

# REBECCA PRINCE-RUIZ

## Plastic Free July founder, speaker, author, and global change maker

Rebecca founded Plastic Free July in 2011 with the goal to make a difference by changing her behaviour around single-use plastics. Plastic Free July challenge has grown to become one of the world's most impactful environmental campaigns.

From the beginning, Plastic Free July has been a beliefs-driven organisation. As founder, Rebecca's core beliefs are the organisation's motivating force: That it's critical people change their relationship with plastic, and as a society, disrupt our consumption-driven throwaway culture.

## Inspirational speaker

For more than 10 years, Rebecca has captivated audiences as a speaker and panellist at conferences and events across the globe. **She educates, inspires and challenges her audience** to change their relationship with plastic and question our consumer culture.

She has the ability to break down how society needs to rethink our response to the waste crisis and identify the role of citizens, business and government.

Rebecca has a way of inspiring change through small steps, which in-turn can have significant results. **Audiences walk away knowing they can take responsibility and actionable steps. They're empowered to make real change** – in the face of plastic pollution.

Motivating  
**140+**  
Million  
participants  
worldwide

**CHOOSE  
TO REFUSE**  
SINGLE-USE PLASTIC  
[PLASTICFREEJULY.ORG](https://plasticfreejuly.org)



**“Congratulations on all you are doing in the battle against plastic.”**

*Sir David Attenborough*



### SPEAKER TOPICS

**Plastic-free leadership**

**Turning the tide on single-use plastic:**  
Important lessons from COVID

**A world without plastic waste:** helping people and organisations to contribute



## From a local campaigner to the leader of a global movement

Rebecca created the first Plastic Free July challenge, rallying 40 people from her local community in the beach-side town of Fremantle, Western Australia. The behaviour change campaign has become a global movement, with an estimated 140+ million people taking part in 2021, stopping 300 million kilograms of plastic from ending up in landfill and the environment.

“A powerful example of grassroots action inspiring tangible behaviour change. Rebecca brought practical and hands-on understanding of the critical behavioural barriers, challenges and opportunities we need to address around plastic.”

*Brooke Donnelly, Australian Packaging Covenant Organisation*



“It is rare to hear a speaker who is able to address people at the level of the heart and the level of the mind. She had practical information and tips she was able to weave in larger questions about how to live a good life – for humans and the planet. I recommend her effusively, she is an incredibly inspiring speaker!”

*Sisonke Msimang, Writer*

## Rebecca the author

Along with Joanna Atherford Finn, Rebecca authored the book **Plastic Free: The Inspiring Story of a Global Environment Movement and Why It Matters.**

A book about positive change, Plastic Free tells the incredible story of how a simple community initiative grew into one of the world’s most successful environmental movements. It also shares stories from people and organisations around the world who have taken on the Plastic Free July challenge and significantly reduced their waste.



“Plastic Free July inspires me to step up my commitment to reducing single-use plastic in my daily life and on tour.”

*Jack Johnson, musician and Plastic Free Foundation ambassador*

“Plastic Free shows how one person can ripple out and cause good around the globe. Never has there been a more important time to share hope and action, and combine them for our Mother Earth.”

*Melissa Joan Hart, actor*



“Few people have spent as much time as Rebecca Prince-Ruiz trying to work out how to minimise the plastic in our lives.”

*Craig Reucassel, comedian and presenter of War on Waste*



WA STATE RECIPIENT  
LOCAL HERO 2021  
Rebecca Prince-Ruiz

Australian  
of the Year  
Awards



## Rebecca the change maker

Rebecca has been at the forefront of plastic waste avoidance conversations, drawing on her professional career across nearly 30 years in environmental, waste management and sustainability.

Whilst Rebecca might spend time sitting on boards and advisory panels, and consulting to governments and corporates, she passionately engages with young people and individuals from all walks of life. She's constantly inspired and driven to share their stories and engage communities in solutions.

"The solution isn't a few people doing everything. We need a groundswell of community engagement, all making small changes together for cultural and system change."

Rebecca Prince-Ruiz

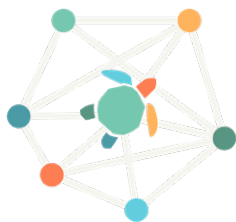


Photo: Oliana Clifton

"It was an honor to have Rebecca share the story of Plastic Free July. What stood out as we conversed was how humbly Plastic Free July started — really with just one individual — and how it is now a global movement, inspiring change all over the world."

— Reece Pacheco,  
World Surf League



## Key achievements and experience

Rebecca's vast knowledge, interesting stories and first-hand experiences have captured the attention of audiences world-wide. Her plaudits include:

**Australian of the Year Awards 2021 WA Local Hero**

**A Churchill Fellowship** in 2015

**Winner** of the 2018 **Infinity Award**  
(Community Waste Award) for Plastic Free July

**Winner** of the 2018 **Environment Action Award**  
(United Nations Association of Australia,  
WA Division) for Plastic Free July.

**As a presenter and passionate plastic pollution expert, Rebecca has engaged**

**TEDx**

**SBS**

**NASA**

**The New York Times**

**The Guardian**

**CNN**



**BBC**

**ICRC**

**THE HINDU**



## Contact details – speaking opportunities and bookings

For more information about engaging with Rebecca for speaking opportunities and advisory services, please complete the enquiry form on the following page and submit to Lynnette Edmonds Consulting

 [lynnette@leconsulting.com.au](mailto:lynnette@leconsulting.com.au)

# Enquiry Form - REBECCA PRINCE-RUIZ

Client Name:

Event/Appearance Date:

Contact details (email, phone number and website):

Event Name & Event Theme/Purpose including links to relevant sites/info:

Audience Numbers:

Audience Demographics:

Other speakers (if any) and name of host/emcee:

Speech Topic:

Speech Duration:

Time of Speech (including time zone):

Public or Private Event: (Is the event ticketed?)

How is the event being marketed? Including Social Media and total expected audience reach

Is there a request to video/film the event?

Fee/Budget Offer: (\$ + GST)

Additional Cost and info (Eg: travel/accommodation/transfers etc):

Virtual:

Duration:

Format:

Platform:

Venue/studio:

Availability timeline of recording:

Dress code (if any):

Any other information?

For requests and enquiries regarding booking Rebecca Prince Ruiz please complete this form and return via email to Lynnette Edmonds Consulting or send a general enquiry to [lynnette@leconsulting.com.au](mailto:lynnette@leconsulting.com.au) and you will be responded to within 48 hours.