

ANNUAL REPORT 2019



**Enabling community,
corporate and government action
to reduce plastic waste**



THE PLASTIC FREE FOUNDATION

Our Vision:
**A world without
plastic waste**

Our Mission:
**Build a global movement
that dramatically
reduces plastic use and
improves recycling**

Starting out in 2011 as a local initiative of the Western Metropolitan Regional Council in Western Australia, the **Plastic Free July** challenge has rapidly grown into a global movement engaging millions of people in more than 170 countries around the world.

The campaign encourages citizens and businesses to change their behaviour in favour of avoiding single-use plastics and reducing plastic waste.

To enable us to support the growing global reach of the campaign and the plastic free movement, in 2017 Plastic Free July transitioned to the Plastic Free Foundation Ltd.

The Plastic Free Foundation Ltd is a registered charity with the Australian Charities and Not-for-profits Commission and is registered internationally with the Charities Aid Foundation of America.

The 2018-19 report includes relevant achievements that occurred during the financial year and also includes the impact of Plastic Free July 2019, to provide the most current insights.

The financial statements for year 1 July 2018 – 30 June 2019 are available on our website.



In memory of the wonderful Matthew Dwyer (1968–2019) whose photographs told our story.

CHAIR'S MESSAGE



The last year has been an incredibly exciting period for the Plastic Free Foundation.

The organisation is growing from strength to strength in terms of its reach across Australia and also the world. Additionally, the cumulative impact of the change in people’s behaviours in relation to single-use plastics has become significant.

I would like to acknowledge funding received from the state government of Western Australia that has been critical for our development and growing impact.

As the Foundation matures, so too do our systems and measures and now, more than ever, we are able to evaluate the real impacts Plastic Free July is having. This evidence based approach incorporates behaviour change best practice and enables us to measure success and continuously improve the Plastic Free July campaign and our services to increase our impact.

As a direct result of these successes, the Foundation has found traction for achieving its mission at a larger scale through both government and the private sector.

The next focus is to consolidate our position as the market leader in our field, and to secure our next growth steps for impact with funding sources from the private sector.

People worldwide are increasingly concerned with the impact humanity is having on the natural environment. They are looking for leadership and a way to participate in making a meaningful difference. We believe that the Plastic Free Foundation can provide both.

I would like to express our sincere thanks on behalf of the Board to everyone who has supported the Foundation thus far, and we look forward to continuing on this journey with you towards a world without plastic waste.

Gunther Hoppe
CHAIR

BOARD MEMBERS

Gunther Hoppe	Director, Chair
Rebecca Prince-Ruiz	Executive Director
Ben Martin	Director
Andrea LeGuier	Director

AMBASSADOR

Jack Johnson	Musician
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We would like to acknowledge the contribution and work of Founding Board Members Lindsay Miles and Julie Broad who resigned during 2018–19.

EXECUTIVE DIRECTOR'S MESSAGE



Plastic is increasingly in the news and dealing with waste was one of the top three environmental issues of concern to people worldwide in 2019.

Plastic pollution is increasing and our recycling systems are being challenged. This makes waste avoidance more important than ever and we, as an organisation, have an important role in this.

After extensive consultation the Foundation created a new online platform for Plastic Free July 2019 to share resources, ideas, and stories and even better help people to reduce single-use plastic waste in their homes and communities. Inbuilt evaluation tools help participants discover the plastics in their life and measure their success as well as allowing us to track the trends in the common plastics that households use.

We were proud to launch the Plastic Free July 2019 campaign on 1 July at Kings Park with Western Australian Environment Minister, the Hon Stephen Dawson MLC, who also pledged his own personal plastic free challenge.

Plastic Free July is a collaborative effort with participants not only changing their own behaviour and reducing waste but also making a difference in their communities.

From humble beginnings in 2011 the challenge has grown to over 250 million people taking part in Plastic Free July globally in 2019.

Our thanks goes to all our partners, inaugural 2019 Challenge sponsors, members and donors who all provided generous financial support.

I'd like to pay special thanks to the whole team behind Plastic Free July and everyone who had input for their creativity, commitment and hard work under tight deadlines. My particular thanks goes to Craig Salt for helping us define our strategy.

We look forward to creating a cleaner future together and sincerely thank everyone who has joined our journey to date.

