



CONNECTING OUR  
**ACTIONS**  
TO OUR OCEANS





The Team



## WHO WE ARE

**City to Sea** is a not-for-profit organisation, campaigning to **stop plastic pollution at source.**

Our award-winning campaigns tackle the **single-use plastic items most found on our beaches** and in our rivers and oceans.

# WHAT WE DO

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- 1** We tackle the most polluting **single-use plastic items**, focusing on **upstream solutions** so our oceans and beaches won't need to be cleaned in the future.
- 2** We design long-lasting **behaviour change initiatives** and find **practical solutions** to make living with less plastic more **affordable and accessible** for everyone.
- 3** We empower everyday activists & communities **to take action where they live**.
- 4** We **engage and influence** brands, retailers and policy makers to tackle single-use plastic and make reusables more accessible.
- 5** We encourage everyone to **rethink, refuse, reduce and reuse** across all of our campaigns.

# OUR APPROACH



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We focus on **stopping plastic at source** by reducing demand, so our oceans and beaches won't need to be cleaned in the future.



**SINGLE-USE PLASTIC NOW ACCOUNTS FOR**

**50%**

**OF MARINE POLLUTION FOUND ON  
UK BEACHES**

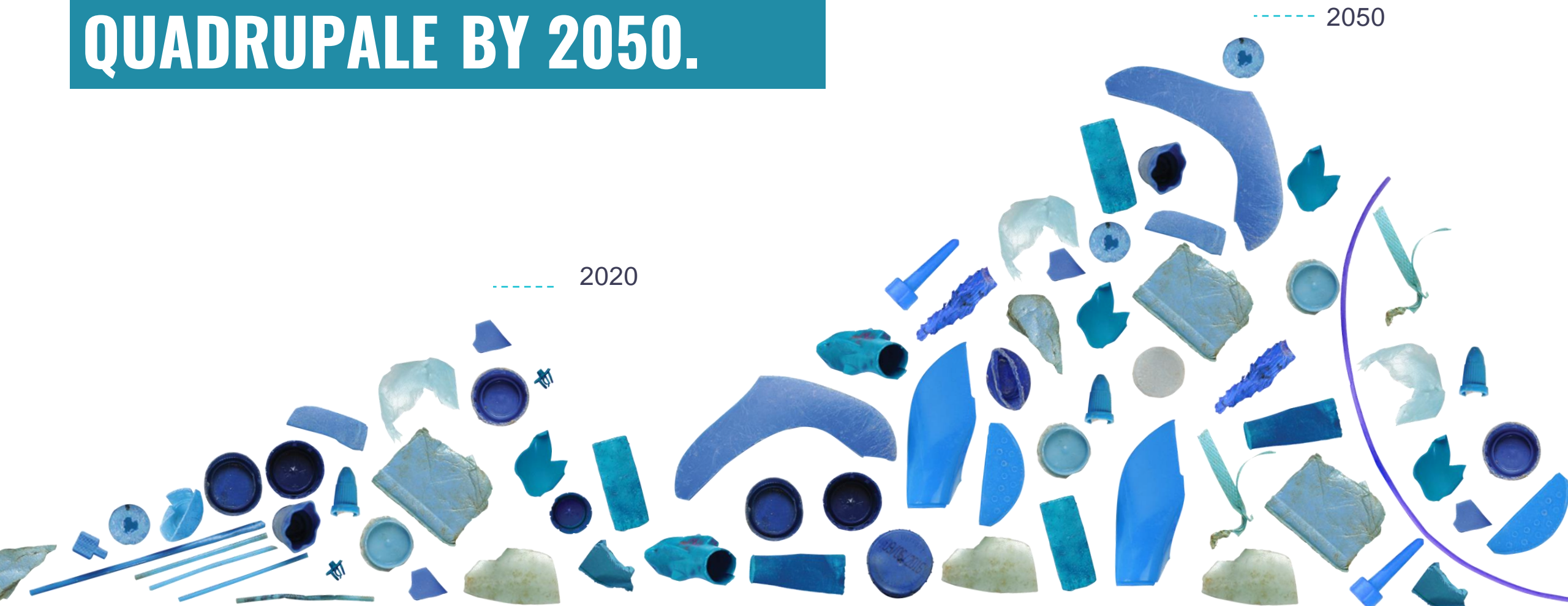
