



PRESS RELEASE

Plastic Free July® 2022: Critical to ‘Turn the Tide’ on plastic pollution

June 2022: Plastic Free July®, the global social movement that helps people be part of the solution to the problem of plastic, announces 2022 a critical year to turn the tide on plastic pollution as businesses and governments respond to public concern.

Plastic pollution remains a truly global problem, affecting communities around the world. Despite our careful sorting, collection and recycling efforts, plastic is everywhere - from the deepest oceans to the summit of Mt Everest. It is not only littering the planet, but now littering our bodies, even found in the placentas of unborn babies.

However, 2022 has shown signs of progress. On 2 March 2022, the United Nations Environment Assembly agreed to create a historic global treaty to end plastic pollution in a landmark agreement. A shift that the UN says could reduce the volume of plastics entering oceans by over 80 per cent by 2040; reduce virgin plastic production by 55 per cent; save governments US\$70 billion by 2040; reduce greenhouse gas emissions by 25 per cent; and create 700,000 additional jobs – mainly in the global south.¹

The theme of this year’s Plastic Free July ‘**Turn the Tide, one choice at a time**’ celebrates the collective impact of millions across the world choosing to refuse plastics. From governments and brands committing to design a better circular economy to individuals making choices in their daily lives, we know this groundswell of action is driving regulation and legislation at a global level.

“Ending plastic pollution has never been more of a focus. Every choice we make in our own lives to reduce our plastic waste makes a difference, it sends a message and helps build momentum - turning the tide on plastic pollution.” Rebecca Prince-Ruiz, Founder and Executive Director of Plastic Free Foundation

“By focusing on avoidance, Plastic Free July offers everyone, wherever they live, a way to make a difference and stop plastic pollution from leaking into the environment and impacting communities.”

“Together, we have already avoided 2.1 million tonnes of plastic waste, including millions of single-use drink bottles, coffee cups, packaging, straws and plastic bags.”

Ahead of the 2022 challenge, **Plastic Free July launches NEW resources for individuals, business and schools to be part of the solution.**

- **Changemaker Manifesto** – FREE resource for anyone who wants to drive momentum towards ending plastic waste in their own community
- **Schools program** – FREE resource for school staff, students, and parents to get involved with Plastic Free July in a fun and engaging way.
- **Corporate membership** – For a nominal fee, the membership enables businesses to take part in the challenge and provides tools and resources to involve everyone in the organisation.

Plastic Free July is a month of global action that everyone can take part in, and tailor to get their own community. Over 100+ million people are making the switch to durable reusable items, avoiding packaging and reducing waste in their own lives. This community action sends a clear message to businesses and governments that it is time to end plastic pollution.

Take the Plastic Free July challenge today by visiting www.plasticfreejuly.org.

¹ <https://www.unep.org/news-and-stories/press-release/historic-day-campaign-beat-plastic-pollution-nations-commit-develop>