal drinking water.

Social Marketing Campaign

The City's social marketing campaign will educate residents and consumers about the value and safety of municipal drinking water, the environmental implications of non-recyclable bottles and the importance of source water and watershed protection.

Existing staff in the City's Public Works Department work with a number of agencies to create awareness about waste and litter reduction, recycling, water conservation and the value of municipal water. Partnerships with agencies such as Green Venture, the school boards, and community organizations continue to be effective ways for the City to advocate for environmental responsibility in this regard. Public Works conducts outreach to the community with the goal of environmental stewardship as it relates to waste reduction and water conservation.

Due to the FCM resolution regarding bottled water, it is recommended that the Public Works Department through its outreach and promotional programs include messaging about waste and litter reduction, use of refillable water bottles and use of municipal drinking water.

In keeping with the FCM resolution, the awareness campaigns should also promote the positive benefits and quality of municipal water sources. Although the general perception of municipal water has improved in recent years there is still merit to increasing awareness about its safety, reliability and value.

Ontario has the highest standards in the world related to drinking water. Strict monitoring, sampling, and testing procedures and regulations, have created an extremely safe and reliable system. Locally, Hamilton enjoys the benefit of high quality raw water sources and filtration systems that produce water well in excess of the standard. Hamilton consistently provides water to its citizens that is affordable, reliable, and safe. Through increased social marketing, the City would be promoting a reliable alternative to bottled water.

Continuing to Sell Bottled Water

The FCM resolution does not call for ban on the sale of bottled water to consumers but it does urge municipalities to phase out the sale and purchase of bottled water at their own facilities where appropriate, and where potable water is available.

There is no evidence that a ban on bottled water will achieve the desired outcomes of reducing reliance on bottled water, namely reducing waste and litter, adversely affecting watersheds and encouraging people to choose municipal water.

Other bottled beverages exist and we do not know if a ban will influence consumers to switch from single-use bottled water to municipal drinking water. Some consumers may switch to municipal drinking water, while others may purchase a less healthy beverage in a single-use container, which still creates waste and litter and may adversely affecting the water shed (e.g.: water may still be exported outside its watershed by use for beverage companies). Therefore a ban on bottled water may inadvertently have negative health and environmental consequences.

Encouraging people to choose municipal water is best achieved through a social marketing campaign and increasing access to municipal tap water, and not by banning bottled water.

Increasing Access to Municipal Drinking Water at City Facilities

The City of Hamilton sells bottled water, as well as other food items and beverages, at a number of City-owned facilities. Most bottled water sales occur within the City's Recreation division facilities. As a result, staff recommend starting the initiative first within the Recreation facilities and then conduct a review of other Corporate facilities, locations and events.

Ensuring that municipal drinking water is an easily accessed alternative to bottled water at all possible Recreation facilities entails:

- Installing water fountains and/or water filling stations at new and existing facilities as needed as part of renovation projects;
- Selling refillable water bottles at facilities, concession stands and vending machines and encouraging people to reuse or bring their own water bottles.

Next, staff recommends that the City review other corporate facilities, locations and events which need to implement plans to facilitate access to municipal drinking water. In order to implement the strategy, the Public Works Department, in consultation with other departments will set the scope, which may include civic centres, office or yard locations. Council, committee, public and staff meetings will also be considered as part of the strategy to reduce the reliance on bottled water. Additional approaches may be warranted such as promoting the use of mobile water tankers at City events.

Hamilton's Ongoing Commitment to Environmental Responsibility

Instead of an outright ban on bottled water, the City of Hamilton will continue with its existing initiatives which demonstrate its long-standing commitment to environmental responsibility, relating to waste reduction and watershed protection.

The descriptions below along with the social marketing initiatives explained above illustrate the extent to which existing initiatives are being leveraged within the context of the bottled water issue.

More importantly, the work looks beyond bottled water and has a greater impact than simply banning bottled water.

