

**WORLD**

**REFILL**

**IMPACT REPORT**

**DAY 16TH  
JUNE**

# 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 third time we've run the campaign as a global initiative, our theme was 'reimagining the future,' and our activity focused around changing the narrative when it comes to single-use plastic and creating an alternative vision of the future. Together with our partners and allies, **we generated over 600+ 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. Thousands of everyday activists, celebrities and campaigners also got involved on social media, inspiring change and encouraging others to choose to reuse.

We also launched the first Global Reuse Summit, bringing together over 40+ thought leaders, industry experts, policy makers and community activists to learn, share and be inspired as we united to drive the transition from single-use to reuse, and tackle the global plastic and climate crisis we currently face.

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.

**Natalie Fée, Founder & CEO, City to Sea**







# IT'S TIME FOR A REFILL REVOLUTION

The overproduction and consumption of single-use plastic is creating a **global environmental and humanitarian crisis**. Every year around the world we use millions of tonnes of single-use plastic and it's becoming clear that **we cannot recycle our way out of the problem**.

Plastic is not **only polluting our planet, and contributing to the climate crisis, but it's making its way into our bodies** through the air we breathe and the food we eat. Plastic production and disposal, especially via incineration or landfill, **disproportionately impacts communities of colour, low-income communities and indigenous communities** by polluting the air, water, and soil that we need to survive.

We **urgently need to shift from our disposable, single-use culture to a more sustainable, circular future**, with reuse & refill at the centre.

The good news is, we already have the tools we need to change the world. **A reusable future is possible and World Refill Day was created to amplify the solutions and drive the transition from single-use towards reuse systems.**

# WORLD REFILL DAY – OUR GOALS

- 1 GET PEOPLE TALKING ABOUT REFILL & REUSE.** World Refill Day provides a global comms opportunity to get everyone talking about refill and reuse, building awareness and helping us to reimagine the future we want and need to see.
- 2 ENCOURAGE INDIVIDUALS TO #CHOOSETOREUSE.** On June 16<sup>th</sup> we encouraged consumers to choose to reuse, growing demand for packaging-free options, driving sales and building new consumer habits and behaviours.
- 3 CELEBRATE REFILL HEROES AROUND THE WORLD and** highlight the progress that has been made and shining a light on the individuals, businesses and brands that have been leading the way.
- 4 MOBILISE COMMUNITIES.** World Refill Day is about uniting community action and encouraging and supporting businesses, community groups and local authorities around the world to tackle single-use plastic and introduce localised reuse systems, creating change on the ground where they live.

# OUR IMPACT IN 2023

- > **Activity in 83 countries around the world.**
- > **600+ pieces of media coverage** with a potential, estimated reach of **over 1 BILLION people around the world!**
- > **Estimated, potential social media reach of 58 million+ (#WorldRefillDay)**
- > **Over 25,000 individual social media posts** using #WorldRefillDay
- > **#WorldRefillDay trending in the UK** for most of the day.
- > More than **1,000 people** signed up for the Global Reuse Summit
- > **41 speakers, case studies and businesses were featured in the Summit** covering a range of topics from global policy, to business innovation and the role our communities and cities played in driving the transition from single-use to reuse.
- > **Over 200+ NGOs, brands and organisations** from around the world engaged with the campaign on social or media.
- > **50,000** video views of our World Refill Day launch film.
- > **Support from 40+ celebrities and influencers** including Jack Johnson, Deborah Meadon, Hugh Fearnly-Whittingstall, Darcy Bussell, JB Gill, and many more...
- > We now have **over 500,000 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** with 37,079 NEW downloads (almost double 2022). 67% of app users were in the UK with 33% international.

**WORLD  
REFILL  
DAY** 16TH JUNE





# CHANGING THE NARRATIVE

One of the key objectives for World Refill Day is to **normalise refill and reuse** – rebuilding habits and inspiring people who might not have thought about it before to find out what they can refill and reuse. Behavioural psychology shows that people **need to know that others are taking action to know that their actions will make a difference.**

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 and influencers and 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).**

60 MILLION+

Estimated  
social media  
reach for  
#WorldRefillDay

40+

Influencers  
supported  
the campaign

613

Pieces of  
media coverage

25,000

Individual social  
media posts

WORLD  
REFILL  
DAY 16TH JUNE



It was #WorldRefillDay on Friday and just a small reminder that when you opt for a refillable bottle over bottled water you save \$1,350 a year. And countless bottles of plastic. If you have access to clean water and the ability it just makes sense! (Dress is second hand).



