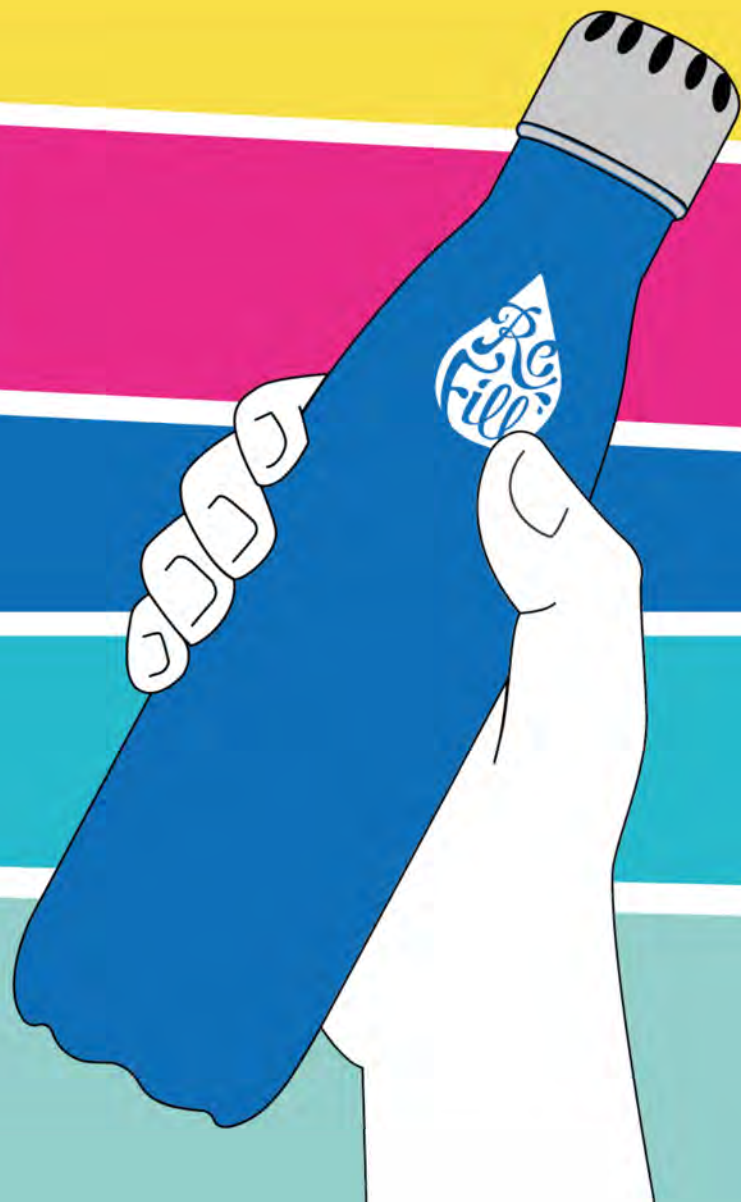


WORLD REFILL DAY 16TH JUNE



A GLOBAL MOVEMENT TO PREVENT PLASTIC POLLUTION

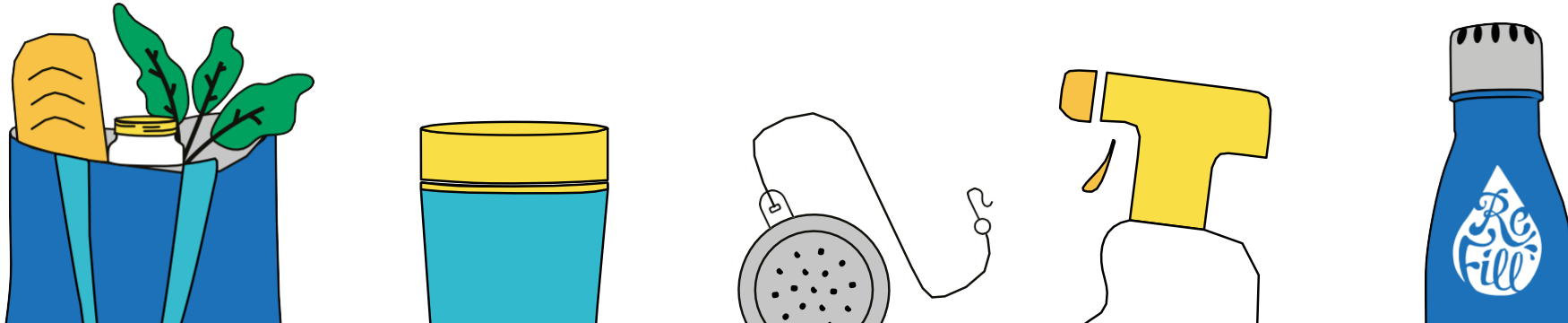
**WORLD
REFILL
DAY** 16TH JUNE



[World Refill Day](#) is a global public awareness campaign to help people live with less waste.

UK based not-for profit, City to Sea has run the campaign for the last few years in the UK as National Refill Day ([to huge success](#)) and after taking a break last year due to the situation with Covid, we're back and we're going global. City to Sea are behind the global Refill campaign, helping people eat, drink and shop with less plastic.

