

REFILL

Helping you eat, drink and shop with less waste





ABOUT REFILL



- › Refill is an award-winning **behaviour-change campaign** to help people live with less waste.
- › By providing a framework and platform for communities, businesses and consumers to take action **we are supporting the transition towards reuse systems** and tackling the global issue of plastic pollution by reducing waste.
- › Anyone can download the free Refill app **to tap into a global network of places to reduce, reuse and refill.**
- › Refill is a City to Sea campaign. City to Sea is a not-for-profit organisation, campaigning to stop plastic pollution at source.

The Telegraph

Daily Mail

The Guardian

The INDEPENDENT

HUFFPOST

sky news

BBC

itv

METRO

STYLIST

VOGUE



FREE WATER REFILLS

More than **345,000** water Refill Stations, globally!



WATER FOUNTAINS

Find over **295,000** public water fountains across the world.



COFFEE ON THE MOVE

11,500+ Coffee shops offering discounts and rewards using reusables.



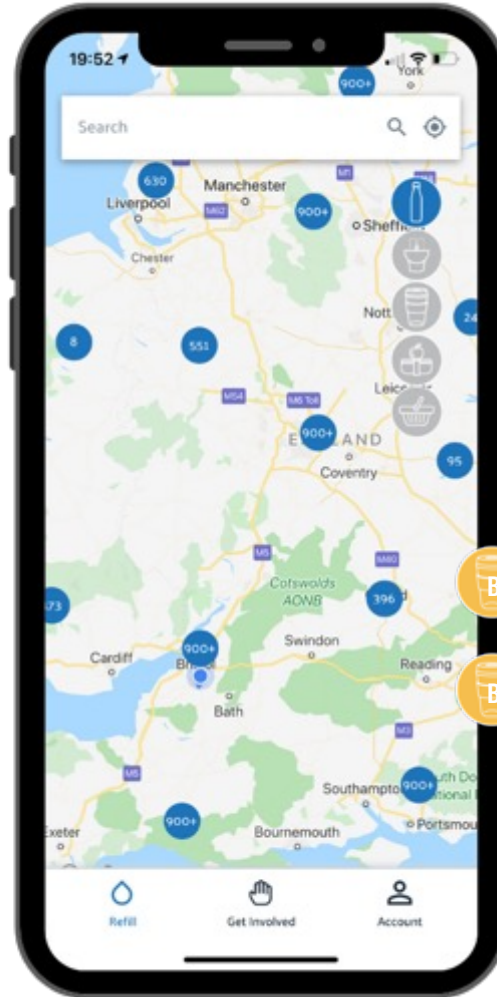
LUNCH ON THE GO

More than **1,500** BYO lunchbox for plastic-free food on the go.



PLASTIC-FREE SHOPPING

Find over **7,000** zero waste shops and plastic free options.



AN APP WITH IMPACT



BORROW

List locations where app users can find items to borrow a clean cup rather than carrying your own.



RETURN

App users can also find the locations where they can drop off their dirty cups for the scheme they borrowed through.

OUR IMPACT

Refill has a number of direct and indirect benefits on the environment and society and also contributes to both financial and environmental capital.

- › **Tackling plastic pollution and reducing waste,**
- › **Combatting climate change,**
- › **Providing access to safe, clean drinking water and also;**
- › **Empowering individuals and communities.**

Refill as a campaign supports a number of global initiatives and commitments including the Sustainable Development Goals, The Circular Economy Global Commitments, The Drinking Water Directive, and the Plastics Pact in the UK.





SUPPORT FOR LOCAL AUTHORITIES

REFILL DESTINATION OFFER

By becoming an official REFILL DESTINATION, **HERTFORD TOWN COUNCIL** will become part of a **growing global movement to reduce waste** and help people live with less plastic.

There are now **10 Destinations** signed up across the UK making a difference in their local community and helping them meet the organisation targets outlined on the following slides.

