

**WORLD  
REFILL  
DAY** 16TH JUNE



# World Refill Day 2025

> Impact Report



# What is World Refill Day?

World Refill Day, taking place on 16th June, is about more than just raising awareness; **it's a Global Day of Action dedicated to inspiring a #ReuseRevolution across the world.**

Over the last 8 years, we've built an unstoppable global movement of everyday activists, NGOs and sustainable businesses, united behind a shared vision of a reuse, refill and return revolution.

People want it.  
The environment needs it.

Let's stop waste, before it starts.

Are you with us?



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**There's more  
to refill than  
you think**

Download the Refill Return app

#WorldRefillDay #MoreThanYouThink



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# World Refill Day in 2025

On World Refill Day, our campaign celebrated the many ways people can eat, drink and shop with less waste and highlighted that **there's more to refill than we think!**

A campaign designed to:

- 1 Raise Awareness** - Champion new reuse behaviours, beyond carrying a shopping bag or water bottle with an amplification campaign.
- 2 Increase Accessibility** - Connect people with places to reuse, refill and return through the newly branded Refill Return app.
- 3 Inspire Action** - Create a 5-Day Challenge to encourage the first steps in an engaging way with our communities.



# Our impact in 2025

- **200 organisations across 30 countries** took part in the campaign this year, amplifying the reuse movement.
- Estimated reach of **2m+ views/listens** via media outreach.
- Estimated reach of **11.7m+** of the #WorldRefillDay #5DayChallenge #MoreThanYouThink hashtags.
- **16 World Refill Day Ambassadors** took part in the #5DayChallenge, and more than 240 people signed up online to the challenge, preventing more than 1,215 pieces of single-use from waste.
- Mention of the campaign in the **90 Second Statements at the Senedd Welsh Parliament.**
- More than **18.8k app users** looked for places to live with less waste.

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# Campaign highlights



# Campaign and amplification plan

2M+ estimated reach in media and broadcast



16 Ambassadors



Dedicated emails and cheer ups with more than 1,215 items saved



'How to' videos and social media activation



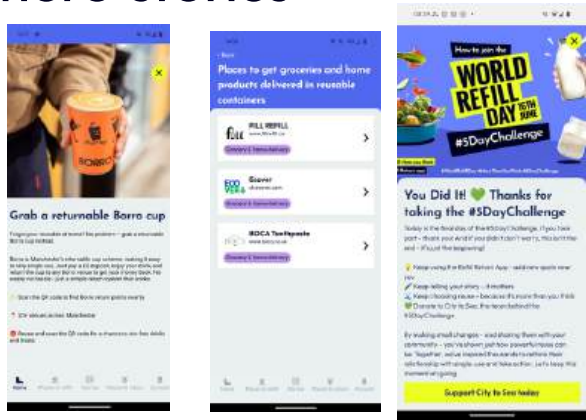
90" Statements at the Senedd



Campaign toolkit celebrating new reuse behaviours



18.8k app users and 4 hero stories





# Making the headlines in Media

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## Strong Media Coverage

2m+ estimated views impressions across 13 key media outlets through a combination of release, live radio debate, interviews and op-ed coverage.

**PackagingNews**

**BBC**

**NEWS**

WAITROSE  
& PARTNERS  
**Weekend**  
Issue 749 | 12 June 2025  
FREE

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COMMENT: Our reusable cup is more than half full, says Jane Martin

WAITROSE & PARTNERS

Weekend

Issue 749 | 12 June 2025

FREE

7.7M

That's the number of plastic water bottles bought in the UK every year, according to the Refill campaign, which is taking part in the annual World Refill Day on Monday (16 June). The charity is encouraging everyone to try a five-day challenge to swap out single-use plastics for reusable alternatives, by travelling with a reusable water bottle, coffee cup and shopping bag. See [refill.org.uk](https://refill.org.uk) for a campaign toolkit.

Circular. FOR RESOURCE AND WASTE PROFESSIONALS

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Listen to this article 7 min

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Research published on World Refill Day 2025 shows that 74% of UK consumers want more brands and retailers to offer reusable, refillable or returnable packaging.

