



#RETHINKTAP

YOU MATTER.

WE BELIEVE IN THE POWER OF ONE.



WHAT IS HABITS OF WASTE?



In 2018 our founder, Sheila Morovati, spearheaded the first single-use plastic straw and cutlery ban in the City of Malibu. We identify everyday "habits of waste" and provide easy & sustainable alternatives.

OUR MISSION IS TO CLEAN UP THE PLANET,
ONE 'HABIT OF WASTE' AT A TIME.

WHY #RETHINKTAP

- Every minute, 1,000,000 single-use plastics water bottles are discarded, contributing to an ever growing plastic pollution crisis.
- Water purveyors ensure they are providing clean, safe water to drink per EPA regulations. Despite this, the public has a general distrust of tap water.
- Plastic water bottle companies use filtered tap water despite marketing their product as superior to tap water. The FDA regulates bottled water, which is less stringent than the EPA.

#RETHINKTAP ROAD MAP

**Habits of Waste
partners with municipal
tap water suppliers.**



**Water suppliers use
#rethinktap campaign
to engage & inform
customers.**



**By building trust, customers
begin drinking safe, clean,
filtered tap water instead of
single-use bottled water.**



**Customers use the
resources provided by
#rethinktap to learn
more about their tap
water.**



**TOGETHER, WE
SAVE THE PLANET
FROM PLASTIC**



HOW TO #RETHINKTAP

#ReThinkTap is an educational marketing campaign that will help reduce plastic waste by:

- **Providing water purveyors the materials to better communicate with and engage their customers.**
- **Educating customers to better understand their tap water and the dangers of plastic.**
- **Instilling consumers with the confidence to switch from single-use bottles to filtered tap water.**



HOW TO #RETHINKTAP

We engage with participants across a wide variety of in-person and digital channels to reach a broad, diverse audience.

- **#ReThinkTap Toolkit sent to all participants**
- **Digital campaign landing page**
- **Amazon.com advertisement campaign**
- **Internal education and training for water purveyors**
- **Insert new communications with water bill**
- **Newsletters**
- **Video PSA**
- **Social media**



MEASURING SUCCESS

Marketing effectiveness of campaign

- Online web traffic to campaign site
- Social media metrics (total, by platform)
- Click-outs to links
- Online Surveys

Consumer perception of tap water

- % willing to drink tap water
- Reasons for not drinking tap
- Public engagement with water purveyors
- Water quality report downloads
- Customer service call volume regarding general water safety inquiries



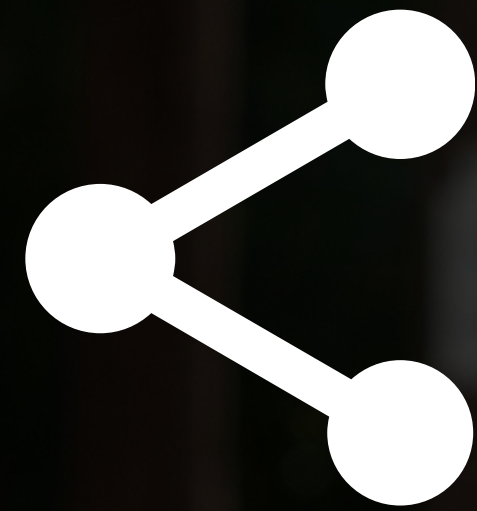
HOW YOU CAN HELP



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QUESTIONS?

EMAIL

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