

WORLD

REFILL

CAMPAIGN TOOLKIT

**DAY 16TH
JUNE**

WORLD REFILL DAY 2023

June 16th 2023

World Refill Day is a global public awareness campaign designed to **accelerate the transition away from single-use plastic and towards reuse systems**. Over the last five years, we've built an unstoppable global movement, demonstrating that a better future is possible, and the world is ready for a refill and reuse revolution.

Last year, **we reached millions of people around the world, positioning reuse as a solution to both the plastic and climate crisis**. Thousands of everyday activists, community groups, businesses, celebrities and campaigners mobilised on the ground, in their communities and on social media, calling for action, inspiring change and encouraging others to choose to reuse.

This year, in addition to all the incredible activity across our communities and partner activity, **we'll be launching the world's first Global Reuse Summit**, encouraging consumers to choose to reuse, growing demand for packaging-free options, driving sales and building new consumer habits and behaviours.

Join us this World Refill Day, to help us scale our impact, reaching more people than ever before and driving the global refill revolution. The planet needs us to act now.

Natalie Fée, Founder, City to Sea



USING THE TOOLKIT



Read on for everything you need to support the campaign and power the refill & reuse revolution on June 16th ...

Find everything you need right [here](#).

What's included:

- › Key messaging to use in your own World Refill Day content
- › Suggested social media posts, graphics.
- › Print materials to display in store
- › Links to downloadable digital assets

Can you chip in to help us make a bigger splash?

World Refill Day is a City to Sea campaign only made possible thanks to the support of our partners. **BUT**, this is just the tip of the iceberg. Your **donation today** will accelerate the Refill Revolution beyond June 16th, powering Refill Communities to stand up for our oceans and ending plastic pollutions so **all** life can thrive.

REFILL THE FUTURE



WHAT'S GOING TO HAPPEN?

On June 16th 2023, we'll create a global moment that will get everyone around the world talking about refill and reuse!

1. The theme for this year's campaign will be **'Refill the Future'** – we'll **focus on highlighting and celebrating the incredible innovation and progress** that's happening around the world when it comes to reuse, **creating an alternative narrative and helping to reimagine the future we want and need to see.**
2. Through a **digital engagement campaign** we'll start the conversation, mobilising individuals, businesses, communities and NGOs, inspiring action and building a movement.
3. We'll **encourage individuals to #ChooseToReuse**, driving the **market** and building confidence for brands and retailers.
4. We'll **launch the world's first digital refill & reuse summit**, bringing together global leaders in the space – from brands and businesses, to activists, campaigners and researchers. Together, we'll **connect, share and shape the future**, providing the knowledge and tools for everyone to get involved.



