



Bard College – RecycleMania 2019 Case Study

Water Tasting

1. Contact info: Danielle Degutz, Office of Sustainability, Bard College, dd6474@bard.edu, (732)372-2834
2. Focus of Case study
To teach students that water provided on campus from the tap and the filter are safe and tasty to drink. They do not need to use single use water bottles.
3. Detailed description of campaign component:
We had a table set up in the Campus Center, which had three water coolers filled with water from the tap, the filter, and store bought from a bottle. Students could taste each of the three types of water and vote for which one was the best tasting. We recorded votes on a whiteboard. We also had a raffle for a Brita filter, and we provided information about water quality.
4. Planning steps & timeline to implement:
 1. In the week leading up to the event, we got 2 gallons of water from the local grocery store that came in plastic gallon jugs. We got three 2 gallon coolers and labeled them A, B, and C. We made a makeshift whiteboard out of reused laminated paper and cardboard. We ordered a Brita filter online.
 2. The day before the event, we filled the three water jugs with the water from the bottles, the tap, and the filter, and placed the three jugs in the fridge. We did this so that they would all be the same temperature when they were tasted to be fair.
 3. The day before the event, we got 2 oz. plastic, recyclable cups from dining services that they were not going to use.
 4. The day of the event, we got the jugs of water out of the fridge, set up the table and the whiteboard and the jugs. We invited passing students to try each water and vote for their favorite. We tallied up the votes and announced the winner.
 5. After the event, we chose a winner for the Brita filter and had them come get it.
5. Resources and stakeholders involved
Three student staff members- Hired by Office of Sustainability

Table and space- provided by Student Activities

3 water coolers, 2 gallons of bottled water, access to a fridge, Materials to make whiteboard, marker - provided by Office of Sustainability

Plastic Cups- provided by Dining Services

Tap water, filtered water- from the campus

6. Describe the Results of this campaign component

a. The results were:

Bottled 29.6%, Tap 44.4%, Filtered 25.9%

B. Students learned that tap water is tasty and safe to drink and that they do not need to use bottled water

C. About 30 students voted on the best tasting water

7. What would you do differently in the future?

In the future, I would advertise the results more than we did so that even more students can find out that tap water is safe and tasty.

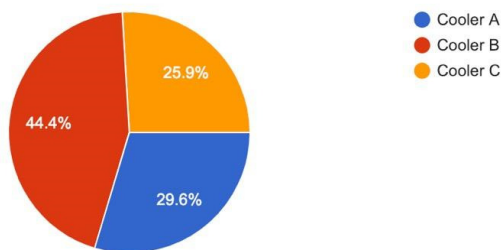
8. What advice would you give to another college that wanted to do a similar effort?

Advertise the results, perhaps use a specific brand of bottled water that is sold on campus. Maybe give out reusable bottles if you have the resources to do that. Or maybe include a petition to get bottled water banned from being sold on campus.

9. Photos and Graphics

Which cooler had the best tasting water?

27 responses



A- Bottled, B- Tap, C- Filtered

