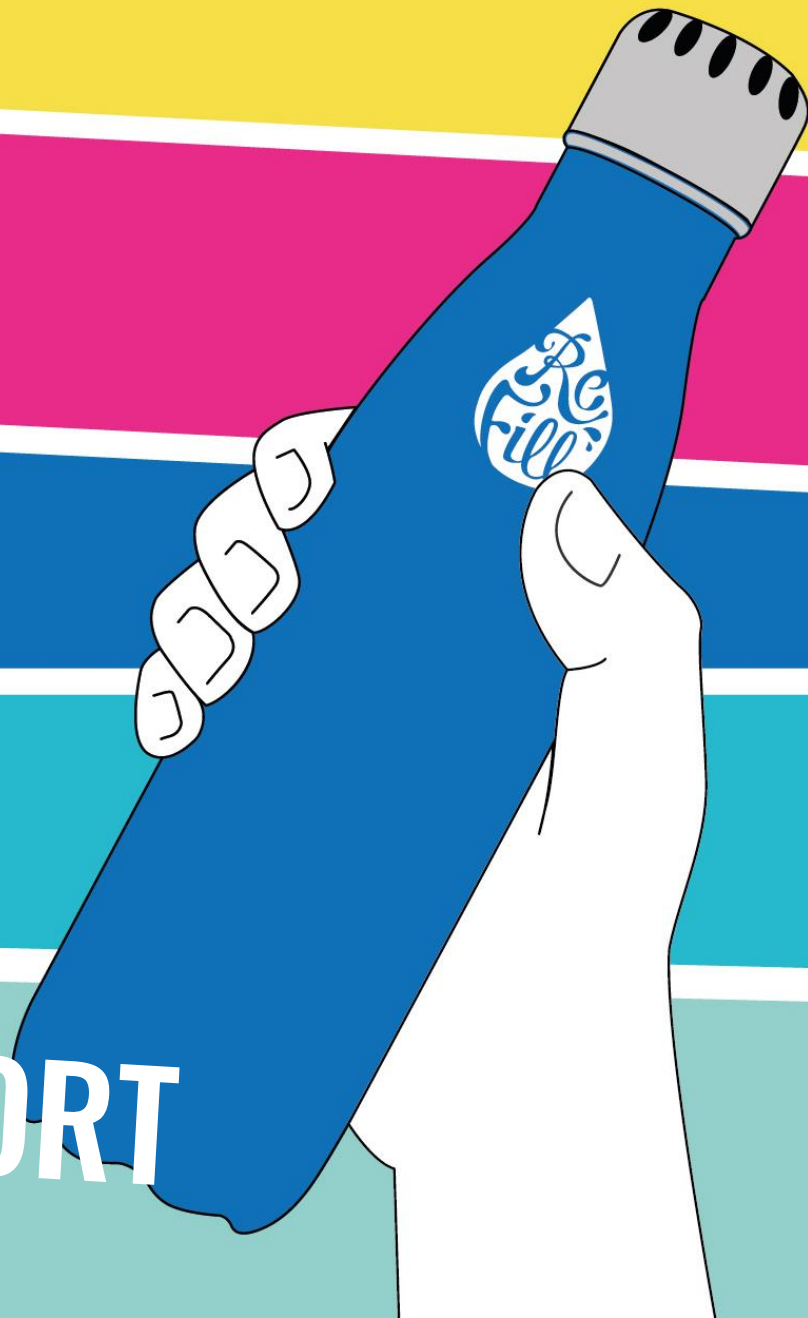


WORLD

REFILL

DAY 16TH
JUNE

2021 IMPACT REPORT



WORLD REFILL DAY 2021

World Refill Day is a global public awareness campaign designed to get people choosing to refill and reuse instead of opting for single-use plastics. We've been running and scaling Refill Day in the UK since 2018, but this year, given the push back against reusables we saw around the world from retailers and governments as a result of COVID-19, we knew we needed to mobilise a global movement to get plastic pollution back on the agenda.

And I think it's fair to say the world was ready for it. The campaign went way beyond our wildest expectations with an estimated, potential media reach of one billion and more than 10,000 individual posts on social media, reaching an estimated 168 million people. It restarted and centred the conversation around plastic pollution post-pandemic and reminded citizens, retailers and industry that now, more than ever, we need a refill revolution.

Our research hammered home the impact of plastic pollution during the pandemic, with more than half the people surveyed saying they experienced feelings of anxiety, frustration or hopelessness about the amount of plastic that comes with their shopping, particularly since the pandemic. On a more positive note, 74 percent would like to see more refill options available, and 81 percent said they want governments to prioritise making refillable products in shops, supermarkets and cafes more widely available.

As ever, we couldn't do this work without the support of our amazing, planet-protecting partners, so here's a MASSIVE thanks to you and to each and every one of the individuals and organisations around the world for joining the first World Refill Day. Together we're powering lasting change, from grassroots to government – so grab a refill of something and celebrate the wins along the way ... This is one you can be proud of!

Natalie Fée, Founder & CEO, City to Sea



WORLD REFILL DAY WAS 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.** We need to demonstrate consumer demand to brands, businesses and governments that have been slow to act that we need to see action to tackle plastic pollution & reuse is the solution.
3. **Celebrate the innovation happening around the world when it comes to reuse** by encouraging everyone involved in the movement to use the campaign as a hook to tell their businesses or organisation's story.
4. **Support businesses in safely accepting reusables** as they come out of lockdown & promote practical solutions like #ContactlessCoffee.
5. **Encourage consumers to choose to reuse again**, normalising reuse behaviour and embedding new habits as we start to go back to emerge from lockdown.



OUR IMPACT IN 2021

- › Activity in 77 countries around the world.
- › Estimated, potential social media reach of 168 million (#WorldRefillDay)
- › 324 pieces of media coverage with a potential, estimated reach of almost 1 BILLION people around the world!
- › #WorldRefillDay trending on Twitter in the UK for most of the day (#3).
- › Almost 10,000 individual social media posts using #WorldRefillDay and 70,000 video views of our World Refill Day launch film.
- › 10,010 NEW Refill app downloads in June taking the total to 340,000+
- › The number of people using the app DOUBLED reaching a total of 34,395 people.
- › 82,000 new water fountains were added to the app around the world bringing the total number of Refill Stations to 274,688!
- › 40+ ambassadors & influencers involved (with a reach of 1.9 million).
- › Over 40,000 page views of the Refill website + more than 22,000 visitors
- › 10,000 page views for the World Refill Day hub.
- › 2,518 downloads of the digital toolkit.