10:54 am · 18 Jun 2023 · 10.2K Views

# REIMAGINING THE FUTURE

WORLD  
REFILL  
DAY 16TH JUNE

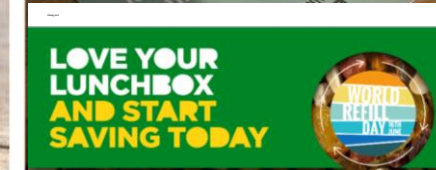


This year, our theme was **'reimagining the future,'** and our activity focused around changing the narrative when it comes to single-use plastic and creating an alternative vision of the future.

Hear from some of our ambassadors and Global Reuse Summit speakers [as they share their vision for a reusable future.....](#)



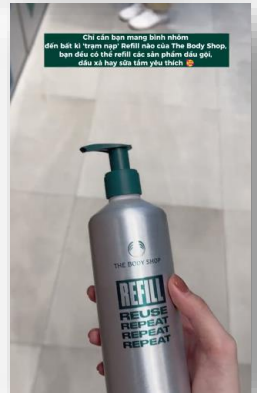






# ACTIVITY IN 80+ COUNTRIES AROUND THE WORLD

**WORLD  
REFILL  
DAY** 16TH JUNE



# HELPING PEOPLE EAT, DRINK & SHOP WITH LESS WASTE



## FREE WATER REFILLS

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



## WATER FOUNTAINS

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



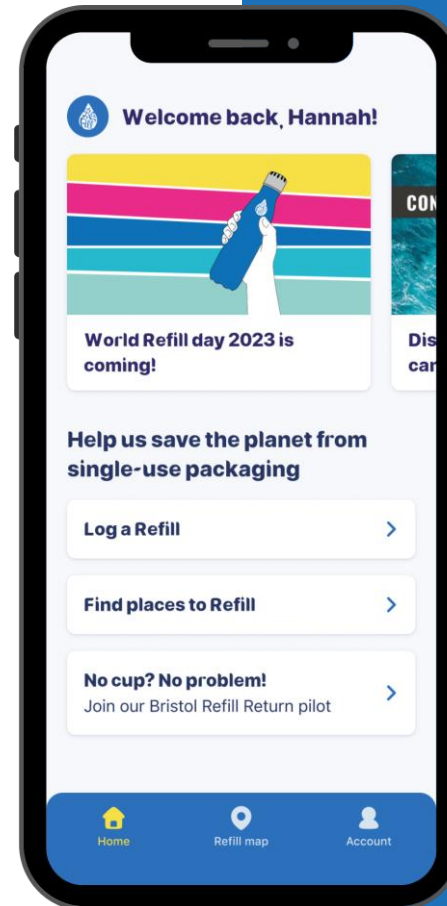
## COFFEE ON THE MOVE

**11,000+** Coffee shops offering discounts and rewards using reusables. You can now search for borrow and return options as well!



## PLASTIC-FREE SHOPPING

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



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 500,000 times**, demonstrating consumer demand and proving that people are looking for solutions and alternatives to single-use plastic packaging.

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.



# REFILL COMMUNITY ACTIVATION



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

- › **Refill Japan** – hosted a number of events in Japan during National Refill Week – including WRD. Students from Fukushima University and members of Refill Kushima gathered at the bunny shaped fountain - in front of Fukushima a popular tourist site!
- › **Refill Eastbourne** - launched more incredible Dolphin fountains which were officially opened by the Mayor on World Refill Day.
- › **Refill Gorleston** - Celebrated World Refill Day with a stand at [Great Big Green Week](#) at Market Gates, including hand sewn Refill Droplets made by 'Say It With Stich'. They also highlighted their NEW Refill Station - [Pavilion Theatre & Bandstand Gorleston](#).
- › **Destination Southend-on-Sea** - Promoted [Refill on the Southend Pier](#) where the Climate Change team spoke to visitors and local businesses about refill and reuse systems
- › **Refill Swindon** - The [Swindon Hub](#) hosted a stand where they talked with Hub folk and the public about the many good reasons to move from single-use to reuse. The Hub offered a free refill to anyone who ordered a tea / coffee in a reusable cup from their cafe! They also released a [press release](#) to local MPs & wrote to all local schools, parish councils, borough council, & Parliamentary candidates asking them to support WRD & reuse over single-use. They had a WRD dedicated show on local radio! All [activities](#) here.
- › **Refill Lancing** – [Hosted an event](#) on WRD at the beach & stall at a local Green Dreams event during Big Green week on 18th June.
- › **Destination Norfolk** – Norfolk County Council provided a Refill fountain at [Royal Norfolk Show](#) in June, offering free refills to visitors to the Council stand.
- › Our Delivery Partners in Chile, the UEA and Switzerland all got involved on social media sharing tips for living with less plastic and highlighting the Refill Stations in their country.