As part of World Refill Day 2025 (16 June), environmental charity City to Sea has called on retailers and the UK Government to commit to ensuring 30% of packaging is reusable by 2030.

However, despite this demand, the research indicates that only 18% of shoppers are aware of where to find these refillable options.

Commenting on the research, CEO of City to Sea, Jane Martin, said: "The public (is) ready, but retailers, brands and government are stuck."

B24/7 NEWS WHAT'S ON CULTURE MORE

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'THE SINGLE-USE SYSTEM IS FAILING US ALL - AND THE PEOPLE OF BRISTOL KNOW IT'

By JANE MARTIN Friday 13th June 2025

This World Refill Day (June 16), let's be clear: the single-use system is failing us all - and the people of Bristol know it.

SMILEY MOVEMENT

FOR OUR FAMILY HUMAN POSITIVE NEWS UNITED NATIONS GOALS CHARITY FILM AWARDS

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There's more to refill than you think

Download the Refill Return app

World Refill Day: Small swaps for big impact

Words by Cheyanne Bryan, Staff Writer, London

13:40, 17 JUNE 2025

Senedd.tv | Watch the Welsh Parliament

Refill Return

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Coming Up

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30/05/2024

All available episodes (20 total)

Upcoming episodes (16 new)

GreenRetail.World

Recycling Refill and Reuse Greener Energy Packaging Green Working In the Field Contact

World Refill Day: L'Oreal launches first of its kind campaign to encourage product refill uptake

Ben Gilcoe

June 15, 2025

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Rethinking adhesives & barriers for sustainable packaging?

100% biobased, biodegradable starch

PFAS-free

High bond strength

World Refill Day: City to Sea presses for reuse laws and national systems in UK

16 Jun 2025 | By Milana Nikolova

Survey shows UK consumers receptive to reuse options

Research from City to Sea has claimed that 72% of UK consumers want to see more reusable, refillable and returnable options where they shop.

In a survey of 2,004 adults, 45% also want to see a charge on single-use packaging. In addition, 42% want to see a ban on plant-e-wrapped fruit and veg, plastic water bottles and all single-use plastic bags.

The research also claimed that 36% of respondents would be likely to use refill or reusable packaging for food cupboard items such as pasta, rice, cereals and coffee. Also, 69% stated they could use refillable options for liquids including wine and spirits. A quarter (25%) of respondents reported a lack of available "sustainable options", while 20% cited

PackagingNews

Home News Sustainability and regulation Reusable Packaging

World Refill Day 2025 | City to Sea calls for commitment to ensure 30% of packaging is reusable

On World Refill Day 2025 today, environmental charity City to Sea is calling on retailers and the UK Government to commit to ensuring 30% of packaging is reusable by 2030.

REDUCE REUSE REFILL REPEAT

WORLD REFILL DAY

The charity has published research showing that 74% of UK consumers want more brands and retailers to offer reusable, refillable or returnable packaging.

resource.co

NEWS MATERIALS INDUSTRY

WORLD REFILL DAY CHALLENGE TARGETS SINGLE-USE PLASTICS

By Beth Jones | 16 June 2025 | Add a Comment

Consumer swaps initiative begins as polling reveals 78 per cent of UK already taking action to reduce single-use plastics but 67 per cent cite alternative options as the main barrier.

Environmental charity, City to Sea, is marking World Refill Day (16-June) with a five-day challenge to encourage UK consumers to swap single-use plastic for reusable.



# Driving conversation online

The World Refill Day 2025 campaign ignited meaningful conversations across social media, amplifying the campaign's key messaging and encouraging lasting change.

5-day challengers, organisations, partners and ambassadors took to various platforms to champion reuse behaviours with their audience, and foster engagement and action.

## Key social platforms

Over 200 posts with estimated reach of 11.7million of #WorldRefillDay #5dayChallenge and #MoreThanYouThink

16 campaign ambassadors.

200+ organisations across 30+ countries took part.

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# Connecting people with more options with the Refill Return app

The only universal directory for reuse, refill and return, proven to reduce waste and drive behaviour change at scale.

