

REFILL

CAMPAIGN IMPACT REPORT

POWERING A GLOBAL REFILL

AND REUSE REVOLUTION





I REFILL,
DO YOU?

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Acknowledgements: With thanks to LanciaConsult who were commissioned in 2023 to undertake an independent evaluation of the campaign, including our plastic and carbon saved statistics.

EXECUTIVE SUMMARY

City to Sea is on a mission to make plastic pollution a thing of the past. Our campaigns, like Refill, are designed to tackle the most polluting single-use items with upstream solutions, reducing the harmful impact of plastic production on people and planet. We've been busy firing up our tech, working with businesses, inspiring communities and changing shopping behaviours - it's all about the journey to refill and reuse! Refill began in our home city of Bristol in 2015 to tackle the issue of single-use plastic water bottles. It started with access to free drinking water, via fountains, shops and cafés, tapping into communities around the UK to map thousands of places to refill for free.

Refill makes it easy to find practical and affordable solutions to single-use plastic by driving retailer and industry adoption of reuse systems and influencing government policy. Communities have made sure there's a Refill station on every high street. We've supported communities and businesses through the global pandemic and fought back against the powerful lobbying of the fossil fuel and plastics industries. We've ensured reuse remains on the agenda through our campaigning work in partnership with NGOs, governments and brands.

So, we want to say thank you for helping us to create lasting change. We couldn't have done it without the ongoing commitment and resilience of the network of communities and businesses we've built up over years. And we're really excited about what's coming next:

- **Ambitious policy asks to level the playing field for reuse**
- **Bringing Refill to even more communities around the world**
- **Proactive support for businesses to ensure there are more options for people looking to shop without single-use plastic**
- **World Refill Day powered by communities, connecting people's actions to the oceans**

Refill is for everyone, businesses, communities and individuals, so join the **#refillrevolution**.

 [@refillhq](https://www.instagram.com/refillhq)

 [@RefillHQ](https://www.facebook.com/RefillHQ)

 [@refill](https://twitter.com/refill)

 [@CitytoSea](https://www.linkedin.com/company/citytosea)



Refill is a campaign born out of despair from walking, knee deep at times, through washed up, single-use plastic bottles on our riverbanks and beaches. Over half the bottles we were seeing and collecting from beach cleans were bottled water, packaged in a material that will outlast anyone alive on Earth today. How did it come to this, especially here in the UK, where we have good quality drinking water and supposedly good waste collection systems? And how could we turn it around? We began with one reusable bottle, one refill at a time. That was in 2015, and since then the Refill campaign has gone on to be more than we ever imagined – a tool for individuals, communities and councils around the world to help stem the flow of plastic waste and create a more circular future when it comes to packaging.

Natalie Fee, Founder City to Sea

A white sign with blue and green text and graphics. The text reads 'GLOBAL REUSE SUMMIT' in large, bold letters. Below it, in smaller green letters, is 'REIMAGINING THE FUTURE'. There are decorative horizontal lines in blue and green.

GLOBAL
REUSE
SUMMIT

REIMAGINING THE FUTURE

ABOUT THE REFILL CAMPAIGN

Refill is an award-winning behaviour-change campaign to help people live with less waste. By providing a framework and platform for communities, businesses and consumers to take action we are supporting the transition away from single-use towards reuse systems and tackling the global issue of plastic pollution by reducing waste.

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 even shopping with less plastic, Refill puts the power to go packaging-free at your fingertips. Refill is a City to Sea campaign. City to Sea is a not-for-profit organisation, campaigning to stop plastic pollution at source.

PROVIDING A SIMPLE SOLUTION TO A GLOBAL PROBLEM

The campaign started life way back in 2015 and was designed to provide a simple solution to plastic water bottles which were littering our streets, polluting our rivers and washing up on our beaches in staggering numbers. Back then, plastic bottles, lids and caps were THE most polluting single-use plastic item found on beaches, rivers and in our oceans around the world.

To better understand why this was happening - and what we could do about it - we carried out some in-depth research into why we had stopped drinking tap water on-the-go and instead choosing bottled water. We discovered that the big problem was a lack of access to free drinking water – our public fountains had all but disappeared and in true British style, we were too polite to ask for a water refill in a café if we weren't making a purchase.

The research revealed that main driver for buying bottled water was a lack of places to fill up when away from home (49%) – this was especially an issue in town centres and when travelling, and people not feeling comfortable asking for a free refill when not making a purchase.

The good news was, we also found out that:

- **63%** would be prepared to stop buying bottled water if they could guarantee access to refill their reusable bottle at a café, restaurant or public fountain.
- **48%** are willing to put in extra effort and time to find alternatives to bottled water [Brita, 2018].

