



BOTTLED WATER. JUST SAY N-O.



Plastic Water Bottle Ban at Grand Canyon National Park



FIRST OFF, THANKS FOR  
HAVING ME!

# Who are we?

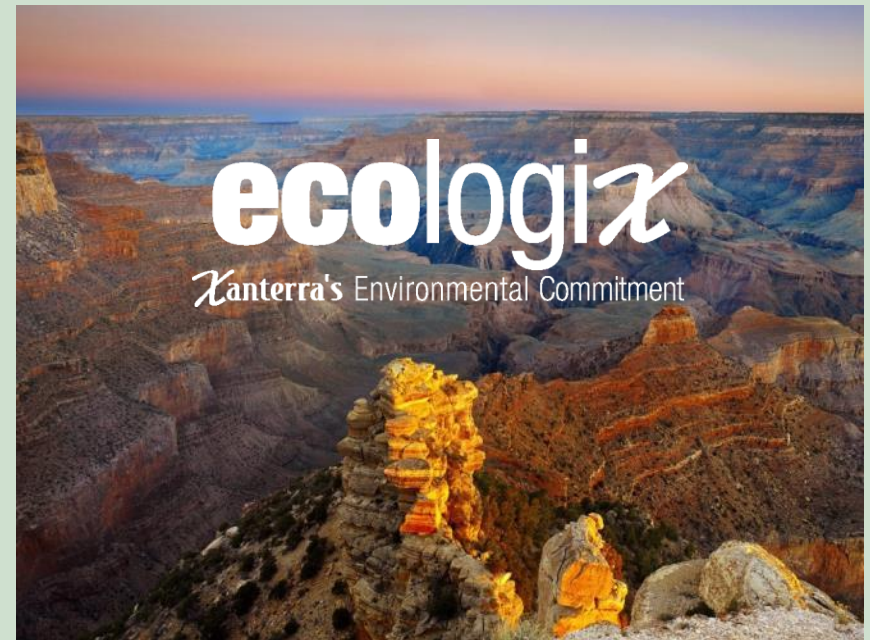
- The largest national and state park concessionaire in the U.S.
- We strive to set the standard for ecologically sound resorts that *complement*, not harm their natural surroundings.





# Environmental policy

- Our business decisions balance **economic viability** with **ecological responsibility**.
- We reduce and recycle waste, conserve energy and water, and educate our guests and employees on environmental stewardship wherever possible.



# We're no Corporate Greenwash...

## 2014 Environmental Objectives & Targets

Xanterra South Rim LLC

OBJECTIVES	TARGETS	INDICATORS	BASELINE	RESPONSIBILITY	SIGNIFICANT ASPECT
<b>Reduce Electrical Consumption</b>	Reduction Electrical Consumption by 10.00%	kWh normalized by room night stay	2013 Consumption: 14,400,000 kWh	All Employees	Consumption of Electricity
<b>Reduce Water Consumption</b>	Reduction Water Consumption by 3.00%.	Gallons normalized by room night stay	2013 Consumption: 71,500,000 gallons	All Employees	Consumption of Water
<b>Reduce Vehicle Fuel Consumption</b>	Reduction Vehicle Fuel Consumption by 2.00%.	Gallons normalized by room night stay	2013 Consumption: 89,300 gallons	All Company Vehicle Users and Drivers	Consumption of Fuel
<b>Reduce Propane Consumption</b>	Reduction of Propane Consumption by 3.00%.	Gallons normalized by room night stay	2013 Consumption: 708,000 gallons	All Employees	Consumption of Fuel
<b>Reduce Solid Waste Generation</b>	Reach 50% Solid Waste Diversion from the Landfill	Pounds of trash compared to pounds Recycling normalized by room night stay	2013 Trash to the Landfill: 3.2 million pounds	All Employees	Generation of Solid Waste
<b>Increase Sustainable Cuisine Purchases</b>	Increase Sustainable Purchases to 40.00% of Total Purchases	Percentage of total food purchases	2013 Sustainable Cuisine Purchase Percentage: 35.24%	Food & Beverage <i>Purchasing Sustainability</i>	Procurement of Environmentally Friendly Products
<b>Increase Sustainable Retail Sales</b>	Increase Sustainable Retail Sales by 10%	Development of System	5.2% of sales in 2013	Director of Sustainability, Director of Retail	Procurement of Environmentally Friendly Products
<b>Ensure Protection of the Environment</b>	No Reportable Spills or Releases & No Notices of Violations	Numbers of releases and violations	Zero Since at least 2008	Directors	Spill to the Environment

