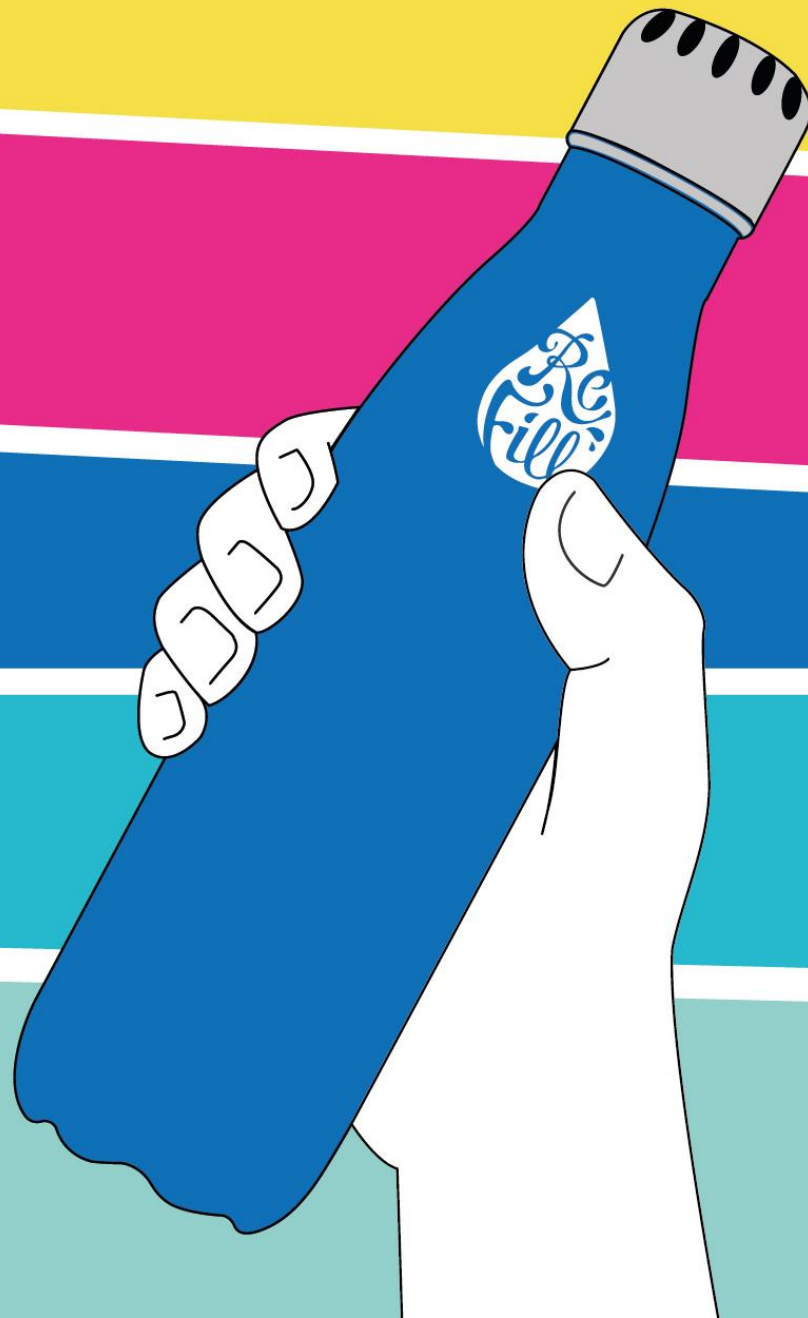


WORLD

REFILL

DAY 16TH
JUNE

IMPACT REPORT



WORLD REFILL DAY



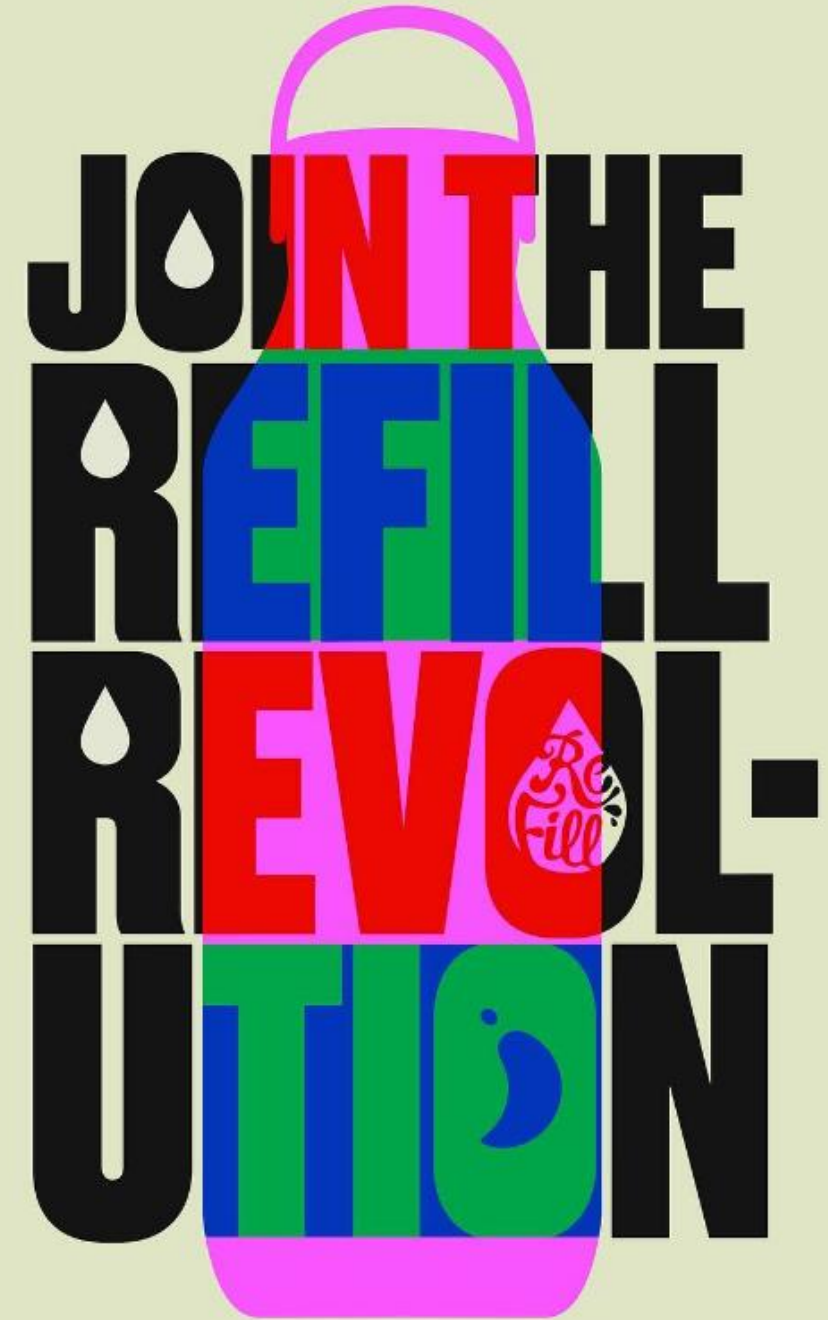
World Refill Day is a global public awareness campaign designed to **accelerate the transition away from single-use plastic and towards reuse systems**. Together with our partners and supporters, we're building an unstoppable global movement of everyday activists, NGOs and sustainable businesses uniting behind a shared message that we need to see action on plastics, and reuse is the solution.

This year, which was only the second time we've run the campaign as a global initiative, **we generated over 400+ pieces of media coverage and reached millions of people around the world**, centring the conversation and positioning reuse as a solution to the plastic crisis. More than 450 organisations signed our global open letter calling on the world's biggest plastic polluters to take action to reduce their plastic footprint and invest in refill and reuse. Thousands of everyday activists, celebrities and campaigners also got involved on social media, inspiring change and encouraging others to choose to reuse.

As a global movement, we have the power to create a wave of change and show the rest of the world that the solutions to plastic pollution are here – and together we can keep our environment, oceans, and communities' plastic-free for the future.