**WE NOW PRODUCE 300 MILLION TONNES**

**OF PLASTIC EVERY YEAR.**

**HALF OF THIS IS SINGLE-USE.**



**PLASTIC PRODUCTION IS EXPECTED TO DOUBLE  
OVER THE NEXT 20 YEARS AND ALMOST  
QUADRUPLE BY 2050.**





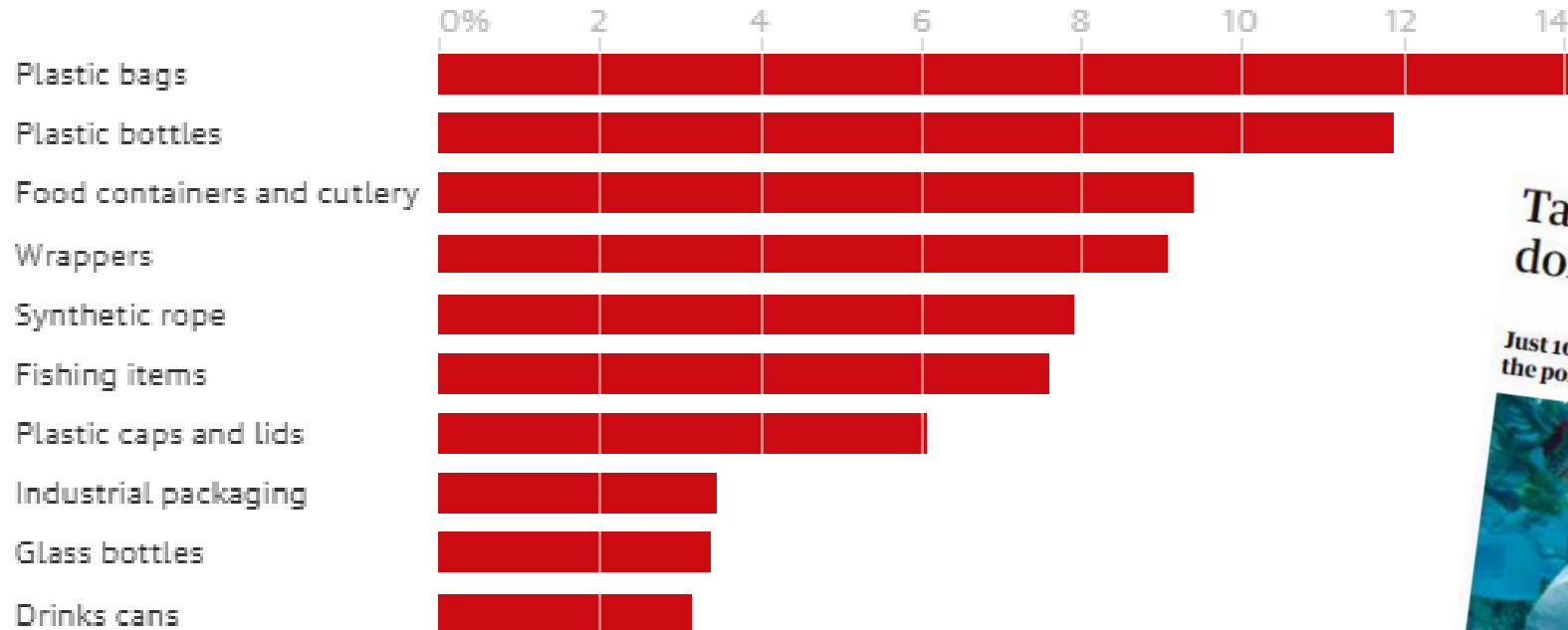
**GLOBALLY, ONLY 9%  
OF PLASTIC WASTE HAS  
EVER BEEN RECYCLED.**



# THE MOST POLLUTING SINGLE-USE ITEMS



## Plastic take-out food and drink items dominate global ocean litter



Guardian graphic | Source: Morales-Caselles et al, Nature Sustainability, 2021

**Takeaway food and drink litter dominates ocean plastic, study shows**  
Just 10 plastic products make up 75% of all items and scientists say the pollution must be stopped at source



▲ A turtle tries to eat a plastic cup: consumer items such as food containers make up the largest share of litter origins, the study found. Photograph: Paulo Oliveira/Alamy Stock Photo

# REFILL

Connecting you to places to **eat, drink** and **shop** with less plastic.





# ABOUT REFILL



Refill is an award-winning, **consumer and corporate behaviour change campaign** to help people live with less waste.

1. We **connect people to places to eat, drink and shop** without the pointless packaging via the app.
2. We empower everyday activists and local communities to create lasting change where they live. **Refill is a local campaign with global impact.**
3. We change behaviour. Refill is **designed to normalise refill and reuse and support the infrastructure needed** to scale reuse.

