Who we are

The TAP Campaign is an outreach initiative which aims to educate global travelers about the harmful impacts of plastic water bottle usage and encourage travelers to be prepared to clean their own drinking water.
TAP Vision

To catalyze a self-sustaining global movement resulting in the near-elimination of travelers’ dependence on plastic water bottles.
The problem

It’s a numbers game:
Travelers generally use disposable plastic water bottles.
It’s harmful to the environment
Small plastic pieces from the middle of the Pacific Ocean Garbage Patch.

90% of the trash in the ocean is from plastic.
Plastics affect on marine life is catastrophic

photo by Nick Mallos
Recycling the bottles
Bottled water costs 2000 times the price of tap water. We are paying 2 to 4 times the cost of gasoline for a product that is virtually free.
Consumer costs

Average cost of one bottle of water (U.S) $1.45

Total years it would take to have a water bottle refilled with San Francisco tap water before it cost $1.45 10 years

Total cost of monthly water bills if tap water cost the same as the cheapest water bottle $9,000

Taken from Statistic Brain 2014
Dr. Gina Solomon, a senior scientist at the Natural Resources Defense Council, told The New York Times that “there is no reason to believe that bottled water is safer than tap water.”
Chemicals in plastic

Antimony, which is found in PET plastic bottles, in small doses can cause dizziness and depression; in larger doses it can cause nausea, vomiting and death. This is increased by storage in heated areas.

From Ban the Bottle 2014
We have a choice as travelers, and as industry professionals.

Which do you choose?
The solution is simple. And its cheaper, safer, and better for the environment. And best of all its EASY!

Travelers can be prepared to clean their own water.
Operators and lodges can provide clean water for clients in refillable large containers and let their clients know it's available.
Teach your clients about cleaning their own water using a variety of methods including electronic, chemical and mechanical.
SteriPen

- A small light weight device that cleans the water with ultra-violet light
- One Steri-PEN cleans 8,000 bottles of water
- One charge of the battery will last for one 10-14 day trip.
- The technology is proven and safe
- Cost: $65-140
- Cost per bottle of water: .001 cents
Potable Aqua Tablets

- Small purification tablets inserted into water
- Proven effective
- Simple to use
- Takes about 35 minutes to take effect
- Cost: $6-8 per bottle
- Cost per bottle of water: .27 cents
First Need Water Filter

• Great for cleaning turbid water
• Proven effective
• Manual pump takes, effort but simple
• Cost: $110 per unit
• Cost per bottle of water: .15 cents. Then the cartridge needs to be replaced with subsequent cost per bottle being: .005 cents. Each cartridge cleans 640 liters.
Grayl

- GRAYL- The Water Filtration Cup
- Works like a coffee press
- 16oz of clean water in 15 seconds
- Easy to use- no sucking or squeezing, pumping or batteries
- Filters flavor, odor, particulates and many heavy metals (i.e. lead, arsenic, chromium) and chemicals (i.e chlorine, benzene, chloroform) plus:
  - Filter (included): 99.99% of bacteria (i.e E.Coli, Salmonella) and 99.94% of protozoa (i.e Cryptosporidium, Giardia)
  - Purifier (optional): 99.999% of bacteria and protozoa plus viruses (i.e. Hepatitis A, SARS)- ideal for 2nd and 3rd World travel
- 300 uses per replaceable Filter and Purifier
- www.thegrayl.com
Case Study - Peru
Nepal
Getting clients to buy in to the idea
NEXT STEPS

• Sign the pledge
• We will send a tap logo for your website
• We will send you pre-departure info
• We will list you on the website and do a social media blast
Affiliated Product Sponsors

- Klean Kanteen
- SteriPEN
- GRAYL

- TAP
- DRINK FREELY™
Sign the pledge

www.travelersagainstplastic.org
Thanks

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