Waste and Litter Reduction

Although PET bottles are recyclable, large quantities make their way into our landfill at Glanbrook and the environment. Banning bottled water may not persuade users to switch to municipal drinking water in reusable containers. Consumers may only switch from bottled water to another beverage in a single-use container which will continue to burden landfills or create litter.

A better solution is to continue with the Operations & Waste Management Division's initiative of advocating for a more comprehensive approach to litter reduction. Recent discussion papers from the federal and provincial governments are moving toward the implementation of Extended Producer Responsibility (EPR) regulations relative to a zero waste future. EPR proposed under the Waste Diversion Act, if implemented, could reduce the amount of PET bottles and other recyclables being produced through the implementation of producer responsibilities that may include deposit/return systems.

The City has actively, although conditionally supported the efforts around the EPR regulations which have the potential to reduce PET bottles being recycled or landfilled. Since 2007 the Operations & Waste Management Division has submitted five reports that promoted EPR and has sent these reports to the Ministry of the Environment, Association of Municipalities of Ontario, Regional Public Works Commissioners of Ontario, industry associations, and members of parliament. These reports, starting with the most recent, are:

- PW10007 - From Waste to Worth: The Role of Waste Diversion in the Green Economy, A Minister's Report on the Review of Ontario's Waste Diversion Act, 2002 (Jan. 18/10)
- PW08146 - Toward a Zero Waste Future: Review of Ontario's Waste Diversion Act, 2002 - Discussion Paper for Public Consultation, October 2008, Ministry of the Environment (Dec. 1/08)
- PW08044 - Association of Municipalities of Ontario (AMO) and Association of Municipal Recycling Coordinators (AMRC) Discussion Paper For An Alternative Approach to Ontario's Blue Box Funding Model (Feb. 08)
- PW07088/LS07009 - Association of Municipalities of Ontario (AMO) and Association of Municipal Recycling Coordinators (AMRC) Discussion Paper on the Five (5) Year Review of the Waste Diversion Act, 2002 (Apr. 07)
- PW07042 - AMO/AMRC Discussion Paper on Strengthening Extended Producer Responsibilities for Ontario's Blue Box (Feb. 07)

Watershed Protection

The primary concern raised with respect to watersheds is the use of water from watershed resources by water bottling companies for export outside of the watershed.

Water is also exported for use in other industries including beverage, food products, cosmetics, and cleaners. In consideration of the global economy and the reality that everyday virtual water export from watersheds is widely accepted, staff is of the opinion that this issue would not change significantly by a municipal bottled water ban.

It is now more widely recognized that large scale groundwater withdrawals may have significant and detrimental effects on watersheds. The permitting of new and/or increased withdrawals from watersheds may be occurring in the absence of a complete understanding of the consequences.

The City of Hamilton's Environment & Sustainable Infrastructure Division has membership on a number of committees devoted to source water protection. Under the Clean Water Act of 2006, local Conservation Authorities were given lead responsibility as Source Protection Authorities for establishing integrated watershed management committees. Hamilton monitors or participates on three of these committees. As a result, Hamilton participates in developing source water protection plans and criteria for the future regulation governing source water (ground and surface) withdrawals and watershed exports. It is expected that these committees will have significant influence with the creation of watershed protection and management legislation.

The source water protection committees that will develop source protection plans for the Hamilton area are expected to complete their plan by 2012. When these plans are complete, the City will need to move quickly to establish local bylaws and zoning to be incorporated into the City's official plan so it can regulate water withdrawals and protect local watersheds. It is believed that locally developed plans and regulations will be more effective at protecting the watershed and helping the recovery of areas already experiencing water stress.

In 2008, the Provincial government moved, under Ontario Regulation 450/07, to impose a charge on water withdrawals of \$3.71 per million litres to be implemented in 2009. These charges are also imposed on property owners who draw water from municipal water systems and meet the criteria of the regulation with respect to daily consumption and use. In the case of ground water withdrawals, it is widely believed that the Province should increase these charges to more accurately reflect the value of these water resources to the surrounding communities and the watershed.

