

**WORLD
REFILL
DAY** 16TH JUNE



How to join the
#5DayChallenge



Welcome!

This World Refill Day on June 16th, we're inviting you to join the 5 Day Challenge - a fun, easy and impactful way to try new ways to ditch disposables and embrace reuse in everyday life.

Whether you're the leader of an NGO, a business owner, a content creator, a family on the go or just getting started on your sustainability journey - this challenge is for YOU.

What is it?

It's simple: from Monday 16 June to Friday 20 June, take part in an impactful challenge to reduce single-use waste.

Choose a new swap each day or stick with one that works for you - Whether it's refilling your coffee cup, reusing containers for takeaways, or shopping packaging-free options - every swap counts.

You can take part solo, with your team, your followers, your school, your kids - anyone!





Sounds great. How does it work?

Step 1: Pick your swap(s)

Choose one thing to do for 5 days or try a new thing each day. We've included a list of ideas below to get you started.

Step 2: Download the Refill Return App

Find places near you to top up your water bottle, refill your coffee cup, and use packaging-free options in stores. Available for free on iOS and Android.

Step 3: Share your swaps

Post your progress using #5DayChallenge, #WorldRefillDay and #MoreThanYouThink. Tag us @Refillhq to join the movement!

Step 4: Inspire others

Encourage your community to take part. Whether you've got 10 followers or 10,000 - your voice makes a difference.

Step 5: Celebrate your impact

Every action counts. Together, we're building a future beyond disposables.



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- **Order your hot drink** in your reusable coffee cup if you have one (ask if there's a special discount for reusables - win win!) ☕
- **Having takeaways for lunch?** Ask the restaurant to put it in your own box. 📦
- **Date night plans?** Bring your own box for leftover food without unnecessary single-use. 🍽️
- **Rethink your bathroom** - Try refillable options in supermarket to refill laundry detergent, soap or shampoo. 🧴
- **Empty containers stacking up in your cupboard, or filling your bin?** Return your empties to be reused: return your empty jars or eggboxes to a zero-waste shop, return your plant pots to the nursery or return your clothes to a charity shop to be reused. 🗑️
- **Pick online** products in bulk to refill at home: like those 10Ltr dishwasher liquid, refillable deodorant, weekly milk delivery. 💻
- **Borrow a cup** for your takeaway coffee - there are 30 returnable cup schemes on the app. 🏠
- **Say no to plastic water bottles** - refill on the go. 💧

**Swap inspiration to
get started**

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There's more to refill than you think!





Top tips for success

Keep it simple

one swap is all it takes.

Make it your own

Choose swaps that fit your lifestyle.

Celebrate the refill heroes

This is an opportunity to spotlight a local coffee shop, a brand, or products that make reusable more accessible for everyone. They are leading the way!

Use the app in your video

Add a new refill spot and add it to the map to help other around you reduce waste.

Stay curious

The challenge is just the beginning!

Partner up

Do the challenge with a friend, team or audience.



FAQs

How can I get involved on social media?

We'd love to see your journey! Whether you're doing a little or a lot, your actions can inspire others.

Ways to share:

Post a daily pic or story of your reusable swaps

Share your top tips or behind-the-scenes of your routine

Film a short "what's in my bag" reel of your reusable kit

Use the Refill App to find places to refill on the go

Tag us on IG: @refillhq and @citytosea_

Use the hashtags: #WorldRefillDay #5DayChallenge

We'll be sharing your posts throughout the week - so tag us in!

What if I forget one day or slip up?

No worries at all - progress, not perfection!

This is about building awareness and new habits, not guilt. One swap is better than none.

Do I need to download the Refill App?

It's not essential, but it's super helpful.

The free Refill app helps you find over 400,000 locations globally where you can refill water bottles, coffee cups, lunchboxes and more - on the go and without the waste.

What if I don't have any reusable items yet?

Start where you are. Use what you've got.

Even an old jar can become a coffee cup, and tupperware works for takeaway! We'll be sharing lots of affordable and creative tips during the challenge week too.

Can I do this with friends, colleagues or family?

Absolutely - the more, the better!

Start a group chat, set a team goal, or challenge your workplace to go single-use-free for 5 days. Every conversation helps grow the movement.

Can I get featured by Refill or City to Sea?

Yes! We're looking out for standout stories, reels, and creative ideas!

Make sure to tag us and use the hashtags so we can find and share your content across our channels!

Why does this matter, really?

Every minute, a truckload of plastic ends up in our oceans. Most of it is used once and thrown away.

By choosing to reuse - even just for 5 days - you're showing that there's a better way. And if enough of us do it we can spark real change.



Nearly **HALF** of the plastic created goes into packaging that's single-use.
Only **9%** of that is known to be recycled.

UK households are throwing away **1.7 billion pieces of plastic each week.****

We could save more than **7 Million pieces of single-use** if only 5% of UK homes took part in this challenge.

72%* of people want to see more reusable, refillable and returnable options where they shop.

if just **1 in 10 people** got their takeaway coffee in a **reusable** rather than single-use cup for 5 days, we could save nearly 3.5 Million single-use cups, and that's just in the UK!

1 in 4* say lack of encouragement from family/friends has made them stop a sustainable initiative in the last 12months. World Refill Day is the perfect opportunity to normalise the reuse behaviours.

*Attitudes and behaviours towards reuse in the UK, City to Sea, April 2025

** Big Plastic Count - 2024

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Get started!



Download the Refill Return app now and
find places around you to reuse, refill
and return.



Ready to use assets

assets available in the toolkit sent with this comms pack.





A bit about us

We're City to Sea, an environmental charity on a mission to make plastic pollution a thing of the past.

For a decade, we've been advocating for behaviours and systems change to move away from our throwaway culture.

We're the organisation behind Refill Return, the Refill Return app and World Refill Day, a Global Day of Action dedicated to inspiring a reuse revolution that we've been pioneering for the last 8 years.

**Let's stop waste, before it starts.
Are you with us?**

Join the conversation



@refillhq



@citytosea_

www.refill.org.uk/worldrefillday