The Telegraph

Daily Mail

The Guardian

The INDEPENDENT

**HUFFPOST**

sky news

**BBC**

itv

**METRO**

STYLIST

VOGUE

# HOW REFILL WORKS...

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1

Anyone **can download the free app** to find local refill stations near them.

2

Participating businesses **simply sign up to the app and put a sticker in their window**, alerting passers-by that they're welcome to come on in and get a refill.

3

Local Refill schemes are established in towns, cities and countries around the world. Their role is to engage with businesses local gov, community groups and corporates on a local level to scale reuse.







### FREE WATER REFILLS

More than 30,000 water Refill Stations, globally!



### WATER FOUNTAINS

Find public water fountains added by our community.



### COFFEE ON THE MOVE

Coffee shops offering discounts and rewards using reusables.



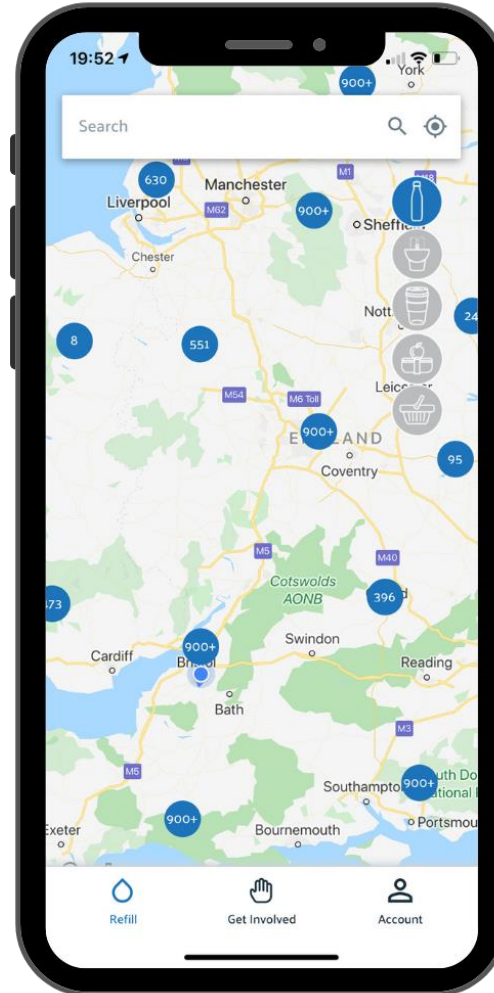
### LUNCH ON THE GO

BYO lunchbox for plastic-free food on the go.



### PLASTIC-FREE SHOPPING

Find over 400 zero waste shops and plastic free options.



# A TAP WITH IMPACT.

# WHERE CAN I REFILL?

CAFFÈ  
**NERO**

Loop

yha



Premier Inn

**COSTA**  
COFFEE

**ECO  
VER**

Network Rail

**LEON**  
NATURALLY FAST FOOD



GOOD  
CLUB



**Morrisons**  
Since 1899

JOHN  
LEWIS  
& PARTNERS

**PRET**

Iceland



ENGLISH  
HERITAGE



**PLUS 40,000+ more independent businesses, transport hubs and chains.....**

# REFILL IN LONDON

- London has 36 Refill Schemes run by activists, community groups and local authorities
- Covering 23 boroughs
- 4,699 Refill Stations +
- Get involved #RefillLondon

SUPPORTED BY

MAYOR OF LONDON





# REFILL TO DATE...

**100 MILLION**

Estimated single-use plastic bottles saved.

**OVER 380,000**

App downloads.

**280,000 +**

Refill Stations mapped around the world.

**7+ COUNTRIES**

The campaign is now active in

**400 +**

Local Refill Schemes in the UK





## CHANGING BEHAVIOUR



67%

of people are more likely to carry a reusable bottle & refill on the go as a result of knowing about the Refill campaign

The number of people who **normally drink tap water on-the-go** has gone from **1 in every 5 people** to **1 in every 2 people** in the last FIVE years since we started the Refill campaign.