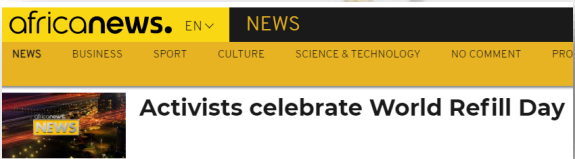
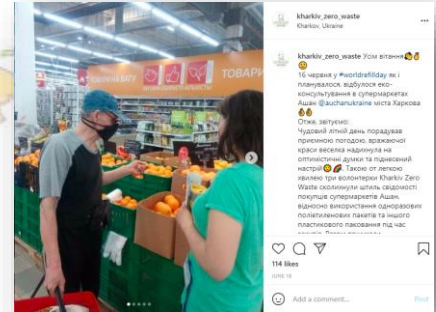
**WORLD
REFILL
DAY** 16TH JUNE



ACTIVITY IN 77 COUNTRIES AROUND THE WORLD



WORLD
REFILL
DAY 16TH JUNE



MAKING REFILL THE NEW NORMAL

One of the key objectives for World Refill Day was to create a new social norm for refill and reuse over single-use.

We knew that habits had changed during the pandemic, and we needed to let people that it was safe to refill and reuse again and remind them to carry their reusable bottles, cups again containers again.

We mobilised individuals, influencers and community groups (along with our Refill Schemes) around the world, to take to social media sharing photos and videos of them with their reusables reminding their networks to get back out there and choose to reuse.

10,000

Social media posts using #WorldRefillDay

40+

Influencers supported the campaign

324

Pieces of media coverage

70,000

People watched the World Refill Day launch film





REACHING MILLIONS OF PEOPLE AROUND THE WORLD

**WORLD
REFILL
DAY** 16TH JUNE

World Refill Day generated 324 pieces of media coverage around the world with a potential, estimated reach of almost 1 BILLION people around the world!

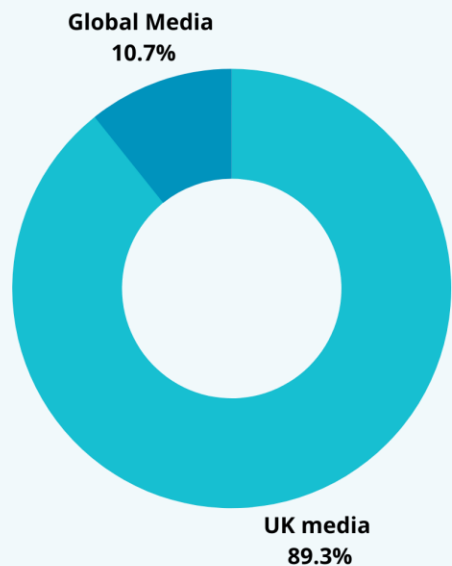
We received over 35 pieces of media coverage outside of the UK (Switzerland, Japan, Hungary, Germany, Italy, Portugal, Philippines, Australia, US, NZ, Africa, Canada, France, Belgium, Czech Republic)

In the UK, where Refill Day started life back in 2018, we **received more than 291 pieces of coverage.**

More than 80% of these pieces of coverage included the findings from our new research which highlighted the extent to which the public are still concerned about plastic pollution and how positively they view businesses offering reusable & refillable options.



MEDIA HIGHLIGHTS



The Daily
Telegraph

Forbes

METRO



THE  TIMES

Daily  Mail

YAHOO!
NEWS



sky news



DAILY
EXPRESS 

DAILY
Mirror

itv
WEST COUNTRY

THE
Sun
NEWS WEBSITE OF THE YEAR

Home of the Daily and Sunday Express

LOGIN

Discount

HOME
 NEWS
 SHOWBIZ & TV
 SPORT
 COMMENT
 FINANCE

UK
 WORLD
 ROYAL
 NATURE
 POLITICS
 WEATHER
 SCIENCE
 WEIRD
 SUNDAY

Home > News > Nature

The social project changing a community

Queen leaves royal experts baffled with 'jarring' behavioural change after Philip's...

Surprising Way to Look Up Birth Records

Green Britain: Majority believe plastic pollution has worsened during the pandemic

NINE in 10 people are concerned about plastic pollution with the majority believing the

africanews.
 EN
 NEWS

NEWS
 BUSINESS
 SPORT
 CULTURE
 SCIENCE & TECHNOLOGY
 NO COMMENT
 PRO

Activists celebrate World Refill Day

Euronews
 FRA
 Jun 16
 10:50 am

Riusare meglio che riciclare. Possibile al

Per alcuni è un prodotto insostituibile, per altri è la materia che rischia di diventare il problema: ed è proprio parlare sempre più di ...

del 95 per cento". Per l'organizzazione, che promuove ogni anno il World Refill Day, più che le materie plastiche in sé, è da combattere l'

Bristol charity City to Sea launches World Refill Day

16 June



REUTERS

World Business Legal Markets Breakingviews

June 16, 2021
12:32 AM BST
Last Updated 15 days ago

Sustainable Business

Refillable revolution - UK supermarket Asda expands reuse scheme

The Telegraph

Subscribe Now



The Independent GBR · Jun 16 · 6:00 am

World Refill Day: 4 of the best refillable make-up palettes

These eco-friendly cases let you select the shades you want.

whenever you like, making it a much more eco-friendly option. To mark **World Refill Day** (June 16), here are four of our favourites... 1. MAC



YAHOO! JAPAN

ニュース

IDでもっと便利に新規取得 ログイン 買い物おれキャンペーン、6/30まで開催中

キーワードを入力

トップ

速報

ライブ

個人

オリジナル

みんなの意見

新着記事 | オーサー一覧 | コメンテーター一覧

今日は「世界リフィルデー」。水道水を水筒に入れて飲むのと、ペットボトル水を飲むことの違いってなに？



橋本洋司 | 水ジャーナリスト。アクアスフィア・水教育研究所代表

6/16(水) 11:30

ツイート

シェア

ブックマーク



(写真:Paylessimages/イメージマート)

ペットボトル水を利用するのではなく、給水スポットで水筒に給水する

sky

news

Sky News @SkyNews · Jun 16

Have you ever used a reusable coffee cup ☕? Or filled a container with cereal or pasta in a store 🍝?