We couldn't do this work without the support of our incredible partners and our thanks goes out to them, alongside our ally NGOs and community of City to Sea supporters. Together we're powering lasting change, from grassroots to government. **Together we are powerful.**

Natalie Fée, Founder & CEO, City to Sea



WORLD REFILL DAY WAS DESIGNED TO:

WORLD
REFILL
DAY 16TH
JUNE

- 1 RAISE AWARENESS & CHANGE THE NARRATIVE:** We want to get everyone talking about reuse and refill! A key objective is to change the narrative to help move us beyond our single-use culture to a circular future where refill and reuse are the norm.
- 2 GROW CONSUMER DEMAND & BUILD THE MARKET:** Using the Refill app, we'll increase accessibility of refill and reuse, **connecting people to places** they can eat, drink and shop with less plastic. On June 16th, we'll encourage consumers to choose to reuse, growing demand for packaging-free options and building new consumer habits and behaviours.
- 3 MOBILISE COMMUNITIES** to create change where they live. We'll empower and support businesses, community groups and local authorities to tackle single-use plastic and introduce localised reuse systems.
- 4 ENGAGE BIG BUSINESSES:** We'll work to accelerate the transition away from single-use plastic and towards reuse systems by calling on the biggest global polluters (FMCG brands) and governments to set ambitious reduction & reuse targets.
- 5 CELEBRATE REFILL HEROES AROUND THE WORLD:** We'll highlight the progress made so far and celebrate the individuals, NGOs, community groups, businesses and brands that have been leading the way.

