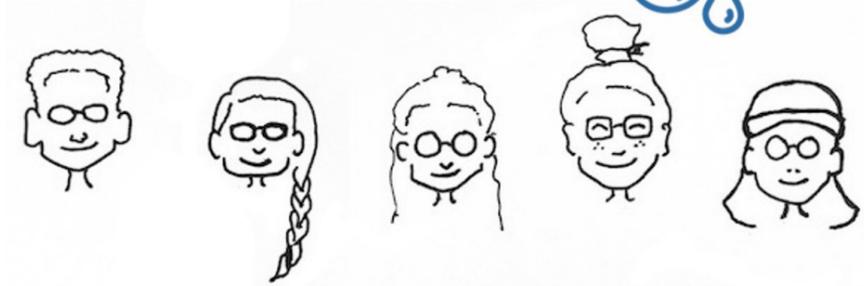




TAP Your Water



In the cold and harsh streets of Geneva City, a group of humble heroes fight against environmental crimes.

Their enemy: PLASTIC and its henchman BOTTLED WATER.

A few months ago during a stormy night, their brains were struck by a question that made them lose their mind "why even in the paradise of tap water (référence to the water quality in switzerland) people would consume it in plastic bottles?!". They had been chosen and fate brought them together. It's then, that they got their awareness-raising powers.

To this apparently simple question, many different responses were given to us: "bottled water is more healthy", "it's convenient to transport", "the water plant has been polluted by the Joker". Even though some made sense, the irrevocable consequence: on average the consumption of plastic of a swiss person equals 125 kg in a year (in 2010; source: office fédérale de l'environnement, OFEV).

Which is, by the way, four times the average of other European countries. You might ask: what is the problem with that? This is when our superheroes appear to fight ignorance and raise awareness on the envi-

ronmental and social issues related to plastic pollution. They respond by the name of TAP your Water and their secret lair is at the SDG Solution Space but shhh it's a secret.

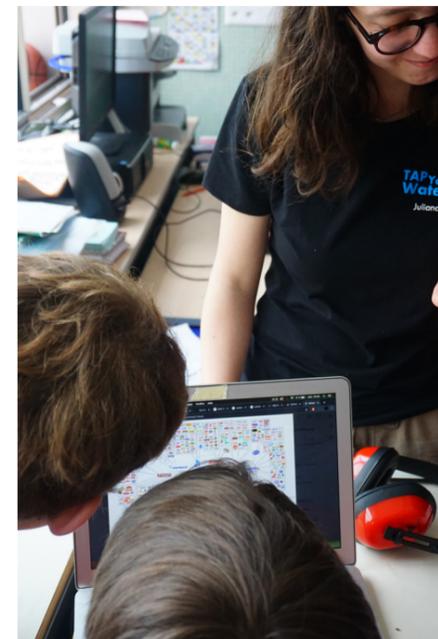
After investigating the situation at the University of Geneva, they discovered that the main reasons for still consuming bottled water in this specific environment is the power of habits and the lack of infrastructures. Two insurmountable obstacles? We don't think so. This is the reason why the team put all its efforts in a campaign to raise awareness on the real consequences of our behaviour

and in trying to convince the stakeholders of the University to act fast, as the Planet has no time for an after.

Nevertheless, hell is paved with good intentions and the team realized it soon enough to not be transformed into mummies while waiting for someone else to act. TAP your Water had no time to chill, they needed to reinvent themselves to chase their dream. The solution: the future generations. They are way more sensible to the environmental challenges we face, and thus more likely to find solutions for a more green and equal



credits



future. This is when the road of our superheroes crossed the one of two teachers ready to change the World: Aurélien Alexander and Zakaria Serir from the primary school of Paquís in Geneva. Together, they developed a project around education and sustainability, with the help of their trusty allies the

Sustainable Development Goals. Through investigating, monster making and discussion these kids quickly understood the dark forces at hand and their evil plan. But these little heroes feared nothing and declared war to plastic. The fights will be difficult but our dear plastic jellyfish TAP ATTACK and its little army will protect us and help us spread our message across schools, universities, and cities in Switzerland.

For this experience to be replicated and scaled-up, our super heroes 2.0 thought about everything and a beautiful website will guide you to become a awareness raising superhero in your own community (réf. website).

Finally, if you enjoyed reading this adventure, we invite you to follow us on Instagram and Facebook to be part of our journey! (réf. insta et Fb)

Hope to see you soon in a plastic free world

<3 Love, TAP your Water



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