POWERING A GLOBAL MOVEMENT



330,000+

locations mapped where people can access free drinking water and find other places to eat, drink and shop with less waste



45%

brand awareness in the UK

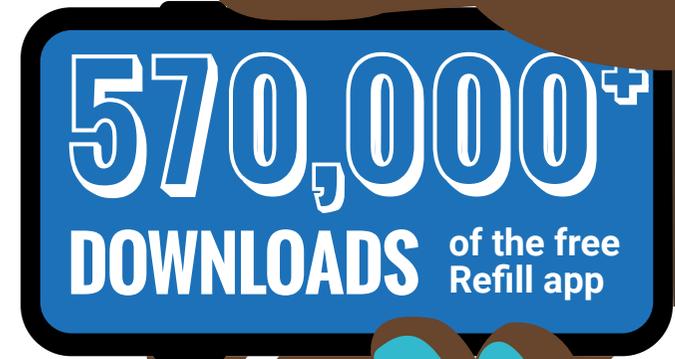
30%

logo recognition in the UK



400+

Community & council led schemes in the UK



570,000+

DOWNLOADS of the free Refill app

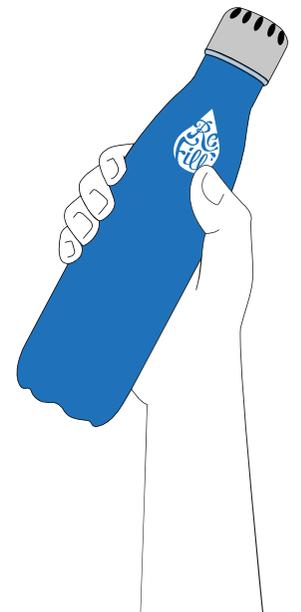


8

countries the campaign is now live in

80%

of Refill schemes say that Refill has enabled them to make a difference in their community and deliver a positive environmental impact



TAKING REUSE FROM NICHE TO MAINSTREAM



We're on a mission to make living with less plastic easy!

Our vision is a world where everyone can eat, drink and shop without single-use packaging.

OUR IMPACT

The Refill campaign has a number of measurable direct and indirect benefits on the environment and society.

- Tackling plastic pollution and reducing waste
- Combatting climate change
- Cost savings for councils, municipalities and governments (waste management and clean up)
- Providing access to safe, clean drinking water
- Empowering individuals and communities
- Working with business partners to generate impact

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 the Plastics Pact in the UK



HOW WE'RE CREATING CHANGE



AWARENESS: Refill creates awareness of the plastic problem and highlights the solutions. We're changing the narrative when it comes to single-use plastic, making refill & reuse the new norm. Through our targeted marketing & comms campaigns including World Refill Day, and our strategic partnerships around the world, we tackle the behavioural barriers and challenges to reuse making it the more attractive and socially desirable option.



ACCESSIBILITY: We make reuse more affordable and accessible. Refill connects conscious consumers with refill solutions – joining up a currently fragmented market, making reuse more convenient and driving growth.



ACTION: We change behaviour helping individuals, communities and businesses take action where they live. The Refill campaign creates the social and environmental context where refilling is possible and encourages consumers to change their behaviour. We provide the tools needed to create lasting change on a local and national level through our Refill community schemes. We also work with independent retailers, cafés, high-street chains, local authorities and councils, to help drive the transition towards a circular economy.

LIFE WITH LESS PLASTIC, MADE EASY

The Refill campaign was designed to work in three simple ways...



Putting the refill world at your fingertips. The free Refill app maps public fountains, cafés, bars, restaurants, grocery stores and tourist attractions where you are welcome to refill!



Look for the logo! Participating businesses simply sign up and put a sticker in their window. This has overcome the awkwardness people reported feeling when asking for free drinking water.



Harnessing the power of community. Getting Refill Stations listed on the app by engaging with businesses, local government, community groups and corporates.

We have quickly scaled the campaign from a pilot in our home city of Bristol to a global movement using these three tactics.

TACKLING THE MOST POLLUTING SINGLE-USE PLASTIC

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 **recycling is only part of the solution**. 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.**

Refill provides a practical solution to address the mountains of waste caused by:

- drinks bottles, caps and lids
- drinks cups and cup lids
- food wrappers and containers
- food packaging

Together, these items represent half of all marine litter found on beaches and in rivers.

If all our Refill Stations are used just ONCE a day – we'd save an estimated

10 MILLION⁺

pieces of plastic EVERY YEAR

OUR HISTORY

Refill launches a pilot in Bristol with £10,000 funding from Bristol during the city's year as European Green Capital

2015

We join forces with Bristol Water to develop the campaign in Bristol and win the prestigious Geovation Award, £50,000 of in-kind development support to develop the Refill app

Refill receives the backing of the Mayor of London, to scale the campaign across the capital. We start working with MIW (now Culligan) & Chilly's bottles to help us grow our network of communities across the UK. We launch our first ever National Refill Day in the UK, reaching millions of people

2016

We receive funding from Water UK to roll out Refill nationally

Refill partners with the Welsh Government with the goal of making Wales the first 'Refill Nation'. The campaign grows internationally with Delivery Partners joining in Japan, Chile, Ecuador and the UAE

2018

Refill expands beyond just drinking water to become the world's first global app to find places to refill and reuse. The pandemic hits, putting Refill as we know it on pause. Our campaigning focuses on getting reusables back on the menu (see page 28 for more on this!)

2019

The launch of World Refill Day our global public awareness campaign

2020

We worked with Bournemouth, Christchurch and Poole council to launch our 'Turning the Tide' project, transforming 14 miles of beachfront and connecting tourists and residents to free drinking water, saving over 19,000 single-use plastic bottles in one month!

