

# Application

<b>Name of Initiative</b>
Water Bottle Pyramid
<b>Name of Society</b>
UL Environmental Society
<b>College</b>
University of Limerick

<b>Please provide a brief description of the event.</b>
<i>Include if this was a new event, if not how did it improve on last year. Did you face any challenges, What you were most proud of?</i>
Using recycled bottles from the UL Bottle Collector, the Environmental Society began building their next awareness campaign installation. Based on figures from Irish Water, the average Irish person consumes approximately 150 litres of water per day. This campaign piece aims to create awareness around water conservation by illustrating this strikingly large volume through the stacking of 75 2L water bottles. Various design layouts were considered, and the option which was an appropriate size to be displayed in most venues on campus was decided upon. The bottles were stuck to one another using hot glue and affixed to a sturdy timber frame for structural support.

<b>1. How did your initiative raise awareness of, and/or impact directly on Green Initiatives</b>
The piece was unveiled in March to celebrate Water World Water Day. The piece is on display at the entrance to the UL Library, one of the busiest locations on campus. It's positioned so thousands of students walk past it every time they go to and leave the library. It's impacted greatly in the sense students now bring their own bottles to the library and just keep refilling them with the newly installed water fillers. We have seen a rise in the amount of people refilling rather than buying new bottles of water. I think that it subconsciously ways on the minds of the students without them even noticing, which ultimately leads to them being more eco-friendly with the reusing of their bottles. It has also been moved to different areas of the university where the same effect has been taken place. Whether it was also in the Student's Union or Red Raisins, the main cafeteria of the University, it was still able to make an impact. Especially in the cafeteria where student's would usually buy plastic water bottles, when seeing the piece makes a subconscious impact on the students to not buy a water bottle and to bring their own instead.

<b>2. How many were involved in the event</b>
<i>Include number on the organising committee, how many attended from each college, additional attendees e.g. audience.</i>
15 people from the society.

<b>3 How did you fare financially?</b>
<i>What grant did you receive, how successful was your sponsorship/fundraising. What was the entry fee and what did it include. What was your overall income and expenditure?</i>

We took it out of the society funds.

**4 Please give details of the methods used to promote event.**

*How successful were you at your PR and getting people involved. Tips: It is important to detail variety of publicity methods used as well as the creativity and innovation of the publicity utilised.*

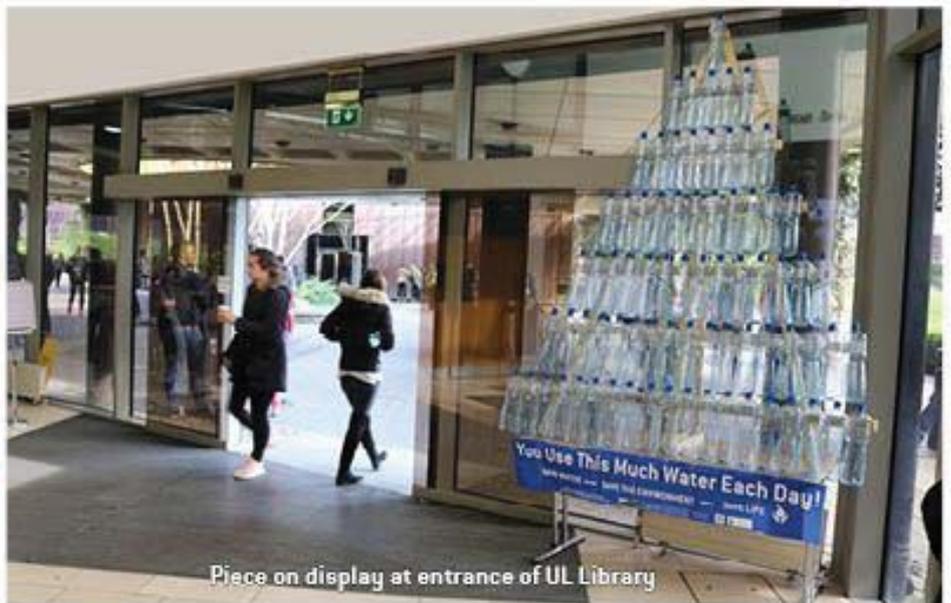
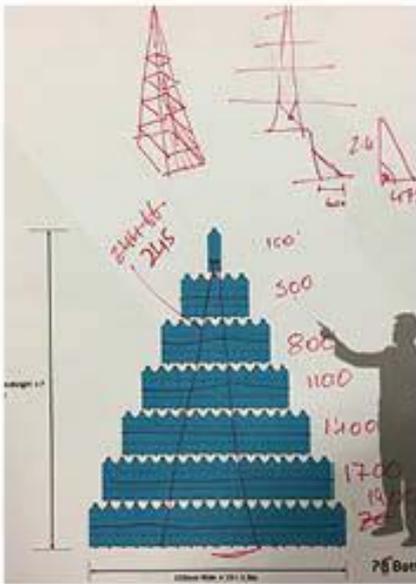
We created a display board which is incorporated into the design to describe project and information on how to join our society. Another way it's seen by people is the fact, it's at the main entrance to the library and is pretty hard to miss. We use Facebook, Twitter, Instagram, WhatsApp and we also regularly post on the UL Green Campus blog. Facebook is our main output for social media as it is the platform with the biggest audience, reaching over 400 people. To make sure that the society is kept up to date we created a new website for ULES. Also, it was put into the yearly Society portfolio.

**5 What would it mean to the society to win this award and why do you feel the society merits the award?**

It would be an amazing milestone for the society, it would also make everyone involved in it very happy that their amazing work has been credited by BICS. The society merits the award because we went beyond our limits to get the project done, applying to get use of the University facilities and to get students and staff to become more aware how just reusing your plastic bottle can have such an impact on the war against plastic bottles that are being thrown away. (Especially since we used our own funds to do so) We make it relative and tell the students the impact they reusing bottles make. On the water fillers, it shows how much bottles are being saved, every time someone uses it.

***Include poster, brochure and at least FOUR photos of your event plus links to any videos and websites.***

# UL Water Conservation Campaign



**You Use This Much Water Each Day!**

SAVE WATER → SAVE THE ENVIRONMENT → SAVE LIFE 

Based on Statistics from Irish Water  
www.water.ie/news/keeping-into-the-water-use/

Water is a precious resource and we need to use it wisely. We can all do our part to save water and protect the environment. For more information, visit www.water.ie/news/keeping-into-the-water-use/

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