Here's what we know about #WorldRefillDay and how you can get involved 📢

We'll be covering this story on the #DailyClimateShow 🌍 at 6:30pm and 9:30pm: trib.al/uf41328



Forbes

LISTÁK & EXTRÁK

ESEMÉNYEK

ESPRESSO

KÖNYVEK

ELŐFIZETÉS

A MAGAZIN

ROVATOK

ÜZLET

PÉNZ

LEGYÉL JOBB!

A JÓ ÉLET

FORBES ÉLŐ

INTERJÚ

NAPI CIMLAP

ZÖLD



2 PERCES OLVASÁSI IDŐ · ZÖLD · FORBES

Soha nem volt ennyire aktuális az Újratöltés napja

2021. JÚNIUS 16.

F FORBES



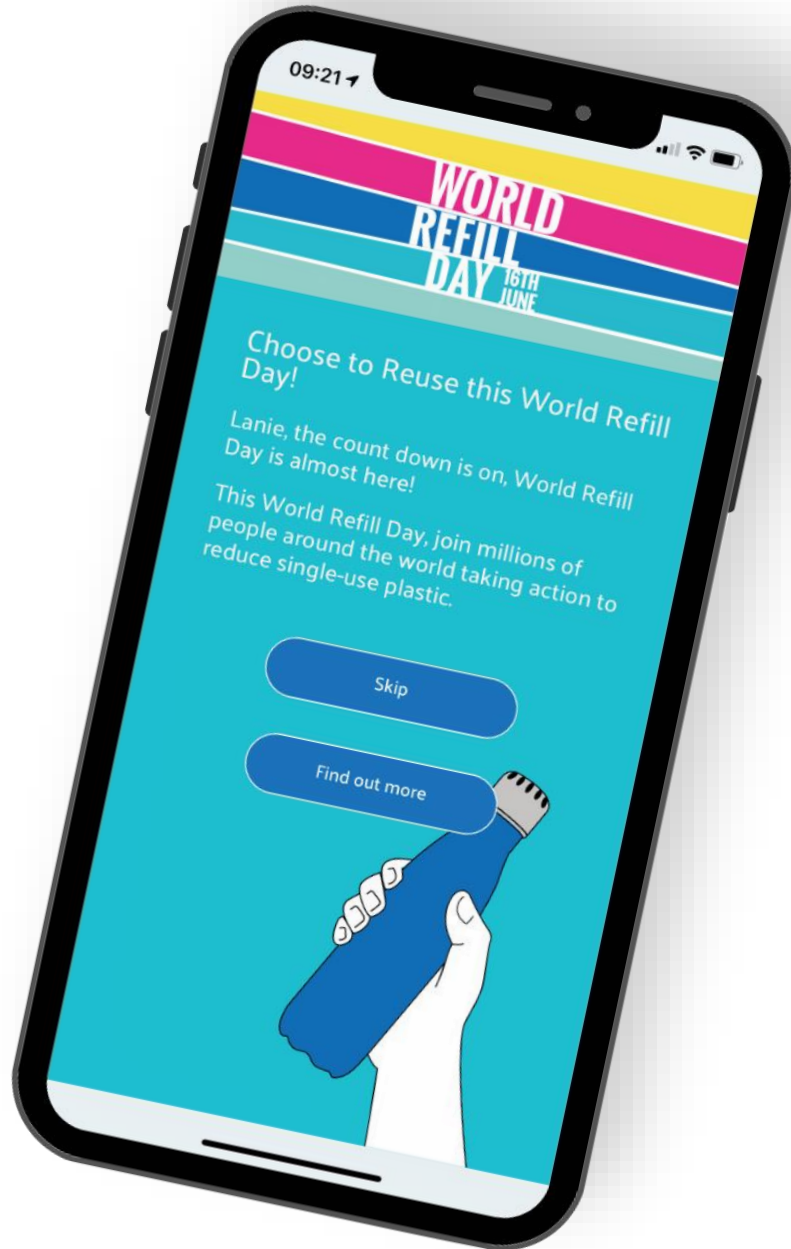
MAKING REFILL + REUSE EASY

A key objective of World Refill Day was **to make refill and reuse, easier than ever before** by **connecting people to places** they can eat, drink and shop with less plastic.

The [Refill app](#) now has **now been downloaded more than 340,000 times**, demonstrating consumer demand and proving that people are looking for solutions and alternatives to single-use plastic packaging.

In June, the app was **used more than 34,000 times and had more than 10,000 new downloads** - a huge increase on previous months as a result of the pandemic.

More than 30% of app users are outside of the UK, demonstrating the growth of the campaign internationally, something that has been supported and driven by our Refill community around the world.



OVER 270,000 REFILL LOCATIONS ON THE APP



FREE WATER REFILLS

More than **40,000** water Refill Stations, globally!

WATER FOUNTAINS

Find more than **150,000** public water fountains.

COFFEE ON THE MOVE

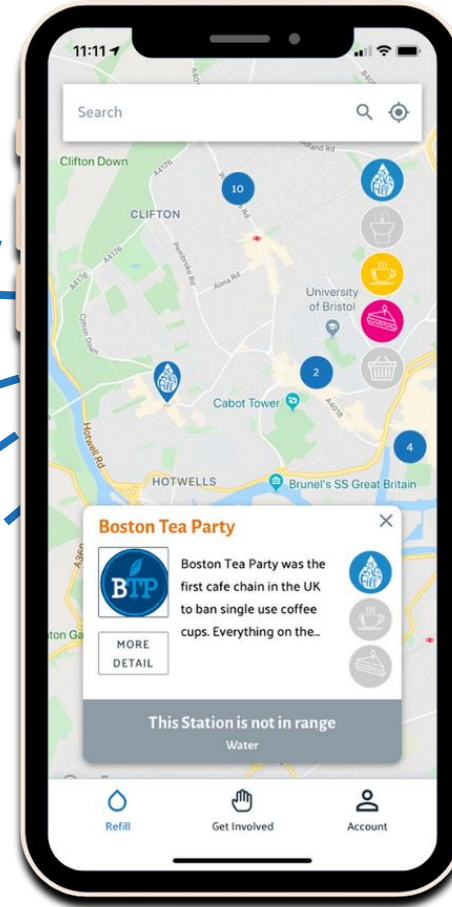
Coffee shops offering discounts and rewards using reusables.

LUNCH ON THE GO

BYO lunchbox for plastic-free food on the go.

PLASTIC-FREE SHOPPING

Find over **1,500** zero waste shops and plastic free options.



Ahead of World Refill Day, we added **almost 90,000 locations to refill & reuse** on the Refill App including more than **80,000 drinking water fountains** around the world!