OUR IMPACT IN 2022

- › **Activity in 80+ countries around the world.**
- › More than **400+ organisations around the world signed our [open letter](#)** calling on the CEO's of the 5 BIGGEST global plastic polluters to take action to reduce single-use plastic (both Unilever and Coca Cola have responded!)
- › **406 pieces of media coverage** with a potential, estimated reach of **over 1 BILLION people around the world!**
- › **Estimated, potential social media reach of 100million+ (#WorldRefillDay)**
- › **#WorldRefillDay trending on Twitter in the UK for most of the day (#3).**
- › **Over 16,000 individual social media posts** using #WorldRefillDay
- › **500,000 video views** of our World Refill Day launch film.
- › **3,000+ downloads** of the [Campaign Toolkit](#)
- › We now have **over 430,000 Refill app downloads** helping more people find places to eat, drink and shop with less waste.
- › In June **we more than doubled the number of people using the app** reaching a total of 30,000 users. There were also 16,000 NEW downloads in June – a 61% increase on 2021. 33% of app users in June were outside of the UK, and the **app was used in 117 countries.**



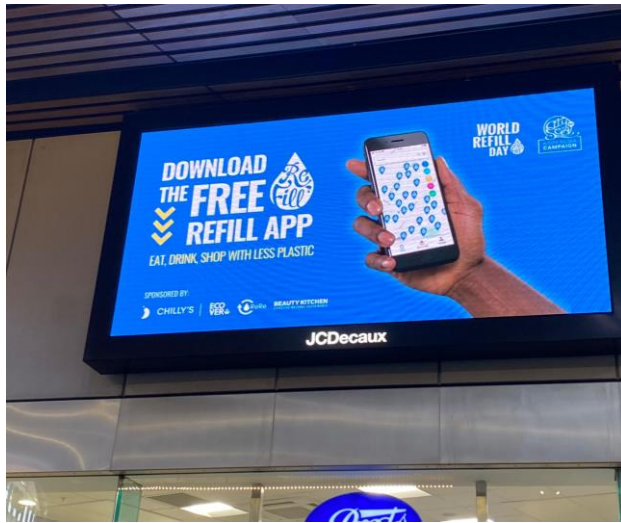
ACTIVITY IN 80+ COUNTRIES AROUND THE WORLD



BUILDING A GLOBAL REFILL MOVEMENT

- › Events were hosted from Japan, to Chile and the US – raising awareness of our plastic problem and calling on policy makers to act. Refill schemes across the UK hosted events, pop-ups and launched new public water fountains helping more people than ever live with less waste.
- › Refill Japan launched [National Refill Week](#) in Japan with events, media engagement and activation peaking for World Refill Day.
- › Zero Waste Europe [published a policy briefing](#) as part of its #GetBack campaign highlighting the difference between Packaging Reuse vs. Packaging Waste Prevention.
- › [Break Free From Plastic Change Makers met with the US Department for the Interior](#) to demand a more rapid commitment to phase out 100% single-use plastic.
- › City to Sea hosted a World Refill Day celebration event at the TATE Modern in London providing an opportunity for key stakeholders involved in the refill and reuse movement here in the UK to connect, network and celebrate.
- › The National Trust Wales and the Wales Coast path marked World Refill Day by teaming up with Welsh artist Rachel Shiamh to [create an incredible piece of sand art](#), inspiring visitors to the beautiful Welsh beaches & countryside, to leave no trace and help keep Wales plastic-free.
- › World Refill Day Headline Sponsor Chilly's Bottles [launched a corporate call out campaign of their own](#), targeting three of the biggest water brands, asking them to consider reusable packaging for their products.
- › World Refill Sponsor Ecover [gave away FREE Refills on June 16th](#) in the UK to help more people experience refill and reuse.