# OUR AMBASSADORS & SUPPORTERS



**DEBORAH MEADEN**



**HUGH FW**



**AY YOUNG**



**JACK JOHNSON**



**JB GILL**



**SADIQ KAHN**



**AJA BARBA**



**DAME DARCEY BUSSELL**



**BONNIE WRIGHT**



**MELISSA HEMSLEY**

Check out the full list of World Refill Day supporters, including more new supporters for 2023 on the website [here](#).

# SUPPORTING THE GLOBAL GOALS



## THE GLOBAL GOALS





# GLOBAL REUSE SUMMIT

**16TH OF JUNE**

**INSPIRATION | INSIGHT | ACTION**

**WORLD  
REFILL  
DAY 16TH  
JUNE**

# THE GLOBAL REUSE SUMMIT

This World Refill Day, we launched 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.

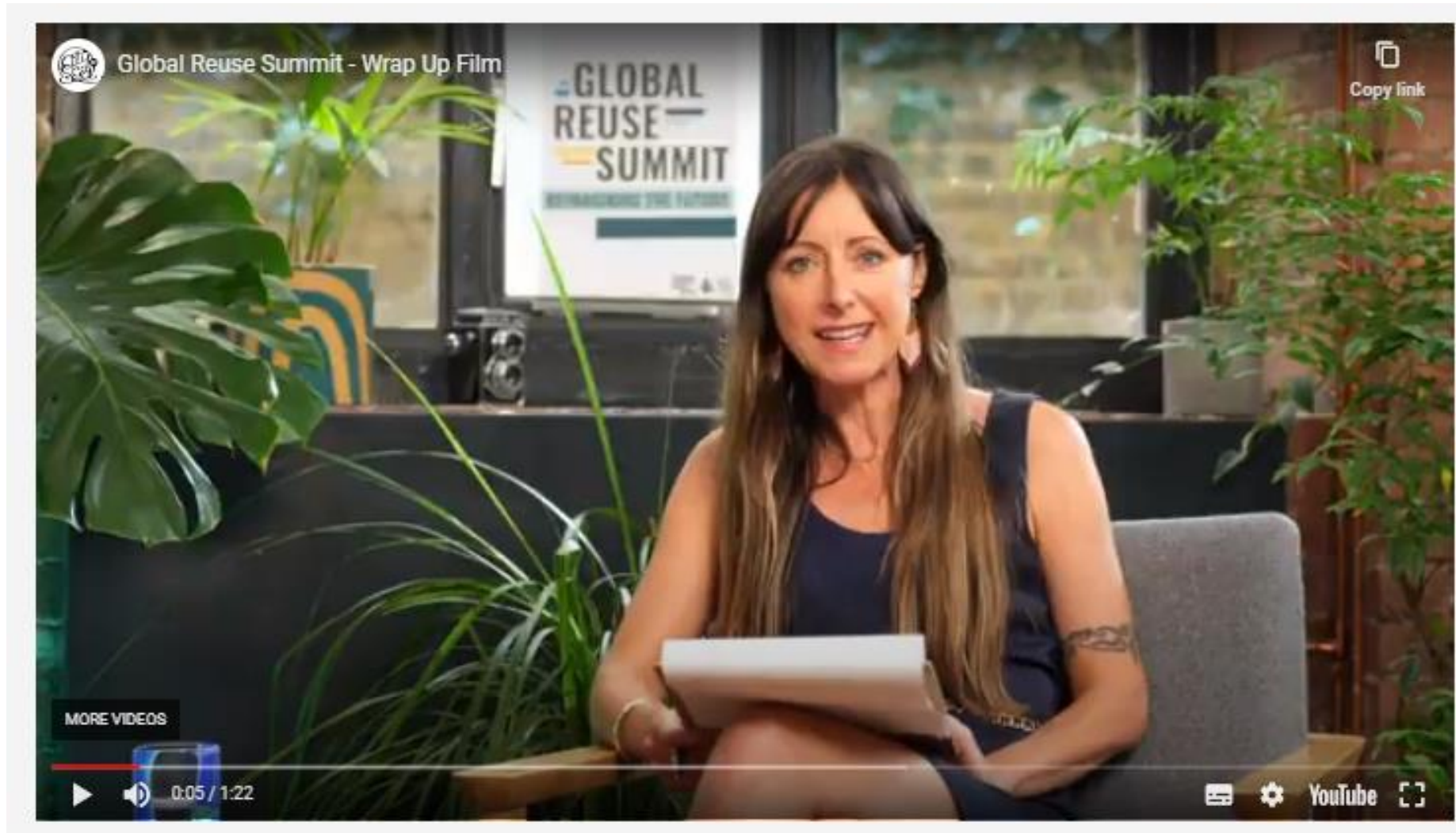
Hosted LIVE on June 16<sup>th</sup> (World Refill Day), by City to Sea founder and more than 30+ inspirational speakers from around the world, we created **a shared vision of the future we want and need to see.**