ALTERNATIVES FOR CONSIDERATION

The City could implement a ban on the sale of single-use bottled water at municipally-owned facilities where easy access to municipal water exists. However, this option has not been overly successful in the peer review with other municipalities. There is little evidence that it would be effective at reducing waste and litter or increasing the use of the municipal water system. In addition, it may result in less healthy choices for consumers.

CORPORATE STRATEGIC PLAN

Focus Areas: 1. Skilled, Innovative and Respectful Organization, 2. Financial Sustainability, 3. Intergovernmental Relationships, 4. Growing Our Economy, 5. Social Development, 6. Environmental Stewardship, 7. Healthy Community

- 1. Skilled, Innovative & Respectful Organization**
 - A culture of excellence
 - More innovation, greater teamwork, better client focus
 - Council and SMT are recognized for their leadership and integrity
- 2. Financial Sustainability**
 - Financially Sustainable City by 2020
 - Effective and sustainable Growth Management
 - Delivery of municipal services and management capital assets/liabilities in a sustainable, innovative and cost effective manner
 - Address infrastructure deficiencies and unfunded liabilities
- 3. Effective Inter-governmental Relations**
 - Influence federal and provincial policy development to benefit Hamilton
 - Maintain effective relationships with public agencies
- 4. Growing Our Economy**
 - Competitive business environment
 - An improved customer service
 - A visitor and convention destination
- 5. Social Development**
 - Residents in need have access to adequate support services.
 - People participate in all aspects of community life without barriers or stigma
- 6. Environmental Stewardship**
 - Natural resources are protected and enhanced
 - Reduced impact of City activities on the environment
 - Remove Hamilton Harbour from Great Lakes area of concern list by 2015
 - Reduce the impact of Hamilton's industrial, commercial Private and Public operations on the environment
 - Aspiring to the highest environmental standards
- 7. Healthy Community**
 - Plan and manage the built environment
 - An engaged Citizenry
 - Adequate access to food, water, shelter and income, safety, work, recreation and support for all (Human Services)

APPENDICES / SCHEDULES

Appendix A: Correspondence from Justin Sherwood

Appendix B: AMO Release

Appendix C: FCM Release



Hamilton

City of Hamilton
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Hamilton, Ontario,
Canada L8R 2K3
www.hamilton.ca

City Clerk's Office, Corporate Services
Physical Address: 77 James St. N., Suite 220
Phone: 905.546-4408 Fax: 905.546-2095
Email: clerk@hamilton.ca

September 26, 2008

Mr. Justin Sherwood, President
Refreshments Canada
885 Don Mills Road, Suite 301
Toronto, ON M3C 1V9

Dear Mr. Sherwood:

Re: Bottled Water

Council, at its meeting held September 24, 2008, considered your letter dated August 28, 2008, respecting the above matter.

Please be advised that Council has received this correspondence and referred it to the General Managers of Public Works and Community Services for a report to the Public Works Committee.

Should you wish further details regarding the Public Works meeting, please contact Mrs. Carolyn Biggs at 905-546-2424, ext 2604 or cbiggs@hamilton.ca.

Yours truly,

A handwritten signature in black ink, appearing to read "Rose Caterini".

Rose Caterini, B.Comm, AMCT
Deputy City Clerk/Manager of Legislative Services

:sr

File: 08-020

c.c. Scott Stewart, General Manager, Public Works
Joe-Anne Priel, General Manager, Community Services
Carolyn Biggs, Legislative Assistant, Public Works Committee
Stephanie Paparella, Legislative Assistant,
Emergency and Community Services Committee

cc: clerks



SEP - 3 2008

5.13

August 28th, 2008

Re: Bottled Water

Dear Mayor and Councillors:

Refreshments Canada is the national association representing the broad spectrum of brands and companies that manufacture and distribute the majority of non-alcoholic refreshment beverages consumed in Canada, including several bottled water brands.