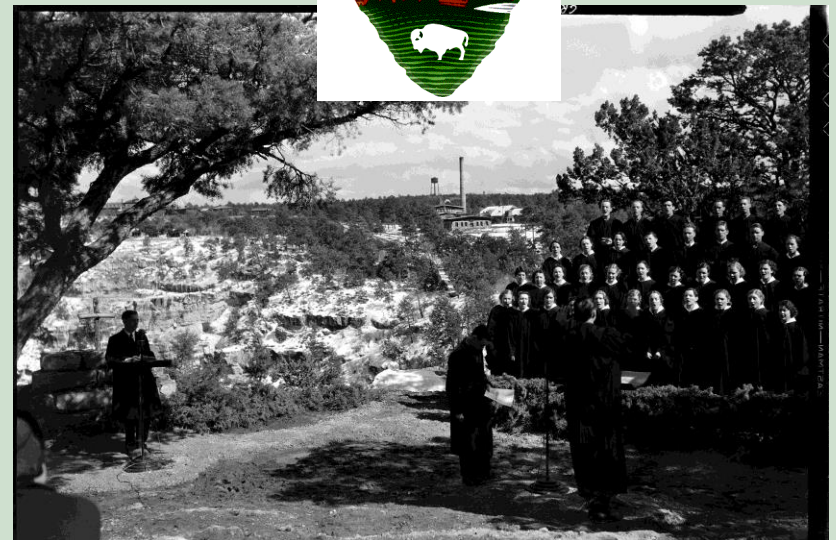
# NPS GCNP First Annual Centennial Strategy

## □ Stewardship

- Inspire an environmental conscience in Americans
  - Establish programs that showcase exemplary environmental practices and increase visitor awareness of how it applies to their daily lives
- Encourage children to be future conservationists
- Reduce environmental impacts of park operations
  - Work with park concessioners to incorporate management practices that lessen the park's carbon footprint

## □ Environment

- Engage partners, communities, and visitors in shared environmental stewardship



# WHY SAY NO TO BOTTLED WATER?



For every litres of bottled water, THREE LITRES are used in production



70%  
is wasted

## The dirty truth about the bottled water industry

Intense consumption of natural resources, lack of regulation, and unintended consequences.



# We decided, that's enough!





# The five W's

- **Who:** Xanterra Parks and Resorts in partnership with NPS (and other concessionaires)
- **What:** National Park Plastic Water Bottle Ban
- **When:** Effective as of February 2012
- **Where:** Grand Canyon National Park South Rim
- **Why:** It's just the right thing to do (many reasons)



# What we did...

- Installed bottle filling water stations *before* discontinuation of water bottle sales.
- Prominently featured re-usable containers in all retail outlets to encourage hydration
- Educational messaging added
- Staff properly trained to respond to any/all (most) inquiries

# Response...

- First couple of years, we've received some complaints from a small percentage of guests
  - “Over the top w no water bottle... I am not that concerned with conservation.”
- Concerns ebbed each year and vast majority now understand and support why we have this ban
  - “LOVE the ban on disposable water bottles and all of the water bottle refill stations. Excellent idea!”

# Result...

- Habit:
  - Still see a significant amount of single use plastic bottles in the Park brought in by Park visitors, hotel & restaurant guests, and employees.
  - Increased sales in re-usable water bottles.
  - High numbers of use at refill stations.
- Mind Shift:
  - Overall raised awareness of the environmental implications of bottled water, water conservation issues, and litter issues in at Grand Canyon





# Lessons learned...

- Most effective educational approach has been to explain that we are trying to reduce litter in our National Parks
- Other messaging such as ‘filtered tap water shipped across the country wastes resources’ or ‘making plastic bottles requires petroleum’ don’t resonate well with people
- Have to get everyone on board, including the employees that handle the day-to-day comments and concerns about this ban