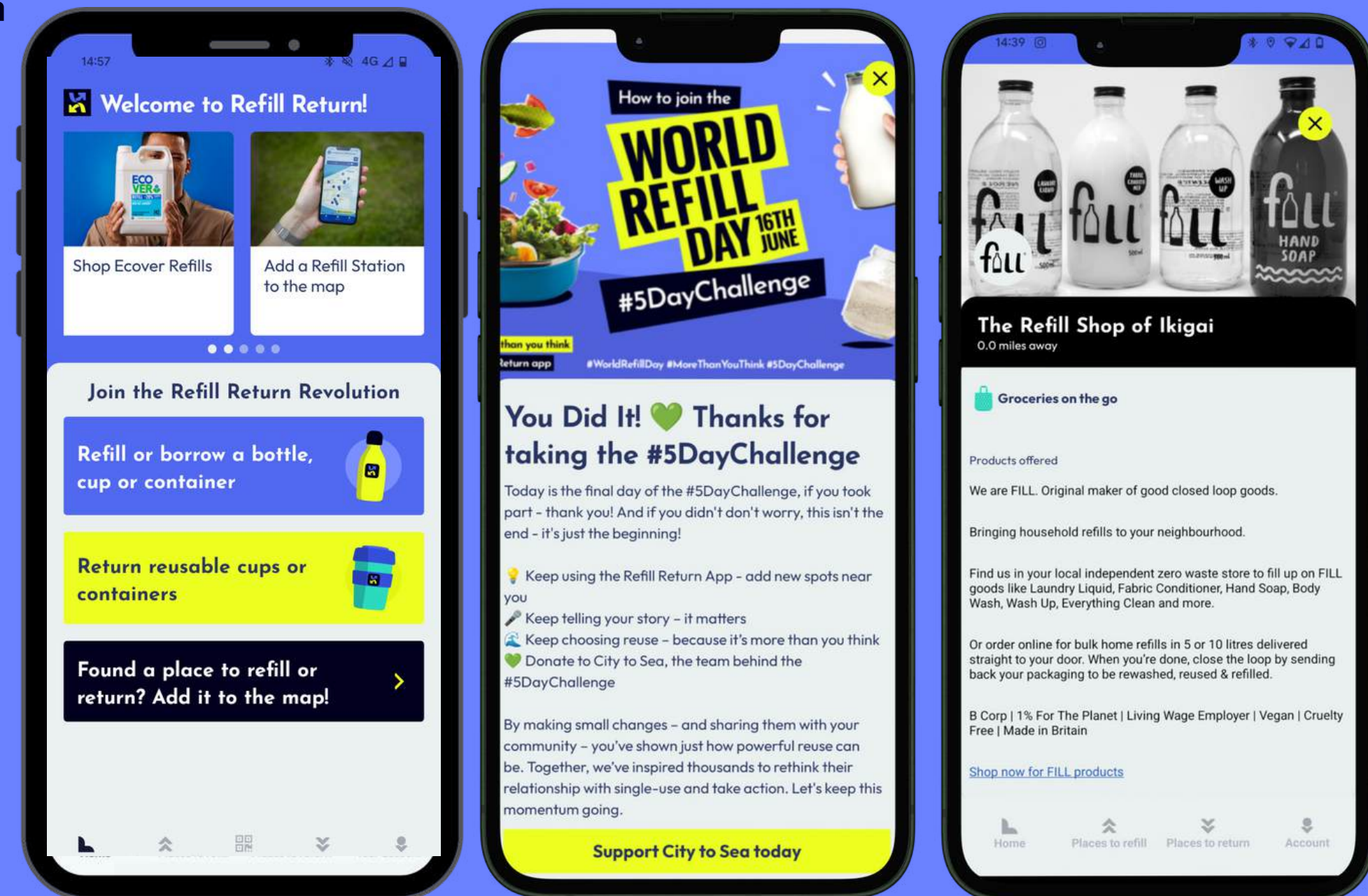
## Refill Return app database

More than 18.8k people used to app in June to discover new ways to reduce waste.

500 new stations were added to the app, bringing the total of station to more than 360,000+ worldwide!

New features and stories were added to celebrate reuse solutions.