From brands and businesses, to researchers, campaigners and activists, we heard from leaders in the space covering all aspects of the refill and reuse movement, including global policy, business innovation, and localised system change.

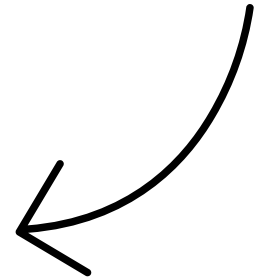
Check out the [Summit highlights](#), or visit the site to catch up on the full event [here....](#)







Check out the [Summit highlights](#), or visit the site to catch up on the full event [here....](#)



# SUMMIT SPEAKERS



**NATALIE FEE**

Founder of City to Sea  
(Global Reuse Summit  
host)



**VON HERNANDEZ**

Global Coordinator,  
Break Free From  
Plastic



**CATHERINE CONWAY**

Founder of Unpackaged



**STUART CHIDLEY**

Co-founder, Beauty  
Kitchen.



**PAULA CHIN**

Senior Policy Advisor,  
WWF



**CHRISTINA DIXON**

Ocean Campaign  
Leader, Environmental  
Investigation Agency



**DR MAGASH  
NAIDOO**

Head: Circular  
Development; ICLEI  
World Secretariat



**MACY ZANDER**

Reuse Communities  
Policy and Engagement  
Officer at Upstream



**LIVVY DRAKE**

Sustainability and  
Behaviour Change  
Consultant



**STEVE FLETCHER**

Director, Global Plastics  
Policy Centre, University  
of Portsmouth

**PLUS speakers from:**

#breakfreefromplastic



Check out the full list of speakers here: [www.refill.org.uk/global-reuse-summit-speakers/](http://www.refill.org.uk/global-reuse-summit-speakers/)