MAPPING HOUSEHOLD NAMES IN THE UK



CAFFÈ
NERO

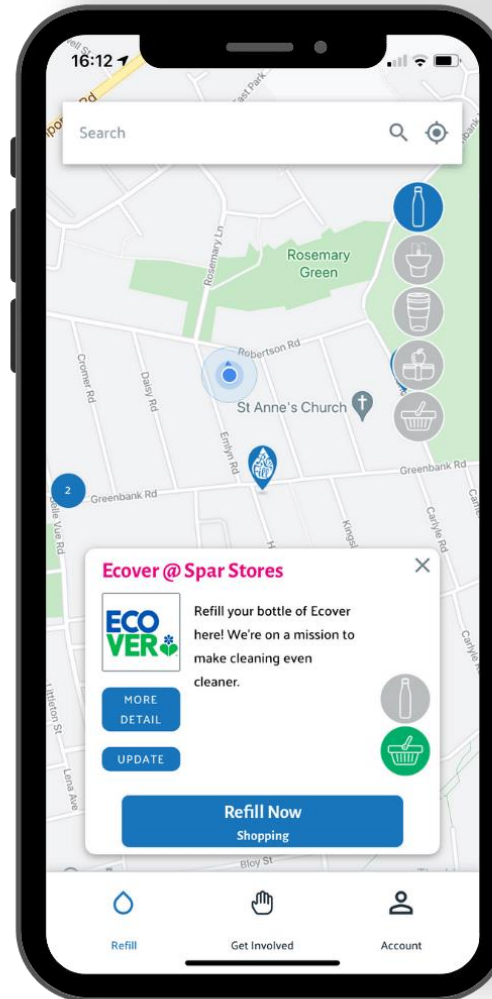
**ECO
VER**



ENGLISH
HERITAGE



Morrisons
Since 1899



Already signed up to the Refill app are high-street chains and retailers including Costa, Starbucks, Asda, Pret and thousands more!

On World Refill Day, they were joined by household names including Ecover, English Heritage, Caffè Nero, Morrisons, Bluestone Wales, Conscious Cup and Birmingham FA who collectively added over 5,000 Refill Stations to the app, taking the total to more than 270,000.

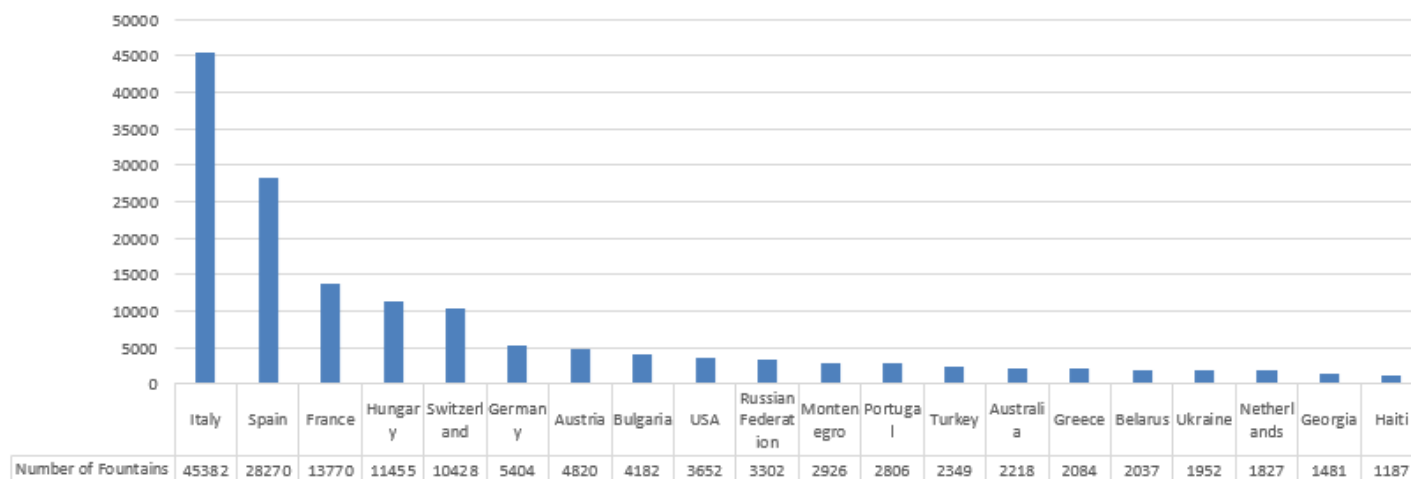
If all our Refill Stations are used just one a day, together we would save almost 100 MILLION PIECES OF PLASTIC a year!

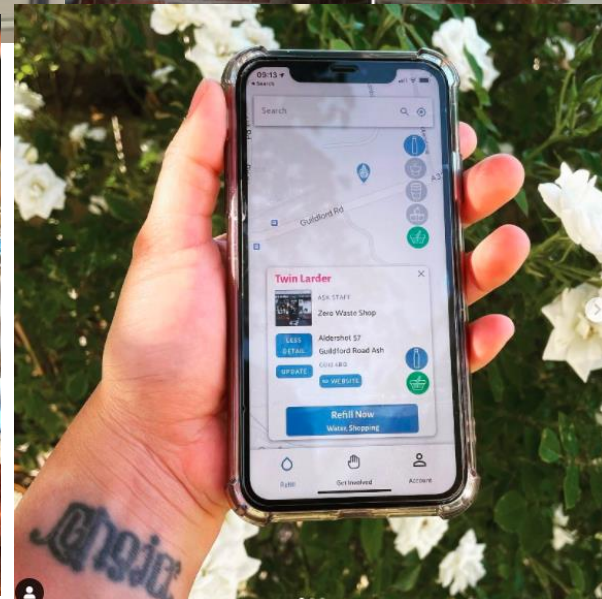
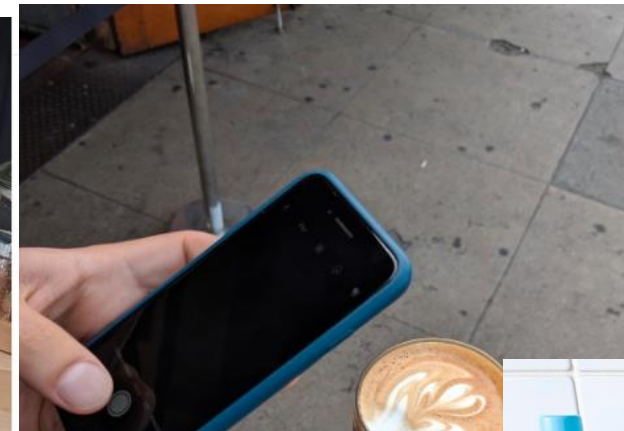
CREATING A GLOBAL NETWORK OF FOUNTAINS

Ahead of World Refill Day, we added more **than 80,000 drinking water fountains to the app** around the world, taking the total to more than 150,000.