In the last few months a great deal of misleading and inaccurate information regarding bottled water has been circulated by a number of parties. Unfortunately some of this misinformation appears to be getting captured in various reports and proposals coming before Councils such as yours.

Refreshments Canada wants to ensure that you have the facts before you, should this issue arise in your community.

To that end, Refreshments Canada is pleased to provide you with a copy of our new information brochure regarding bottled water. It provides the facts around bottled water usage, beverage safety, packaging and energy use. The brochure also addresses some of the myths being circulated about bottled water, and provides you with some key statistics.

Above all, we wish to highlight that bottled water provides consumers with a healthy, safe, convenient, portable and refreshing beverage option. Bottled water is not intended as a replacement to municipally supplied water, but rather it is simply about offering consumers an additional choice based on preferences, taste and convenience.

All consumer products and packaging have environmental implications (from energy used to produce and transport the products, to the end-of-life recycling or disposal of the product and/or packaging). As you know, the issue of sustainability is complex. In looking to encourage the citizens and businesses of Hamilton in more sustainable practices, we would suggest that the City focus on broader strategies surrounding conservation and recycling, and not unjustly target a single product category.

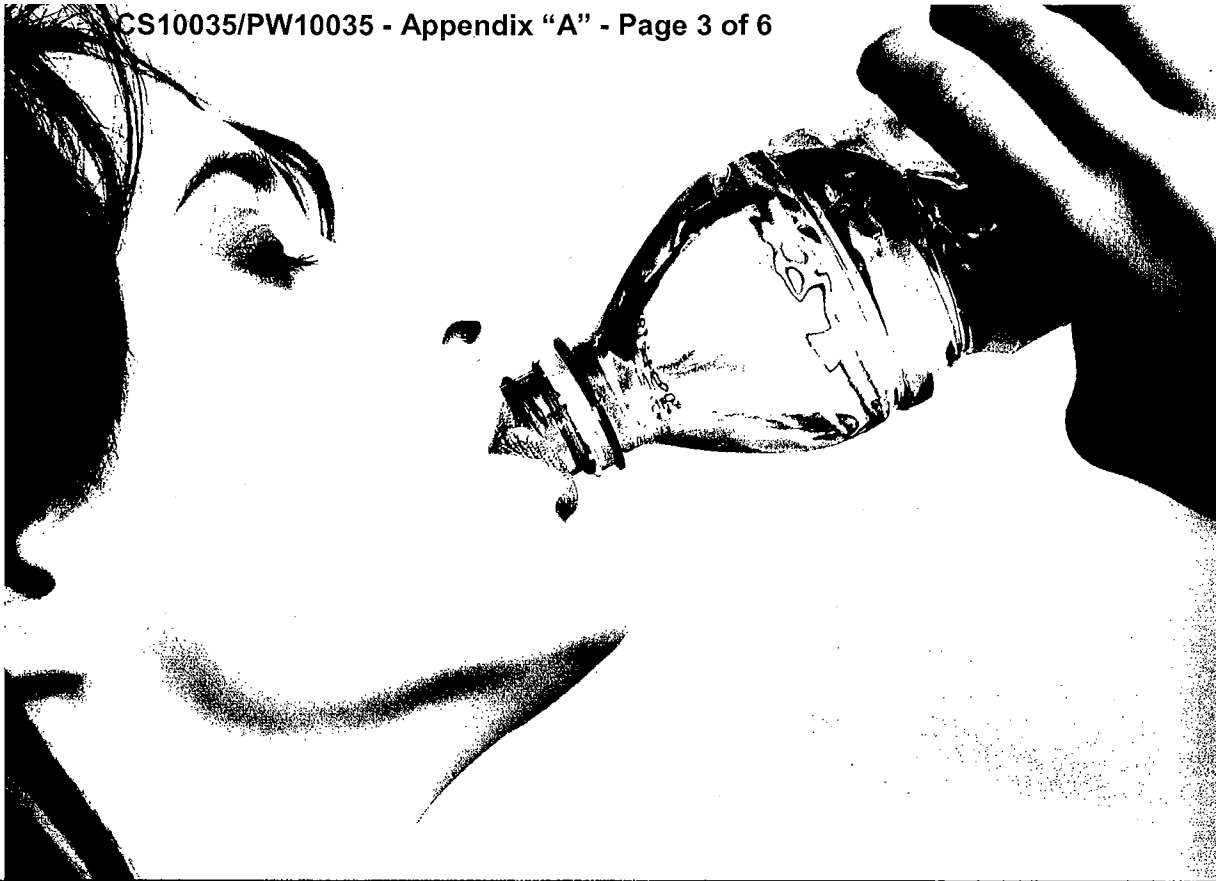
Refreshments Canada would welcome the opportunity to have further discussions with you, your Council and/or your municipal staff regarding bottled water and how we can support a broader sustainability program. Please feel free to contact me at my email address listed below.