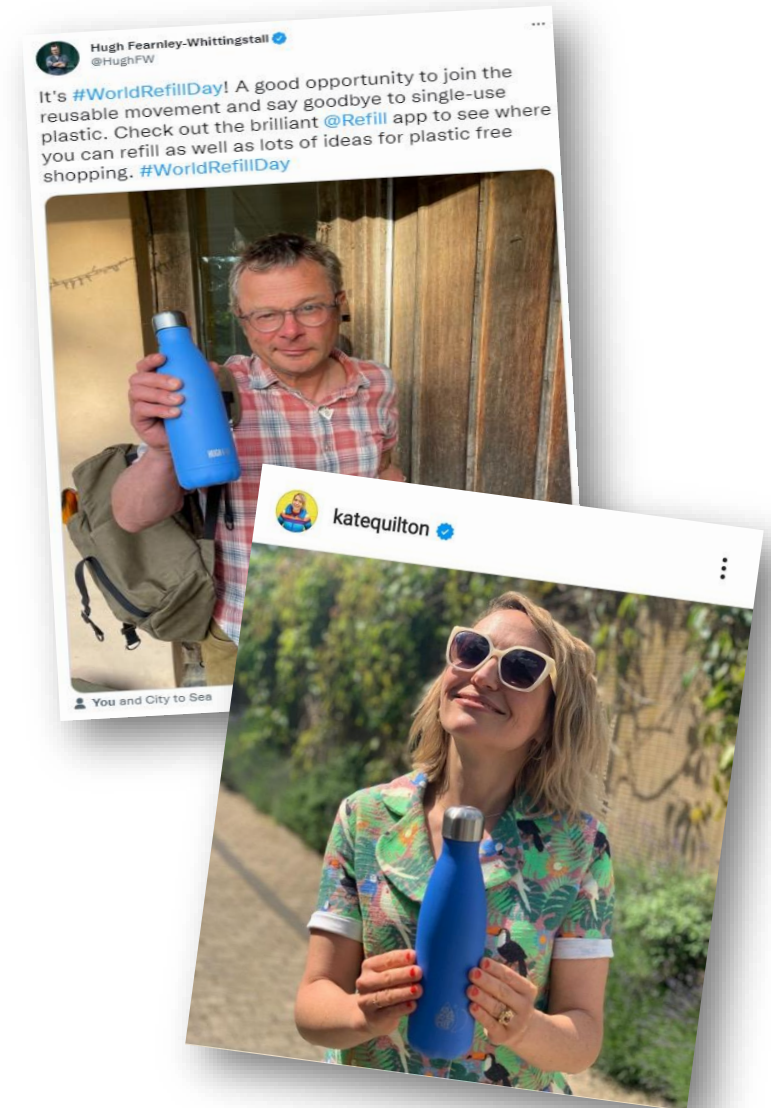
CREATING A CULTURE OF REUSE

Building on the success of the campaign in 2022, where we reached an estimated 150 MILLION+ people, we'll be encouraging people to get out about on June the 16th to find out what they can refill near them.

To build momentum, we're launching a **digital engagement campaign & driving user generated content** by encouraging people to flood social media with content, photos and videos of their experiences. This will help us:

- **Create a social norm for refill** – making single-use plastic a thing of the past.
- **Rebuild lost habits** – reminding people to dig out their reusable water bottle or coffee cup and carry it with them.
- **Encourage people to try refilling** by exploring their local zero waste shop, supermarket or supporting local businesses and finding ways to live with less plastic.

This will be **seeded by ambassadors & influencers** from around the world. Get involved by sharing your tips, products or reasons using #WorldRefillDay





FREE WATER REFILLS

More than **340,000** water Refill Stations, globally!



WATER FOUNTAINS

Find over **241,000** public water fountains across the world.



COFFEE ON THE MOVE

11,000+ coffee shops offering discounts and rewards using reusables.



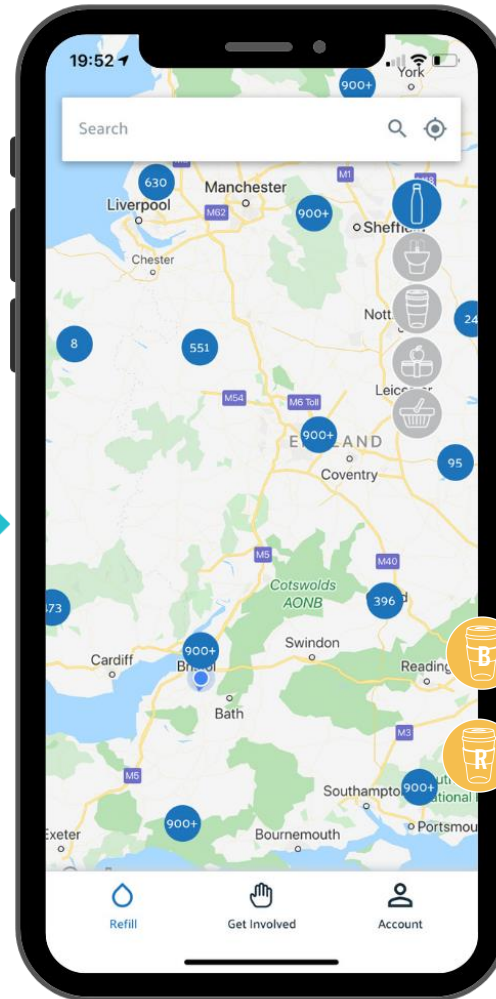
LUNCH ON THE GO

More than **1,000** BYO lunchbox for plastic-free food on the go.



PLASTIC-FREE SHOPPING

Find over **7,000** zero waste shops and plastic free options.