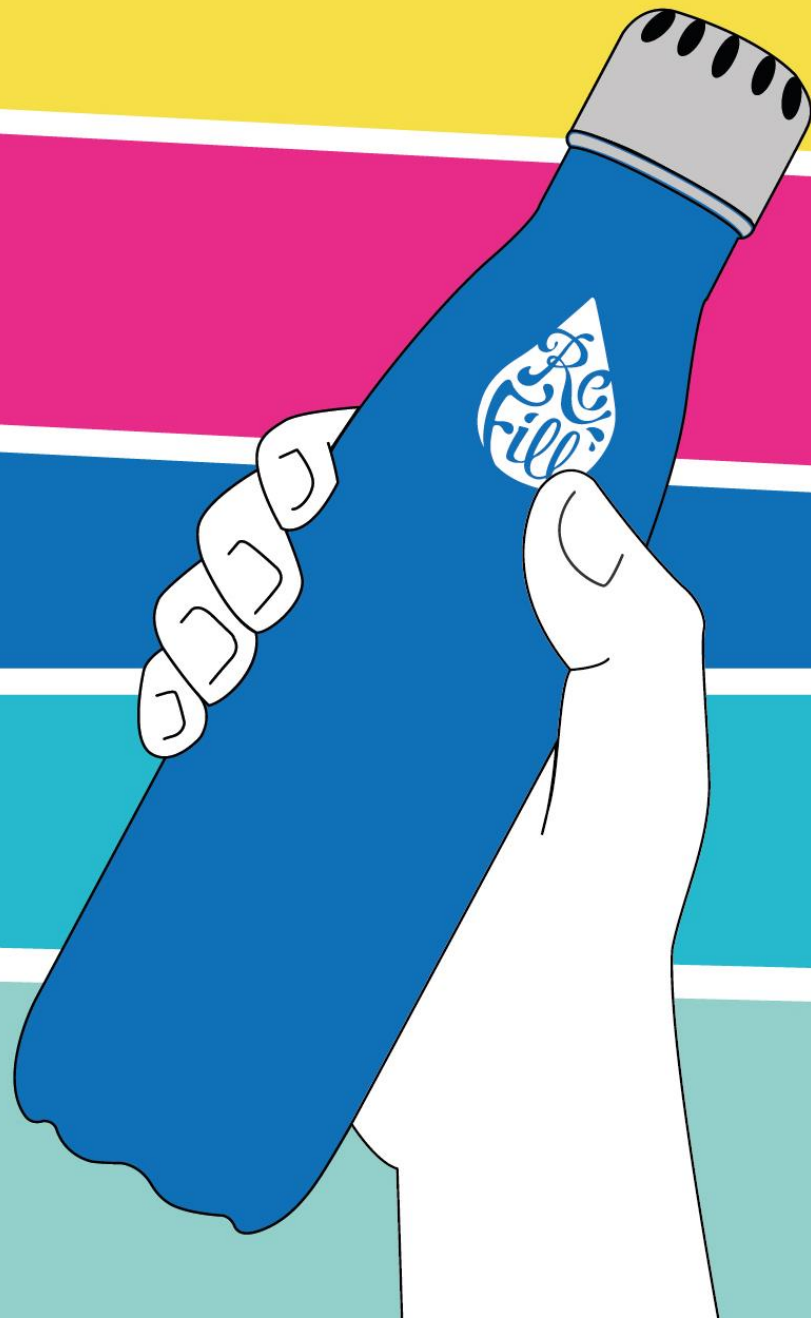


75%  
OF APP USERS

SAY THE REFILL APP HAS  
SIGNIFICANTLY HELPED THEM  
TO REDUCE THE AMOUNT OF  
PLASTIC THEY USE.



# WORLD REFILL DAY 16TH JUNE



# OUR IMPACT IN 2021

[Read the 2021 Impact Report here.](#)

168M

ESTIMATED SOCIAL  
MEDIA REACH

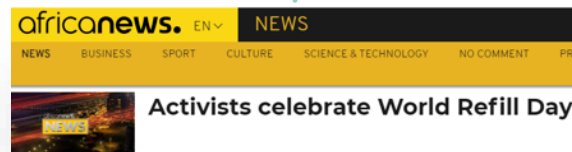
77  
COUNTRIES

350+  
PIECES OF MEDIA  
COVERAGE

WORLD  
REFILL  
DAY 16TH  
JUNE



10,000  
SOCIAL MEDIA  
POSTS



# WORLD REFILL DAY IS DESIGNED TO:

WORLD  
REFILL  
DAY 16TH  
JUNE

- 1 RAISE AWARENESS & CHANGE THE NARRATIVE:** World Refill Day provides a global comms hook that everyone can get behind. We want to get everyone talking about reuse and refill and change the narrative and help to move us beyond single-use culture to a circular future with reuse at the centre.
- 2 GROW CONSUMER DEMAND & BUILD THE MARKET:** We'll encourage consumers to choose to reuse on June 16<sup>th</sup>, growing demand for packaging-free options and building new consumer habits and behaviours.
- 3 MOBILISE COMMUNITIES** to create change where they live. We'll encourage and support businesses, community groups and local authorities to tackle single-use plastic and introduce localised reuse systems.
- 4 ENGAGE BIG BUSINESSES:** We'll work to accelerate the transition away from single-use plastic and towards reuse systems by calling on the biggest global polluters (FMCG brands) and governments to set ambitious reduction & reuse targets.
- 5 CELEBRATE REFILL HEROES AROUND THE WORLD:** We'll highlight the progress made so far and celebrate the individuals, NGOs, community groups, businesses and brands that have been leading the way.

