



PRESS RELEASE

NEW THEME FOR PLASTIC FREE JULY 2023 ANNOUNCED; “Small steps makes a big difference.”

WORLDWIDE - From 1st July millions of people will join the Plastic Free July® global movement and take steps towards ending plastic pollution. The theme for the 12th Plastic Free July® challenge is “**Small steps make a big difference**’.

“When 140 million people take a small step, it is noticed. Choosing to refuse a single-use plastic item this July means joining a big movement of people taking steps to end plastic pollution. Importantly, it also means showing businesses and governments they need to step up too.” Said Rebecca Prince-Ruiz

Plastic Free July participants typically reduce 18 kg of household waste and recycling each year. This equates to approximately 38 times the weight of waste collected by the world’s biggest clean-ups last year.¹

“The significance of preventing waste before it enters our ecosystem cannot be stressed enough. We know that the every-day items that pollute our oceans have often only been used once or twice before being thrown in the bin. By taking steps to reduce, reuse and refill, we are being part of the solution to eliminate waste.” Said Rebecca Prince-Ruiz

There are a lot of popular choices and switches people are making to reduce plastic waste. Some people are choosing reusable coffee cups for this July, while others are choosing to refuse plastic packaging.

- **Avoids landfill waste and protects the ocean:** By taking steps to avoid plastic items that usually end up in landfill, it’s helps to prevent items breaking up into microplastics that cause lasting harm to wildlife and marine ecosystems.
- **Reduces consumption and production:** By taking steps to reduce, reuse and refill, earth’s resources aren’t used up as quickly. Millions of people around the world are altering their shopping habits, choosing to actively avoid excessive plastic packagingii and materials that are only used once or twice before being thrown in the bin.
- **Reduces human health impacts:** By taking steps to avoid food that is wrapped or heated in plastic can limit potentially hazardous chemical exposure. There is increasing concern and research being done on the human health impacts of single-use plastics to be taken into consideration.
- **Connects communities and drives systemic change:** By taking steps to use reusable containers, instead of single-use ones, means that others are more likely to so as well. Research has demonstrated a strong impact on social norms. This year we’re calling on policymakers and MPs to share their personal pledge to be part of the solution.

The next two years are critical for the public concern for plastic pollution to be heard as the United Nations will forge an international legally-binding agreement in response to the plastic crisis. Plastic Free July provides an opportunity for people to be part of the solution. For more information visit plasticfreejuly.org.

- End -



PRESS RELEASE

About Plastic Free July

Plastic Free July is a global social movement that stops around 300 million kgs of plastic polluting the world each year. Plastic Free Foundation is the Australian-based not-for profit that delivers this flagship campaign. We share Plastic Free solutions with people and organisations so that we can all take action to end plastic waste and enjoy a healthy world. In 2022 3.6 million Australians were part of the estimated 140 million global participants choosing to refuse single-use plastic at home, at work and in their communities.

As plastic production and waste generation increases, it is clear we can't recycle our way out of the problem and need to "turn off" the plastics tap. Waste avoidance (which starts at the point of consumption not disposal) needs to be a critical part of the solution.

See the [2022 Impact Report](#) for results from our robust evaluation framework.

How to get involved

Plastic Free July challenge is not about doing everything, just choose one item and give it a try in July. Best of all, being part of Plastic Free July will help you to find great alternatives that can become new habits forever.

1. [Take the challenge](#) and get tips, tricks, stories of other participants and news from across the global movement
2. Do the [Plastic Free July Quiz](#) (it takes less than 5 minutes) to discover the items you use and decide what you'd like to choose to refuse
3. Decide to take your [first step](#) or really [challenge yourself!](#)

As more people realise single-use coffee cups aren't readily recycled, many are [Choosing to Up Cup](#) as a first step to make a big difference. It's as simple as Bring, Borrow, Stay! Either bring our own reusable cup, borrow or swap a cup from some cafés, or take ten minutes and enjoy your favourite cuppa there. Others are inspired by the [Plastic Free Morning Tea](#): a popular way of making and sharing food, fun and conversations about plastic free solutions. People who host their own at work, home or out in the community find it's a great way to invite others to get involved.

¹ Data taken from 12 of the world's largest waste clean-ups between X and X 2022.