MAKING REFILL & REUSE MORE ACCESSIBLE

We'll be highlighting locations and businesses where people can fill up on the Refill app. The app has been downloaded by more than half a MILLION conscious consumers. Make sure your business is listed so people can find you > www.refill.org.uk



BORROW

List locations where app users can find items to borrow a cup or container rather than carrying your own.



RETURN

App users can also find the locations where they can drop off their containers for the scheme they borrowed through.

THE GLOBAL REUSE SUMMIT

This World Refill Day, we'll be launching the world's first '[Global Reuse Summit](#)' – a **free digital event for change-makers, business leaders, policy makers and innovators to learn, share and be inspired** as we unite to drive the transition from single-use to reuse, and tackle the global plastic and climate crisis we currently face.

Hosted LIVE on June 16th (World Refill Day), by City to Sea founder and award-winning campaigner and author Natalie Fee, we'll be taking you on a journey and create a shared vision of the future we want and need to see.

From brands and businesses, to researchers, campaigners and activists – you'll hear from leaders in the space. There will be sessions covering all aspects of the refill and reuse movement, including global policy, packaging, business innovation, and localised system change. Join us for inspirational talks, provocative panels, in-depth workshops and more as we reimagine the future, and the power of the refill and reuse revolution.

Sign up for your [FREE ticket here](#).



#Break
Free
From
Plastic



HOW TO GET INVOLVED



HOW TO GET INVOLVED

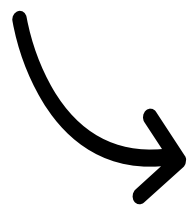


IN THE RUN UP

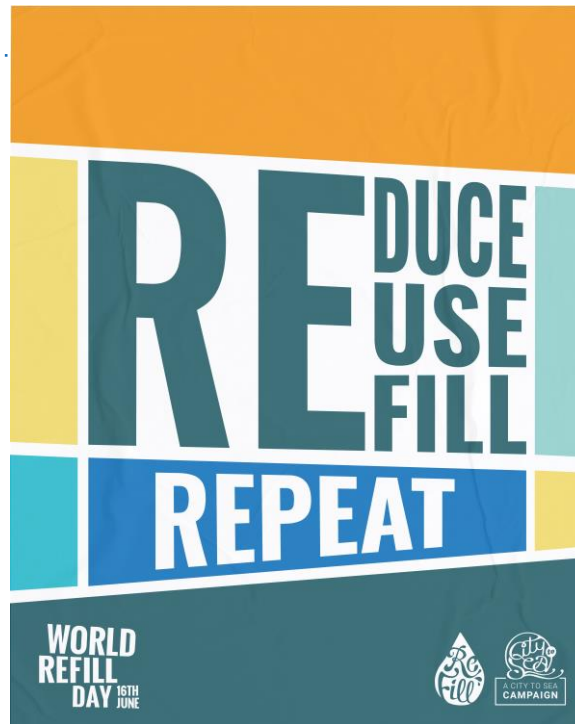
- **Make some noise on social media.** Use our pre-launch posts to get everyone excited that World Refill Day is coming. Use the draft social media posts and assets in [our toolkits](#).
- **Include World Refill Day in your communications** (emails, bulletins, etc.) to let your customers, members or supporters know what you're doing and encourage them to choose to reuse.
- **Share your story** – let us know what you've been doing to power the refill revolution, and we'll share your story on social media or as part of our media activity. Contact jo.murphy@citytosea.org.uk to get involved.
- **Make sure your business is listed on the [FREE refill app](#)** (if you offer refill or reuse) or **encourage people to download** it to find locations to refill and reuse. www.refill.org.uk/
- **Order print materials** to display instore. You can order them [here](#).

SOCIAL MEDIA

- Follow Refill on [Twitter](#), [Facebook](#) and [Instagram](#), and City to Sea on [TikTok](#) and [LinkedIn](#).
- Set a reminder to celebrate **#WorldRefillDay** on June 16th.
- Add the countdown to your Instagram Stories.
- Use the draft social media posts and social media assets (see the next slides).
- Use the hashtag **#WorldRefillDay** in all your posts!
- Share the [World Refill Day Hero campaign film](#) on social media.