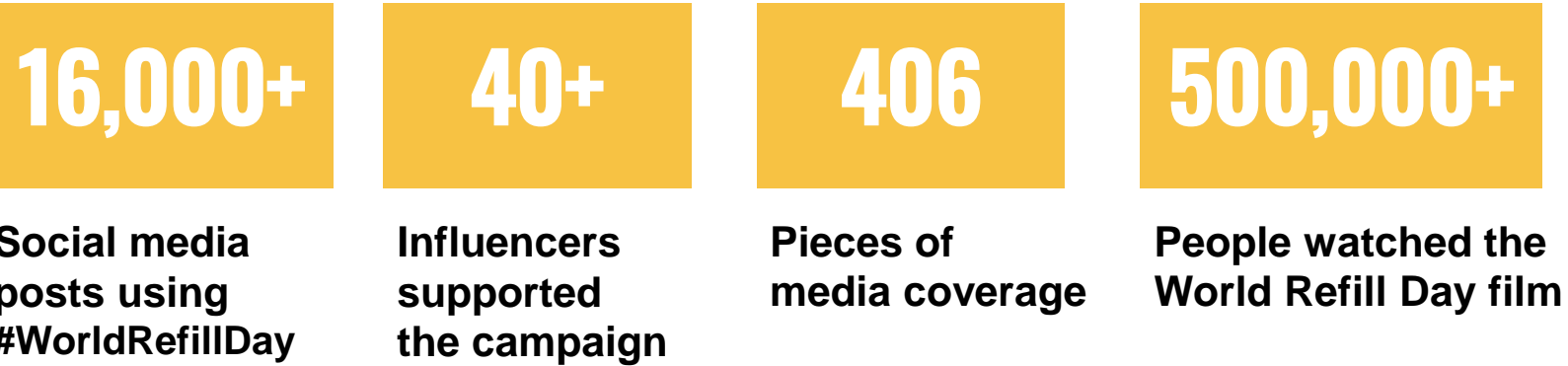


CHANGING THE NARRATIVE

One of the key objectives for World Refill Day is to **normalise refill and reuse** – rebuilding habits that had been lost during the pandemic and inspiring people who might not have thought about it before to find out what they can refill and reuse.

To build momentum, and drive awareness we **launched a digital engagement campaign which was driven by** user generated content showing pictures of people refilling and reusing. This was seeded by ambassadors & influencers & curated using the hashtag #WorldRefillDay.

This was designed to create a social norm for refill (the more people see others carrying out a behaviour, the more likely they are to try it themselves).





INSPIRING INDIVIDUAL ACTION

**WORLD
REFILL
DAY** 16TH JUNE



Watch & share
it [here](#).

Working with creative agency, [Enviral](#), we created a high impact campaign film which launched ahead of World Refill Day and was designed to connect people to the impact of plastic pollution around the world and **highlight refill and reuse as a simple change everyone can make.**

The film was **viewed more than 500,000 times** and has been shared around the world inspiring millions of people to take action.



HELPING PEOPLE EAT, DRINK & SHOP WITH LESS WASTE

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

The global [Refill app](#) now has **now been downloaded more than 430,000 times**, demonstrating consumer demand and proving that people are looking for solutions and alternatives to single-use plastic packaging.

In June **we more than doubled the number of people using the app** reaching a total of **30,000 users**. There were also 16,000 NEW downloads in June – a 61% increase on 2021. 33% of app users in June were outside of the UK, and the **app was used in 117 countries**.

75% of app users say the Refill app **has significantly helped them to reduce the amount of plastic they use**, and users are far less likely to use a single-use plastic cup, bottle or container after downloading the app www.refill.org.uk



CALLING OUT THE BIG POLLUTERS

To truly “turn off the tap” on plastic pollution, corporations must stop producing so much plastic and keep fossil fuels in the ground. We need big brands, businesses & retailers to reduce their use of single-use packaging and invest in reuse and refill systems.

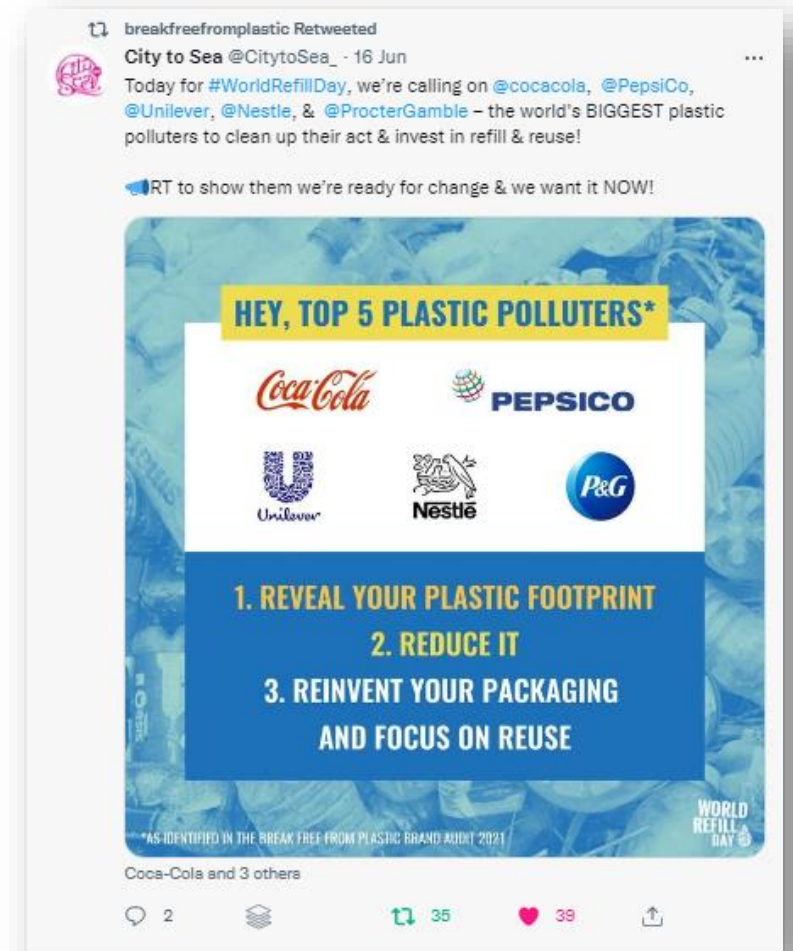
Working collaboratively with the Break Free From Plastic collation around the world, we used World Refill Day to **call out the 5 biggest plastic polluters in the world and asked them to set meaningful and ambitious reduction and reuse targets.**

