

STATIONS HOW TO GUIDE

EVERYTHING YOU NEED TO KNOW ABOUT
JOINING THE REFILL REVOLUTION





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WELCOME



NATALIE FÉE

WELCOME TO THE REFILL REVOLUTION!

Refill is an award-winning campaign to help people live with less plastic. We connect people to places they can eat, drink and shop without the pointless plastic. Anyone can download the free Refill app to tap into a global network of places to reduce, reuse and refill. From a coffee on your commute, to drinking water on the go, or zero-waste shopping, Refill puts the power to go packaging free at your fingertips.

Since its launch in 2015, we've proven that Refill has the power to create a wave of change and prevent pointless plastic.

Refill was started by City to Sea, an award-winning not for profit, campaigning to prevent plastic pollution. Since its launch in Bristol, Refill has grown into a global movement with Refill Schemes all over the world, from Japan to Latin America. Refill started life as a campaign connecting people to free drinking water to tackle the problem of single-use plastic bottles, but we knew the problem was much, much bigger. So in October 2020, the campaign expanded beyond drinking water and Refill is now the world's first app to help people find locations to reuse and refill.

Our vision is a world where everyone can choose to reuse wherever they shop, eat and drink - and to do this we need your help. Local businesses and retailers can make

all the difference in the global movement to reduce plastic pollution. This guide has all the information you need to make the most of being a Refill Station. We hope that by joining our global community of thousands of Refill Stations, you'll not only reach a new audience and drive additional footfall to your business, but also establish a closer relationship with your existing customers.

Refill is made possible only thanks to the worldwide community of people like you.

As Ryunosuke Akutagawa said, ***"Individually, we are one drop. Together we're an ocean."***

With oceans of optimism, Team Refill x



OUR MISSION & VISION



We're on a mission to make living with less plastic easier. Our vision is a world where everyone can eat, drink and shop without the pointless plastic.

OUR AIMS

- To prevent plastic pollution and tackle the climate crisis.
- To help people live with less plastic by creating practical solutions to complex problems and normalising reuse over single-use.
- To create a global network of drinking water points and refill systems.
- To give 'everyday activists' a simple and sustainable way to create lasting change in their local communities by setting up a Refill Scheme.

OUR IMPACT

Refill has a number of direct and indirect benefits on the environment, society and our precious planet. Our key areas of impact include **tackling plastic pollution and reducing waste, combatting climate change**, providing **access to drinking water** and also **empowering individuals and communities**.

Refill as a campaign supports a number of global initiatives and commitments including the **Sustainable Development Goals, The Circular Economy Global Commitments, The Drinking Water Directive**, and national level commitments such as the **Waste & Resources Strategy** and the **Plastics Pact in the UK**.

HOW DOES REFILL WORK?



Refill works by connecting people with locations where they can eat, drink and shop with less waste. **Anyone can download the free Refill app** to find Refill Stations near them where they can refill on the go. Participating cafés, bars, restaurants, banks, galleries, museums, shops, hair-dressers and other local businesses simply sign up to the app and put a sticker in their window, alerting passers-by that they're welcome to come on in and get a refill.

Around the world there are **thousands of local businesses**, cafes, restaurants, zero waste shops, community venues, transport hubs and public fountains where people can find refills of drinking water, coffee, lunch, groceries, toiletries, cleaning products and more!

As well as local businesses, the Refill app shows **railway stations, supermarkets, airports and high street chains** such as Starbucks, McDonald's and more that have all

signed up to be part of the **Refill global community** and offer refills of things like free drinking water and hot drinks in reusable cups.

.....
67% of people would be more likely to use a reusable bottle if they knew businesses would be willing to fill it up.
.....

WHY GET INVOLVED?



REASONS TO JOIN THE #REFILLREVOLUTION!