4 spotlight hero stories and nudge screen to highlight solutions



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# A message amplified by our campaign ambassadors



## World Refill Day ambassadors and supporters

16 campaign ambassadors did the challenge with a further 3 high profile names creating/sharing content in support.

Including well-known voices in the zero-waste community as well as 'everyday' champions.





# 5-Day Challenge



# What is the 5-Day Challenge?

From Monday 16 June to Friday 20 June, we invited people, communities and organisations to take part in an impactful challenge, to do a reuse swap and reduce single-use waste for 5 days.

**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.

Strategic Goals:

- 🌱 Make refill accessible and doable
- 💪 Empower individuals and organisations to take part
- 🌍 Capitalise on the worldwide movement





# 5-Day Challenge Impact

More than **240 people signed up** to the individual challenge online, and more than 775 posts were shared on socials.

**Hundreds of people from 30+ countries** shared their reuse swaps and showed their audience how they could take part too.

**16 Ambassadors** paved the way to educate and amplified the message.

The 5-Day Challenge and the campaign got mentioned in a dozen publications and at the **Welsh Government during the 90 Second Statement**.

**80% of participants** said they are likely to keep on doing the swaps after the challenge.





They're doing the

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#5DayChallenge



Ali Clifford



Matt Wilkinson



Chloe Pope



Luke Douglas-  
Home



James Cutting



Laura Young



Carlene Gittens



Alice Smith



James Bunting



Alex Glyde



Lisa Hale



Penny Marie



Ajay Tegala



Helen Wilson



Emma Seville



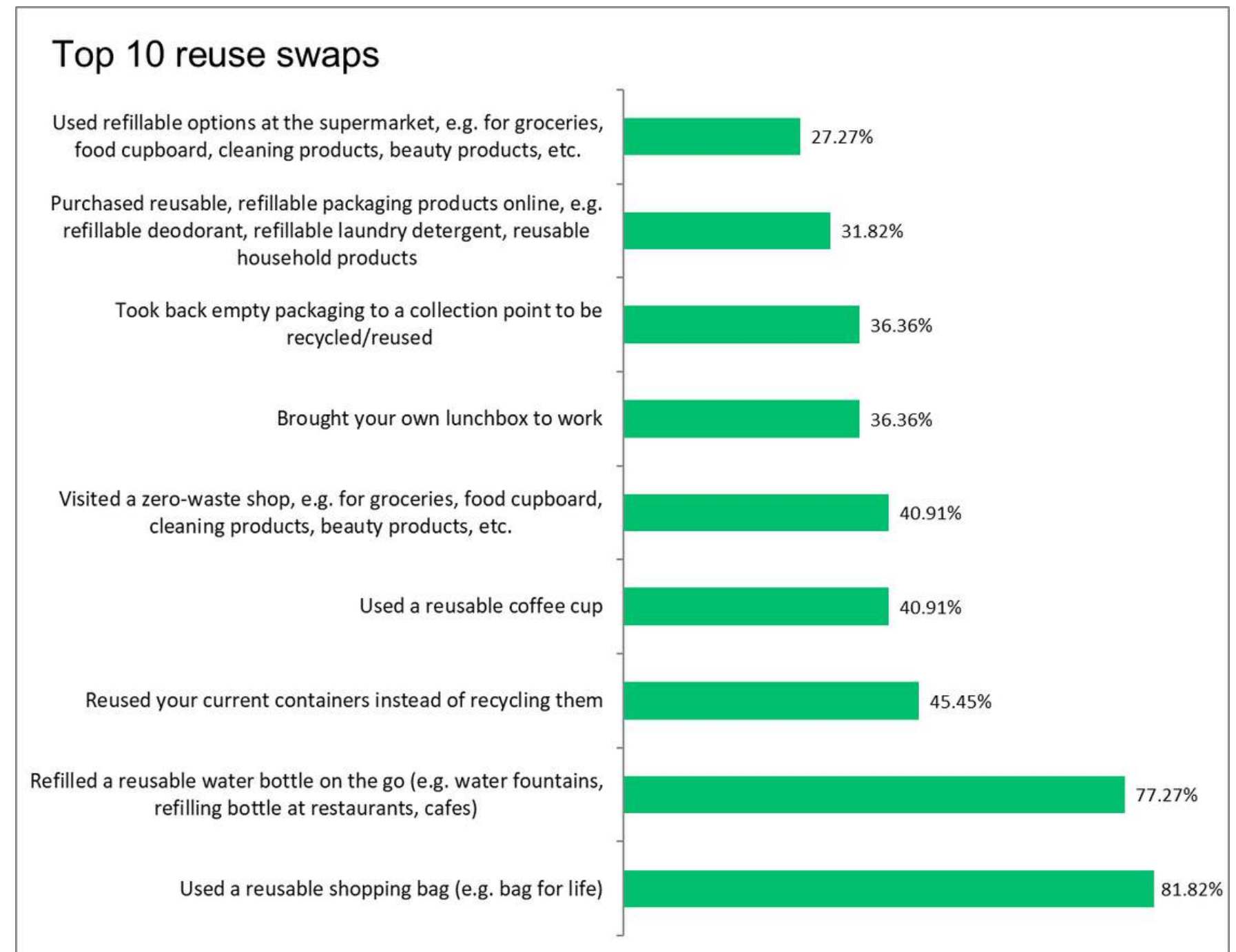
Lela McTernan  
Mann



# Great engagement for our first ever 5-Day Challenge



- **57%** said they're more likely to visit a zero-waste shop as a result of the campaign.
- **76%** said they have reused an item instead of recycling it.