- Support for driving clean recovery and regeneration after setbacks resulting from the covid-19 pandemic
- Regular access to data on the growth of the campaign in their local area and how this has contributed to a reduction in waste
- More support to develop infrastructure to support refill and reuse
- More support to engage businesses around packaging and introducing reuse and refill
- Additional guidance and training for talking about Refill and engaging the wider community
- Additional marketing materials - particularly supporting events



WHAT'S INVOLVED?

- As a REFILL DESTINATION you'll **establish the campaign** in your region.
- Sign up (or install) water fountains and [map the businesses](#) in your local area that offer free drinking water refills or packaging free options, [on the Refill app](#).
- Using our Refill social media guide you'll build a digital & physical presence for your scheme **and raise ongoing awareness** through events & **social channels**. Create a Refill Scheme page on the Council website, and Refill website
- **Using our comprehensive suite of print resources** (see *launch poster!*) you will raise awareness around your highstreets, **Council-specific QR code** also helping to track app downloads showing impact and growth of refill and reuse
- Take advantage of our resources and **Guides on Takeaway Packaging** for business and **water fountain guidance for installation**
- **Organise Refill-related events** i.e. locally organised bike rides and fun-runs, highlighting refill (hydration!) stations and public water fountains. Use [World Refill Day](#) in June as a cornerstone event
- Engage the community to **encourage behaviour change** and to promote the [Refill app](#).
- You'll utilise the **Council's network to reach out to businesses, transport hubs and other community groups** to encourage them to install fountains and reduce SUP



Insert council logo
delete this box

Insert TOWN NAME
IS PROUD TO BE PART OF THE
#REFILLREVOLUTION!

DOWNLOAD THE REFILL APP
LOOK OUT FOR THE REFILL WINDOW STICKER

REFILL HERE
#RefillRevolution
DOWNLOAD THE APP



Find free water refills and places to eat, drink, shop and live with less plastic

Get it on Google Play
Download on the App Store

QR code - delete this box

@RefillHQ #RefillRevolution

LOCAL AUTHORITIES WE'RE WORKING WITH...



SUPPORTED BY
MAYOR OF LONDON



**London Borough
of Hounslow**



Plus, more than 400 additional Refill Community Schemes

WHAT WE OFFER?

The support package for local authorities includes:

- ✓ **Quarterly reporting & data insights** to measure the growth of Refill and reuse in your community & the impact it's having.
- ✓ **Marketing & Communications.** Use of the Refill logo, extensive suite of print material including launch poster and Council QR code, behaviour change posters, postcards and Refill and reuse window stickers, social media and Scheme web page
- ✓ **Support to explore introducing localised reuse schemes in your community** with guidance, introductions to relevant infrastructure providers and behaviour change experts.
- ✓ Additional and tailored **training and webinars** for your team from our in-house experts on policy, media, marketing and to support on improving access, awareness, accessibility, and adoption of refill and reuse
- ✓ Access to the **Council + BID Hub** where you can access guides, resources, Refill Partners and case studies
- ✓ Provided with a Council-specific **Refill app organisational code** that tracks and report on refills, providing **impact reporting on plastic and carbon saved within the council**



SOUNDS GREAT BUT HOW MUCH DOES IT COST?



Refill as a campaign is free for councils to engage with but as a not for profit, we do need to ensure we can cover costs of any new services we introduce as such we will be charging a nominal fee for the new package of **£4,450 per annum for the Local Authority Support package.**

This is an annual 12-month subscription from the date of signing with a review 3-months ahead of the due date.

City to Sea reserves the right to review the pricing for this support package, you will be notified with a new quote three months before your subscription is due to end.

BREAKDOWN OF THE SUPPORT PROVIDED





REPORTING & DATA INSIGHTS

1

We provide Refill Destination councils with a **bespoke report** on a quarterly basis as part of their support package. The report helps us to understand how Refill is impacting and performing against Sustainable Development Goals or internal targets you may be working to.

This dashboard contains **quantitative data on your region /city**, and how Refill is impacting on infrastructure growth/access to refill as well as user insights to help demonstrate behaviour change and impact. We can also help to benchmark activity to other comparable cities/regions and provide additional bespoke reporting on request.