We created an [open letter](#) which was sent to the CEOs of Coca Cola, Pepsi Co, Unilever Nestle and P&G and we also launched a global social media engagement campaign to call them out and let them know the public are ready for action, now, before it's too late!

To date, we've had responses from both Coca Cola and Unilever and plan to relaunch the campaign ask during Plastic Free July.



#breakfreefromplastic





Today is #WorldRefillDay 🌍💧

We're calling for CEOs of the world's BIGGEST plastic polluters to take meaningful action by investing in refill and reuse ♻️

It's time to act! 📢 @cocacola @PepsiCo @Unilever @Nestle @ProcterGamble
refill.org.uk/world-refill-d...

THE TOP 5 GLOBAL PLASTIC POLLUTERS*



OUR FUTURE IS WORTH MORE THAN YOUR PLASTIC!

Join us this #WorldRefillDay and demand that they #BreakFreeFromPlastic

*AS IDENTIFIED IN THE BREAK FREE FROM PLASTIC BRAND AUDIT 2021

You and 6 others

2:36 pm · 16 Jun 2022 · Twitter Web App



End Plastic Pollution
@EndPlasticsNow

We're facing a plastic pollution crisis due to continued reliance on single-use plastics.

@CocaCola produces 4,000,000 million single-use plastic bottles per week in Uganda only.

This #WorldRefillDay, We're demanding polluters to invest in #Refill systems.
#EndPlasticPollution



You and 5 others

8:05 pm · 16 Jun 2022 · Twitter Web App

87 Retweets 8 Quote Tweets 151 Likes

breakfreefromplastic Retweeted



Plastic Pollutes
@PlasticPollutes

Join us in calling on @CocaCola, @PepsiCo, @Unilever, @Nestle, & @ProcterGamble to shift the system! 📢
📢 RT & tell them to invest in systems that don't harm people and the planet. 🌟 Tell them you want refill & reuse NOW! #WorldRefillDay #PlasticPollutes

HEY, TOP 5 PLASTIC POLLUTERS*



1. REVEAL YOUR PLASTIC FOOTPRINT
2. REDUCE IT
3. REINVENT YOUR PACKAGING AND FOCUS ON REUSE

*AS IDENTIFIED IN THE BREAK FREE FROM PLASTIC BRAND AUDIT 2021



12:30 am · 17 Jun 2022 · Hootsuite Inc.

47 Retweets 3 Quote Tweets 65 Likes

UK COMMUNITY ACTIVATION

In towns and cities all across the UK our Refill Schemes reached out to their communities and brought World Refill Day to life.

- › [Refill Swindon](#), was relaunched with its new committee engaging businesses, MPs and providing Refill information to local schools and parish councils! Phew!
- › [Refill Hertfordshire](#) launched six [Refill and Go](#) trails across Dacorum local authority.
- › Keep Lancing Lovely celebrated with a Refill stall along the beachfront, encouraging residents to Reuse their water bottles and refill at the seafront fountains.
- › Refill Henley relaunched in the Town Square under the stewardship of local resident Julia Carey with support from Councillor Sarah Miller, securing coverage in both the [Henley Herald](#) and [Henley Standard](#).
- › The Low Carbon team at Sunderland City Council launched their commitment to the global Refill movement with comprehensive coverage in [My Sunderland](#).



MEDIA & DIGITAL ACTIVATION



OUR AMBASSADORS + SUPPORTERS

World Refill Day was supported by a number of high-profile celebrities, politicians, actors, musicians, athletes and even astronauts from around the world. This included:

- Actress Bonnie Wright
- Activist Bianca Jagger
- Chef & Campaigner Hugh Fearnly-Whittingstall
- Actor Dominic West
- Dancer Dame Darcy Bussell

[See the full list of supporters here....](#)



BONNIE WRIGHT +



DOMINIC WEST +



DAME DARCEY BUSSELL +



PETRICE JONES +



BIANCA JAGGER +



HUGH-FEARNLEY WHITTINGSTALL +



ROBERT SWAN OBE +



ALISON STEADMAN OBE +



ROB RINDER +



CAROLINE LUCAS +



DEE CAFFARI MBE +



METE COBAN MBE +



AY YOUNG +



NICOLE STOTT +



PAUL ROSE +



KATE QUILTON +



CLARE NASIR +



MYA-ROSE CRAIG +

MEDIA SUMMARY



This year's World Refill Day secured more media coverage than ever before. The campaign was covered in 23 different countries with a potential reach of close to 1.25 billion spread out across more than 400 articles.