# Recommendations...

- Install filling stations is a wise first step before discontinuation of sales.
- Retailers would need to be prepared to offer a wide range of options in the realm of re-usable bottles/containers.
- Make it understood, easy, desirable, rewarding, and a habit. Prepare to educate people.
  - Get everyone involved: businesses, transportation (advertisement), TV, newspaper and radio networks (messaging), local community, schools- get the kids to campaign **for** you!
- Think of your opposition (IBWA)

Americans consume 8.6 BILLION gallons of bottled water annually

  x 91,733,000,000

We consume 53 BILLION gallons globally

  x 563,829,000,000

For every 12 ounces of water bottled, 36 ounces are consumed



40% of all bottled water comes from the tap and 0% has to adhere to government standards for clean water

Each year 17 million barrels of oil are used to produce bottled water  
That's 340 million gallons of gasoline

Only 1 in 5 bottles are recycled



### The BOTTLED WATER SCAM

INFOGRAPHICS BY: WWW.IONIZEROASIS.COM

RECENT TESTS SHOWED THAT 2 OUT OF 10 TOP BOTTLED WATER BRANDS WERE POSITIVE OF CHLORINE BYPRODUCTS, CONTAMINANTS, AND TOXINS

SOME OF THE EXPENSIVE BOTTLED WATER IS MORE ACIDIC THAN YOUR TAP WATER

PH 5.0

SOME OF THE WATER IN THESE BOTTLES HAS BEEN TESTED TO HAVE A PH AS LOW AS 5.0

140°F

THE BOTTLES GET FILLED AND THEN STORED IN A FACTORY WHERE TEMPERATURES CAN REACH AS HIGH AS 140 DEGREES FAHRENHEIT.

*I DON'T NEED A CAP and LABEL. I LOOK BETTER NAKED.*

**I DARE YOU TO:  
SAY NO TO BOTTLED WATER**

PUR

### THE COST OF BOTTLED WATER

#### MANUFACTURING THE BOTTLE

A 1lt bottle of PET (polyethylene terephthalate) is made out of 24gms of ethylene and paraxylene, both of which are crude oil extracts

PET bottles make up about 0.25% of total oil consumption worldwide

Figures suggest that plastic water bottle manufacturing uses about 170 million barrels of oil every year, producing over 25 million tonnes of CO2 (equivalent to 10 million cars going for twelve months!!)

#### THE EMPTIES

More than half of all plastics of the developed world are recycled in India and China. In 2008 about 108,000 tonnes of plastic waste was shipped to China for recycling, of which more than 4,000 tonnes were water bottles

The shipping produced more than 500,000kg of CO2 emissions

About 4.5% of household waste is plastic bottles, of which 10% is water bottles

An estimated 9.2 billion plastic bottles are disposed of in the UK each year, of which only 9% are recycled

**WHY SAY NO TO BOTTLED WATER**

Total CO2 Emissions 33,000 tonnes

\*Based on annual sales figures from Zenith International and fuel mile calculations, assuming transport in a medium-sized truck

Only 1 in 5 water bottles are **RECYCLED**

The other 4 contributes to the 3 billion pounds of **WASTE** from plastic water bottles





## GRAND CANYON SPRING WATER

FILL YOUR BOTTLES HERE FOR FREE

The Grand Canyon is a place of pristine, almost unimaginable beauty. The park is dedicated to protecting the canyon and its resources for all to enjoy.

Today and into the future, there is a way you can help. Before purchasing a disposable plastic bottle of water, consider this. These bottles clog landfills and litter the park. Wind carries them over the rim and into the canyon.

Water filling stations, providing free, pure Grand Canyon spring water straight from Roaring Springs below the North Rim are located throughout the park. Fill up, drink up and enjoy!

Refill your bottles here and enjoy pure, clean Grand Canyon spring water.

**Kids, did you know...**

- the average American uses 167 water bottles a year;
- a bottle of water costs about \$2 (that's \$334 per year);
- refillable water bottles back toot and are great souvenirs. Take them home and use them again and again!





# THANK YOU!



## QUESTIONS? COMMENTS?