2021

Launch of the first Global Reuse Summit on World Refill Day

2022

Piloted a returnable coffee cup scheme in Bristol, the Refill Return Cup

2023



THE SCALE OF THE PROBLEM



500 BILLION

Takeaway coffee cups are thrown away globally each year



Less than

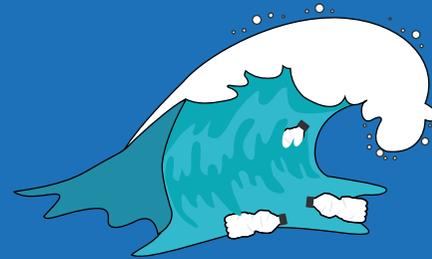
10%

Of the plastic we've produced has ever been recycled



1 MILLION

Plastic bottles are sold every minute, around the world



150 MILLION⁺
TONNES OF PLASTIC

has accumulated in the world's oceans



TAKEAWAY PACKAGING

Is consistently in the top 10 most polluting items on beaches around the world

OUR IMPACT

**PUTTING THE POWER TO GO PACKAGING-FREE
AT YOUR FINGERTIPS, PREVENTING PLASTIC
POLLUTION AND REDUCING CARBON EMISSIONS**





Since launching,
the Refill campaign has saved an estimated

60 MILLION+
PLASTIC BOTTLES*

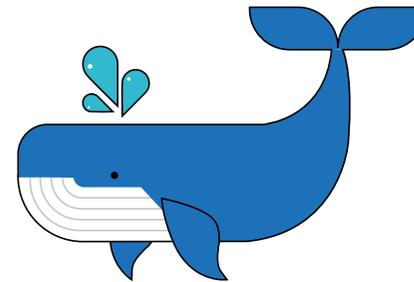
* Based on all UK Refill Stations being used once a day

PREVENTING 60 MILLION PLASTIC BOTTLES IS EQUIVALENT TO...

762
TONNES
of plastic saved

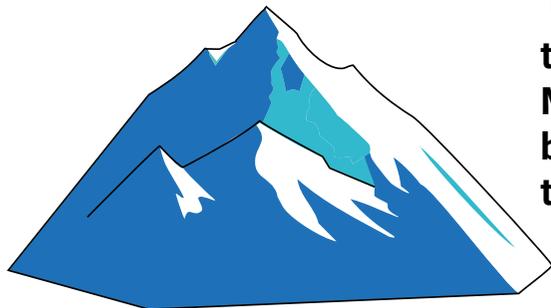


3,431
TONNES
of carbon saved

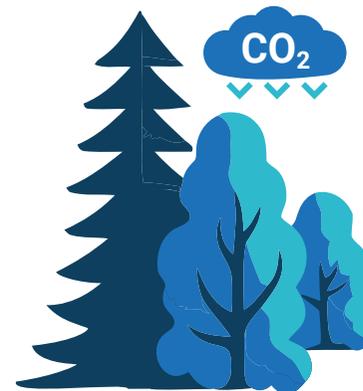


418,181

Blue whales lined up nose to tail, when the plastic bottles are lined up end to end



1,559
times the height of Mount Everest, if bottles stacked on top of each other



The sequestered carbon from
155,967
trees in a year

INSPIRING BEHAVIOUR CHANGE & MAKING REUSE THE NORM

Refill is designed to create long-lasting behaviour change by providing practical solutions to the barriers we encounter when trying to reduce single-use plastic, such as a lack of awareness, accessibility, convenience or cost.

We've created a tipping point when it comes to drinking tap water on-the-go in the UK.



Almost three quarters (73%) of people say they have refilled their water bottle as a result of seeing the Refill sticker in a café or window.

The number of people who normally drink tap water on-the-go more than DOUBLED from 18% to 55%

86% of people surveyed report that they are more likely to carry a reusable bottle and refill on-the-go as a result of knowing about the Refill campaign.

We tripled the number of people who feel confident asking for a free water refill without making a purchase.

Our team design behaviour change interventions using a proven methodology. Get in touch if you have a campaign you need help with!

SAVE MONEY AND WASTE



75% of app users say the Refill app has significantly helped them to reduce the amount of plastic they use.

.....

78% of app users say the Refill app has helped them save money.

.....

76% of people are more likely to use a reusable coffee cup as a direct result of knowing about the Refill campaign.

.....

**THE REFILL CAMPAIGN
HAS HELPED BRITS
SAVE AN ESTIMATED
£35 MILLION!**

* Based on active app users refilling once a week, rather than buying a bottle of water.