This year the campaign will focus on **getting reusables back on the menu post pandemic**, providing businesses with the guidance and support they need to safely accept reusables, and mobilising a global community of everyday activists to demonstrate consumer demand and create a social norm around carrying reusables - rebuilding habits that have been lost during lockdown.



REDUCE

REUSE

REFILL

REPEAT

WORLD
REFILL
DAY 16TH
JUNE



REFILL



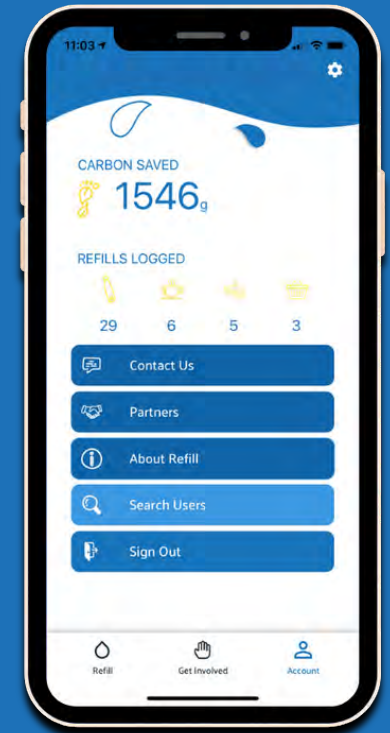
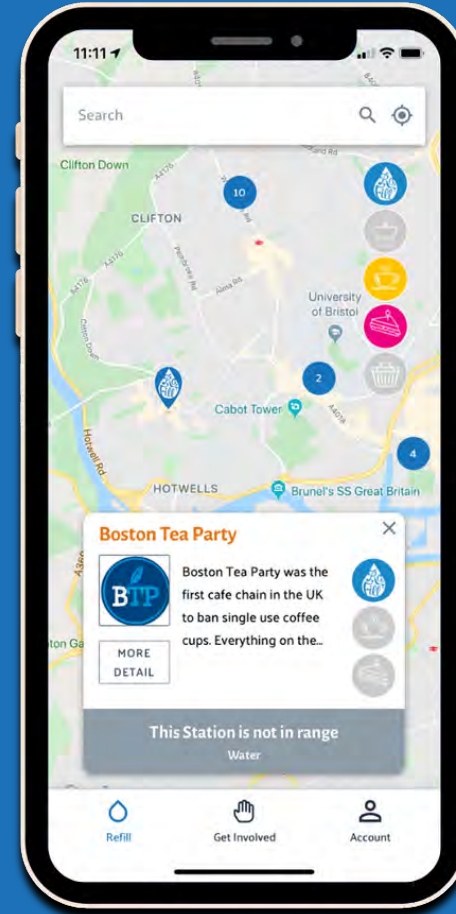
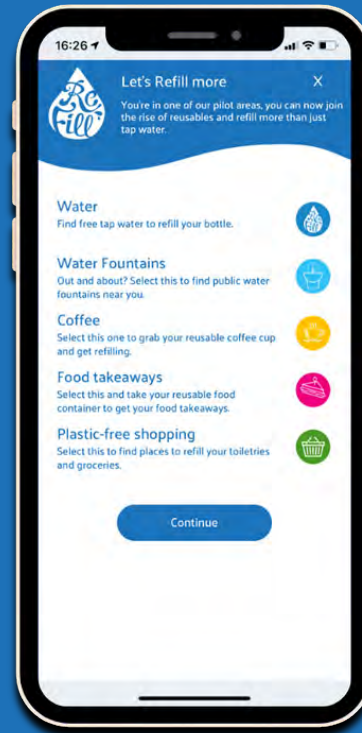
Refill is an award-winning, consumer and corporate behaviour change campaign to help people live with less waste.

