



BUSINESS MEMBERSHIP 2020

Please note: In putting together the 2020 Business Membership, we've taken into consideration the unique circumstances surrounding COVID-19 and the restrictions that are in place as a result. This is reflected in the new assets we have available for members, including our brand-new Working From Home Guide, and updated messaging on how to effectively communicate Plastic Free July ideas and solutions with your customers and staff.



80% of the global population support action to reduce plastic waste

BUSINESS MEMBERSHIP 2020

Many businesses want to reduce their plastic footprint, but don't know how to start.

With a decade of experience in plastic waste avoidance and millions of participants around the world, Plastic Free July is a global initiative with measured impact, tackling the plastic waste crisis by reducing the problem at the source.

The increasing use of single-use plastics and low recycling rates means plastic waste is growing. The World Economic Forum predicts that by 2050 plastic waste in the oceans will outweigh the fish!

So while individuals and households are doing their bit to reduce plastic waste, it's vital that businesses are also able to play their part in reducing plastic waste. In fact the public desperately wants them to.

The Plastic Free Foundation is proud to launch a membership program designed specifically for businesses and organisations. This program will guide you and your team in building and running successful and measurable Plastic Free July initiatives in your workplace.

What started as a local government initiative in Western Australia, Plastic Free July has, in less than 10 years, grown to an estimated 250 million participants globally, avoiding millions of tons of plastic waste.

Participation spans individuals, communities, retailers, service providers and corporates engaging employees and customers. Already in one year Air New Zealand committed to remove more than 55 million plastic items from its operations and Lendlease avoided 6000 reusable cups at their Barangaroo offices in July alone!

Alongside major corporations, thousands of SMEs have reduced plastic waste from their offices, operations or retail spaces as part of Plastic Free July.

We invite you to inspire your staff, engage your stakeholders and take your sustainability activities to the next level by joining our Plastic Free July Business Membership today.



Participants have a positive sense of wellbeing that increases through participation in Plastic Free July.

By engaging and empowering your staff members to participate you'll help them achieve this.



Plastic Free July Business Members see themselves and their stakeholders as part of the solution in reducing plastic waste.

Plastic Free July Business Members are organisations that want to take a stand against plastic waste and be recognised as a leader and influencer who 'walks the talk' in this rapidly growing social movement.

As a Plastic Free July Business Member, you'll equip your team with tools and easy to use resources they need to help reduce plastic waste, achieve sustainability targets and actually feel better!

- More than a team building exercise, our research shows that those who participate in Plastic Free July have a more positive sense of wellbeing that increases throughout the campaign. The small and simple changes initiated by participating in Plastic Free July will collectively make a massive difference across the organisation, reflecting back by achieving sustainability KPIs and increased sense of pride in your business
- Research has shown that 9 out of 10 Australian consumers said they're concerned about sustainability and 71% said they're willing to pay more for a product or service that is environmentally sustainable. This shows Australian's concern with making environmentally conscious decisions. As a Plastic Free July Business Member, you'll be demonstrating your actions in line with public sentiment.
- Participants also reduced their waste and recycling by 23kg per person in 2019. It goes beyond the Plastic Free July campaign too; our research shows that 9 out of 10 participants continue their new habits after July, creating significant long-term plastic waste reduction outcomes.

In 2019, 825 million kgs of plastic waste was avoided – how many kilos can your organisation collectively avoid?

It's easy to become a Plastic Free July Business Member. Simply complete your application online [here](#).



2020 BUSINESS MEMBERSHIP PACKAGE

In 2020, Business Members will receive:

Branding

- Official Plastic Free July Business **Member Badge** (logo) for your use during the campaign
- Specially designed 2020 **Social Media Tiles** for you to use through your social media platforms
- Acknowledgement of your business on the Plastic Free July website

Training

- Access to a **Member-Exclusive Webinar**, including Q&A facilitated by our leading experts, Rebecca Prince-Ruiz - Founder, Plastic Free July, Colin Ashton-Graham - Behavioural Economist, Erin Rhoads - Zero waste expert

Tools

- Workplace Challenge **Implementation Guide**, suitable for those just starting out as well as more advanced actions for plastic reduction initiatives. The guide addresses challenges around COVID-19 restrictions
- **Communication Guide** with tips for developing messaging across various channels including digital platforms and internal staff communications

- ***NEW Working From Home Guide**, how you and your staff can continue to minimise plastic pollution in 2020 even during COVID-19
- A **Sustainable Procurement Guide**, covering concepts on sustainable procurement, what to be looking for when considering suppliers and key business areas for review
- 2 x **Plastic Free July Posters** to promote your participation and campaign activities to staff, customers and stakeholders

Reporting and impact measurement

- **Unique URL** for your staff/customers to officially register for Plastic Free July under your name
- **Post campaign report**, showing participation and impact of Plastic Free July challenge.
- **Insights** into participants plastic avoidance behaviours and **Recommendations** on next steps for plastic waste reduction.

Sharing

- Sharing of **Stories and Successes** from our membership group



Our staff response to Plastic Free July has been overwhelmingly positive. As leaders of the business community, I think we've got a responsibility to show each other the way.

Dan Dragovic, partner,
Herbert Smith Freehills

BECOMING A BUSINESS MEMBER

Memberships for 2020 are now open!

The annual membership program investment is set on a tiered basis:

| | Annual turnover | Investment |
|----------------------|-----------------|------------|
| Tier One | < \$2M | \$2,000 |
| Tier Two | \$2M – < \$5M | \$3,500 |
| Tier Three | >\$5M | \$5,000 |
| Multinational | | POA |

Note: Annual membership, Prices in AUD excl GST

Due to the current COVID-19 situation, the membership has been priced at a level to ensure it is accessible for as many businesses as possible in these challenging times.

Our 2020 Business Membership is now open and we invite members at any time until 30 June however the sooner you join the sooner you can access the resources to help you reduce plastic waste.

It's easy to become a Plastic Free July Business Member. Simply complete your application online [here](#).

Join now

Have any further questions or keen to learn more about other ways to partner with Plastic Free July? Please email us at members@plasticfreejuly.org