Help us to inspire people to CHOOSE TO REUSE this **#WorldRefillDay**. Access our key messaging, assets and more suggested posts [here](#).



INSTAGRAM



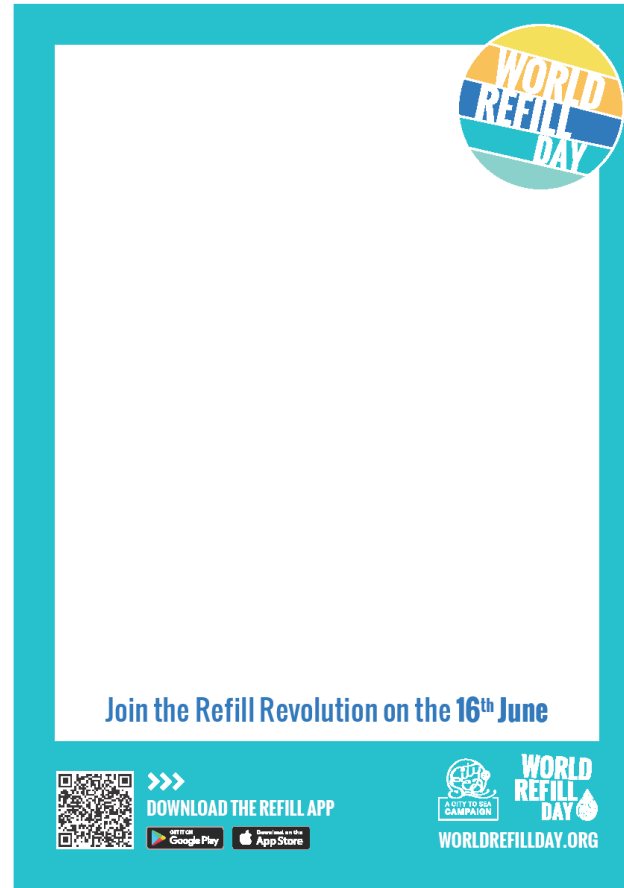
Post a countdown to World Refill Day in your Instagram story! This means your community will be able to save the date and get involved on the day. **How to set it up:**

1. Create a new story.
3. Go to 'Stickers' and pick the countdown sticker.
4. Set up the title as World Refill Day.
5. Set up the date as the 16th of June 2023.
6. Tag @refillhq and we'll try to amplify where possible!



Share our stickers! You'll find these examples and more on Instagram stories. When creating a new story, press the square smiley face in the top right corner. In the search bar, type **refillday** and you'll see them all to click and add to your story.

ORDER PRINT MATERIALS



Order Print assets via the [World Refill Day hub](#).

HOW TO GET INVOLVED



ON THE DAY

1. **Get involved on social media using #WorldRefillDay.** Use the suggested social media posts and social media assets in our toolkits (see next slides).
2. **Join us at the [Global Reuse Summit](#)** - a free digital event for change-makers, business leaders, policy makers and innovators to learn, share and be inspired.
3. **Share photos of you or your team with your reusables (or refilling!)** and tell the world WHY you choose to reuse this #WorldRefillDay or **WHAT your organisation has been doing** to power the Refill Revolution.
4. **Download the Refill app** to find places to eat, drink and shop with less waste. <https://www.refill.org.uk/>
5. **Support & celebrate the amazing businesses** that are powering the Refill Revolution.

KEY MESSAGING & SUGGESTED COPY





KEY MESSAGING

Head	<p>This World Refill Day, join millions of people around the world taking action to prevent plastic pollution</p> <p>REDUCE, REUSE, REFILL, REPEAT.</p> <p>Together we are powerful.</p>
What?	<p>World Refill Day is a global day of action to prevent plastic pollution and help people live with less waste.</p> <p>www.worldrefillday.org #WorldRefillDay</p>
How?	<p>This World Refill Day, choose to reuse and join millions of people around the world taking action to prevent plastic pollution.</p> <ul style="list-style-type: none">• Choose to reuse on June 16th. Make a small change to your daily routine by switching from single-use to refill or reuse and together we can have a big impact. Carry your reusable water bottle or coffee cup, find packaging-free groceries, switch to loose fruit & veg, or try a zero-waste shop.• Download the free Refill app to find thousands of places to eat, drink and shop with less waste and see what offers are available near you on World Refill Day. www.refill.org.uk• Inspire change. Show the world a reusable future is possible, and help make refill and reuse the new norm by inspiring others to get involved. Join the conversation on social media #WorldRefillDay• Join us for the Global Reuse Summit - a free digital event for change-makers, business leaders, policy makers and innovators to learn, share and be inspired as we unite to drive the transition from single-use to reuse, and tackle the global plastic and climate crisis we currently face. Sign up here: www.refill.org.uk/the-global-reuse-summit/