Data available:

- **Total refill station overview** in your area mapped over time covering:
 - Station types (e.g. café, retail or fast food)
 - Refill offering (mapped over time)
 - Station offering (water, coffee, food to go and zero-waste shopping)
 - Geographical spread
- **User insights:** Total app users in your area (mapped over time)



2

TEAM IMPACT



Using the Refill app's Impact Reporting functionality councils can **combine individual impacts and demonstrate the behaviour change across your organisation**. By doing so you will be able to track and report progress against SDG (Sustainable Development Goals) and promote the social good to your team, customers and key stakeholders.

How it works:

1. We'll set you up with a bespoke code on the app that will be used exclusively by your council.
2. You engage your team, residents and business with the Refill App, encouraging them to download it and find places to eat, drink and shop with less waste.
3. Each time a user connected to your organisation's team code logs a refill in the app, they will be able to view **their individual impact in the account view**, and you'll have access to the impact of everyone using this code.
4. To maximise the impact of Team Codes and drive the adopted refill behaviours we would also encourage the organisation to incentivise top 'refillers' or create a syndicate within which each time you log a refill you are entered into a prize draw.



3



MARKETING & COMMS SUPPORT



Councils will be supplied with a comprehensive **digital toolkit** which includes all digital and **social media assets** and how to use the brand and assets on council channels.

This is in addition to a Refill **print material Starter Pack** to support the Scheme with the onboarding of local businesses as Refill Stations. This comprehensive welcome pack will include:

- Refill window stickers for free water refills, and reuse
- A4 Refill posters for business promoting: Free Water refills; Refill and Reuse
- Behaviour change posters for business and employers #We Accept Reusables
- Business engagement Refill flyer – how to talk about Refill and the app
- Postcards – Water refills, reuse, and ‘App with an Impact’– great for engagement and events
- Each Council will be given a [Scheme page](#) on the Refill website, highlighting the work being done on Refill in their local community
- Refill key messaging and assets to build a Scheme page on the Council website

These assets will be made available on a **password-protected HUB for Councils**.

4



SUPPORT FOR INTRODUCING LOCALISED REUSE SYSTEMS



The Refill campaign focuses on empowering and supporting local communities and Councils to introduce localised reuse schemes, such as reusable systems for both cups and takeaway food containers. To kick this off Refill has just launched our own [Refill Guide for events](#) : **‘Solutions on Tap – A Guide to introducing Reusable Cup Schemes at Events’**.

On **World Refill Day 2023**, City to Sea launched its very own project in Bristol – a [reusable, returnable cup scheme](#) designed to prevent thousands of single-use hot drink cups from entering the waste stream every day. This pilot explores the most effective way to operate the system and engage the public, and will be rolled out across other major cities and Boroughs around the UK.

As a Refill Destination City to Sea can provide you with How to Guides and make introductions to key stakeholders and reuse infrastructure providers who will be looking to roll out similar initiatives.

We can also develop a support package in addition to Refill Destinations to support a council led schemes to launch reuse systems in your local area, delivering on waste reduction targets and engaging businesses.

5

TRAINING, GUIDANCE & RESOURCES



As part of the package we will also introduce in-depth training sessions. Benefits to councils include **upskilling and inspiring your team** to increase your impact, and training on how to engage businesses in the refill and reuse conversation.

Quarterly webinars will be tailored to public sector needs including:

- Refill & reuse behaviour change
- Reuse policy updates
- How to use the Refill app features
- Infrastructure training and support for establishing reuse pilots
- How to set up a reusable cup scheme
- How to support local festivals and events to reduce their waste
- Deeper dive industry guidance e.g. Food to Go: Good to Go Roadmap
- Training in wider City to Sea campaigns such as Rethink Periods.
- Introductions will be made to business partners providing refill and reuse solutions

WORLD REFILL DAY 16TH JUNE





JOIN THE REFILL REVOLUTION

www.refill.org.uk