



**CONNECTING OUR  
ACTIONS  
TO OUR OCEANS**





The Team



## WHO WE ARE

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**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.

# SOME OF OUR WORK....



REFILL



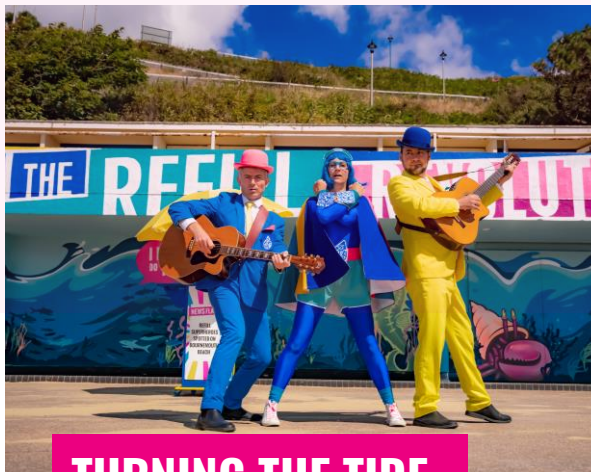
CUT THE CUTLERY



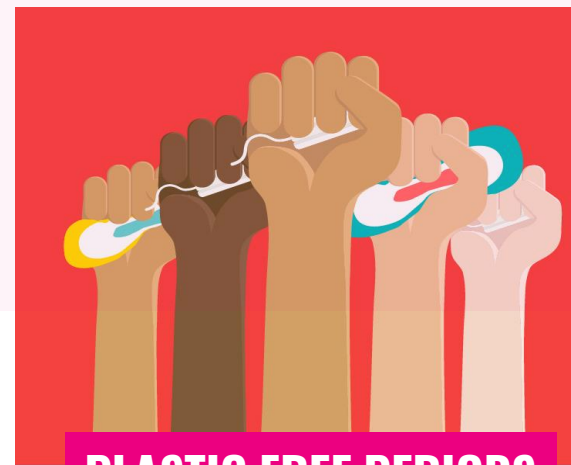
THE REFILL RETURN CUP



WORLD REFILL DAY



TURNING THE TIDE

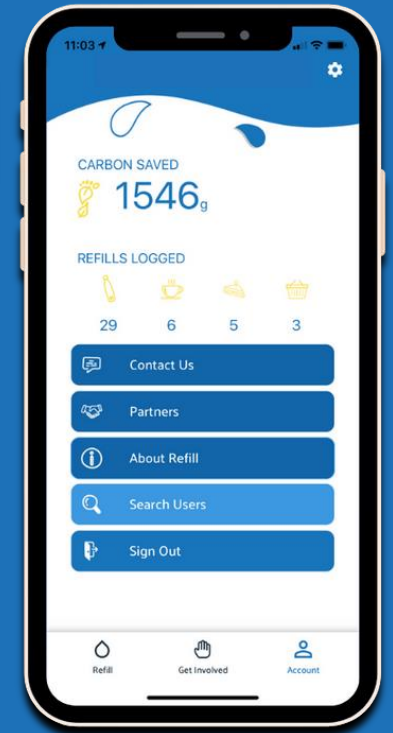
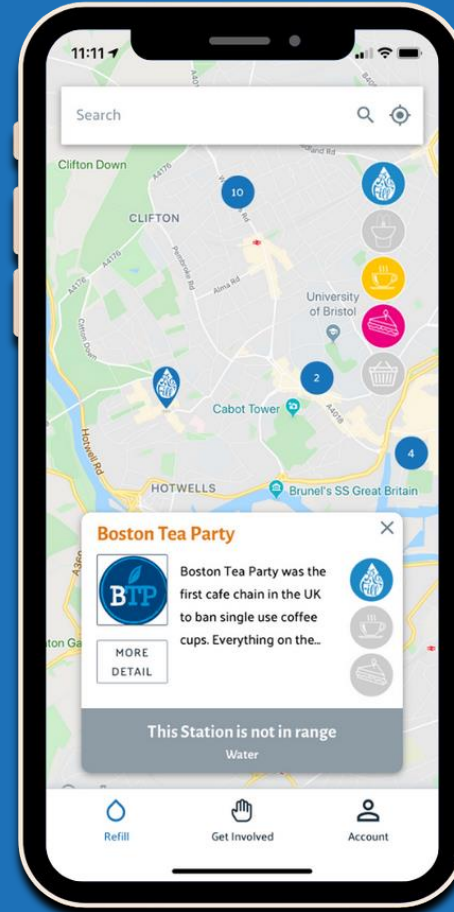
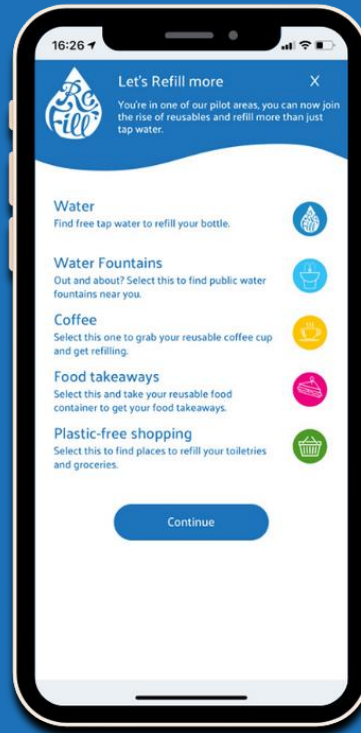


