

A reusable bottle, an app and a free museum ticket. This is what practical environmentalism looks like.

BottleChallenge: the project that rewards you for what you should already be doing

How much do you spend on bottled water in a year? Run the numbers: one bottle a day, a euro and a half, three hundred and sixty-five days. Over five hundred euros a year. For water. That comes out of your tap.

It is not just the money. Every one of those bottles exists for a few minutes and takes hundreds of years to break down. Most will never be recycled. They end up in the environment.

BottleChallenge is an app that solves this problem in a surprisingly enjoyable way: it shows you where to refill your bottle for free, rewards you for every refill and lets you exchange points for things you actually want.

How it works in practice

You download the app. You open the map. You see dozens of locations nearby, cafés, restaurants, hotels, public drinking fountains, all part of the BottleChallenge network and all offering free water to anyone who asks. You walk in, hold your phone to a small NFC tag near the counter, and that is it. It takes a second.

Every refill earns you EcoDrops points. You collect them and exchange them for rewards: museum tickets, cinema and theatre visits, concert and event tickets, hotel discounts. The more water you drink from your reusable bottle, the more cultural experiences you can access.

And the map gives you plenty to choose from. The BottleChallenge network currently covers more than 57,000 locations across 95 countries.

Essential for travellers

When you are abroad, you buy bottled water out of habit because you do not know where else to find it. BottleChallenge removes that problem: wherever you are, the app will show you the nearest place to refill for free. In Milan, Barcelona, London, New York, Auckland.

For frequent travellers, this is a real saving. In tourist cities, a bottle of water can cost three or four euros. Over a week away, the difference adds up. And instead of spending, you are collecting points towards your next hotel stay.

For families with children

Parents know how quickly children can go through several bottles of water on a day out. BottleChallenge means that instead of buying more plastic at every stop, you refill the bottles whenever you visit a café or a museum.

At the same time, children see that caring for the environment is not a theory from a textbook. It is a daily, practical choice that also brings rewards. That is the most effective environmental lesson there is.

An app that does not sell your attention

BottleChallenge is a nonprofit project by BrainGreen Foundation, run entirely by volunteers. There are no adverts, no paid content and no tracking for marketing purposes. The app is free and exists for one purpose only: to ensure that less plastic enters the environment.

Your points, your refills, your counter of avoided bottles. Nothing else.

BottleChallenge is available free on the App Store and Google Play. Over 57,000 water refill points across 95 countries.

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