With our global partners, we're making it easier to access free drinking water than ever before! Refill helps you **save money, stay hydrated and prevent plastic pollution.**

Top 20 Countries by Number of Fountains





NEW

REFILL + REUSE

RESEARCH



To mark World Refill Day, we teamed up with Friends of the Earth to undertake some new research into perceptions around reuse for World Refill Day. Here's what we learnt....

- › Brits are **more concerned about plastic pollution than ever** and almost half (38%) think the pandemic has made it worst.
- › **Almost 80% of people are taking steps to reduce single-use plastic** and two thirds (63%) want to do more **but the biggest barrier to taking more action is a lack of alternatives.**
- › **3 in every 4 people (74%) would like to see more Refill options available** and more than **two thirds of Brits felt positive (34%) and like they were making a difference (32%)** when they used a refill service or reusable item.
- › However, **one in three (36%) have had a reusable container such as a coffee cup refused in the last 12 months** (particularly younger people and Londoners).
- › **Over half of all people (55%) think supermarkets / brands are not doing enough to address plastic pollution** and almost three quarters (74%) **have experienced feelings of anxiety, frustration or hopelessness** about the amount of plastic that comes with their shopping.
- › 68% would **view a supermarket / café / shop that offered refillable / reusable options** more favourably
- › Almost two thirds (59%) **think supermarkets / brands are not doing enough to provide customers with reusable / refillable / plastic free options.**
- › **81% want the UK government to prioritise making refillable products** in shops, supermarkets and cafes more widely available.

More on the [research here](#).

WORLD REFILL DAY: BRITS WANT REUSE & REFILL
TO BE TOP GOVERNMENT PRIORITY FOR ENDING
PLASTIC CRISIS – NEW POLL



38%
OF BRITS

think the pandemic has made
plastic pollution worse.



78%

are taking steps to reduce their
use of single use plastics...

...BUT 2 IN 3



think supermarkets and brands are not
doing enough to provide reusable and
refillable options.



3 IN 4 PEOPLE



have experienced anxiety, frustration or hopelessness about
the amount of plastic that comes with their shopping.

1 IN 3

have had a reusable container
such as a coffee cup refused in
the last 12 months.



81%

want the UK government to make refillable
products easier to buy and more widely available,
as a top priority for reducing plastic pollution.

WORLD
REFILL
DAY 16TH
JUNE

CELEBRATING INNOVATION IN REUSE



World Refill Day was also used by a number of brands and organisations to champion reuse and further drive the movement including petitions, product launches, new reuse initiatives, reports and even a new reuse awards.

- › **Celebrating innovation in Reuse:** In the US, campaigning organisation Upstream launched '[Reuse Wins](#)' a NEW report about the reuse economy as well as the '[Reusies](#)' [an award scheme](#) to recognise and celebrate innovation in reuse.
- › **Retailers announce new refill ranges:** In the UK, retailers Morrisons and Asda both used World Refill Day to announce the expansion of the reuse offering, with Asda announcing 4 new Refill stores and Morrisons launching a new range of Refillable milk.
- › **Brands get in on the action:** At City to Sea, we announced a new partnership with eco-cleaning brand Ecover, who listed more than 700 locations on the Refill app. S-C Johnson also used the day to remind customers about the refill at home offering for cleaning product windex.
- › **Independent businesses launch new refill & reuse schemes:** In the US across Europe and in the UK, local businesses and community groups launched new reuse pilots & encouraged cafes & businesses to reopen with reuse.



Upstream @upstream_org · 16 Jun

Today is **#WorldRefillDay**, a global day of action to reduce waste through reuse & refill. 🌱 To celebrate, Upstream released Reuse Wins, a report about the new reuse economy emerging to replace single-use products in food service. 📄

Read the report: bit.ly/reuse-wins-rep...



2 29 32



scj

scj We've been working to reduce plastic waste for years by using post-consumer recycled plastic in our packaging and offering refills for our products. 💧

On #WorldRefillDay, hear from our Chairman and CEO @H.Fisk.Johnson about how choosing a concentrated refill for brands like Windex® means nearly 80% less plastic than buying a

958 views JUNE 16

Add a comment...



Asda @asda · 16 Jun

We're launching new refill sections at our York, Milton Keynes, Torgate and Rugby stores later this year to help customers reduce, reuse or recycle their supermarket packaging: bit.ly/3pWz9q4 @WRAP_UK @Refill #WorldRefillDay



21 53 235



ofrhawaii
Haleiwa North Shore



ofrhawaii What's better than yum yum takeout?! Yummy takeout in REUSABLE containers 🍴

Today is #worldrefillday and in celebration @zerowaste_oahu rolled out a sneak peak/soft launch of the Full Cycle Takeout program to 15 lu volunteers!!! 🌱

What does this mean?! The Sneak Peek Crew will order zero waste takeout from one of the 4 partner restaurants and help us double (and triple!) check that there are no glitcs before this goes public!

Sign-ups should be ready next wee! Check out their Instagram



Liked by plasticfreejuly and 314 others

JUNE 16

Add a comment...

Pinned Tweet



Ecover UK @EcoverUK · Jun 16

🌱 It's now easier to refill your Ecover bottles. Download the FREE @Refill app for our 680 refill stations. We're partnering with @CitytoSea_ to help reduce plastic pollution. After all, the most sustainable bottle is the one you already own 💧 🌊 #WorldRefillDay #Refillation



4 16 19



Morrisons @Morrisons · Jun 16



Morrisons revives glass milk bottles
Move aims to reduce plastic pollution, with local dairy farmers able to reuse the bottles for at least 10 years
telegraph.co.uk

13 10 53

SUPPORTING THE MOVEMENT IN EUROPE

World Refill Day was also used to support the growing movement across Europe and the [We Choose Reuse](#) campaign which is pioneered by Zero Waste Europe and Break Free From Plastic. A key ask for the campaign was to encourage individuals, policy makers and businesses to [sign the commitment](#), pledging to prioritise reuse over single-use.