The coverage included global coverage including Yahoo Japan, CNN Portugal and Daum in Korea. In the UK, where the campaign started, we secured coverage in national publications such as the Daily Mail and The Independent papers. In addition, we generated wide-spread local coverage led by Refill schemes and local authorities. This year also saw exclusive content in the British paper the Daily Express including an opinion piece from City to Sea's CEO, Natalie Fee.

TOTAL	<ul style="list-style-type: none"> No of pieces: 406 Reach: 1.23 Billion potential reach
UK	<ul style="list-style-type: none"> TOTAL: 307 Broadcast: 4 Radio: 4 Highlights: BBC, Daily Mail, The Express, Metro, Yahoo, The Herald, The Independent, Evening Standard Trade: The Grocer, Retail Gazette, Packaging News, Circular News,
GLOBAL	<ul style="list-style-type: none"> TOTAL: 97 Highlights: CNN, Yahoo Japan, RTE, Daum, Naver, PressPortal, Pieces in: Switzerland, Japan, Hungary, Germany, Portugal, US, Canada, France, Slovenia, Curacao, Belarus, Russia, South Africa, Serbia, Korea, Croatia, Netherlands, Spain, Ireland, New Zealand, Australia.

MEDIA HIGHLIGHTS

Daily Mail

METRO

YAHOO!
JAPAN

**APOTHEKEN
Umschau**

**BBC
NEWS**

The Herald

BusinessGreen

Evening Standard

msn

The Drum™

INDEPENDENT

NAVER

D

**CNN
PORTUGAL**

**RTE
News**

WalesOnline

**NEW
YORK
POST**

**DAILY
EXPRESS**

**total
croatia
news**

**My
London**

edie
empowering sustainable business.

VISÃO

Climate > News

Coffee drinkers to ‘borrow’ reusable cups under new green scheme

The pilot is being launched in Bristol by charity City to Sea in a bid to cut plastic waste.

Tess de La Mare • Campaigners demand refill revolution



ÚLTIMAS | GUERRA | AO MINUTO Mercado de transferências | COMBUSTÍVEIS Preços | COVID-19 |

Portugal deve ter objetivos de redução de embalagens descartáveis, defende associação Zero

Agência Lusa , BMA

16 jun, 09:31



EXPRESS

World Refill Day calls for less waste but supermarkets are selling produce in plastic

THE cost-of-living crisis is making it harder for consumers to make sustainable purchasing decisions and avoid single-use plastic, research has suggested. Half of consumers said they were more likely to buy single-use plastic than they were six months ago, according to a survey of 1,000 people by MoneySavingExpert.com.

MSE MoneySavingExpert.com

COMMENT EDITOR

Five of the world's biggest food and drink companies are being urged to tackle their impact on plastic pollution by switching from single-use to refillable and reusable packaging.

The call came from a coalition of over 400 global organisations, including Greenpeace, the Women's Institute and the Muslim Council of Britain, to mark World Refill Day on Thursday.



Lucy Siegle's sustainable living recommendations, from books to eco-friendly cleaning brands

Gamechangers: The climate activist shares her must-haves for living a more eco-conscious life

Eva Waite-Taylor • Wednesday 22 June 2022 16:54



 DISCOUNTS

Discounts

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Planet on a Budget

Plastic waste: Bristol-wide refill cup scheme launched

16 June



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RTÉ RADIO 1 Home

Recycling and refill day

CLIP • 10 MINS • 14 JUN • TODAY WITH CLAIRE BYRNE

MIndy O'Brien, Coordinator at Voice Ireland.



NEW

RESEARCH

Contact us if you'd like more information, or to read the full breakdown of the findings from the research.

To mark World Refill Day, we carried out some new research into perceptions around reuse in the UK. Here's what we learnt....

