



For immediate use

Q&A

What is Plastic Free July?

Plastic Free July is designed to help people refuse single-use plastic and improve recycling practices. Each year, millions of people around the globe take the challenge and choose to refuse single-use plastics.

How does the Plastic Free July challenge work?

It's a personal challenge that's part of a global effort for our oceans, for cleaner streets and for the planet. It has enabled millions of people to take small, daily actions and create long-lasting habits that minimise single-use plastic.

Top tips for people trying the Plastic Free July challenge for the first time?

One change can go a long way - choose one single-use plastic to avoid. It's all about noticing your plastic purchases and choosing better alternatives.

The most popular choices are switching from plastic wrapped to loose produce, and choosing to refuse straws and plastic water bottles.

What is the Plastic Free Foundation's vision for the future?

Our vision is a world without plastic waste. We will continue to drive positive change through simple solutions that help communities live more sustainably

How did the Plastic Free July challenge start?

It started with humble beginnings, Rebecca Prince-Ruiz and a small team in Western Australia decided to refuse single-use plastic for a month in 2011. It has since grown one of the most popular environmental campaigns in the world.

Millions of people across the globe take part every year, with many committing to plastic reduction far beyond the month of July.

Media contact

For media enquiries please email media@plasticfreejuly.org with your country in the subject line.