To mark World Refill Day, Break Free From Plastic also launched [a petition with WeMove Europe](#) calling on individuals throughout Europe to commit to reuse and demanding that robust reuse systems be put in place at national and municipal levels. The petition has now been signed over 90,000 times!

Following World Refill Day, We Choose Reuse launched 14 days of action of reuse targeting specific stakeholder groups from policy makers to businesses and individuals. Find out more [here](#).



[#breakfreefromplastic](#)

MAKING A SPLASH ON SOCIAL MEDIA



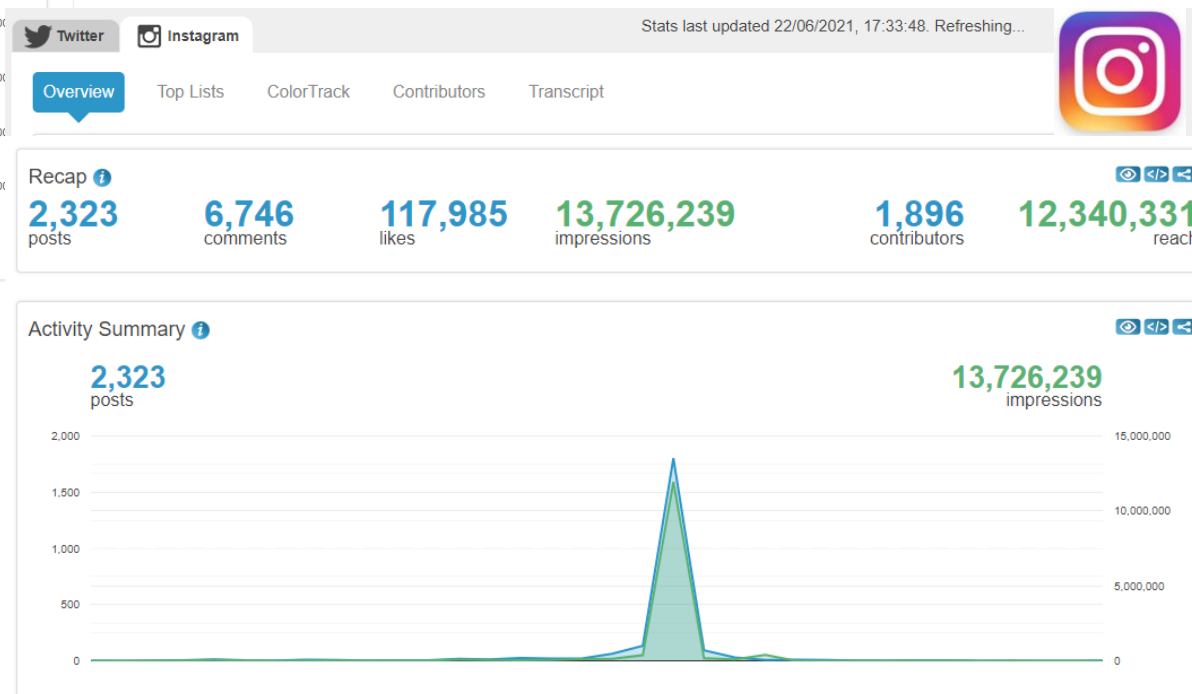
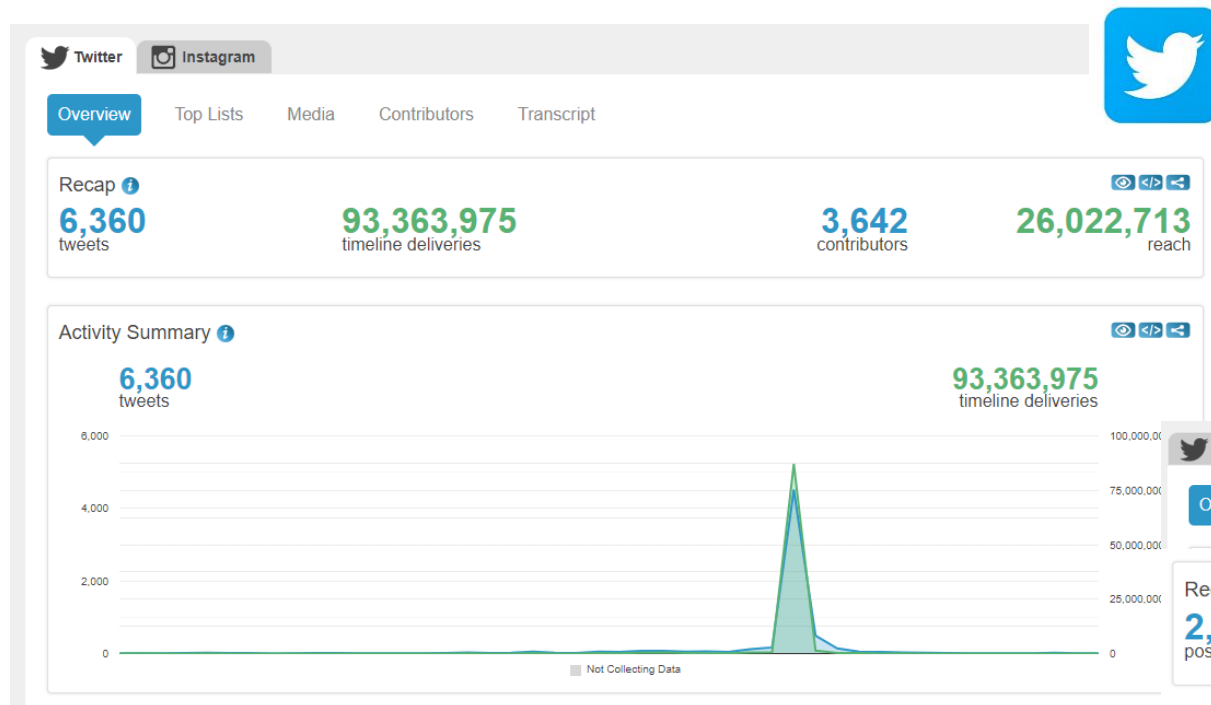
**WORLD
REFILL
DAY** 16TH JUNE

World Refill Day was predominately a digital campaign, with social media used as the primary channel to reach and engage people.

- › In 2021, we had **an estimated, potential reach of 168 MILLION!** This is calculated based on the estimated reach of everyone who Tweeted or posted on social media using the campaign hashtag #WorldRefillDay.
- › **The hashtag was used almost 10,000 times in 77 countries around the world** demonstrating the global reach of the campaign – not bad for our first year of going global!
- › **We were also TRENDING in the UK for most of the day** (peaking at #3). Twitter was the most popular channel with over 6,000 individual Tweets.
- › We had everyone from zero-wasters, eco campaigners, shops, brands, retailers, and we even had [American Senator's get involved!](#)
- › Take a look at what happened on [Instagram](#), [Twitter](#), Facebook and LinkedIn.