- 1 Be the change.** Show your customers you, your business and your staff are committed to taking action against plastic pollution!
- 2 Increased exposure.** Being listed on the Refill app means benefiting from free marketing as app users will discover your business this way!
- 3 Increased footfall.** The Refill app and the Refill sticker in your window will attract passers-by into your establishment. And those who come in for a free water refill are likely to end up spending money once inside!
- 4 Join a growing movement.** By becoming a Refill Station you'll be joining a network of thousands of businesses and organisations across the world, all working towards the same goal.
- 5 Great social and promotional content.** We provide everything you need to celebrate your involvement through your social channels, including ready-made Refill-branded assets.
- 6 PR opportunities.** Connect with local Refill Schemes and get involved with events and PR Opportunities which will increase exposure and footfall. Win win!

WHY GET INVOLVED?



GIVE YOUR BUSINESS A BOOST

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7 out of 10 people would view a business more favourably if it provided free drinking water.

44% of people spend between £2.50 and £5 whilst getting a free water refill.

66% of people said they would be more likely to make a purchase from a business whilst refilling.

65% would be more likely to return to make a future purchase.

64% would choose to make a purchase from a participating business over a competitor.

Sources: Water, Water Everywhere (2018) moving on from awareness to action on single use plastic bottles report by Keep Britain Tidy & BRITA, and City to Sea One Poll Survey

GET LISTED ON THE APP



WHAT CAN I ADD?

Offer any of the following Refills? Make sure they're all listed on the app! Make sure they're all listed on the app by ticking the box of all the types of refills that you offer.



Water – whether from a fountain or a tap, you offer free water refills and accept reusable water bottles from customers! This will show as a water bottle icon on your listing on the app.



Hot drinks – you accept reusable coffee cups from customers, and maybe even offer a discount or incentive to reward them for bringing their own! This will show as a coffee cup icon on your listing on the app.



Lunches/takeaway food – if you offer takeaway food, encourage people to bring their own containers, lunchboxes or Tupperware to refill – you can offer a discount or a reward system for those that do! This will show as a lunchbox icon on your listing on the app.



Groceries – are you a zero waste shop or do you sell loose fruit and veg and dried goods? If you offer any plastic-free options make sure these are listed on the app! This will show as a shopping basket icon on your listing on the app.



Toiletries and cleaning products – do you have a Refill area for liquids like toiletries and cleaning products so that people can refill their own bottles and containers? This will show as a shopping basket icon on your listing on the app.

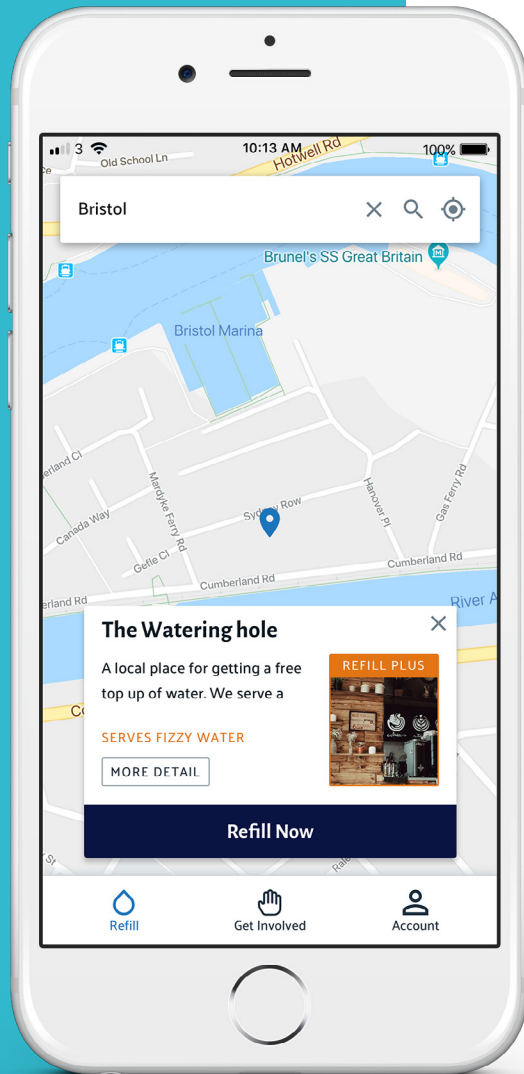
GET LISTED ON THE APP



TIPS TO MAKE YOUR BUSINESS STAND OUT ON THE APP:

- Add a description of your station – the more detail the better!
- Make sure you list all types of Refills that you offer by ticking the relevant boxes.
- List any promotions or offers you run – eg offering a discount for bringing a reusable.
- Add a photo of your business.