Rebecca Prince-Ruiz
FOUNDER, EXECUTIVE DIRECTOR

THE PLASTIC FREE FOUNDATION'S WORK IS GUIDED AND INFORMED BY ITS CORE VALUES

- **honesty and integrity in every decision**
- **inclusiveness of people, ideas, visions and approaches**
- **solutions-focused using a pragmatic approach**
- **being authentic in our approach to achieve our vision and mission**
- **collaboration is key**
- **a belief that small changes add up to make a big difference**



2018–19 IN ACTION



This year has seen significant achievements in strategic planning for the Foundation including brand development, public outreach and engagement in waste reduction strategies.

BRAND DEVELOPMENT

We worked with design company Media on Mars to develop a new brand identity and website to better support our participants through their plastic free journey. To understand and be able to meet the needs of users, an intensive research phase including stakeholder consultation was undertaken.

User research found people wanted to know about solutions not problems, including what other people were doing to avoid single-use plastic. Utilising the findings from the research and being focused on supporting measurable impact, a new website was designed along with a series of practical resources, case studies and videos for participants to use and share with others.

The new look campaign and website was launched on World Environment Day, 5 June 2019.

PUBLIC OUTREACH

Continuing to spread education and provide expertise in waste reduction and behaviour change, the Foundation conducted over 25 presentations at conferences, business events and educational institutions internationally.

Highlights during the year included presenting at Progress 2019 in Melbourne and presentations to key businesses, events and government in Auckland, Canberra, Melbourne, Perth, Stockholm and Sydney. In July, thanks to a sponsorship from reusable product company Onya, Executive Director, Rebecca Prince-Ruiz embarked on a speaking tour of California where she presented in Los Angeles and San Francisco, including at the office of Snap and

The Nature Conservancy. Of special mention was the Australian Marine Sciences Association conference where Rebecca Prince-Ruiz delivered the public lecture and also worked with conference organisers in the lead up, helping them to make the conference plastic free for the 570 delegates.

This year Plastic Free July campaign provided free resources to over 5,000 schools and 20,000 community organisations and businesses to empower change locally.

WASTE REDUCTION STRATEGIES

As a leader in waste reduction strategy, the Foundation was invited to provide input into the development of a number of inquiries, strategies and policies at a state and national level including the Australian Government National Waste Policy.

The Plastic Free Foundation worked with a growing number of businesses to reduce plastic waste in their operations. A partnership with WasteMINZ increased participation and behaviour change for waste avoidance across New Zealand which led to a 40% increase in participation from individuals and organisations.

MEASURING OUR IMPACT

The Plastic Free Foundation is working towards a world without plastic waste.

As a campaign designed to enable behaviour change and deliver measurable effects on global waste reduction, the Foundation prioritised and invested in significant research to obtain data driven insights and measure the real impact.

In late 2018, Plastic Free July commissioned the Melbourne office of Ipsos, an international research company, to undertake a global survey.

Respondents from 26 countries worldwide participated in the online survey. Of those people, 29% of them were aware of the Plastic Free July challenge and 13% had participated. The participation figures translated into 120 million participants worldwide in 2018.

In 2019 we built on the global study by designing a three year Evaluation Plan. The impacts measured through our evaluation plan track:

- behaviour change amongst registered participants
- behaviour change across the general population
- engagement (reach) across the globe

This approach to data driven evaluation sets the Foundation apart with capacity to measure impact and implement continuous improvement of our campaign strategy and services and be a leading organisation in behaviour change and waste reduction.

The reach and impact of Plastic Free July combines to deliver significant effects on reducing global waste. In 2019 250 million participants adopted new plastic avoidance behaviours, saving hundreds of millions of kilograms of waste and resources.

In depth detail of the Plastic Free July evaluation results can be found here:
plasticfreejuly.org/about-us/#impact

IMPACT IN 2019

250 Million participants

adopted 325 million 'choose to refuse' behaviour changes



Stories of change

are shared with others telling about baking, recycling, switching to unpackaged goods, litter clean ups, school projects and community and workplace events

16%

more likely to reduce waste

Plastic Free July participants are ahead of the global trend, being more likely to adopt plastic waste avoidance behaviours

↓ 23kg each

The participants reduced their waste and recycling by 23kg per person per year (almost five per cent)

825 Million kg of plastic waste avoided

including millions of single-use drink bottles, coffee cups, packaging, straws and plastic bags



Well-being

They have a positive sense of well-being, which increases with participation in Plastic Free July



100M+ readers globally

Plastic Free July is newsworthy. Across the world, 2214 pieces of media coverage were generated with global readership reaching over 100 million people

80%

support action to reduce plastic waste

by consumers, by producers, by retailers, and by government



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

PLASTIC FREE JULY AROUND THE GLOBE

Significantly, Plastic Free July 2019 reached a wider audience and became increasingly mainstream as organisations and businesses increasingly took the challenge. A true global campaign with participants in 177 countries, here is a small insight to their stories.