The campaign is **designed to normalise refill and reuse behaviour and support the infrastructure needed to scale reuse.**

1. We **create awareness of the plastic problem** and highlight reuse as the solution.
2. We **increase accessibility of packaging free options** by facilitating the infrastructure through a global network of drinking water points and refill systems
3. We **encourage individuals and businesses to change their behaviour and take action** by creating practical solutions to complex problems and normalising reuse over single-use.
4. We provide **'everyday activists' a simple and sustainable way to create lasting change** in their local communities by setting up a Refill Scheme

THE REFILL APP.

The **world's first** dedicated app to help people find locations to **reuse and refill**.



WORLD REFILL DAY PARTNERS & SUPPORTERS

WORLD
REFILL
DAY 16TH JUNE



CHILLY'S

#breakfreefromplastic

MIW
WATER COOLER EXPERTS
Hydrating the Nation



SUPPORTED BY

MAYOR OF LONDON

NORTHUMBRIAN
WATER *living water*



**Friends of
the Earth**



Ariennir yn Rhannol gan
Lywodraeth Cymru
Part Funded by
Welsh Government



GREENPEACE

LONELY WHALE



PLASTIC **FREE JULY**



sustain
the alliance for better food and farming

**SUGAR
SMART**



We have the
POWER



OUR MISSION & VISION...

World Refill Day is designed to create a global movement of everyday activists, NGOs and sustainable businesses uniting behind a shared message that we need to see action on plastics and reuse is the solution.

WHY REFILL? WHY NOW?

Our addiction to single-use plastic is out of control and **the pandemic has only made it worse**. We've seen governments and businesses backtrack on their commitments to take action and some have banned reusables all together, whilst increasing the use of single-use plastic.

As a global movement, **we have the power to create a wave of change** and show businesses, brands and governments that we still want see action on plastic and reuse is the solution.

And as individuals, our small changes really do add up. By choosing to reuse, we're saving millions of pieces of plastic and sending a message to the rest of the world that the solutions to plastic pollution and the climate crisis are there – and together we can keep our environment, oceans, cities and communities plastic-free for the future.



OVERWHELMED BY WASTE?

ONE MILLION

Plastic bottles are sold every minute, around the world.

LESS THAN 10%

Of the plastic we've produced has ever been recycled.

150 MILLION+ TONNES

Of plastic has accumulated in the world's oceans.



RETURNING TO REUSE

As a result of the pandemic, we've seen a huge increase in single-use plastic – particularly from take-away food packaging, retail and PPE - and organisations have backtracked on their commitments to tackle single-use and scale reuse.

Many retailers, chains and brands banned reusables, despite the evidence [from over 120 scientists](#) publicly stating they are safe to use.

A key theme of World Refill Day will be helping businesses to return to reuse as they reopen and getting [reusables back on the menu](#).

We'll use World Refill Day as an opportunity to share guidance with businesses and support them with safely accepting reusables again. We'll also mobilise consumers to let businesses know consumer demand is still there and we want to be able to choose to reuse. [It's time to get reusables back on the agenda!](#)



WORLD REFILL DAY WILL BE DESIGNED TO

1. **Get the issue of single-use plastics back on the agenda** following the pandemic, highlighting reuse as the solution.
2. **Mobilise a global community of everyday activists** to show the world we want action on plastics and reuse is the solution.
3. **Support businesses in safely accepting reusables** as they come out of lockdown & promote practical solutions.
4. **Encourage consumers to choose to reuse again**, normalising reuse behaviour and embedding new habits as we start to go back to emerge from lockdown.
5. **Demonstrate consumer demand to brands, businesses and governments that have been slow to act.** We need to tell them, loud and clear that we want to be able to choose to reuse and make single-use packaging a thing of the past.



