

Plastic Free July 2026: World Record Attempt.

Plastic Free July is a shared global movement that supports people to choose simple, practical ways to reduce single-use plastic. Each year millions of individuals, organisations and communities take part, cementing July as a key global month for inspiring action against plastic pollution, as well as creating long-lasting habits and driving real change.

WORLD RECORD ATTEMPT 1 JULY

On **1 July 2026**, we're creating a global moment of action, by setting a world record for **The Most People Refusing Single-Use Plastic in One Day** by mobilising as many people as possible to take the Plastic Free July Pledge.

The goal is to create a visible, collective demonstration of the people around the world who want to be part of the solution, and show how small steps taken by many add up to a big difference.

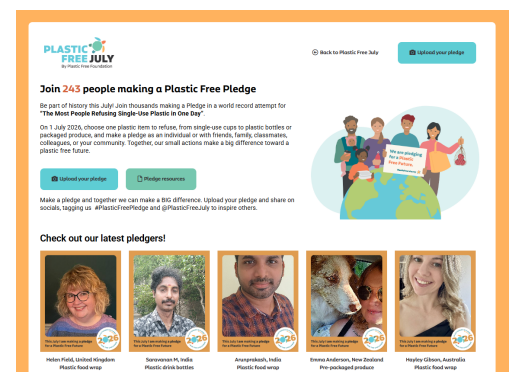
But we can't do this alone. We need people like you to help us spread the word and inspire people around the world to get involved and create a global wave of change.

YOUR PART INSPIRING GLOBAL CHANGE

We're inviting people around the world to come together on 1 July 2026 and take our Plastic Free July Pledge, setting a new World Record for the most people taking action against plastic pollution in a single day.

ENCOURAGE YOUR COMMUNITY TO:

- Bring people together: Make your pledges as a group (you can take the photo anytime), then upload one group pledge on 1 July - each individual will be counted in the world record attempt.
- Choose what to refuse: Choose one or more single-use plastic items to refuse throughout July. It can be super simple, from disposable coffee cups to prepackaged produce. Even one item adds up to a big difference.
- Capture the moment: We'd love to see group photos of pledge moments. This can be quite creative and fun, by posing with reusable items, choosing a meaningful location (like an iconic landmark, your office foyer, or local cafe), or even downloading and printing a Plastic Free July pledge card.
- Share it on Wednesday 1 July: Here's the most important part! Submit your Plastic Free July Pledge on 1 July to make sure it's counted in the world record attempt.



Upload your pledge on 1 July plasticfreejuly.org/pledge

Supported by



AMPLIFY THE MOMENT:

Your voice is instrumental in broadcasting the world record attempt to as many people around the world as possible. Here's what you can do.

Before Wednesday 1 July:

- Promote the 1 July Plastic Free July Pledge ahead of time, using social media, community boards, events, and talking to people in your network
- Encourage group participation, to drive broader impact

On Wednesday 1 July:

- Create your pledge, including a picture, as this monumentally expands reach and impact, to inspire others
- Drive people to upload their pledge to plasticfreejuly.org/pledge specifically on 1 July, so they can be counted in the world record attempt
- Tag us on social media

On 1 July, we have an incredible opportunity to show what's possible when millions of people take part in one global moment of action. Thank you for being a part of it!

For more information email admin@plasticfreejuly.org

WHY IT MATTERS

Plastic pollution is a major global issue, every year 19-23 million tonnes of plastic waste leaks into the environment. Plastic Free July's world record attempt is designed to:

- Encourage people to swap single-use plastics for reusable alternatives
- Inspire global, lasting change
- Shine a spotlight on the millions of people around the world taking collective action against plastic pollution

Let's make history together. On 1 July, make a Plastic Free Pledge and help us set a world record for a plastic free future.



Scan to upload your pledge
on Wednesday 1 July