AN APP WITH IMPACT

MAPPING A GLOBAL NETWORK OF PLACES TO REFILL



1800

Food-on-the-go



300,000+

International stations



11,800+

coffees on the move



4000+

plastic-free shopping



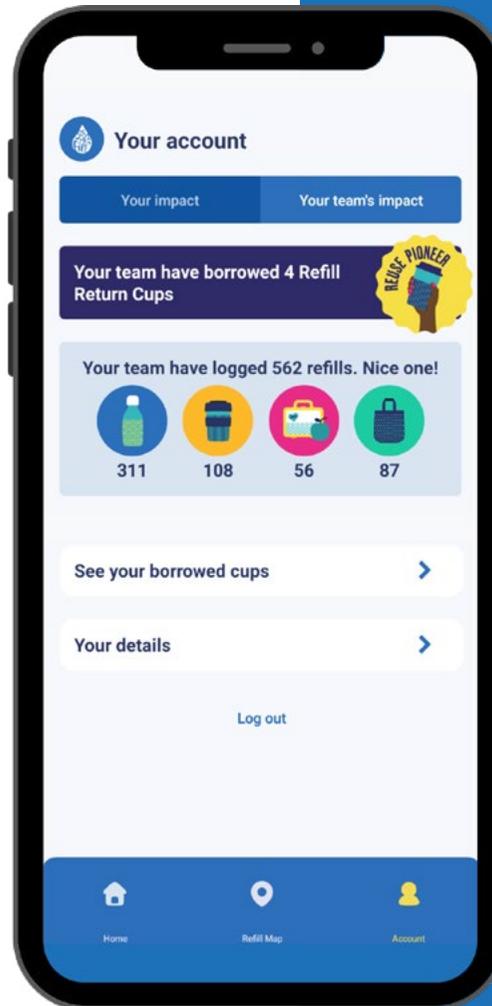
119+

chains listed



BORROW & RETURN

options listed, including
the Refill Return Cup



HELPING PEOPLE LIVE WITH LESS WASTE

330,000+

Refill stations listed around the world

100+

countries around the
world with active users

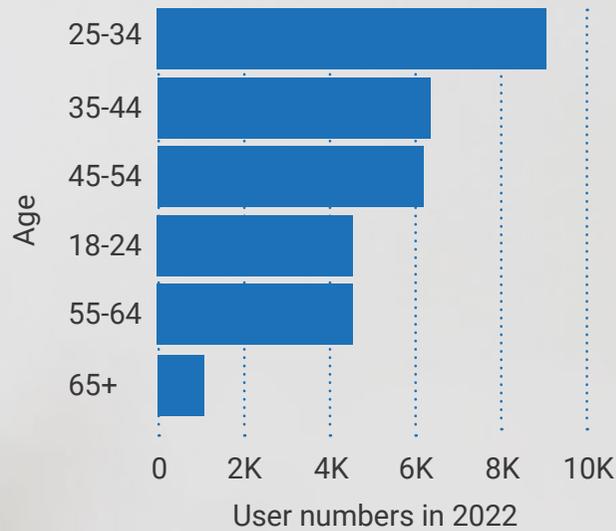
570,000+

app downloads

14,000

average monthly users

APP USER INSIGHTS

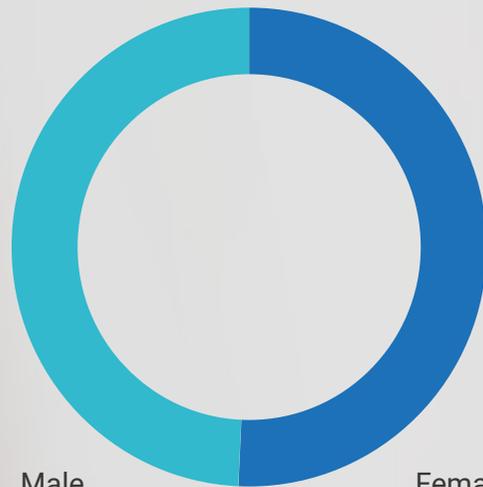


75 % of app users are in the UK. 25% are international

75 % of app users will make a purchase when visiting a refill station, spending between £2.50-£5.00

65 % of app users always use the app when going somewhere new

84 % check the app to find out where new Refill stations have opened



Male
49.6%

Female
50.4%

177 countries used the app in 2022

WHERE CAN I REFILL?

JK
Kem's



Since the Refill campaign launched, we've worked in collaboration with thousands of businesses to connect people to a network of places to eat, drink and shop with less waste.

Following the insights gained from our initial research, we started off by targeting the high-street and transport hubs where it wasn't possible to access free drinking water on-the-go. Since then, we've expanded to map Refill Stations at tourist attractions, hotel chains, retailers and tens of thousands of independent retailers and cafés.

PLACES YOU CAN REFILL

You can now refill at more than 35,000 places across the UK including these high street chains and more than 30,000 independent businesses



KEY ACHIEVEMENTS

- We worked with Network Rail to install fountains at all Network Rail stations across the UK saving over 3 million plastic bottles in the first year.
- We joined forces with Heathrow Airport to install more than 150 water fountains across the airport as well as Bristol Airport and London City Airport to help travellers stay hydrated.
- We worked with global hotel chains such as Premier Inn and Marriot who signed up to the Refill Pledge, committing to offering free drinking water and removing plastic bottles from their rooms.
- Since expanding the campaign beyond drinking water, we've mapped reuse options in key national retailers such as Waitrose, M&S, Asda, and Lidl.

BENEFITS FOR BUSINESS

There are several business benefits to getting involved with the Refill campaign!

- **Positive perceptions:** 78% of people surveyed reported feeling more favourably about a business that offers free water refills or other refill and reuse options.
- **Generate footfall:** The Refill app has been downloaded by more than half a million people. 78% of people surveyed said that they're more likely to visit a zero waste shop as a result of the Refill app and campaign and 84% say they are more likely to try refill options in a supermarket.
- **Increase income:** 73% of people that visit a refill station to fill up their bottle typically make a purchase at the same time – spending on average £2 - £5. Around 20% spend up to £2, while 50% spend between £2 - £5 and 25% spend between £5 - £10. 25% of people spend over £10.

HOW WE'RE POWERING COMMUNITY ACTION



I thought Refill was an effective, simple and accessible way to make a difference in reducing plastic waste for anyone and everyone to take part.

Refill Gorleston

A key pillar of the Refill campaign is the creation of a network of hundreds of local Refill Schemes across the UK.

Our Refill Schemes range from small, local community groups who want to reduce pollution in the town, city or region where they live, to NGOs, councils, municipalities and national governments who are representing Refill on a national level and have targets and commitments to reduce waste and connect people to free drinking water.

Refill Communities work on the ground to connect people to reuse solutions and support businesses to reduce their single-use plastic use.

