



CASE STUDY

Keeping water safe, one interview at a time

Challenge

Water Defense needed to publicize its test results and grassroots initiatives; educate local communities about water contamination; and hold those responsible accountable.

Working with Founder Mark Ruffalo and the organization's chief scientist, Metis set out to cement Water Defense's reputation as the go-to resource on water contamination and its environmental impact.



Company: Non-profit organization rooted in the belief that access to clean water is a fundamental human right

Industry: Cleantech and non-profit

Location: Livingston Manor, NY

Website: www.waterdefense.org

Highlighted campaign examples

WATER DEFENSE TO RELEASE CUMULATIVE WATER TESTING FOR CAPE COD AND ISLANDS AT NANTUCKET FILM FESTIVAL

NANTUCKET, Mass.--(BUSINESS WIRE)-- Water Defense today announced that its founder, Actor, Director and Advocate Mark Ruffalo, and Chief Scientist Scott Smith will hold a press conference at the UMass Boston Nantucket Field Station on June 28, 2014 at 10:00 a.m. to announce cumulative water testing results for Cape Cod and the Islands. Water samples were taken from Eastham, Falmouth, Nantucket Harbor and the Head of Hummock Pond. Water Defense will also introduce its Open-Source Mapping System, which will provide a way for local governments, academic professionals, community leaders and nonprofit organizations to share water testing data through a centralized, transparent and interactive online map.

As part of its "We are There" campaign, Water Defense has responded to more than 45 water contamination disasters around the world. Using the real world as his laboratory, Smith and his team have gathered unprecedented data to set new water testing standards and have now teamed up with Dr. Sarah Oktay of UMass Boston to put these new standards into action on Nantucket and Cape Cod. The goal is to establish baseline water readings and monitor for contamination for the entire nation, starting with Massachusetts.



The Boston Globe

Mark Ruffalo touts clean water on the Cape

By Mark Shanahan and Meredith Goldstein | GLOBE STAFF FEBRUARY 25, 2014

In "The Avengers," Mark Ruffalo plays a scientist who becomes a green-hued superhero known as the Hulk. In real life, Ruffalo is a mere mortal but he does sometimes find himself in the company of people wearing lab coats. Monday was such an occasion. The actor was at Cape Cod Community College with a scientist from Water Defense, an organization Ruffalo founded to promote clean and safe drinking water. He's still making movies — he has four due to be released over the next year, including "Infinitely Polar Bear," shot in Rhode

BONOBOS
Perfect Fit.
Painless
Shopping.

SHOP NOW



THE HUFFINGTON POST

INFORM • INSPIRE • ENTERTAIN • EMPOWER

THE BLOG

Shining a Spotlight on Water Defenders

Q 03/22/2014 03:51 pm ET | Updated May 27, 2014

300



Mark Ruffalo
Oscar-nominated actor, climate change
advocate



Cyrus Butrum
Founder and executive director, Charleston
Waterkeeper

For too long, we have paid little attention to our planet's most crucial natural resource: water. Sadly, most of what we hear is not great news — massive contaminations, scarcity, areas of high stress and more. This isn't exactly reassuring when you consider that water is a precious resource on which all living creatures rely. If we expect to live in a world with beautiful waterways, sustained fisheries and a healthy environment, we must invest a significant level of attention and detail to defending and restoring our precious water sources. Clean water is a

Results



Helped fuel inclusion of

\$50,000

of funding in the Massachusetts state budget for a Water Defense-Cape Cod Community College partnership to keep Cape Cod waterways clean



Coverage in *The Boston Globe*, *Associated Press*, *National Journal* and other print, digital and broadcast outlets