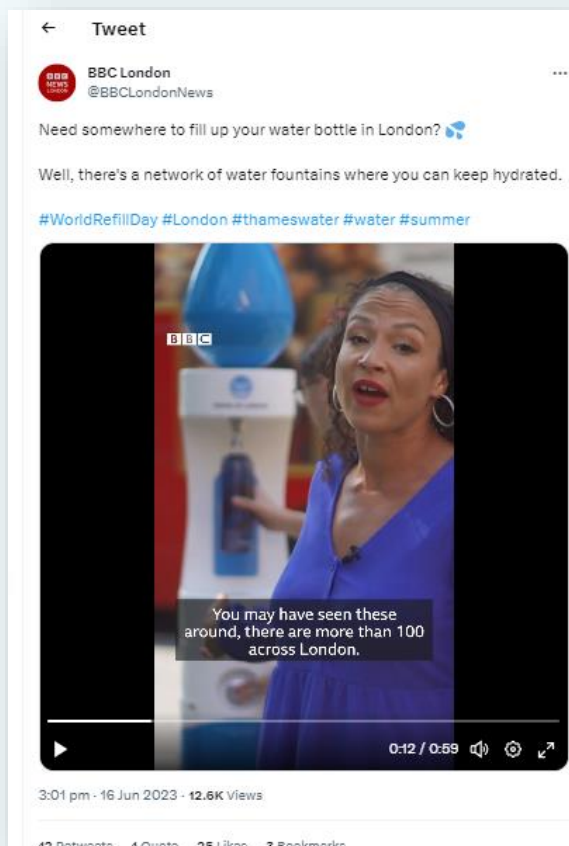


# MEDIA & DIGITAL ACTIVATION





# MEDIA SUMMARY



This year's World Refill Day secured more media coverage than ever before – 50% up on 2022. The campaign was covered in 32 countries with a total estimated, potential reach of close to 1 billion spread out across more than 600 articles.

The coverage included global coverage including Yahoo Taiwan, Associated Press (AP) and Naver in Korea. In the UK, where the campaign started, we secured coverage in national publications such as; the The Times, BBC and The Guardian. In addition, we generated wide-spread local coverage led by Refill Schemes, local authorities and our own targeted trade and regional stories.

|                  |  |
|------------------|--|
| <b>TOTAL</b>     | <ul style="list-style-type: none"><li>• <b>No of pieces: 614</b></li><li>• <b>Reach: 1 Billion potential reach</b></li></ul>   |
| <b>BREAKDOWN</b> | <ul style="list-style-type: none"><li>• International publications: TOTAL: 473 across 32 countries</li><li>• National UK based publications: TOTAL: 141</li><li>• Highlights: The Times, Naver (Korea), Associated Press, Bloomberg, BBC, Country Living, Evening Standard, Yahoo Taiwan, The Guardian</li><li>• Trade/targeted local: Edie, Circular Online, Packaging Today and Packaging Europe, Bristol 24/7, Bristol Post/Live, BBC Bristol</li></ul> |

# MEDIA HIGHLIGHTS

AP

The  
Guardian

msn

BBC  
NEWS

THE  TIMES

NAVER

edie  
empowering sustainable business.

Bloomberg

yahoo!  
news

Net  
Japan

Evening  Standard

resource  
Sharing knowledge to promote waste as a resource

Country Living

DIGITAL  
朝日新聞

THE NATIONAL  
THE NEWSPAPER THAT SUPPORTS AN INDEPENDENT SCOTLAND

THE *Inspiration for Pub Success Since 1794*  
MORNING  
ADVERTISER

radio  
eska

THE PHILIPPINE  
STAR  
TRUTH SHALL PREVAIL



# Returnable coffee cup scheme launches in Bristol

🕒 16 June



Community Action  
Jun 14

## Global Reuse on World Refill Day

Episode #132

World Refill Day: Local Swindon businesses agree to use less plastic



yahoo!finance

Search for news, symbols or companies

The Steel Keg Association Recognized as an Official Partner of World Refill Day on June 16

DAIRY

## Milk & More expands bottle refill offering to 77 lines

By Kevin White | 16 June 2023

The move, in partnership with circular supply chain business Again, means 80% of its volumes are now sold with zero-waste packaging

## Scottish Water urges public to back World Refill Day

16th June

## Eastbourne to celebrate World Refill Day on June 16

On World Refill Day, Eastbourne's Mayor will be declaring "open" the most recently installed drinking water refill stations in the town. This will be a rol ceremony, visiting seven or eight locations.

# World Refill Day: Petition for London to have more drinking fountains amid heatwave

THE MOST ECO-FRIENDLY WAY TO BUY BEER THIS SUMMER

NEWSIS

구독

PICK ①

## "용기, 한번 쓰고 버리지 말고 재사용"...리필'이 대세다

입력 2023.06.16. 오전 8:02 · 수정 2023.06.16. 오전 8:07 · 기사원문

배민욱 기자

CNET Japan > 시리즈

## 6月16日「世界リフィルデー」&「全国リフィル週間（6月9日～18日）」のアクションに参加しよう！

## Reusable steel kegs and casks: the efficient, sustainable choice

By Steel Keg Association  
02-May-2023 ~ Last updated on 02-May-2023 at 09:45 GMT

SHARE

f

🐦

in

✉

Steely Dan: Dan Vorlage, executive director of the Steel Keg Association

🌱 252 人参加

📁 收藏

## 台灣年耗60億寶特瓶 奉茶團隊推行「RF100」號召企業 喝水零廢

🏠 Home

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Sustainability and regulation

Recycling

Add to Bookmarks

👤 By Waqas Qureshi 🕒 16 June 2023

## Report urges packaging innovation on World Refill Day

A new report by environmental campaign group City to Sea and Re has revealed reuse could become a more available option for consumers in UK supermarkets.