GET LISTED ON THE APP



GETTING STARTED:

To get started, you'll first need to [download the free Refill app here](#).

You can then add your business onto the app in a few clicks!
Here's how:

- 1 Select the 'Get Involved' tab.
- 2 Then click on 'Add a Station'.
- 3 Select a photo or take a picture of the Refill Point.
- 4 Tap to select the location to auto populate the address.
- 5 Tell us a bit about this location.
- 6 Select which types of Refill this Station offers.
- 7 And save!

We'll then need to approve your business before anyone else can see it on the app. This can take a couple of days so don't panic if you don't see your business listed straight away.

GET LISTED ON THE APP

WANT TO JOIN BUT HAVE LOTS OF LOCATIONS?

Simply fill out the [Refill Station Bulk Upload Form](#) and send to app@refill.org.uk with a high res logo and 25 word descriptor and we'll work behind the scenes to get all your locations listed in one go. You'll be in good company!

WHO WE'RE WORKING WITH ALREADY



OFFERING WATER REFILLS



It's easy to become a Refill Station by offering free drinking water. This could be a water dispenser where people can help themselves, or a member of staff refilling the bottle from a tap. The health and safety of our Refill Stations staff and the public is our number one priority, now more than ever.

In the UK? You're lucky to have some of the best quality tap water in the world as it goes through an extremely stringent testing process before it reaches our taps. By following our guidance and checklist below, you are helping to make sure that refilling is safe and hygienic for everyone.

By signing up as a Refill Station offering water refills, you agree to provide wholesome and clean drinking water on request when someone asks for a refill.

The tap or dispenser that you identify for Refill use should be a clean, hygienic, stand-alone cold water tap and must not be located in the toilets or over an open drain.

In a 2018 Brita survey, 73% of people said they would be more likely to refill if there was a water station and they didn't need to ask staff. And 46% of people said they would refill if they knew they were welcome to refill in a café or venue.



KEEPING YOUR REFILL STATION CLEAN

If the tap used for refills hasn't been used in a while, run the water for a short while first to clear any stale water from your plumbing system.

When providing refills, the bottle should never touch the tap or jug. Keep a clear gap to avoid any potential for contamination.

When someone hands over a bottle to be refilled always ask them to remove the lid themselves, and never touch your hand to the neck of the bottle/glass.

As a Refill Station, if someone's bottle smells bad or looks unclean, you can refuse to refill. **For our guidance on accepting reusables safely post-COVID please visit <https://www.refill.org.uk/help/refill-hygiene-advice/>**

KEEPING YOUR CUSTOMERS HAPPY

People are likely to spend between £2.50-£5 whilst refilling and 64% of consumers would be more likely to return for future purchases if they could refill their water bottle! 62% said it would make them choose a business that offered free refills over a competitor and 73% would view a business more favourably if it gave free tap or filtered water on request.



YOUR DUTY OF CARE...

If you are installing new infrastructure for your Refill Station or altering or extending your plumbing system – for example, when installing a water dispenser or cooler unit – you have a legal duty to notify your local water company in advance and you should use an approved WaterSafe contractor for the installation to ensure it complies with the relevant regulations.

If a water company 'enforcement' or 'do not drink' notice is served on a premises signed up as a Refill Station, the water company will inform City to Sea and the premises will be removed from the Refill app until the water company is satisfied that all outstanding water quality and hygiene issues are resolved. If app users have concerns over hygiene they are able to report these and the relevant water company will investigate where appropriate.