Sincerely,

Justin Sherwood
President
Refreshments Canada
Email: justin@refreshments.ca

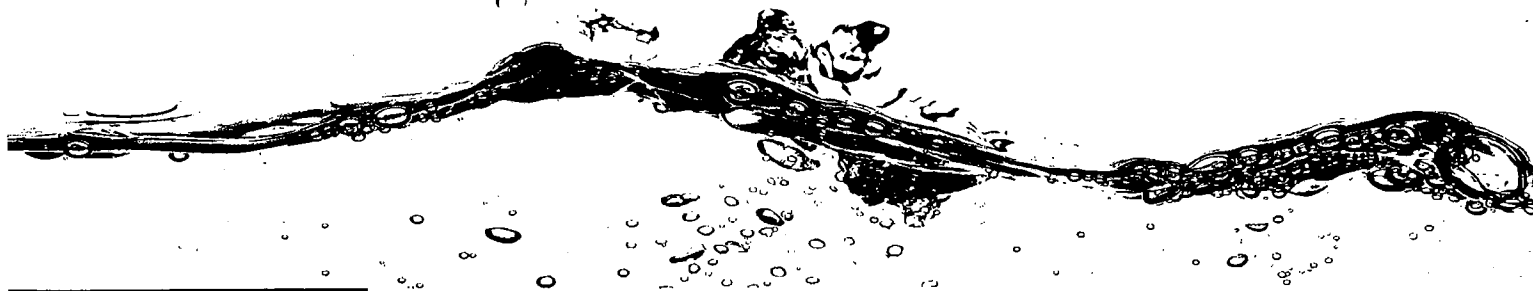
JS/avh: 2008/08/28 Water bottled mailer RC/tr20080828 Hamilton Council.doc

www.refreshments.ca



Bottled Water:

A Healthy Hydration Choice



"The bottled water industry in Canada uses less than 1/100th of 1% (or less than 0.01%) of all annual water withdrawals in Canada."

Bottled Water is a Healthy Hydration Option

Maintaining proper hydration is essential to our health. Refreshments Canada and its members are proud to provide Canadians with a wide variety of beverages including bottled waters, juices, iced teas, sport drinks and soft drinks. We believe that choice, variety and balance in everything we eat and drink are the cornerstones of a healthy diet.

Many Canadians appreciate the convenience and portability of bottled water. It is a healthy hydration option for those on the go.

Water Usage

The entire Canadian bottled water industry uses a minimal amount of water when compared to other industries and the residential consumer. The Canadian Bottled Water Association (CBWA) estimates that the bottled water industry uses less than 1/100th of 1% of all annual water withdrawals in Canada. This figure notwithstanding, it is important to remember that in the hydrological cycle, water is not created or destroyed it is simply used, consumed, treated and then returned to the environment.