## Oxford crowned the refill capital of the UK

Collection and Transport, Environment and Energy, Sustainability  
16th June 2023

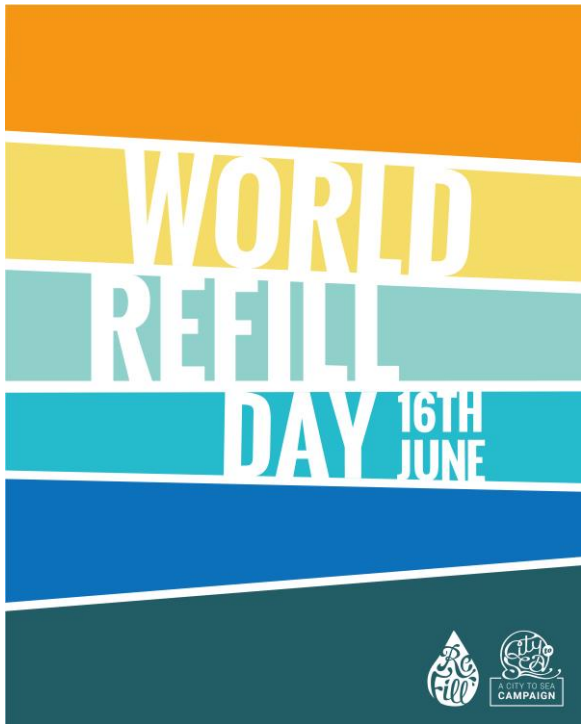
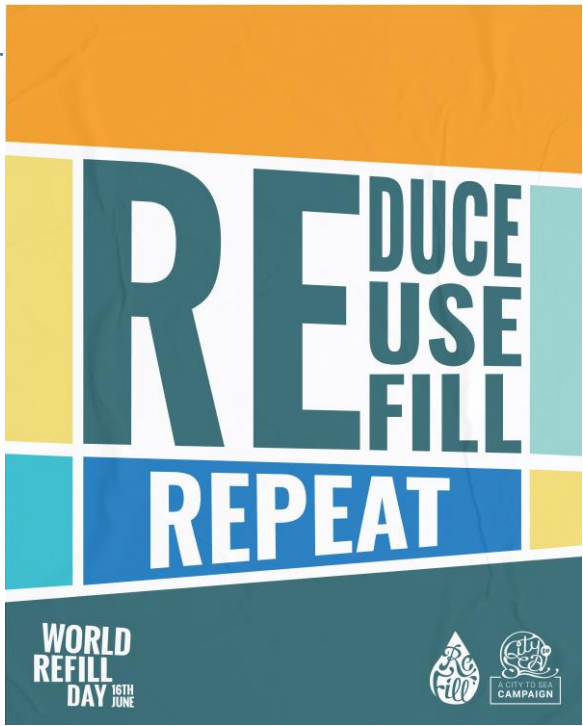
# MAKING A SPLASH ON SOCIAL MEDIA



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

- › We had **an estimated, potential reach of around 60 million people** This is calculated based on the estimated reach of everyone who posted on social media using the campaign hashtag #WorldRefillDay.
- › **The hashtag was used around 25,000 times, by almost 20,000 individuals in 80+ countries around the world** demonstrating the global reach of the campaign.
- › **We were also TRENDING on social media in the UK, peaking at #2**
- › The **campaign digital toolkit and social media pack was downloaded around 2,000 times**, increasing the reach of the campaign and providing everyone with the tools they needed to get involved.