REFILL IN THE UK

439 towns, cities or villages around the UK are signed up as a Refill scheme

328 Community-led Refill schemes

9 Local authorities are now official Refill Destinations



We loved that Refill provided a positive action that people could take to solving the plastic crisis and the litter issue in my local area. It is also a behaviour change that is accessible and easy for people to take.

Refill Loch Lomond and Trossachs



I just love the formality of the Refill campaign, it is something genuine that so many people can get behind rather than some ad hoc campaign which works temporarily. This has real momentum to make a change and that is exciting.

Anonymous Refill Community



Get in touch and we'll help you set up a Refill scheme in your neighbourhood. refill.org.uk/refill-schemes



'Watch me' to find out more about our work with communities around the UK

LOCAL ACTION. GLOBAL IMPACT:

80%

of our Refill Schemes say supporting Refill has enabled them to make a difference in their community and deliver a positive environmental impact

96%

of Refill Schemes are clear on our mission and vision and understand how their scheme supports this vision

HOW WE'RE HELPING OUR REFILL SCHEMES MAKE A DIFFERENCE

57%

of people are aware of solutions to plastic pollution

52%

of people are encouraged to try refill and reuse options

51%

of people are inspired to take action



REFILL AROUND THE WORLD

In 2020, the Refill campaign expanded internationally, and we now have Delivery Partners in Italy, Switzerland, Ecuador, Chile, Japan the UAE and British Territories overseas such as Jersey.

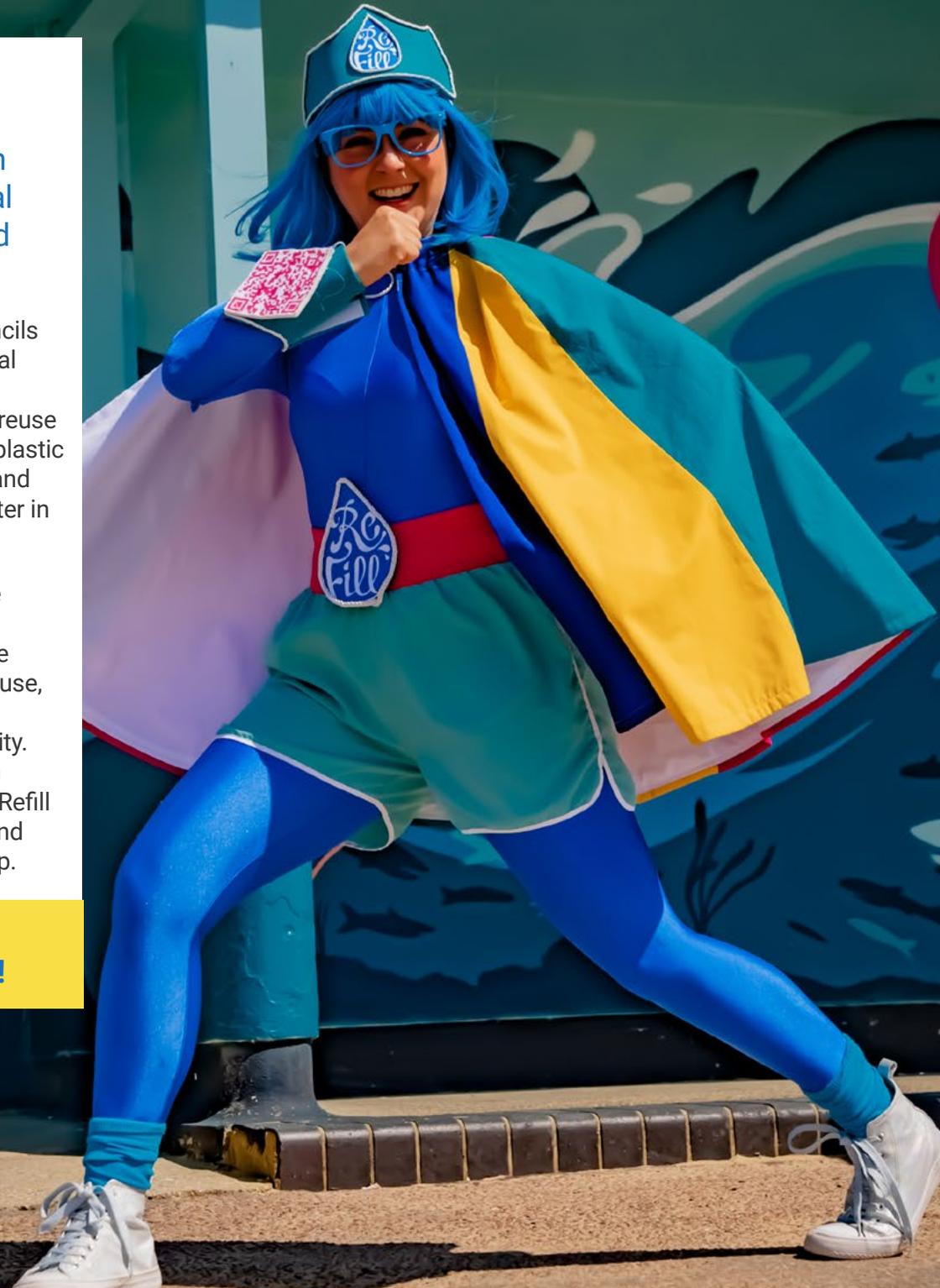
REFILL DESTINATIONS

Over the last 18 months, we've been deepening the work we do with local authorities and in 2023 we launched 'Refill Destinations'.