# CALLING OUT THE BIG POLLUTERS



Working collaboratively with some of the biggest global NGO's in the reuse space, we'll be launching a global corporate campaign to call out the [5 biggest plastic polluters in the world](#) and ask for them to set meaningful and ambitious reduction and reuse targets.

We're targeted the brands listed as the top 5 in the are the [Global brand audit](#) which is collated and created by Break Free From Plastic.

We've created an open letter which will be signed by hundreds of organisations and NGOs around the world and used as the hook for our global media activity. [Add your name here.](#)

We'll also be encouraging the public to support this ask and call them out on social media, sharing the open letter.



#breakfreefromplastic

GREENPEACE



# BUILDING A GLOBAL MOVEMENT - #WORLDREFILLDAY



We'll be **encouraging everyone, everywhere to get out and about on June the 16<sup>th</sup> to find out what they can refill near them.**

To build momentum, and drive awareness we'll be **launching a digital engagement campaign** & driving user generated content. This will be seeded by ambassadors & influencers & curated using the hashtag #WorldRefillDay. We'll be encouraging people to:

- **Share selfies or videos of them with their reusable** bottle, cup or refilling their groceries or other items (seeded by influencers with Chilly's products!). This will help us 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).
- **Share the reasons WHY they refill / reuse** to reinforce the wider issues with plastic pollution & highlight why reuse is the solution.
- **Call out the big brands** and encourage them to offer reuse options for their products.





# INDIVIDUAL ACTION. GLOBAL DIFFERENCE

- DOWNLOAD THE FREE REFILL APP
- DO A PLASTIC AUDIT
- START SMALL & BUILD UP GRADUALLY
- CHOOSE TO REUSE
- SHOP LOCALLY
- USE YOUR VOICE > BRANDS & POLICY MAKERS
- INSPIRE A CULTURE CHANGE > WORK, UNI, SCHOOL,
- MOVE YOUR MONEY

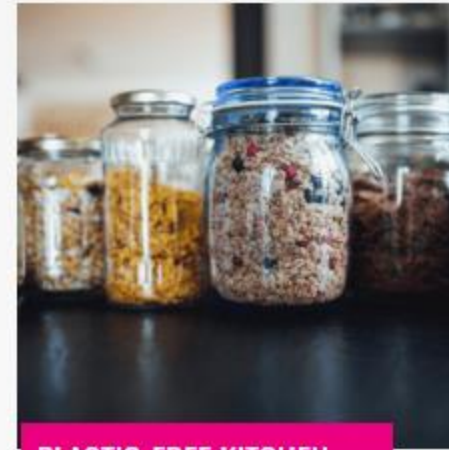




PLASTIC-FREE BATHROOM



PLASTIC-FREE CLEANING



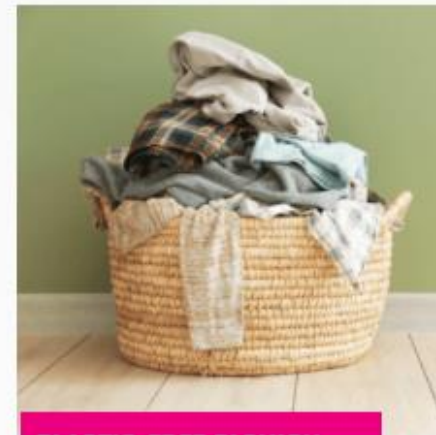
PLASTIC-FREE KITCHEN



PLASTIC-FREE PARENTING



PLASTIC-FREE GARDEN



PLASTIC-FREE FASHION

A large, bright pink plastic bottle cap and a portion of a pink plastic bottle are visible in the top left corner.

# HOW TO TAKE ACTION

A horizontal wavy line in a dark blue or purple color separates the title from the list of actions.

- › Sign up to Plastic Free Journal
- › Follow us on social media & SHARE
- › Donate
- › Volunteer your time or skills –
- › Join your local Refill Community Led scheme





# IT'S TIME TO TURN THE TIDE

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**HELP PREVENT PLASTIC  
POLLUTION AT SOURCE.**

Visit [citytosea.org.uk](https://citytosea.org.uk) to find out  
about our award-winning campaigns.