Single-use plastic is a highly topical and visible issue for us and our customers, so we're really pleased to be able to share this progress to celebrate Plastic Free July

ANNA PALAIRET
AIR NEW ZEALAND'S ACTING HEAD OF SUSTAINABILITY



New Zealand

AIR NEW ZEALAND

A major highlight during the year came via Air New Zealand which, to mark Plastic Free July, increased the number of single-use plastic items it committed to remove from its operations this year by more than double, from 24 million to nearly 55 million items. The airline also removed individual plastic water bottles from some services.

This was estimated to divert more than 460,000 bottles from landfill for the year, as well as reduce carbon emissions by more than 300,000 kilograms per year by reducing aircraft weight.

Air New Zealand's actions were part of a groundswell of participation by citizens and organisations across the country, facilitated by Plastic Free Foundation's partnership with WasteMINZ, funded by the NZ government.



Australia New Zealand New Caledonia International

THE ZOO AND AQUARIUM ASSOCIATION

The Zoo and Aquarium Association (ZAA) joined locations worldwide to celebrate Plastic Free July including staff activities, pledges, plastic reduction initiatives and educational exhibits to creatively engage their large number of visitors.

In New Caledonia, the Michel Corbasson Zoological and Forest park participated in Plastic Free July to raise local awareness through a visual installation in support of a ban on single-use plastics in New Caledonia.

SEA LIFE Sydney Aquarium replaced a tank of jellyfish, with plastic that was collected from Sydney Harbour and revealed it to stunned guests.

Zoos Victoria marked the start of Plastic Free July by blowing bubbles for their animals raising awareness about balloon litter and asking the public to replace balloons with wildlife friendly alternatives.

Thank you Plastic Free July
forgiving our lives more meaning,
for a month we belonged to
a community, bound by purpose
to reduce plastic, focused on
change and telling powerful stories.
We can do better every month.

DR JENNY GRAY, CEO ZOOS VICTORIA

Plastic Free July brought our team together for communal lunches and sparked great conversations, with customers and suppliers, but also into our homes, about the challenges and opportunities of living single-use free.

ABIGAIL FORSYTH, KEEPCUP CEO



International

KEEP CUP

KeepCup took further steps on their plastic free journey this July in their offices internationally by buying fruit for the office to shift snacking away from packaged treats and switching to milk in reusable glass bottles. The office also supplied reusable bread bags and communal lunch boxes.

Staff engagement in Plastic Free July included holding lunches across their UK, USA and Australian offices and planning meals together without the need to use plastic.

During July, at a community event held in Los Angeles, Rebecca Prince-Ruiz and representatives from KeepCup, Onya and the Plastic Pollution Coalition brought information and awareness of plastic issues in a public panel forum.



USA

STATE OF NEW YORK

17 Jun 2019. New York. Governor Andrew M. Cuomo proclaimed July 2019 as Plastic Free Month in the State of New York.

Governor Cuomo stated; Plastic Free July continue(s) to accentuate the importance of being green and continuing to reduce the amount of plastic we use in our lives.

In recognition of the great accomplishments of the Plastic Free July initiative, an educational and reaffirming month-long challenge is held across New York State.



North Pacific

THE VORTEX SWIM

Ben LeComte from The Vortex Swim continued his swimming mission to raise awareness of plastic pollution in our oceans that threaten marine life and the health of the planet.

Whilst onboard, Ben and the crew all participated in Plastic Free July. Ben posted a video of his personal challenge to swim as many miles as possible during the month to inspire people to use less plastic during their daily lives.

Ben's efforts saw him swim through the North Pacific Gyre during July 2019.

"There is no silver bullet. We need everyone to be part of the solution" Ben LeComte.



ST. KITTS AND NEVIS

CARIBBEAN

West Indies residents again took the challenge and marched through the streets for Plastic Free July and encouraged visitors and residents to forgo plastic straws and bags.



South Africa

TWO OCEANS AQUARIUM

Two Oceans Aquarium in South Africa participated for the fourth year holding a month-long line up of events aiming to empower South African youth to create positive change.