**Darcey Bussell** @DarceyOfficial · 8m

It's **#WorldRefillDay** & time to turn the tide on single-use plastics. We have to change the way we view and use plastic and where possible try to refill and re-use instead. That's why I'm joining the refill revolution today. Will you join me and **#ChooseToReuse**? Dx **#refill**



Refill HQ

9:28 am · 16 Jun 2023 · 6,352 Views

4 Retweets · 88 Likes



**WORLD REFILL DAY** 16th June

**thisisbwright** · 8m



Happy **#WorldRefillDay**  
**Choose to Reuse**

**Hugh Fearnley-Whittingstall** @HughFW · 8m

Please don't wave a single-use plastic bottle at me on **#WorldRefillDay** (or any other day!) or this might happen... Of course **@RonJRichardson** is in truth fully committed to **@refill** **#choosetoreuse** **@davechannel** **@UKTV**



that's an HUP

Jon Richardson and 2 others

**Mayor of London, Sadiq Khan** @MayorofLondon · 8m

Happy **#WorldRefillDay!**

With more than 100 drinking fountains across the capital, help reduce the number of single-use plastic water bottles in London by refilling your bottle.

You can find your nearest refill station here: [london.gov.uk/programmes-str...](https://london.gov.uk/programmes-str...)



**Deborah Meaden** @DeborahMeaden · 8m

Join me and change the way you buy things in this **#worldrefillday**




**Aja Barber** @AjaSaysHello · 8m

It was **#WorldRefillDay** on Friday and just a small reminder that when you opt for a refillable bottle over bottled water you save \$1,350 a year. And countless bottles of plastic. If you have access to clean water and the ability it just makes sense! (Dress is second hand).



10:54 am · 18 Jun 2023 · 10.2K Views



**jbgill** · 50m

**SPORTS DAY 2!!**



IT'S ALSO **#WORLDREFILLDAY** SO STAY HYDRATED PEOPLE - LET'S KEEP OUR OCEANS, CITIES AND OUTDOOR ENVIRONMENTS AS PLASTIC FREE AS POSSIBLE

**Caroline Lucas** @CarolineLucas · 12:13 pm · 16 Jun 2023 · 22.9K Views

Millions of tonnes of plastic are accumulating in our oceans - great video from **@refill** **@CitytoSea** on **#WorldRefillDay**, showing how all of us can make a big difference by choosing to reuse! **#ChooseToReuse**



169 Retweets · 3 Quotes · 286 Likes · 4 Bookmarks



Oceana  
@oceana

Today is **#WorldRefillDay**, a global day of action to prevent plastic pollution. Watch to learn about refillable bottles in Mexico, and sign our petition if you want refills too! [bit.ly/3J2SRLQ](https://bit.ly/3J2SRLQ)  
**#BreakFreeFromPlastic #ChooseToReuse**



What do you drink in your refillable bottles?

0:20 / 1:01

5:25 pm · 16 Jun 2023 · 7,041 Views

Ellen MacArthur Foundation  
@circulareconomy

On World Refill Day, we explore and unpick the key reusable packaging business models that are being adopted to accelerate the transition to a circular economy: [links.emf.org/3X8GGD1](https://links.emf.org/3X8GGD1)

**#CircularEconomy #WorldRefillDay**



Packaging used, not thrown away.

1:02 pm · 16 Jun 2023 · 1,807 Views

Greenpeace International Retweeted  
Greenpeace Southeast Asia  
@GreenpeaceSEA

It's **#WorldRefillDay** 🌱🌱🌱🌱  
One of the key Rs (after Reduce and Reuse), Refilling has become an incredible life hack!



LET'S DO OUR BEST FOR OUR ENVIRONMENT.  
SAY YES TO REFILL & REUSE!

GREENPEACE

6:05 am · 16 Jun 2023 · 9,000 Views

New York State Dept. of Environmental Conservation  
@NYSDEC

Tell me you use a reusable water bottle without telling me you use a reusable water bottle \*\*

Today is **#WorldRefillDay**. Join the millions of people around the world who **#ChooseToReuse** over using single-use plastics! 🌍

Learn more: [worldrefillday.org](https://worldrefillday.org)



CHOOSE TO REUSE

WORLD REFILL DAY

6:15 pm · 16 Jun 2023 · 1,733 Views

Riverford  
June 16

It's **#WorldRefillDay**! Did you know? At least a fifth of plastic packaging could be replaced by reusable or refill - but the oil companies and big food and drink multinationals will do their best to persuade you otherwise...  
Read more on [WickedLeeks](https://www.wickedleeks.co.uk).  
World Refill Day is organised by City to Sea.



WICKEDLEES.RIVERFORD.CO.UK

Make no mistake - the fossil fuel industry will fight the end of plastic

6:15 pm · 16 Jun 2023 · 1,733 Views

National Trust  
@nationaltrust

Bring your bottle, bring your flask - top-up your water with just an ask.