FACTS & STATS

- › Every year, the plastics industry produce more than 400 million tonnes of plastic and half of this is single use. Less than 10% of the plastic created has ever been recycled.
- › Three quarters of people around the world want single-use plastics banned.
- › Production of plastic is expected to double again over the next 20 years and almost quadruple by 2050. This means more plastic in our oceans and more carbon in our atmosphere. We need to act now.
- › Globally, between 8 – 12 m tonnes of plastics leak into the ocean every year. Once there, plastic breaks down into tiny particles that impact wildlife, human health – and the ocean's ability to store carbon.
- › Plastic pollution and the climate crisis are two sides of the same coin. If the entire lifecycle of plastic were a country, it would be the fifth-largest emitter of greenhouse gases in the world.
- › Switching to reuse can save 8 billion metric tons of CO₂, 2% of the remaining carbon budget.
- › Converting just 20% of plastic packaging into reuse models is a \$10 billion business opportunity that has the potential to save millions of tonnes of single-use plastic. Despite this, reusable packaging represents less than 2% of packaging on the market!
- › Global plastic pollution could be slashed by 80% by 2040. This could be achieved by eliminating unnecessary plastics, increasing reuse rates, and boosting recycling (UNEP).
- › Converting 20% of plastic packaging into reuse models is a USD 10 billion business opportunity that benefits customers and represents a crucial element in the quest to eliminate plastic waste and pollution.
- › It is estimated that at least 20% of plastic packaging could be replaced by reusable systems. Despite this, reusable packaging represents less than 2% of packaging on the market.

Fully referenced versions of these facts and figures (and more) can be found in the toolkit here: <https://bit.ly/WRDToolkit2023>

EXAMPLE SOCIAL MEDIA:



- One small change can have a BIG impact on the future of our planet! 🌍 Join me and #ChooseToReuse to prevent plastic pollution on #WorldRefillDay, June 16th! www.worldrefillday.org
- The overproduction and consumption of single-use plastic is creating a global environmental crisis. REDUCE ↓ REUSE ♻️ & REFILL ♻️ with us this #WorldRefillDay to be part of the global solution instead. www.worldrefillday.org
- Ready to take action to prevent plastic pollution? 🙌 #ChooseToReuse with us on June 16th! Join millions of people around the world making one small change to their everyday routine to have a BIG impact in reducing single-use plastic on #WorldRefillDay 🌍 www.worldrefillday.org
- Globally, we use millions of tonnes of single-use plastic every year and it's becoming clear that we can't recycle our way out of our plastic problem. REDUCE ↓ REUSE ♻️ & REFILL ♻️ this #WorldRefillDay www.worldrefillday.org
- Get the FREE @Refill app to find out where you can eat, drink and shop in [ADD YOUR AREA] without plastic. <https://www.refill.org.uk/> #WorldRefillDay
- Plastic is polluting our planet, contributing to the climate crisis, and making its way into our bodies through the air we breathe and the food we eat. 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 and the climate crisis are there #WorldRefillDay
- Ready to take action to prevent plastic pollution? 🙌 #ChooseToReuse on June 16th! Join millions of people around the world making one small change to their everyday routine to have a BIG impact in reducing single-use plastic on #WorldRefillDay 🌍 www.worldrefillday.org
- Join us and take action this #WorldRefillDay: ♻️ Choose to reuse 📱 Download the @Refill app 📸 Show the world what you're doing to live with less plastic. Get involved > www.worldrefillday.org

Access our key messaging, assets and more suggested posts [here](#).