PLASTIC FREE PERIODS



# REFILL

Helping you eat, drink and shop with less waste





# ABOUT REFILL



- › Refill is an **award-winning consumer and corporate 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 towards reuse systems** and tackling the global issue of plastic pollution by reducing waste.
- › Refill creates a **localised solution to reducing waste and scaling refill and reuse systems.**

The Telegraph

Daily Mail

The Guardian

The INDEPENDENT

**HUFFPOST**

sky news

**BBC**

itv

**METRO**

STYLIST

VOGUE



# TAKING REUSE FROM NICHE TO MAINSTREAM

- 71% of people feel **uncomfortable asking for free tap water** when not making a purchase.
- 61% of people surveyed would drink from a reusable water bottle if they knew they could find places to fill it up.
- Town centres, travel and meal deals were some of the main drivers for buying bottled water.





# 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 villages, towns, cities create a global community whose role to sign up businesses and promote the campaign in their local area.



# AN APP WITH IMPACT



## FREE WATER REFILLS

More than **285,000** 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 reusable cups.



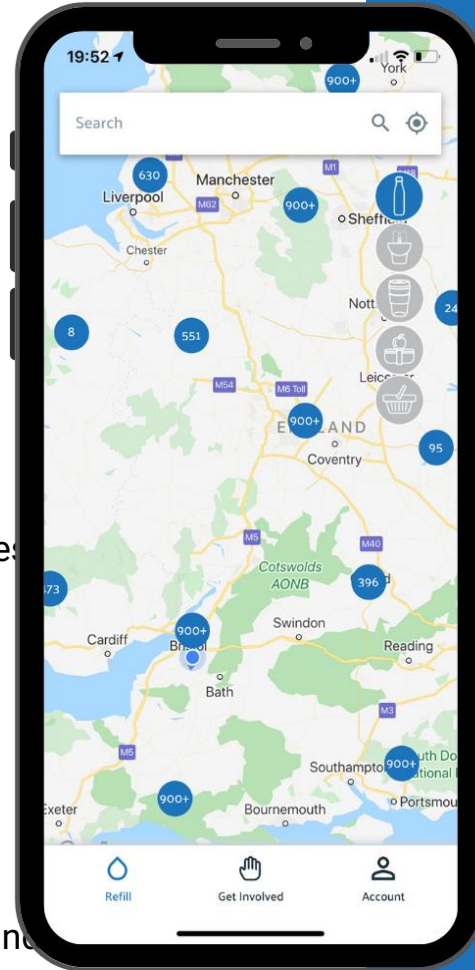
## LUNCH ON THE GO

More than **1,000** BYO lunchbox for plastic-free food on the go.



## PLASTIC-FREE SHOPPING

Find over **5,000** zero waste shops and plastic free options.



**OVER 500,000+** downloads.

**330,000 +** Refill locations mapped

Active users in **100+ countries** around the world and translated into 9 languages.

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



## BORROW & RETURN

Find places to pick up and drop off a coffee cup you've borrowed.