All industries use water in their products and processes. For example, according to Environment Canada, it takes 300 litres of water to produce 1 kilogram of paper, 1,000 litres of water to grow 1 kilogram of potatoes, and 215,000 litres of water to produce one ton of steel.

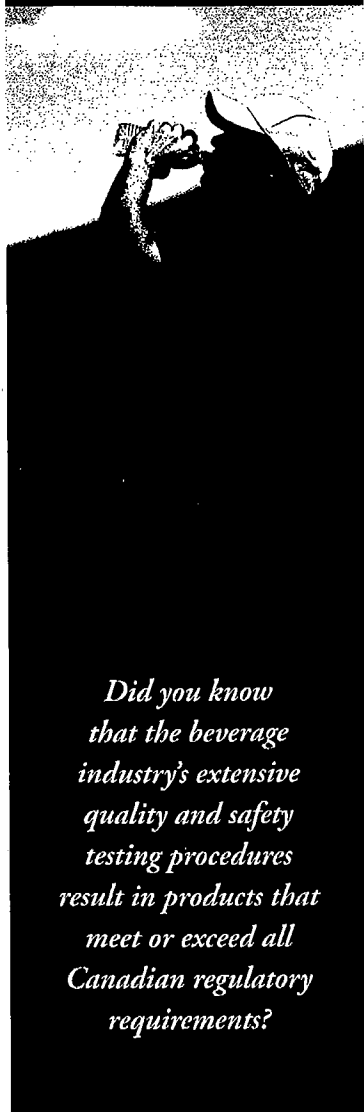
Our industry works to manage water resources in a responsible way. We invest in the science and technology to improve water quality, make manufacturing operations more efficient, and to strengthen water conservation practices around the world. The Coca-Cola Company, for example, has decreased water usage by 5.6% globally in the past five years, and since 2006, PepsiCo Inc. has been making steady progress toward its goal of reducing global water consumption by 20% per unit of production by 2015.

Beverage Safety

Bottled water is regulated as a food in Canada, so it must meet the highest standards set by Health Canada. All of our members' production facilities are highly regulated by the Canadian Food Inspection Agency. These facilities have stringent quality measures. In fact, all products, including bottled water, are tested at the beginning and end of each production run and hourly during production.

In situations of natural disasters, bottled water is often the safest way to stay hydrated. In fact, many communities often recommend that people keep bottled water on hand in case of a local emergency.

Did you know that the beverage industry's extensive quality and safety testing procedures result in products that meet or exceed all Canadian regulatory requirements?



Bottled Water in Schools and Public Spaces

Bottled water is healthy; it's safe, it's convenient and it's an important source of hydration. Many provincial governments have guidelines in place for schools that recommend water as a healthy hydration option for students. Refreshments Canada thinks bottled water fits with those guidelines, and strongly feels that students should have access to it.

Having access to convenient and healthy hydration is equally important in public buildings and parks. This isn't a question of **either** municipal water **or** bottled water. We think there's a place for both, especially when tap water is not always readily available.

Bisphenol - A

There has been a lot of news coverage lately regarding the use of bisphenol-A in certain types of packaging. The single use plastic containers used by the beverage industry (including those used for bottled water) are made from PET plastic. There is no bisphenol-A in PET plastic bottles (including water bottles) because no bisphenol-A is used to manufacture PET plastic.