India

KAMLA NEHRU PUBLIC SCHOOL

Students learnt about the problems of plastic and made posters and videos to spread the message and encourage people to use less plastic bags.





USA

LOYOLA UNIVERSITY, CHICAGO

Loyola University in Chicago joined the Plastic Free July challenge focusing on the issue of plastic straws. Students shared photos on social media of holding handmade signs raising awareness.



Australia

AUSTRALIAN MARINE SCIENCES ASSOCIATION, NATIONAL CONFERENCE

Organisers of the Australian Marine Sciences Association national conference took the Plastic Free July challenge by holding a plastic free conference for 570 delegates in the City of Fremantle.



Canada

PLASTIC FREE JULY KELOWNA, BRITISH COLUMBIA

In Kelowna a community driven initiative shared Plastic Free July encouraging locals to reduce single-use plastics and businesses to participate by displaying posters and offering discounts.

PLASTIC FREE JULY IN THE MEDIA

The Plastic Free July campaign period between 1 June and 30 July 2019 generated unprecedented high levels of media interest worldwide, reaching over **100 million people in global readership**.



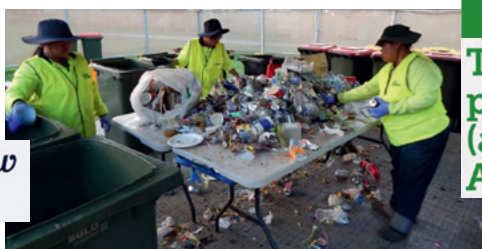
2,214 pieces of media coverage globally

1,738 media articles in Australia

100M+ global readership

The Sydney Morning Herald

Plastic-free July is showing me how hooked we are on convenience



These inspiring groups prove that we can fight (and win) against Australia's plastic crisis

HONG KONG TATLER

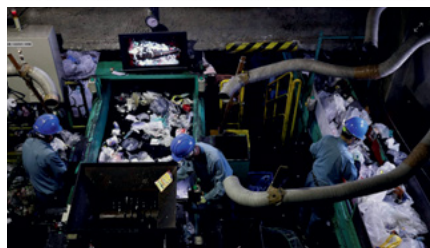
Plastic Free July: 5 Things You Can Do In Hong Kong



YeniŞafak

Plastic Free July to raise awareness on plastic waste

'If current trends continue, our oceans could contain more plastic than fish by 2050', says UN



VOGUE

6 ways to go plastic-free this July



Newshub.

Air New Zealand ditches plastic bottles for 'Plastic Free July'



Plastic Free July: How To Go A Whole Month Without Plastic



The Canberra Times

TO SERVE THE NATIONAL CITY

Plastic Free July is now a thing, so here's how to minimise your plastic waste



OUR PARTNERS

In 2019, Plastic Free Foundation received significant funding from Lotterywest and the Waste Authority of WA to support our activities in Western Australia. We are extremely grateful for this invaluable support, as well as from all our partners and sponsors.

We would also like to thank every individual donor, across many countries who made generous donations to support us working towards a world without plastic waste. Your gifts are incredibly valued.

PRINCIPAL PARTNERS



This project is funded by the Waste Authority through the Waste Avoidance and Resource Recovery Account

2019 CHALLENGE SPONSORS



Our 2019 Challenge Sponsors are Certified B Corporations and 1% for the Planet members

MEMBERS



DONORS AND BENEFACTORS



CATEGORY PARTNERS



Our 2019 Category Partners provide research, communications, legal and copywriting services.

**Want to join millions of people
reducing their plastic waste,
need some tips on reducing
single-use plastics?
Get inspired by going to
plasticfreejuly.org**



**Winner 2018 Infinity Award,
Avoid Recover Protect –
Community Waste Award**



**Winner 2018 Environmental Action
Award, United Nations Association
of Australia WA Division**



**Finalist 2019 Banksia Sustainability
Awards, Minister's Award for
the Environment**



**Finalist 2019 Banksia Sustainability
Awards, NFP & NGO Award**



PO Box 168
South Fremantle WA 6162
Australia

M (+61) 457 456 081
E info@plasticfreejuly.org
W plasticfreejuly.org

We wish to acknowledge the custodians of this land, the Whadjuk (Perth region) people of the Nyoongar nation, we pay respects to their Elders past, present and emerging. The Plastic Free Foundation acknowledges and respects their continuing culture and the contribution they make to the life of this city and this region.