FREE TAP WATER

#refill

refill.org.uk

AVAILABLE HERE



# WHERE CAN I REFILL?

CAFFÈ  
**NERO**

**Loop**

**yha**



Premier Inn

**COSTA**  
COFFEE

**ECO  
VER**

**Network Rail**



**GOOD  
CLUB**



**Morrisons**  
Since 1899

**LEON**  
NATURALLY FAST FOOD

**JOHN  
LEWIS  
& PARTNERS**

**PRET**

**Iceland**



ENGLISH  
HERITAGE



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

# POWERING COMMUNITY ACTION



400+ local Refill schemes  
in the UK





# WHO WE WORK WITH.....



CHILLY'S

BEAUTY KITCHEN  
EFFECTIVE · NATURAL · SUSTAINABLE



SUPPORTED BY

MAYOR OF LONDON



Ariennir yn Rhannol gan  
Lywodraeth Cymru  
Part Funded by  
Welsh Government



Department  
for Environment  
Food & Rural Affairs



Heathrow  
Making every journey better



Morrisons  
Since 1899



GREENPEACE

PLASTIC  
FREE JULY



#breakfreefromplastic

# OUR IMPACT

Refill has a number of direct and indirect benefits on the environment and society and also contributes to both financial and environmental capital.

- › **Tackling plastic pollution and reducing waste,**
- › **Combatting climate change,**
- › **Providing access to safe, clean drinking water and also;**
- › **Empowering individuals and communities.**

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.







# SUSTAINABLE DEVELOPMENT GOALS

## 11 SUSTAINABLE CITIES AND COMMUNITIES



We provide communities – from small towns, to major cities with the tools they need to create lasting change and reduce waste.

## 6 CLEAN WATER AND SANITATION



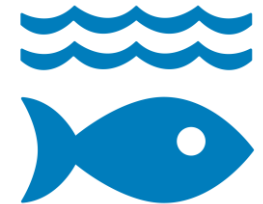
We connect people to free, and safe drinking water helping them to stay hydrated, save money and prevent plastic pollution.

## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



We're changing behaviour and making it easier for individuals and businesses to live with less waste.

## 14 LIFE BELOW WATER



We prevent plastic pollution, protecting our oceans for future generations.



65%

OF THE UK PUBLIC

are more likely to carry a reusable bottle as a result of knowing about the Refill campaign.