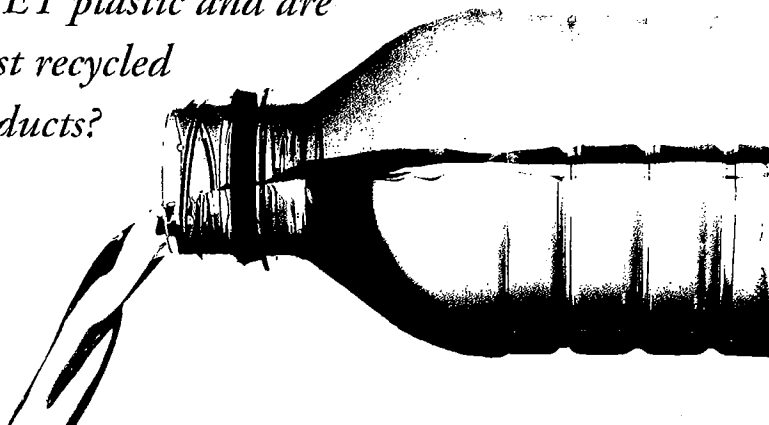
Energy Use for Bottled Water Packaging

Whether it's a jar of pickles, a carton of ice cream or a bottle of water, virtually all consumer products require energy for their production, packaging, and distribution. When considering the energy used in the production of packaging, PET plastic bottles offer a number of benefits. PET is very light and strong, and requires only a small amount of packaging material to be used. PET plastic is 100% recyclable. PET plastic bottles are recycled at a high rate in Canada. Recycled PET plastics retain a very high portion of the energy used to create the material in the first place. This energy is preserved when the PET is recycled and turned into other useful consumer products, including PET bottles. By continuing to recycle at a high rate, consumers are not only reducing the amount of materials that go to landfill, they are minimizing much of the energy used to produce new packaging.

Municipal Water

Like most businesses and commercial enterprises our sector uses municipal water. Refreshments Canada supports a strong municipal water system. Beverage manufacturers use municipal water as a raw material to make their beverage products. Therefore, as members of municipal water systems, it's in our best interest to support a modern, sustainable public water infrastructure.

Did you know that bottled water containers are made of PET plastic and are one of the most recycled consumer products?



Some other facts about PET Beverage Containers and Recycling

- Across Canada all non-alcoholic PET beverage containers account for less than 0.5% of the total waste generated, and the majority of those beverage containers are being captured from the waste stream and recycled into new products.



- PET beverage containers are 100% recyclable, and are recycled at very high rates across Canada. For example, based on municipal waste audit data published by Stewardship Ontario, PET beverage containers (including bottled water) are recycled in Ontario single-family homes at average rates of around 70% and closer to 90% in some large urban centres like Toronto.* In British Columbia, based on data provided by Encorp Pacific, they are recycled at 70%, and similar rates are achieved in other jurisdictions.

- Recycled PET containers are turned into other consumer products such as fleece jackets, vests and carpeting.

- The industry and its products support recycling programs and recovery infrastructure in all Canadian jurisdictions.

- The industry continues to invest in innovations that result in new packaging that uses fewer materials.

*Reference: http://www.stewardshipontario.ca/blue-box/ee/fund/projects/audits/waste_audit_sl.htm

Bottled Water: Myths vs. the Facts

Myth: Plastic water bottles are clogging up landfills all over the country.

Fact: Bottled water bottles are 100% recyclable and are recycled at high rates across the country. All PET non-alcoholic beverage containers account for less than 0.5% of all waste produced in Canada. The beverage industry's containers are the most recycled consumer product packaging in Canada. Furthermore, recycling programs and infrastructure are supported by the industry and its products in every jurisdiction in Canada.

Myth: Single use PET plastic water bottles contain BPA.

Fact: The single use plastic containers that are used by the beverage industry, including those used for bottled water are made from PET plastic. There is no bisphenol - A in PET plastic water bottles because no bisphenol - A is used to manufacture PET plastic.

Myth: Bottled water competes with municipal water systems.

Fact: Tap water serves a variety of purposes in the typical Canadian household including personal hygiene, clothes and dish washing, cooking, cleaning, irrigation and drinking. Whether tap or bottled water – there's room to choose depending on a consumer's needs and preferences throughout the day.

Furthermore, water is the primary ingredient for many of the beverages produced by the Canadian beverage industry. Therefore strong municipal water systems are as important to the Canadian beverage industry as they are to all citizens.

