

Small steps, big difference.

Join millions of people taking a step to end plastic pollution.

TAKE THE PLEDGE TODAY

Want to help make a difference and be part of the solution to plastic pollution?

Plastic Free supporters are asking local MPs, Senators, Mayors, CEOs and celebrities to take a small step and commit to refusing single-use cups this July.

Taking part in Plastic Free July and sharing your pledge publicly is a great way to promote awareness and inspire others to take part. Together we can avoid the billions of disposable cups ending up in landfill and litter each year.

I'm keen. How do I do it?

It's your choice. Our Bring, Borrow or Stay suggestions will help to get you started. Then simply share on your socials so others can see how simple it is to take a step towards ending plastic pollution.

GETTING STARTED

STEP 1. CHOOSING YOUR CUP

Did you know single-use coffee cups aren't readily recycled and even "compostable" cups usually end up in landfill? You can make a different choice:

- **Bring** your own reusable cup.
- **Borrow** or swap a cup from the office or some cafés .
- **Stay** and take a seat.

Choose glass, stainless steel, or ceramic cups to avoid any plastic chemicals. Plastic free is better for our health and environment.

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STEP 2. SHARING YOUR COMMITMENT

Tell your community what you're doing and encourage them to get involved. Below, you will find suggested social media posts, captions, and visual assets.

- **Share your small step pledge here**

plasticfreejuly.org/campaigns/small-steps-big-difference

- **Share on social media assets**

Feel free to personalise with your own voice and messaging. We encourage you to share these posts across your social media platforms and tag @PlasticFreeJuly and the hashtags #SmallStepsBigDifference #PlasticFreeJuly2023.

- **Share publicly**

There are many ways people share their pledge publicly, including creating and sharing a weekly post or video about how the challenge has sparked conversations, sharing a photo at their favourite cafe or writing an article for their community newsletter or intranet.

- **Get your community on board**

Encourage your community to join with you by choosing their own Bring, Borrow or Stay step. Imagine the big difference you'd make if everyone in your circle of influence took their own small step.

Post

*I'm choosing to {Bring/Borrow/Stay}.
Every takeaway cup I avoid makes a
difference by reducing landfill.*

Post

*I'm taking a small step to make a big
difference, join me today and bring
your own cup to your local café.*

Newsletter

*Every year billions of takeaway coffee cups and
lids are discarded worldwide making them one
of the most used single-use plastic items. The
vast majority end up in landfill and many are
littered and become plastic pollution.*

*Many people think paper-based disposable
coffee cups are recyclable, but they're usually
lined with plastic and most end up in landfill.*

*I am personally taking a step to end plastic
pollution by pledging to avoid single-use cups
this July.*

*Why don't you join me? Together we can make a
difference to end plastic pollution.*

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