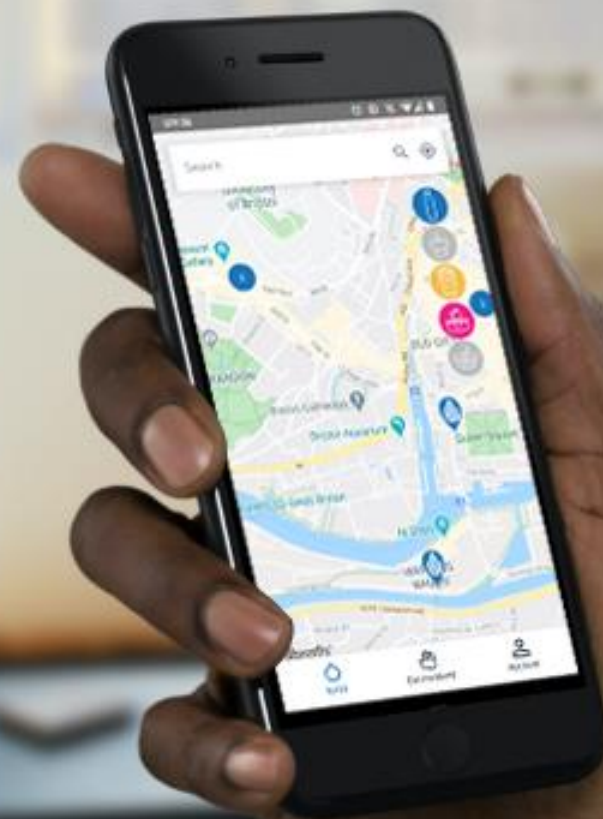




75%

OF APP USERS

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





80%

# OF REFILL SCHEMES

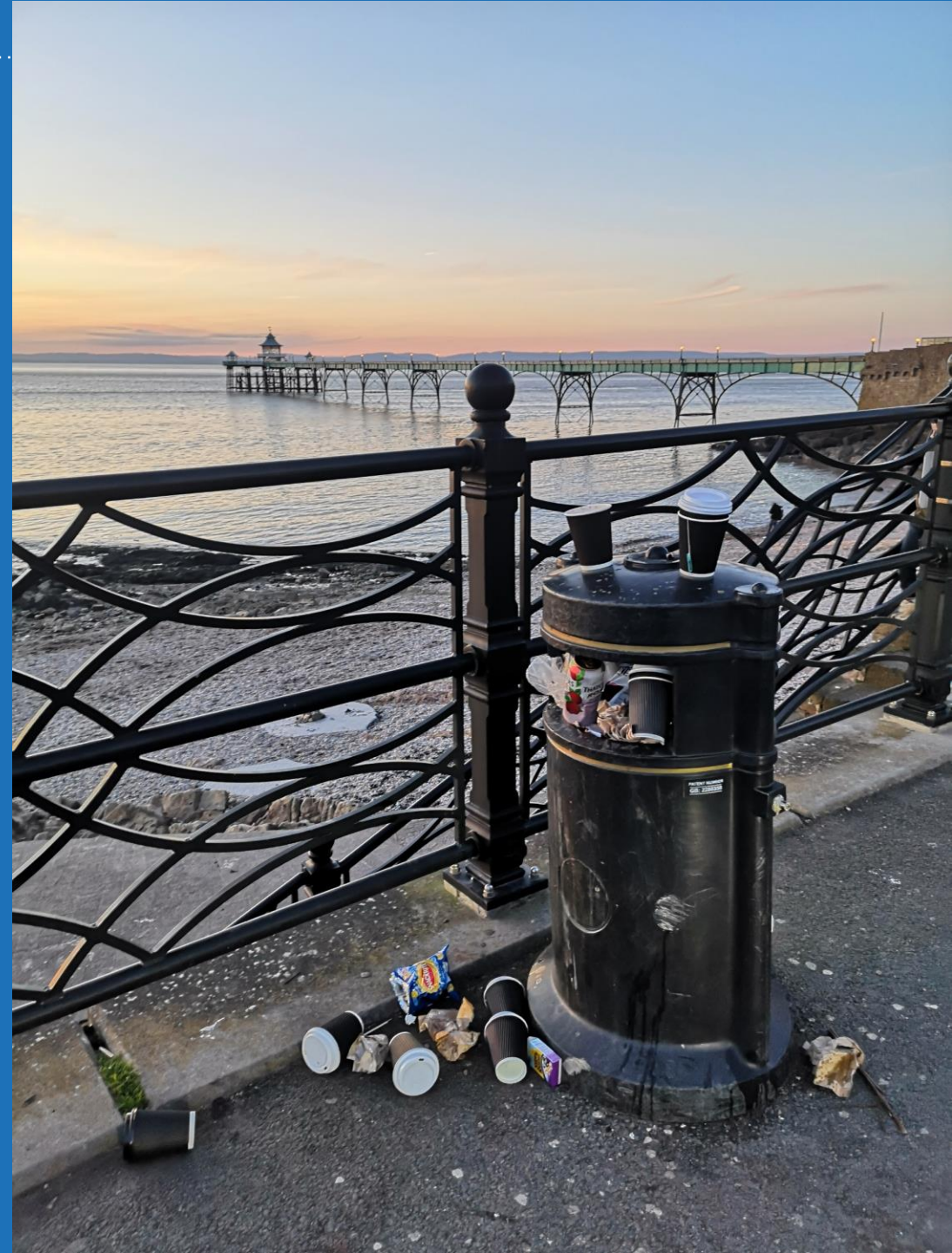
SAY SUPPORTING REFILL HAS ENABLED  
THEM TO MAKE A DIFFERENCE IN THEIR  
COMMUNITY & DELIVER A POSITIVE  
ENVIRONMENTAL IMPACT





100  
MILLION

PIECES OF PLASTIC SAVED  
EVERY YEAR IF ALL OUR  
REFILL STATIONS ARE USED  
JUST ONCE A DAY



# REFILL **AROUND** THE WORLD



400+ local Refill schemes  
in the UK



Refill has launched in 7+ countries  
worldwide (Italy, Switzerland, Ecuador, Chile,  
Japan, UAE & Ireland).

**TWO WORLD**

**REFILL**

**DAY 16TH  
JUNE**







 the refill  
return  
cup powered by  
City to Sea



the refill  
return  
cup



**EAT. DRINK. SHOP  
WITH LESS WASTE.**

[www.refill.org.uk](http://www.refill.org.uk)