- **Nearly half feel more comfortable asking for refills** at a café or restaurant as a result of the 5-Day Challenge.
- 56% tried a **new reuse swap everyday** for 5 days, discovering new ways to reduce waste.
- Most common reuse swaps included using a **reusable shopping bag** (81%), **carrying a reusable water bottle** (77%), **reusing containers** (45%) and **bringing a reusable cup** (41%).
- **80%** agree they are likely to **keep on doing the swaps after the challenge**.





“

## What people valued the most

“It made me look in more detail at look at what was available”.

“It made me think about my impact and gave me a practical way to decrease my negative impact on the environment, and loads of ideas for other things I can do!”

“A great, positive message - anyone can take part  
Seeing so many people in different countries taking part”

“It's good to challenge yourself and to help make an impact”

“

## The challenges they've found

“Reuse a take away container to a restaurant. In Kenya, this idea has not been adopted by consumers and vendors.”

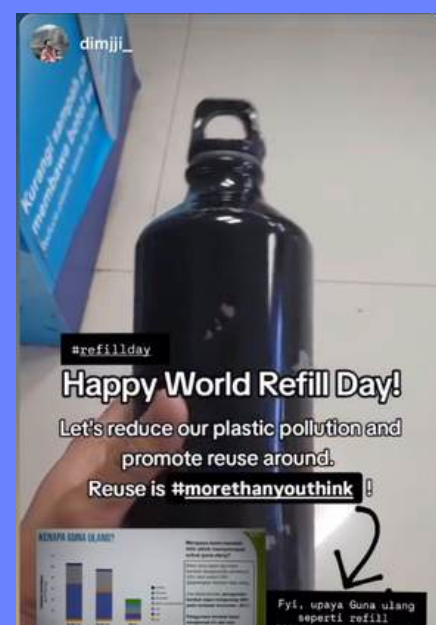
“The shop [where I refilled] didn't make it easy to understand how the process works and I had to ask a bunch of questions.”

“Reuse should still continue post-challenge”

“Remembering to take food containers for lunch at shop.”

“Finding loose vegetables & fruit at supermarkets or greengrocer is almost impossible.”







# Thanks to our World Refill Day Partners



We couldn't run campaigns like World Refill Day without the support of our supporters and partnerships.

Thanks to our partners BOCA, Ecover, Fill and Borro, Culligan, Berry Bros & Rudd and many more supporting the movement.

Get in touch with us to be part of next years campaign.



BERRY BROS & RUDD  
3, ST. JAMES'S STREET, LONDON  
—  
WINE & SPIRIT MERCHANTS





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# Thank you!

**> Any questions?**

Please email the marketing team on  
[marketing@refill.org.uk](mailto:marketing@refill.org.uk)