

# 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

# 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

# ↓ 23kg each

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

# 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



# 80% support action to reduce plastic waste

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