Refill Destinations are forward-thinking councils that are committed to transforming their local area for residents and tourists alike. Refill Destinations are working to power refill and reuse in towns and cities across the UK, reducing plastic waste, meeting their climate action targets and providing greater access to free drinking water in their local area.

City to Sea works in collaboration with these organisations to maximise the opportunity they have to create change by developing the infrastructure needed to support refill and reuse, whilst leveraging their existing network and influence to mobilise and unite the community. From promoting Refill on the side of a bus in Norfolk to holding action days in Hounslow, Refill Destinations are leading the way in the UK and measuring their impact through the Refill app.

Councils, sign up to our Refill Destinations award today!



DESTINATION

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.

Over the last 3 years since we launched the campaign globally, we've reached millions of people around the world, positioning reuse as a solution to the plastic crisis. We've proved that 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. Thousands of everyday activists, celebrities and campaigners have got involved, inspiring change and encouraging others to choose to reuse.



WORLD REFILL DAY HIGHLIGHTS:

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 in 2022

80+

countries around the world were actively involved (2021-2023)

Estimated, potential social media reach of over

100 MILLION+

trending on social media all day (2021-2023)

Over the last 3 years we've generated more than

1000

pieces of media coverage on World Refill Day

1000+

leaders, industry experts, policy makers and community activists attended our Global Reuse Summit to learn, share and be inspired

200+

NGOs, brands and organisations from around the world engaged with the campaign on social or media

Find out more about World Refill Day and how you can get involved, including sponsorship opportunities for businesses: refill.org.uk/world-refill-day

REFILL DURING THE PANDEMIC

When the pandemic hit, the Refill campaign as we knew it came to a halt overnight. Our work immediately transitioned to focus on challenging the plastics industry, who used the pandemic as an opportunity to undermine public confidence in reuse and leading to many businesses banning reusables.

Over the following 18 months we launched a series of reactive projects and campaigns designed to provide clarity to the public and businesses and get reusables back on the menu.

- We launched a **Covid & Reusables** hub to provide guidance and support for businesses to safely accept reusables during the pandemic. This was viewed over 10,000 times and was supported by NHS England and the Mayor of London.
- We launched **#ContactlessCoffee** as a response to the ban on reusable cups seen by many café chains and businesses around the world. The campaign was designed to outline a simple solution and provide clarity and confidence for businesses in accepting reusables again. It had an estimated reach of over 7 million people and was adopted by thousands of businesses around the world – from Australia to the US. The city of Vancouver even wrote the process into their by-laws preventing millions of single-use cups from entering their waste stream.
- We campaigned successfully to get 4 out of the top 5 coffee chains in the UK to reverse their bans on reusable cups! Our **'Get reusables back on the menu'** campaign and petition was backed by 17 other NGOs and brands in the UK.





#Contactlesscoffee

had an estimated reach of

7 MILLION

HELPING TO DRIVE LOCALISED REFILL & REUSE SYSTEMS



Helping Bristol break up with single-use!

Thanks to funding from the Ecosurety Exploration Fund we trialled a 'smart' reusable coffee cup scheme in Bristol to provide an accessible alternative to single-use takeaway cups and drive consumer behaviour away from single-use to reuse. This scheme enabled conscious consumers to have their takeaway drink in a reusable cup which they could borrow from participating coffee shops for free and return to any participating outlet. Customers didn't need to remember their own reusable cup and received reminders to return their borrowed cup. The scheme was powered by the Refill app which enabled users to track their own plastic reduction impact. We aimed to drive return behaviour so cups get used over and over again, reducing the use of single-use cups in Bristol and saving thousands of cups from landfill, incineration or loss to the environment.

Our long-term ambition is to scale the pilot and introduce returnable cup schemes across the UK. If you're interested in working with us to drive growth in reuse systems, get in touch – we'd love to hear from you.

**Contact us to bring the Refill Return Cup to
your high street, university or office!**



SOLUTIONS ON TAP

A guide to reducing waste & introducing reusable cup schemes at events

Every year, more than 100 million single-use plastic cups are used at UK festivals and live events, and most of these are incinerated or sent to landfill. To help tackle the mountains of waste created by events up and down the country, we launched a guide for small and medium-sized event promoters to outline how event organisers can avoid single-use plastic and scale reuse systems. Full of information and clear advice, the guide enables event producers to introduce measures like deposit return schemes for reusable cups, as well as busting myths around bioplastics and highlighting some of the best practice across the industry.

Download the free guide at:
refill.org.uk/refill-guide-for-events



THE FUTURE IS RETURNABLE.

Taking a circular approach to hot drinks

Following the launch of the Refill Return Cup and demand from the many communities, councils and organisations, we have launched a blueprint for the future, offering in-depth guidance for scaling reuse systems for hot drinks.

Created in collaboration with Cicular&Co and drawing on the expertise of over 20 industry experts, leading reuse brands, and businesses, this blueprint provides invaluable insights and practical advice for organisations looking to implement returnable cup schemes at scale. From cups, washing and logistics, to payment mechanisms and tech solutions, our Returnable Cup Guide covers it all.

Download the free guide at:
citytosea.org.uk/the-future-is-returnable-a-circular-approach-to-hot-drinks



CHANGING THE NARRATIVE

As a result of our strategic marketing and communications activation, the Refill campaign is now a household name, reaching millions of people every year and inspiring action from the classroom to the boardroom.