- › Brits are still concerned about plastic pollution & trying to act, **despite it being more difficult than 6 months ago as a result of the cost-of-living crisis.**
- › 90% are taking steps to reduce their use of single-use plastic, but **half of respondents say they are doing less to reduce their single-use plastic use than 6 months ago**, due to the rise in household bills. 65% have changed how they make purchasing decisions over the last six months, as a result of the increase in household bills
- › **62% of people surveyed said they felt frustrated (31%), powerless (21%) or angry (11%) about the amount of plastic that comes with their weekly shop**; almost another one-quarter were sad (13%) or worried (11%).
- › **93% of people surveyed said they would like to see more refill and reuse options available.**
- › **Cost was the number one barrier, with 40% of respondents saying that this was stopping them from doing more to reduce their use of single-use plastic.**
- › **A lack of reuse and refill options locally was also a significant barrier** with 35% reporting it prevented them from doing more to reduce their plastic use, and 42% saying it was a key reason that they were not refilling and reusing more.
- › **Making reuse and refill options more readily available is critical, especially to engage younger consumers.** 32% of all respondents said that lack of convenience was a barrier to them doing more to reduce plastic use, rising to 41% in the under 25s.

MAKING A SPLASH ON SOCIAL MEDIA



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

- › In 2022, we had **an estimated, potential reach of over 100 MILLION+ people!** 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 over 16,000 times in 80+ countries around the world** demonstrating the global reach of the campaign.
- › **We were also TRENDING in the UK for most of the day** (peaking at #3).
- › We had everyone from the [Mayor of London](#), to [US Astronauts](#), MPs, Senators, musicians and actors and thousands of incredible individuals, businesses and campaigners getting involved, sharing their personal actions, stories and motivations for choosing to reuse.
- › The [campaign digital toolkit and social media pack](#) was downloaded and used more than 3,000 times, increasing the reach of the campaign and providing everyone with the tools they needed to get involved.
- › Take a look at what happened on [Instagram](#), [Twitter](#), Facebook and LinkedIn.

The Wombles
@womblesofficial

In preparation for World Refill Day tomorrow, I collected all the plastic litter I could find around the Common. Let's share tips for reducing plastic consumption in the replies. 🍀♻️ - Bungo
#WomblesWanted #PlasticFree



3,147 views

10:17 am · 15 Jun 2022 · Twitter for iPhone

27 Retweets 7 Quote Tweets 85 Likes

Greenpeace Retweeted

Greenpeace Colombia @GreenpeaceColom · 16 Jun

Es el #DíaMundialDelRefill 🌍 Millones de personas se unen para decirle NO a los plásticos de un solo uso 🚫

Pequeños cambios pueden hacer una GRAN diferencia 💧, evitar millones de plásticos y enviar un mensaje claro: queremos cambiar la forma en que consumimos 🙌




10 18

Welsh Government
@WelshGovernment

It's #WorldRefillDay!

As the warm weather continues, why not keep hydrated using a reusable water bottle?

By doing this you'll be looking after yourself and the planet 🌍💚



am · 16 Jun 2022 · Hootsuite Inc.

20 Likes

Visit Wales Retweeted

National Trust Wales
@NTWales

It's #WorldRefillDay and Welsh artist Rachel Shiamh has created this sand art at Penbryn beach, to highlight the importance of enjoying Wales sustainably. We're asking everyone who visits our beautiful beaches and countryside to leave no trace and help keep Wales plastic-free.



ALT

City to Sea and 4 others

12:12 pm · 16 Jun 2022 · Twitter Web App

20 Retweets 4 Quote Tweets 38 Likes

Waterkeeper Alliance Retweeted

breakfreefromplastic
@brkfreeplastic

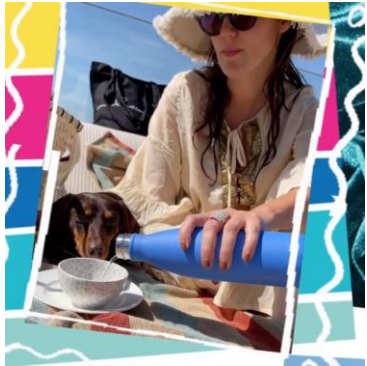
#breakfreefromplastic changemakers are meeting with the US Department of the @Interior to demand a more rapid timeline for their commitment to phase out 100% of single-use plastic across Department-managed lands by 2032 ... while showing off our refillable cups on #WorldRefillDay!



breakfreefromplastic and 6 others

5:07 pm · 16 Jun 2022 from Washington, DC · Twitter for iPhone

23 Retweets 3 Quote Tweets 65 Likes



Today is [#WorldRefillDay](#) !

This year, after Coca-Cola's weak public commitment of "at least 25% reusable packaging by 2030," we are challenging @PepsiCo to be better than Coke by investing in 50% reuse and refill by 2030!

Take action: bit.ly/3aaWJvw



Surfrider Europe @surfridereurope · 16 Jun
[[#WorldRefillDay](#)] We endorsed the [@brkfreeplastic](#) letter to 5 of world's worst [#plastic](#) polluters: [@CocaCola](#) [@pepsi](#) [@Nestle](#) [@Unilever](#) & [@ProcterGamble](#). The damage caused will only be stopped by a reduction of plastic use & production at its source. bit.ly/WRDOpenLetter



7 Retweets 21 Likes

breakfreefromplastic @brkfreeplastic · 16 Jun
This [#WorldRefillDay](#), support [#reuse](#) & [#refill](#)! [#WeChooseReuse](#) is fighting for a future for reuse in Europe. Join our call to get reuse systems back on track.