For our guidance on accepting reusables safely post-COVID please visit <https://www.refill.org.uk/help/refill-hygiene-advice/>

HYGIENE ADVICE FOR OFFERING COFFEE REFILLS (CONTACTLESS COFFEE)

If you're a Refill Station that offers refills of hot drinks, make sure you **follow our guide to accepting reusables and offering Contactless Coffee**. Here's how to do it:



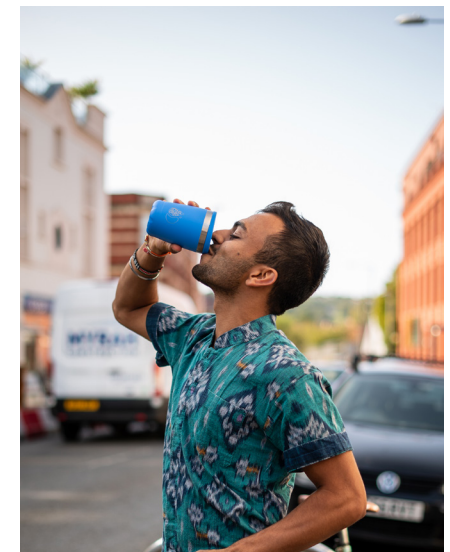
- 1 Customer places their clean reusable cup (lid off) on a designated tray and steps back two metres.



- 2 The barista takes the tray with the customer's cup over to the coffee machine, extracts the coffee into a normal crockery cup or espresso shot-glass and streams the milk, as required.



- 3 Without touching the customer's reusable cup, the attendant pours the coffee and milk into the customer's cup (no latte art!), takes the tray back to till and steps back two metres.



- 4 Customer enjoys coffee in their favourite reusable coffee cup and reduces single use cups – high five to you!

For more information and to watch our video guide to Contactless Coffee visit: <https://www.citytosea.org.uk/contactless-coffee/>

HOW TO MAKE A SPLASH



TELL THE WORLD YOU'VE JOINED THE REFILL REVOLUTION

- **Prepare.** Ensure everyone in your team knows you are now part of the Refill community. Include Refill awareness in your training guides and procedures for new staff and make sure you read and comply with our latest hygiene advice.
- **Stick Out.** Display the iconic Refill window sticker and put up our poster somewhere nice and visible to attract more visitors.
- **Tell your team!** Letting staff know that you're becoming a Refill Station is a big part of what makes this project successful. It gives customers a positive experience and helps them feel more comfortable bringing their reusables with them in the future. Encourage your employees and customers to download the Refill app and carry a reusable too.
- **Shout about your support of Refill from the rooftops.** Tell your customers at point of sale, in your email and social media comms – you can even include something on your menu or signage.
- **Raise awareness** of the Refill Station and your involvement on your digital channels. Add our logo to your website, and shout about your involvement on social media.
- **Tag @RefillHQ** in your posts and Stories so we can share your success on our channels too.

REDUCING PLASTICS IN YOUR BUSINESS

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Here are more ideas of things you can do to reduce your plastic footprint and inspire local action.



- Download and read our [Food To Go Report](#) and implement our suggestions.
- Read our [guidance](#) on takeaway packaging.
- Carry out a plastics audit to understand where your business uses the most plastics. Once you have the data, then set targets to reduce and remove them completely.
- Are you using plastic straws, cutlery, stirrers, lids or coffee cups? Can you remove any of these items?
- What containers do you serve food in? Could you offer a discount to customers who bring their own reusable containers and cups?
- What are your deliveries packaged in? Could you ask your suppliers to deliver in reusable containers and remove plastic packaging?
- Could you find alternatives to selling plastic bottles, such as canned drinks or glass bottles?
- Could you trial a deposit scheme?
- Could you make internal changes to your business practices to reduce plastic pollution? Download our [Food to Go report](#) for actions you can take today.

We're on hand to offer support and advice for businesses in reducing plastic. We'd love to hear about the challenges for your business and how we can help you take steps to reduce single-use plastic. Drop us a line at info@refill.org.uk



GOOD LUCK!

For FAQs visit:

<https://www.refill.org.uk/help/>

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