45%

brand awareness in the UK

30%

logo recognition in the UK

125 MILLION⁺

opportunities to see Refill
(estimated potential reach)
over the last 6 years

2,141

pieces of media coverage
over the last 6 years

The Refill app has been featured as one of the top apps to help live more sustainability by the Daily Telegraph, Vogue Magazine, Marie Claire and Country Living!



REFILL IN THE MEDIA

The Refill campaign has been featured in over 2,000 pieces of media coverage – covering everything from national TV, to regional news highlighting solutions to plastic pollution and mainstreaming refill and reuse.

sky news Men'sHealth euro news. marie claire The Telegraph

VOGUE BBC Worldwide BBC TWO itv The Guardian

BBC ONE this morning INDEPENDENT Daily Mail THE TIMES

OUR AWARDS



WHO WE'VE WORKED WITH

We work with communities, NGOs, councils, local and national governments, universities, schools, brands, retailers, cafés and chains.

OUR PARTNERS

Refill has been made possible thanks to the support of our official partners and funders:



SUPPORTING ORGANISATIONS





Delivering more water fountains and offering free tap water in our shops and cafés is an important part of our work to help Londoners make small changes that have a big environmental impact. I'll continue to support City to Sea to grow the Refill network and make London a 'Refill Destination' – encouraging all Londoners to carry a reusable water bottle and use the Refill app to find somewhere to fill it up. I'm delighted that there are now nearly 140 fountains and more than 5,000 cafés, restaurants, pubs, and retailers across the city where Londoners can top up their water bottles, helping Londoners to stay hydrated amid rising temperatures and tackling plastic pollution. It's an important part of building a better London for everyone.

Mayor of London, Sadiq Khan



The synergy of the partnership between Chilly's and the Refill campaign is unparalleled and the hard work put in by the team at City to Sea is reflected in the rising number of Refill stations and the ever-increasing prominence of reusables.

James Butterfield, Founder & CEO of Chilly's





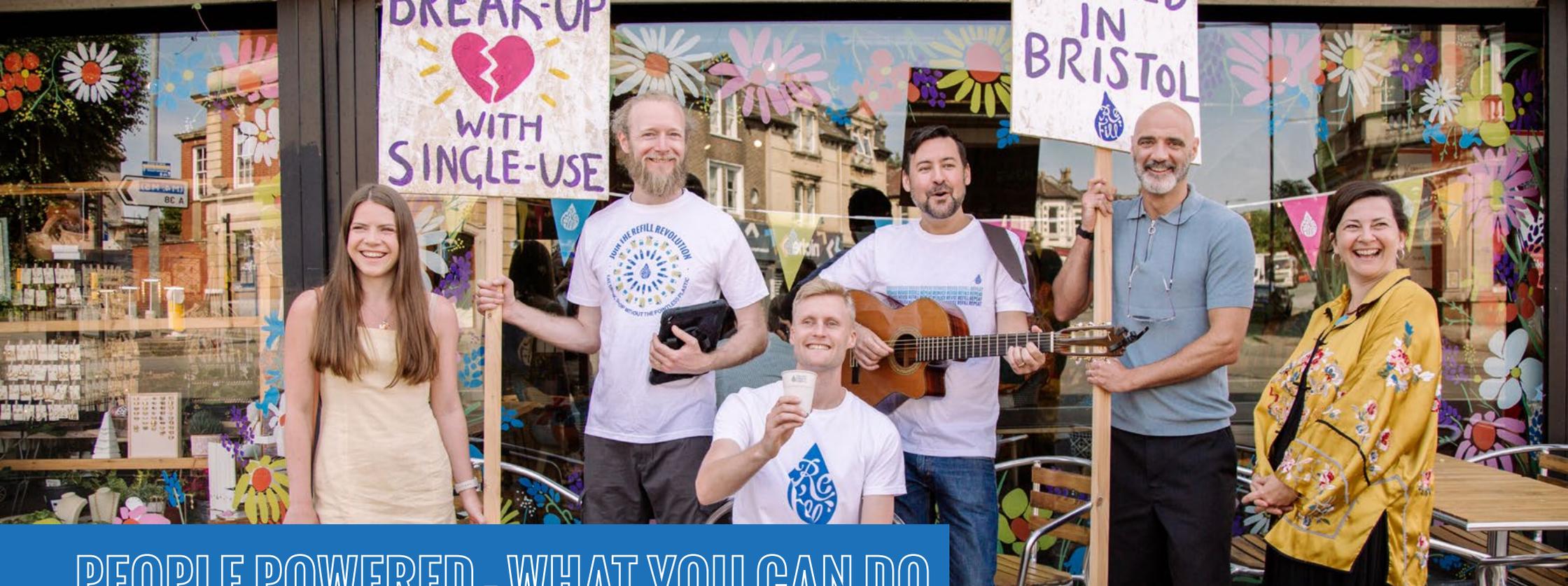
We have really valued the relationship with City to Sea turning our initial plan into a project of significantly greater value to BCP Council, its residents and visitors here on our award-winning seafront. Through excellent collaboration we were able to create a strategy, Turning The Tide, which amplified our ambitions for our Environmental Hub project, support by excellent members of the CTS team who brought vision, expertise and professionalism allowing us to deliver a major PR launch of the project in July 2022, operational changes delivered at scale and speed, and a real passion to the project.

Andrew Brown, Seafront Operations Manager, BCP Council



More Refill Stations along our coast will help reduce the number of plastic bottles ending up in the sea. This is just the first step in our ambition to become the world's first 'Refill nation'.