Myth: Municipal water is safer than bottled water.

Fact: Bottled water is regulated by Health Canada and the beverage industry's facilities are inspected by the Canadian Food Inspection Agency. Members test water for quality and safety before production, each hour during production and at the end of production. The bottled water produced by Refreshments Canada's members meets or exceeds all Canadian requirements.

Myth: Production of bottled water requires an inordinate amount of water.

Fact: According to the Canadian Bottled Water Association, the production of bottled water accounts for less than 1/100th of 1% of all the water consumed on an annual basis in Canada. To put that into perspective, for every 10,000 litres of water used in Canada for all applications, less than 1 litre is used for production of bottled water. In fact, in a year, the average Canadian consumes less bottled water than is required to take one 3-minute shower or to brush their teeth 7 times.



Refreshments Canada is the national trade association representing the broad spectrum of brands and companies that manufacture and distribute the majority of non-alcoholic beverages consumed in Canada. For more information contact:

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MEMBER COMMUNICATION

FYI N°: 09-002

To the attention of the Clerk and Council
February 3, 2009

FOR MORE INFORMATION CONTACT:
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Municipal Action on Bottled Water

Issue: Municipalities across Canada and in Ontario have recently taken action to encourage use of municipal tap water at municipal events and facilities.

Municipal councils across Canada, including 13 Ontario municipalities have taken action in recent months to limit the use of bottled water in municipal facilities, where appropriate, and to support the use of municipal tap water by residents and visitors. AMO understands that a number of other Ontario municipalities are also considering such initiatives.

Ontario councils taking action in this area include the cities of Sault Ste. Marie, London, Windsor, the Regional Municipality of Waterloo and the Town of Blue Mountains, amongst others. Across Canada, other municipalities such as St. John's, Newfoundland, Charlottetown, PEI, Altona, Manitoba, Toronto and the Region of Metro Vancouver have also taken action.

In some cases these actions have been supported through public education to increase awareness of the safety of municipal tap water, actions to increase the supply of municipal tap water at events through mobile water trucks and increase of supply of municipal tap water where necessary.

These measures complement long-standing positions taken by AMO and other municipal associations by increasing awareness of the affordability, health and safety of municipal tap water and the need for continuing public investments in infrastructure to provide affordable clean water to municipal residents. They also encourage stewardship of water as a valuable resource and help to reduce the amount of plastics in municipal waste streams.

Action:

Councils interested in investigating this issue are encouraged to contact those municipalities that have taken action.

This information is available in the Policy Issues section of the AMO website at www.amo.on.ca.

FCM RESOLUTION – NATIONAL BOARD OF DIRECTORS MEETING – MARCH 7, 2009

**ENV09.1.02
BOTTLED WATER**

WHEREAS bottled water consumes significant amounts of non-renewable fossil fuels to extract, package and transport water creating unnecessary air quality and climate change impacts;

WHEREAS it takes about three litres of water to manufacture a one litre plastic bottle of water;

WHEREAS bottled water companies use municipal water and groundwater sources when a growing percentage of Canadian municipalities have faced water shortages in recent years;

WHEREAS although bottled water creates a container that can be recycled, between 40% and 80% of empty bottles end up as litter and/or are placed directly into the garbage and take up unnecessary space in landfills;

WHEREAS tap water is safe, healthy, highly regulated and accessible to residents, employers, employees and visitors to Canadian municipalities and substantially more sustainable than bottled water; and

WHEREAS some municipalities have enacted by-laws to restrict the sale and purchase of water bottles within their own operations;

BE IT RESOLVED that the Federation of Canadian Municipalities urge all municipalities to phase out the sale and purchase of bottled water at their own facilities where appropriate and where potable water is available; and

BE IT FURTHER RESOLVED that municipalities be urged to develop awareness campaigns about the positive benefits and quality of municipal water supplies.