TWITTER + INSTAGRAM ACTIVITY

**WORLD
REFILL
DAY** 16TH JUNE





Greenpeace UK @GreenpeaceUK · 16 Jun
This **#WorldRefillDay** on June 16th we're joining @Refill, @CitytoSea_ & millions of people around the world taking action to make single-use plastic a thing of the past. Tell the world **#WeChooseReuse** and flood social media with pictures of reuse & refill!

worldrefillday.org



2 21 36



Sky News @SkyNews · 16 Jun
Have you ever used a reusable coffee cup ☕? Or filled a container with cereal or pasta in a store 🍴? Here's what we know about **#WorldRefillDay** and how you can get involved 📺

Catch up with the **#DailyClimateShow** 🌐: trib.al/uf41328



6 20 41



The Story of Stuff Project @storyofstuff · 16 Jun
Today is **#WorldRefillDay**, a great opportunity to remember that our mass throwaway system wasn't driven by demand, but rather artificially created by economic forces.

3 26 34

[Show this thread](#)



Ayosokale @AyoSokale · 16 Jun
It's **#WorldRefillDay** and **#plasticfreejuly** next month. Here's a reminder that we all have a part to play in **#sustainability** **#climatechange** **#unsdgs** as **#civilengineers** **#communities** **#individuals**. Not forgetting huge corporations. **#climatejustice** is **#socialjustice**. Play your part 🙌



1 12 14



Senadora Julie Gonzales @SenadoraJulie · 17 Jun
Today is **#WorldRefillDay**! This session, I ran Colorado's Plastic Pollution Reduction Act, and I know that when we work together to **#breakfreefromplastic**, we are unstoppable! Join the movement to reduce single-use plastic and curb the effects of **#PlasticPollution**. ❤️🌱♻️



3 4 51



Keep Wales Tidy @Keep_Wales_Tidy · 16 Jun
It's time to turn the tide on **#PlasticPollution**! Our small changes really do make a BIG difference. What simple swap will you make this **#WorldRefillDay**? refill.org.uk/world-refill-d...

@RefillWales @Refill #RefillRevolution @CitytoSea_



Zero Waste Europe @zerowasteurope · 16 Jun
Refilling is an important part of implementing **#reuse** systems - it helps us to embrace reusability and back away from single-use **#plastic** items 🌱

On this **#WorldRefillDay** 💧 our colleagues @Marielvillea and @asous0519 share their reasons as to why **#WeChooseReuse** ❤️



Oceana @oceana · 16 Jun
Today is **#WorldRefillDay**. Did you know? With just a 10% increase in the market share of refillable bottles, the soft drink industry could decrease marine plastic pollution by up to 7.6 BILLION bottles. Learn more: bit.ly/35Fm2R7



4 100 157



breakfreefromplastic @brkfreeplastic · 16 Jun
It's time to turn the tide on **#plasticpollution**! This **#WorldRefillDay**, we're asking brands, businesses & governments to tackle single-use plastic. We need meaningful targets for reuse and more refill options for all. wechoosereuse.org **#WeChooseReuse** **#BreakFreeFromPlastic**



17 26

English Heritage @EnglishHeritage · 16 Jun
Up, you caught us at the Boscobel House water pump! 💧

#WorldRefillDay so just a reminder in this hot weather that we offer free water refills (from a tap, not a pump) and a 10% discount on hot drinks with a reusable cup to help reduce single-use plastic at our sites.



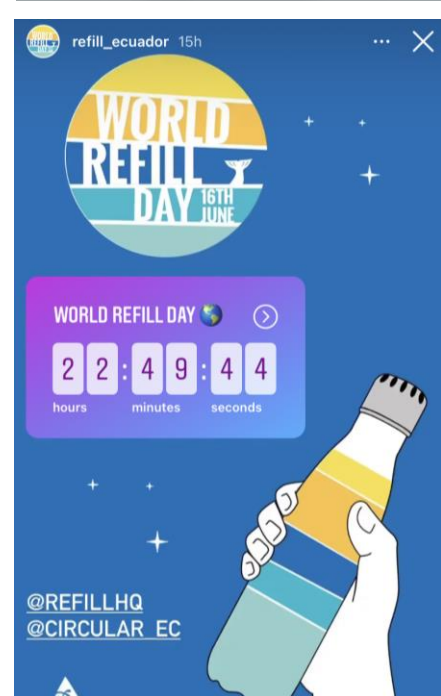
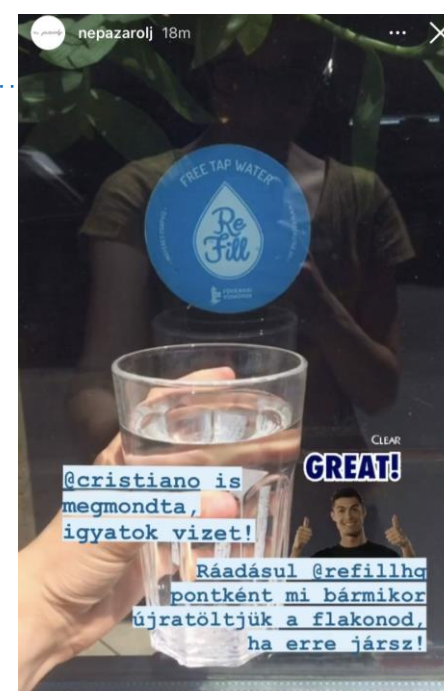
7 66



jacqui joseph @jacquijdesigns · 16 Jun
Hey lovelies! Get ready to get creative with old plastic bottles for **#WorldRefillDay** on **@BBCMorningLive** I'll be showing @GethinJones & @msmarsh how to do our bit to prevent plastic pollution with fun & easy makes! @BBCOne 9.15am Don't be late 📺 **#MorningLive** **#seeyouthere** 📺