OUR GOALS....



ENGAGE BUSINESSES

We need companies to focus **on refillable and reusable systems** instead of throwaway packaging (currently just 1.9%)



PREVENT PLASTIC POLLUTION

We need to get **plastic pollution** back on the agenda & scale reuse to help turn the tide on the problem.



EMPOWER INDIVIDUALS

We want to make it easier for **everyone, everywhere to access reuse options** & show consumer demand for businesses.



CHANGE BEHAVIOUR

We need to **create a new social norm for carrying reusables** & rebuild habits lost during lockdown.

OUR STRATEGY

How we'll use Refill Day to drive change.



AWARENESS



Through a targeted digital & media campaign, we'll change the narrative around reuse – highlighting some of the issues surrounding plastics highlighting reuse as the solution.

ACCESSIBILITY



Together with our partners, we'll make reusables more **accessible & affordable** by mapping them on the Refill app, highlighting the progress made by innovators in the space and **working with brands and retailers to incentivise reuse**.

INFLUENCE



We'll use Refill Day to demonstrate **consumer demand for reusables** to brands, retailers and chains by launching a social media campaign to call out businesses that are not yet accepting reusables & celebrating those that are. We'll also amplify the We Choose Reuse campaign CTAs for policy makers, businesses and brands.

ACTION



Creating a social norm for refill & reuse by working with influencers, utilising social media and engaging the media around the campaign. Celebrate the Refill Heroes powering the #RefillRevolution.



the guardian

BBC

euronews.



PR & Media

Influencers

Social Media

WORLD REFILL DAY

Partners & Supporters

Businesses & Brands



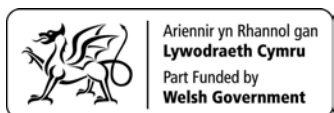
Outdoor Advertising

Refill schemes

The Refill App



#breakfreefromplastic



GREENPEACE

OUR MESSENGERS



**CITIZENS /
INDIVIDUALS**



**NGOS
ZERO WASTE CITIES**



**REUSE BUSINESSES &
BRANDS**



**MEDIA
INFLUENCERS &
AMBASSADORS**

OUR TARGETS



INDIVIDUALS / CONSUMERS



**FOOD-TO-GO CHAINS &
CAFES
RETAILERS**



BIG FMCG BRANDS

WHAT ARE WE ASKING PEOPLE TO DO?



This World Refill Day, choose to reuse and join millions of people around the world taking action to reduce plastic pollution.

1. **Make small changes by choosing to reuse.** Try out a reusable water bottle.
2. **Download the free Refill app** to find places to shop with less plastic.
3. **Inspire change. Show your friends, family and wider community how easy it is to refill and reuse.** Share a selfie of you and your reusable bottle, and tell the world how easy it is to choose to reuse #WorldRefillDay.
4. **Visit local cafés, retailer and businesses and see what you can refill.** Show some love to the amazing businesses that are powering the #RefillRevolution and let the businesses not yet accepting reusables know you want to be able to #ChooseToReuse by sharing the guidance with them.
5. **Use your voice on social media.** Tag big brands, businesses and governments and let them know that we want to see action to tackle single-use plastic and reuse is the solution.



WHAT'S GOING TO HAPPEN?

On June the 16th we'll be calling on individuals, community groups, municipalities, sustainable businesses and NGOs around the world to show big businesses and governments that we need to see action to tackle plastic pollution and reuse is the solution.

Together with our planet-protecting partners and supporters around the world we'll be taking to social media, and to the streets, to remind the world how easy it is to #ChooseToReuse and sharing guidance and support with businesses to help get reusables back on the menu.

