



**PLASTIC  
FREE JULY**   
**BUSINESS MEMBER**  
**2021**

# **BUSINESS MEMBERSHIP 2021**



## WHY BUSINESSES ARE SIGNING UP AS PLASTIC FREE JULY® MEMBERS

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.

Utilising established and effective behaviour change principles, the Plastic Free July membership program has been tailored specifically for businesses and organisations. The tools will guide you and your team in building and running successful and measurable initiatives.

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

By joining, Plastic Free July Business Members are better equipped to engage teams and foster a culture of community. A Plastic Free July Business Membership provides the tools, resources and actions to take and inspire and empower people to make plastic free choices that are not just possible, but accessible and easy for everyone in the organisation.

Plastic Free July provides not only a month long worth of engagement but it's the start of a conversation and personal behaviour change that makes a real difference well beyond July.

The benefits move beyond the environment alone. We know when people are fully engaged in purpose, able to make a difference and empowered to make change that matters - their confidence and commitment soars.

**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.**



**92% of the global population support action to reduce plastic waste**



**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 AND THE POSITIVE IMPACT ON YOUR TEAM**

By leveraging the Plastic Free July movement and activating a campaign in your organisation, it demonstrates leadership, connects people with meaningful solutions and creates impact right at the grass roots of the business, quickly creating **weight, depth and reach** to your sustainability activities.

Best of all it's fun and easy to implement and will have a net positive on your employee's experience.

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!

- A team building exercise that gives more! Our research shows that those who participate in Plastic Free July have a more positive sense of wellbeing that increases throughout the campaign. The simple and positive changes initiated by participating in Plastic Free July will collectively make a massive difference across the organisation, reflecting back in your sustainability KPIs and increased sense of pride in your business.
- A 2019 survey by leading global researcher Ipsos found that concern for the environment was the number one value that united people around the world and concern grew by September 2020. "Consumer expectations and demands for more sustainable practices are found to be higher than they have ever been (Ipsos 2020)". As a Plastic Free July Business Member, you'll be connecting your values and actions in line with global public sentiment.
- Participants reduced their waste and recycling by 21kg per person in 2020. It goes beyond the Plastic Free July campaign too; our research shows that 85% of participants continue their new habits after July, creating significant long-term plastic waste reduction outcomes.

**In 2020, over 900 million kgs of plastic waste was avoided – how many kilos can your organisation collectively avoid?**



## RESOURCES INCLUDED

The 2021 Business Membership package is provided as an exclusive online toolbox of resources that includes:

### BRANDING

- Official Plastic Free July Business Member logo for your use during the campaign
- Acknowledgement of your business on the Plastic Free July website
- Plastic Free July branded social media tiles to promote your official participation

### TOOLKIT ASSETS

- Workplace Challenge Implementation Guide
  - Getting started
  - Engaging your employees
  - Making a pledge
- Communications Guide with ready to use materials
  - Messaging guidelines
  - Blog
  - Text for your webpage, e-news and blog
- Getting the Facts; the plastic waste problem
- Writing for behaviour change; communications to increase engagement
- Working from home; minimising plastic in the home office
- Powerpoint presentation; a summary on Plastic Free July for managers or presenters
- Sustainable Procurement; Your purchasing decisions - steps to getting started
- A4 posters to promote your participation and campaign activities
- Photo library

### PROFESSIONAL DEVELOPMENT

- Webinar: **The Hands lead the Heart lead the Head:** making real change in your organisation with Plastic Free July.

### EVENTS

- Plastic Free Morning Tea initiative: guide to planning an event to engage your organisation in the challenge



## PRICING

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

Note: Annual membership on a per country basis.  
All prices are AUD and exclude GST

## HOW TO BECOME A BUSINESS MEMBER

It's easy to join leading businesses making a difference. **Simply apply online using this short form.** Once completed, you will be emailed an invoice. Members will receive a secure login to the online toolkit with assets to be released during May.

### Got questions?

Please email us at [members@plasticfreejuly.org](mailto:members@plasticfreejuly.org)