4 5 23



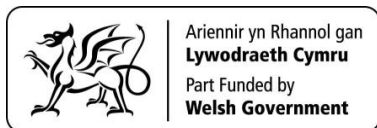
OUR PARTNERS + SUPPORTERS

#break**free**fromplastic



CHILLY'S

WORLD
REFILL
DAY 16TH JUNE



MIW
WATER COOLER EXPERTS
Hydrating the Nation

LONELY  WHALE

GREENPEACE



NORTHUMBRIAN
WATER *living water*

SUPPORTED BY

MAYOR OF LONDON



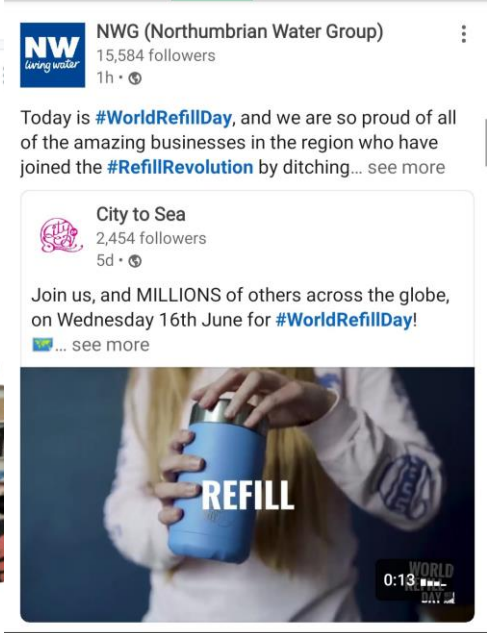
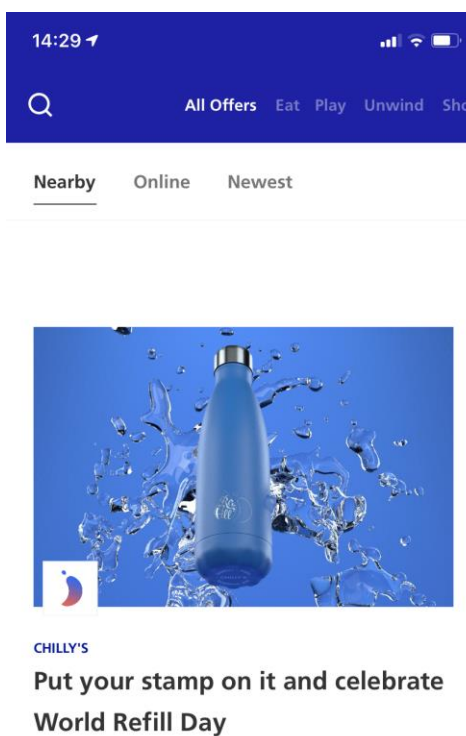
PLASTIC
FREE JULY®

sustain
the alliance for better food and farming

SUGAR
SMART



We have the
POWER



OUR AMBASSADORS + INFLUENCERS

World Refill Day was supported by a number of official ambassadors as well as more than 40+ celebrities & influencers around the world on social media.

This included: Julia Bradbury, Gail Porter, JB Fernandez-Versini, Pranitaa Pandit, Jeetendr Sehdev and Maya Rose-Craig.



HUGH FEARNLEY-WHITTINGSTALL
Award-winning writer, TV presenter and campaigner.



CLARE NASIR
Meteorologist, author, and TV presenter.



PAUL ROSE
One of the world's most experienced divers, field science and polar experts.



PETRICE JONES
Actor and Founder of the One Movement. Image source: <https://twitter.com/petricejones>.



DEE CAFFARI MBE
Dee Caffari MBE has sailed around the world six times. She is the first woman to have sailed single-handed and non-stop around the world in both directions and the only woman to have sailed non-stop around the world a total of three times. Image Credit: Charlie Clift.



STEWART MCPHEARSON
Stewart is an award-winning author of over 35 natural history books and presenter of numerous wildlife TV documentaries. He leads dozens of expeditions across the world each year and has discovered 35 new species. He co-founded Darwin200 and is leading this innovative, global



ALISON STEADMAN OBE
Award-winning actress Alison Steadman OBE is well-known for her notable television roles in 'Gavin & Stacey'; 'Hold The Sunset'; 'Pride and Prejudice'; and BAFTA nominated 'Care'.



KATE QUILTON
Katie Marie Quilton is an English television presenter and journalist. She is best known for presenting a number of Channel 4 television series, including Food Unwrapped since 2012.



Julia Bradbury
@JuliaBradbury

Happy #WorldRefillDay
In the UK we get thro' approx 2.5billion disposable coffee cups & over 7.7billion plastic water bottles a yr. Carry a reusable, make a positive impact & send a message that you care about the [#RefillRevolution](#) [worldrefill.org](#) @CitytoSea_



katequilton



pranitaapandit

pranitaapandit

"World Refill Day"

Today is "World Refill Day" and tackle Mumbai's plastic waste problem, @join_restore is applying the milkman model to personal care. Your hand and body wash get delivered in refillable packaging, once you are done the bottles are switched with refilled ones at your doorstep. Making living a sustainable life easier. Follow the launch at @join_restore to support the initiative and eliminate plastic waste from Mumbai.

#worldrefillday #worldrefillday2021
#worldrefillweek #zerowastemumbai
#zerowasteindia #choosetoreuse
#sustainableliving #greenmumbai

Mya-Rose Craig
@BirdgirlUK

It only requires small changes to help turn the tide on plastic pollution so I'm taking the [#WorldRefillDay](#) pledge to [#ChooseToReuse](#) which means taking my reusable water bottle with me every time I'm out & about. Join the [#RefillRevolution](#) @refill



World Refill Day | Refill | Join the Refill Revolution, 16th June 2021
World Refill Day is a global campaign, on 16th June 2021 we'll be calling on everyone around the world to join the Refill Revolution.
[@refill.org.uk](#)

Gail Porter
@Gailporter

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Hugh Fearnley-Whittingstall
@HughFW · 14 Jun

[#WorldRefillDay](#) is this Weds, June 16th. Choose to reuse and join millions of people around the world taking action to reduce single-use [#plastic](#). More info > [@Refill refill.org.uk](#)



WATCH THE LAUNCH FILM

**WORLD
REFILL
DAY** 16TH
JUNE



Haven't seen the World Refill Day Launch film yet?

Check it out here! Press play to watch it.



THANK YOU!

To our amazing, planet-protecting partners for making World Refill Day possible.



CHILLY'S

#breakfreefromplastic



Ariennir yn Rhannol gan
Lywodraeth Cymru
Part Funded by
Welsh Government

MIW
WATER COOLER EXPERTS
Hydrating the Nation



NORTHUMBRIAN
WATER *living water*





THANK YOU

Contact [Jo Morley, our Head of Marketing & Campaigns](#) to find out more about how to get involved next year.