City to Sea, the organisation behind World Refill Day, will be working our partners to map refill and reuse locations around the world on the free Refill app making it easier than ever to live with less plastic.



MAPPING REFILL LOCATIONS



BRING YOUR OWN

FREE WATER REFILLS

More than 30,000 water Refill Stations, globally!

WATER FOUNTAINS

Find public water fountains added by our community.

COFFEE ON THE MOVE

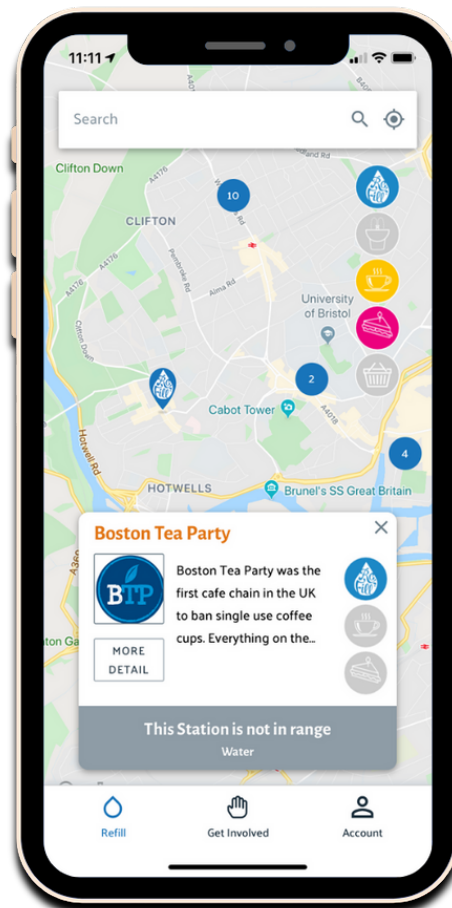
Coffee shops offering discounts and rewards using reusables.

LUNCH ON THE GO

BYO lunchbox for plastic-free food on the go.

PLASTIC-FREE SHOPPING

Find over 400 zero waste shops and plastic free options.



BORROW

COFFEE ON THE MOVE

Find places to pick up and drop off a coffee cup you've borrowed.

LUNCH ON THE GO

Getting lunch out-and-about? Don't want plastic packaging – use the app to find places to borrow a lunchbox.



Don't want to carry your own, the Refill app will help you find borrow schemes. Use the map to find places to pick up a clean item and drop off your dirties...

CREATING A GLOBAL NETWORK OF FOUNTAINS

Working with our partners around the world, we'll be mapping fountains from across the globe making it easier to find free drinking water wherever you are in the world.





WRD + DARWIN 200



City to Sea will be partnering with [The Darwin 200 project](#) for a unique and high impact partnership in the run up to World Refill Day that will see us circumnavigate the UK in a Tall Ship raising awareness of the issue of plastic pollution.

- › The voyage will co-inside with **World Refill Day** – arriving into Liverpool on June 16th.
- › We'll undertake **first of its kind research project into single-use plastic** across the country and at some of the most remote islands.
- › We'll be working with some of the UK's up and coming young scientists and broadcasting the voyage LIVE around the world.
- › We'll have the opportunity to host events at 15 ports to engage the public and media in the run up to World Refill Day.

HOW TO GET
INVOLVED...



THE OPPORTUNITY

Be part of a **global movement taking action to protect our oceans** and prevent plastic pollution.

Reach millions of people – last Refill Day, we were trending ALL day on Twitter, reached an estimated 77 million people and generated over 100 pieces of media coverage (and that was before we went global!)

Help change behaviour for the better – as an influencer, you have the power to encourage people to act. Use that power to show people how easy it is to #ChooseToReuse and avoid single-use plastic.



HOW TO GET INVOLVED.....