EMAIL TEMPLATE

Join the Refill Revolution this World Refill Day

This World Refill Day, on June 16th, choose to reuse and join millions of people around the world taking action to reduce plastic pollution. 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.

Here's how YOU can get involved:

- Choose to reuse. Check out [Refill's top tips](#) to get started with refill and reuse.
- [Download the free Refill app](#) to find thousands of places to eat, drink and shop with less waste.
- Inspire change. Show the world a reusable future is possible by sharing what you're going to do on social media using the hashtag #WorldRefillDay.
- Use your voice. Call out the biggest brands & polluters on social media and let them know we need them to act now.

Together we are powerful. Find out more about how to get involved here: www.worldrefillday.org

Access specific email assets in the toolkit [here](#).

TALKING ABOUT REFILL



For Refill Schemes:

- We're proud to be powering the #RefillRevolution in our community, inspiring local people to live with less plastic & keeping the places we love free from plastic pollution. Download the Refill app this #WorldRefillDay to refill on-the-go in **(XXXX place name)**. <https://www.refill.org.uk/>
- Refill is a campaign to help people live with less plastic and we're proud to be bringing the #RefillRevolution to XX **[insert town/borough name]**. Download the free Refill app and look out for the Refill sticker in windows of local cafes and businesses this #WorldRefillDay. <https://www.refill.org.uk/>
- **For Refill Stations:**
- We're proud to be part of the Refill campaign, helping people live with less plastic. You can find us on the Refill app. Pop in with your reusable and we will happily refill it. Pay us a visit and be part of the #RefillRevolution! <https://www.refill.org.uk/>
- Reusables are welcome here! We're signed up as a Refill Station which means you can find us on the Refill app and pop in for a refill. We're proud to be part of the #RefillRevolution helping people live with less plastic! <https://www.refill.org.uk/>

For Refill Partners:

- We are proud supporters of the Refill campaign which helps people live with less plastic. Join the #RefillRevolution today! Download the free Refill app to connect to a global network of places you can refill and reuse. <https://www.refill.org.uk/>



THE ORGANISERS

World Refill Day is brought to you by [City to Sea](#), an environmental charity and social enterprise on a mission to stop plastic pollution at source and make it easier for everyone to live with less waste. From tech-powered solutions, and behaviour change campaigns, to grassroots community-led action and education programmes, our award-winning initiatives are helping individuals and organisations reduce single-use plastic and have a measurable, lasting impact.

The campaign is made possible thanks to the support of our partners, but as a small not-for-profit, **all donations are welcome towards the cost of developing the campaign** and will be used to directly power our planet-protecting work to power the refill revolution around the world. Can you chip in to make World Refill Day even bigger?

FUNDRAISE FOR CITY TO SEA



Plastic is found in our waterways, our wildlife, and even in our blood. By fundraising for [City to Sea](#) this World Refill Day, you can help us make an even bigger impact!

- **Refill Station or Corporate Partner?** Why not add a donation at checkout, give a % of sales for the day, ask your customers to donate, become a strategic partner, sponsor World Refill Day next year or get your staff fundraising.
- **Individual, Refill Scheme or Community Organiser?** Why not challenge yourself with a run/cycle/paddle or swim? You could host a cake sale, dress down day, second-hand sale, film screening, quiz night. Set up a Facebook fundraiser or hold a fundraising event. Make it easy by **setting up a [Just Giving page](#)**
- **Shout about it on your social channels** and tag us on Twitter, Facebook, Instagram & LinkedIn. Most of all **have fun, stay safe** and if you need any support or advice contact fundraising@citytosea.org.uk



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.



CHILLY'S

#breakfreefromplastic



SUPPORTED BY
MAYOR OF LONDON



Abel & Cole



MIW
WATER COOLER EXPERTS
Hydrating the Nation

ASDA



Upstream

GREENPEACE



The Hidden Sea

NORTHUMBRIAN
WATER *living water*



M&S



National Trust

circular
& co.

again



THE GREAT
BIG GREEN
WEEK

ecoSURETY



THANK YOU!

If you have any questions or would like to get involved in World Refill Day in a different way, our team would be happy to help you.

Email us at jo.murphy@citytosea.org.uk