Pop into any of our cafés and get a refill. Carrying a reusable bottle with you is a small change that makes a big difference to the environment.  
**#WorldRefillDay**



TEA GARDEN

9:01 am · 16 Jun 2023 · 13.8K Views



グリーンピース・ジャパン  
@GreenpeaceJP

6月30日の**#ごみゼロの日**から、6月の環境月間にかけて、「リユースがもっと広がってほしい!」という声を、皆さんの**#マイタンブラー**や**#マイ保温瓶**の写真と共に、SNS上で集める企画**#リユースでラブアース**を開催します。  
あなたの声を、ぜひSNS上で共有していただませんか? **#worldrefillday**  
Translate Tweet



**#リユースでラブアース**

10:20 am · 30 May 2023 · 5,214 Views

pret  
• Follow

pret 5w  
Get your fill of this on World Refill Day: 50p off your Barista-prepared drink every time you bring a reusable cup to Pret ☺️

lauraanwitt 5w  
Club Pret members - is there any incentive to bring your own cup? 🤔

kittyman\_xo 5w  
Where can we get a refill?

3 likes · Reply

View all 1 replies

View all 1 rep

britauk  
• Follow

britauk 5w  
Join the global movement this World Refill Day! 🌍 Did you know 3.5 billion plastic water bottles are sold every year in the UK and that 90% of plastic bottled water in supermarkets are wrapped up as part of a non-recyclable multi-pack? It's time we sent bottled water packing.

Head to the link in our bio to learn more.

#BRITA #FilteredWater #Whitepaper #BRITARESEARCH #PlasticPollution #WorldRefillDay



1 2 570

38 Degrees  
@38degrees

Ready to take action to prevent plastic pollution? **#ChooseToReuse** today!

Join millions of people around the world making one small change to their everyday routine to have a BIG impact on reducing single-use plastic this **#WorldRefillDay**: [worldrefillday.org](https://worldrefillday.org) [CitytoSea\\_](https://CitytoSea_)



8:00 am · 16 Jun 2023 · 1,530 Views

The Body Shop UK  
@TheBodyShopUK

You can't change our minds 🤔 So why not join us? **#RefillReuseRepeat** **#WorldRefillDay**



Carlsberg Group  
@CarlsbergGroup · 16 Jun

Today, it's **#worldrefillday**. Did you know that refilling one glass bottle saves energy equivalent to 6 hours of lighting with a 100 W light bulb? In 2022, we washed and refilled 5.3 billion returnable bottles worldwide - cheers to this day, and to circular solutions!

Amigos de la Tierra  
@AmigosTierraEsp

En este planeta sobran residuos por todas partes y la cultura del **#UsaryTirar** apesta. Como hoy es el **#WorldRefillDay**, te invitamos a usar envases reutilizables en tu día a día, como hace nuestra activista Teresa cuando pide un café para llevar en [@QMoucho](https://twitter.com/QMoucho) [@Ourense](https://twitter.com/Ourense) [Retorna](https://twitter.com/Retorna)

Translate Tweet



Di no a un mundo de usar y tirar  
ACEPTA EL RETO

0:12 / 0:12

1:09 pm · 16 Jun 2023 · 1,172 Views

10 Retweets 1 Quote 11 Likes

Keep Britain Tidy  
@KeepBritainTidy

Today is **#WorldRefillDay**, and what better time to join the Refill Revolution and make single-use plastic a thing of the past.

Carrying a reusable coffee cup or water bottle, or finding a zero-waste store near you are simple ways to cut the amount of plastic we send to landfill.



9:00 am · 16 Jun 2023 · 1,303 Views

10 Retweets 21 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.



CHILLY'S

#breakfreefromplastic

SUPPORTED BY

MAYOR OF LONDON

WORLD  
REFILL  
DAY 16TH JUNE



MIW  
WATER COOLER EXPERTS  
*Hydrating the Nation*

ASDA



full

M&S



GREENPEACE



TOAST  
BREWED WITH BREAD



circ  
&co.

The  
Hidden Sea



wrap



Algramo

OCEANA

Milk & More



NORTHUMBRIAN  
WATER living water





# 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](http://www.worldrefillday.org.uk)