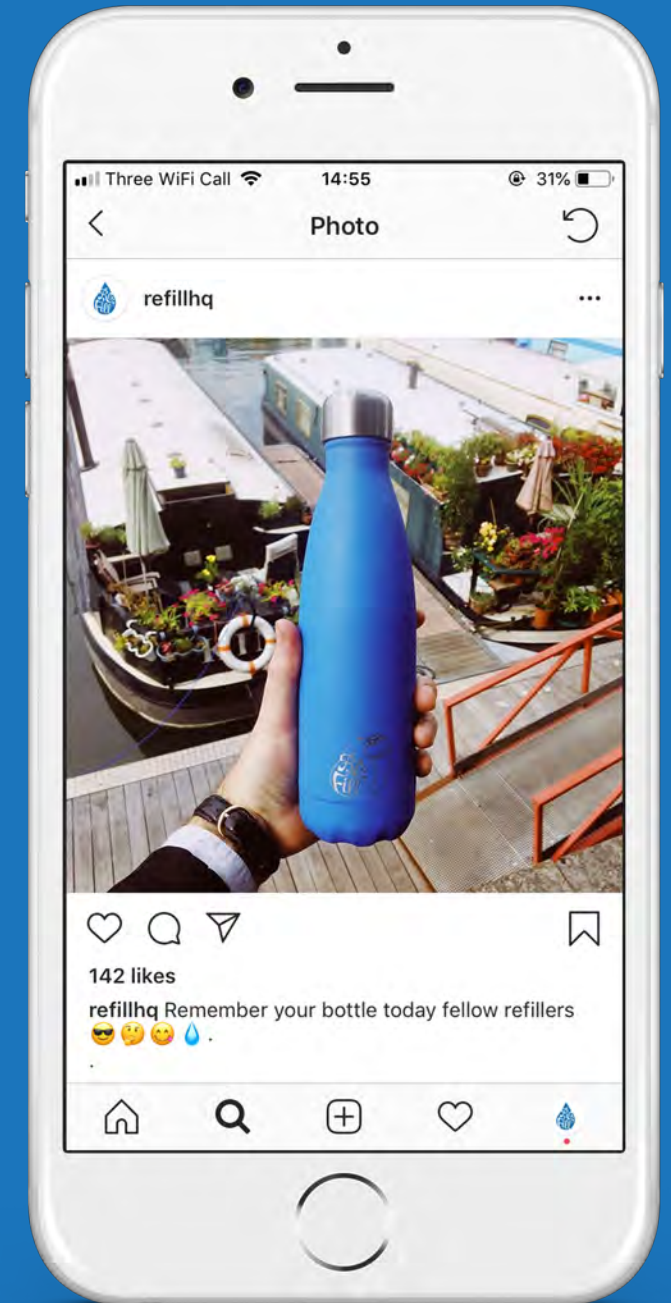
1. **Add the date to your comms calendar.** Use this launch pack to help us make a splash about the campaign. We'll be sharing a digital toolkit in English and Welsh in the coming weeks filled with everything you need to get involved.
2. **Support on social media.** Help us make a splash on social media and show the world how easy it is to refill and reuse on the go. Check out the rest of this guide for tips on how to get involved.
3. **Download the Refill app and sign up locations to Refill near you.** Add businesses, fountains, deposit return or cup schemes [to the Refill app](#) and help consumers find them.
4. **Share the Return to Refill guidance** with businesses and make sure they know how to safely accept reusables ahead of June 16th.
5. **Share your story!** Tell us what your organisation has been doing to power the Refill Revolution so we can shout about it as part of the campaign. [Email us](#) or shout about it social media tagging Refill HQ.
6. **Nominate a Refill Hero.** Celebrate the amazing individuals, businesses, innovators and community groups that are working behind the scenes to power reuse and let's give them some love this World Refill Day. [Contact the team](#) to find out how to get involved and we'll share a content brief with you to complete.
7. **Sign & share the We Choose Reuse commitment** and join a growing movement to tell brands, businesses and policy makers we need to see action.

MAKE SOME NOISE

We'll be sending out a digital toolkit to support our partners and supporters and make sure everyone has the tools to promote Refill Day in their countries.

This will include:

- Launch video
- Social media assets
- Facts, stats and key messages
- PR template
- Photography
- Suggested social media posts and copy for your website and customer emails.





THANK YOU

Contact Jo Morley, our Head of Marketing & Campaigns to find out more about how to get involved.

jo@citytosea.org.uk