

### Tapped: Externalities of the Water Industry

1. Nestle operates under many brands and facades (negative): This externality functions negatively because a consumer/customer may not realize that certain products are associated with another and ultimately giving support and money to a company they do not desire for. In this case the company of Nestle is receiving the benefit of the doubt of the people and therefore their money because the people do not realize who they really are. In return the people are paying and supporting.
2. Companies going to rural towns and mine for water without the consent or knowledge of the residents (negative): This is a negative externality because by doing so the companies are receiving even more sources of income at the expense of the residents. Companies are benefiting by going into town and taking the water that belongs there for free while selling it for a profit without the residents knowing. In return this mining could damage the town's water supply and interfere with the lives' of the locals.
3. 35 states were in a drought in 2007 but the water business was making \$11.5 billion the same year (negative) : This negative externality is still making company and thriving off of the suffering of the people. As the people are desperate for water, these companies are selling it and making a profit. The people have no choice but to pay into this scam.
4. At the peak of North Carolina's drought, Pepsi bottled 400,000 gallons of water (negative) : Companies know that when people are desperate they will pay whatever price for a necessity. These companies could leave the town's water supplies alone and let the people take advantage of their free town's water at the time of a drought but they come and take that water for free themselves and in return sell it to the people.
5. Plastic plants making locals ill (respiratory) (negative): As these huge and growing plastic plants pump out toxins into the air, the local townspeople are the ones suffering and becoming sick. These plastic companies are profiting while the townspeople develop respiratory issues and problems. As people all over the nation buy plastic products and give money to the industry, it's the townspeople of those local plants that are getting sick and paying.
6. Birth defects are 84% higher in plastic plant towns than anywhere else in their respective state (negative) : while the plastic plant companies sell their products all over the nation, it's the local people that receive the long term damage and side effects. These companies continue to produce and sell their products while the people gradually over many years receive the side effects.
7. PET contaminates the soil, groundwater, and food source (negative): chemicals in these plastic plants find their way into every corner of the consumers. From the local townspeople that have to suffer from contaminated local soil and water source, to the consumer who has to use the plastic products, this dangerous chemical is finding its way in every household. But since it is such a

huge part of every day lives for so many people's products, the production cannot stop, therefore, creating a big cycle of damage and reproduction.

8. Ocean pollution, in 2008 there was 46% more plastic in the ocean than plankton (negative): As the companies create and people buy, the remains land in the oceans corrupting many of marine life. In this situation it is the voiceless and innocent marine life that has to pay for the greed of human consumption and use. Mistaken for food or shelter, these plastic contaminates are ruining and damaging marine life.
9. Out of the 80 million plastic bottles, 30 million are stored in landfills not being recycled (negative): From the local people suffering, to the damage to the consumers, these products are not even being used effectively. These plastics are wasted and thrown out at the end for not further human use other than damaging the environment and inreturn damaging the people back.
10. By 2030,  $\frac{2}{3}$  of the world will lack drinking water (negative): As the companies grow rich by stealing water and selling it to the people for a profit while contaminating the local areas and sources of the water, more and more people will start to lack drinking water and have to feed their money to these damaging industries even more. These water companies damage the free water and then sell their own to desperate people.

The film was definitely biased toward the negative aspects of the bottled-water industry. Though packed with extremely valuable and credible facts and data, a few counter examples and rebuttals would have made this film even stronger. This film definitely made me think about my family and I's bottled water usage. We have always been very careful with recycling and making sure the plastic we buy is recycled and disposed of properly but what we did not realize is that the production and buying of the products themselves in the first place has such a huge impact as well. The tap water from my hometown comes from individual water well and pumps to each town. This water requires lots of filtering and filtration systems that my family is fortune enough to afford but I understand how it can be discouraging from those who do not have access of filtration and have to buy water. It is extremely unfortunate how these companies have little to no remorse or thought about the health of people and the environment but there is a business aspect as well that needs to be thought of. I feel very grateful that I am able to be educated in this matter and be able to change my ways but being able to educate a large enough population of people to change their ways will be difficult and until then, people will keep feeding this industry. I believe that examples of this can be found in every single company to exist. In some way, every single company has to exploit and take advantage of the vulnerable in order to thrive. Business would not exist if it were not for it.