Hannah Blythyn, Environment Minister, Welsh Government



PEOPLE POWERED - WHAT YOU CAN DO

Here's how you can be part of the future of Refill:

- 1** Download the free Refill app today
- 2** Use it to find your nearest Refill Station, then go in and ask for a refill
- 3** Start your own Refill Community Scheme and transform your neighbourhood
- 4** Fundraise for City to Sea (we're now a registered charity!) and help us to power the #RefillRevolution
- 5** Are you a business? You can contribute to the campaign through 1% for the Planet
- 6** Sponsor World Refill Day and support our policy asks
- 7** Are you a council? Sign-up for the Refill Destinations award, measure your regional Refill impact and inspire your residents
- 8** Are you a university? Break-up with single-use by bringing the Refill Return Cup to your cafés
- 9** Are you a retailer or brand and would like help developing reusable products and services? We have wealth of consumer research, practical behaviour change experience and communications expertise to help you succeed.



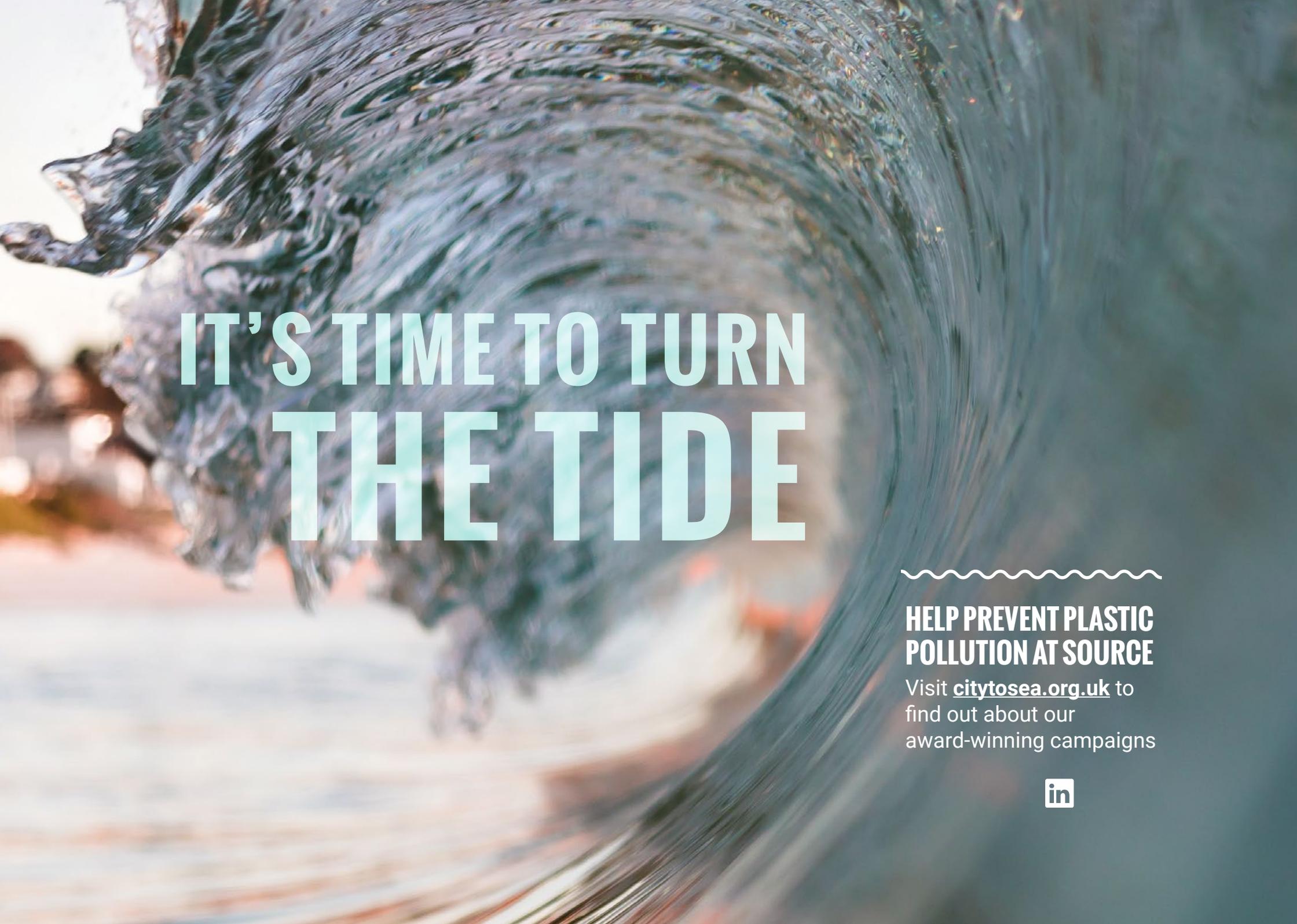
JOIN US

Refill helps businesses and people live with less waste. Through our simple solutions to complex issues, we're able to offer you not only practical solutions but trackable impacts too. We work with a wide variety of businesses and organisations across different sectors to raise awareness of the issue, and tailor solutions to suit your specific needs.

refill.org.uk

info@refill.org.uk





IT'S TIME TO TURN THE TIDE

**HELP PREVENT PLASTIC
POLLUTION AT SOURCE**

Visit citytosea.org.uk to
find out about our
award-winning campaigns