Check out the campaign **
Sign the commitment wechoosereuse.org



2 Retweets 13 Likes 25 Likes

On [#WorldRefillDay](#), we want to emphasize the distinction between waste [#prevention](#) and [#reuse](#) when it comes to [#packaging](#): although both contribute to reducing waste, they should be defined separately to avoid policy loopholes.

Read our paper here zurl.co/ffCy



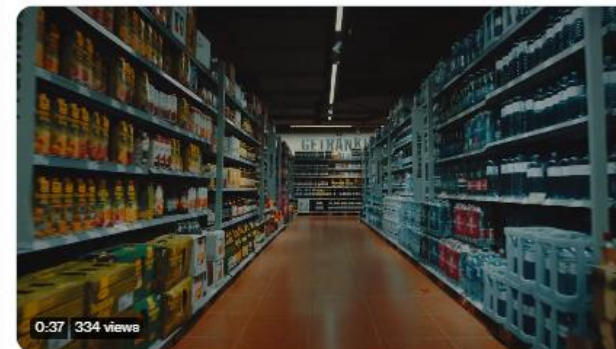
You and 9 others

10:38 am · 16 Jun 2022 · Twitter Web App

When it comes to single-use plastic bottles, there's another, better way for our oceans: refillable bottles. This [#WorldRefillDay](#), help stop the flood of single-use plastic pollution by calling for major soft drink companies to [#RefillAgain](#): bit.ly/3N86x7z



Today is [#WorldRefillDay](#)! Join us by participating in this global public awareness campaign and choose to reuse and refill to reduce the amount of waste in our environment. Learn more: refill.org.uk.
🗣️: [@CitytoSea_](#)



1:45 pm · 16 Jun 2022 · Twitter Web App

7 Retweets 7 Likes

[#WORLDREFILLDAY](#)



citytosea_ TODAY for #WorldRefillDay, we've joined forces with @breakfreefromplastic and more than 45...

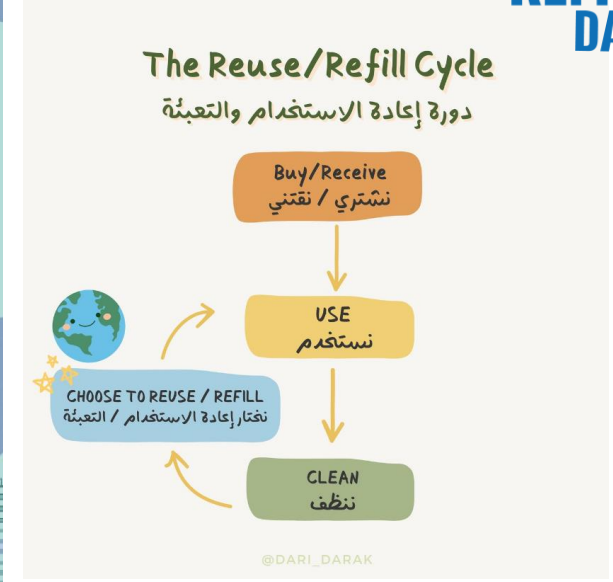
Today on [#WorldRefillDay](#), our members are calling on EU decision makers to choose [#reuse](#)! Check out our thread [👇](#) below on why it's so important to have policy backing for reuse, and get involved by tagging an EU decision maker from your country using [#WeChooseReuse](#) 🙌



ENVI Committee Press and 9 others

9:47 am · 16 Jun 2022 · Twitter Web App

43 Retweets 99 Likes



OUR PARTNERS + SUPPORTERS

World Refill Day is made possible thanks to the funding and support of our official sponsors and the hundreds of organisations that got involved around the world.



**WORLD
REFILL
DAY** 16TH JUNE



#breakfreefromplastic

BEAUTY KITCHEN
EFFECTIVE • NATURAL • SUSTAINABLE

SUPPORTED BY
MAYOR OF LONDON



GREENPEACE



Algramō

OCEANA



**PLASTIC
FREE JULY**

wrap

O₂

Loop



**National
Trust**

**EVERYDAY
PLASTIC**

ZSL | **LET'S WORK
FOR WILDLIFE**

MCB
The Muslim Council of Britain

Visit Wales
Croeso Cymru



theWI
INSPIRING WOMEN

**RETHINK
PLASTIC**



#**We choose
reuse**



THANK YOU

Please contact Jo Morley, our Head of Marketing & Campaigns to find out more about how to get involved next year.

www.worldrefillday.org.uk