




**South West
Water**



#RefillRevolution

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An underwater photograph showing a large, dark fish swimming towards the camera. The water is filled with numerous small pieces of plastic debris, including bottle caps, fragments, and a larger white plastic bag. The scene is set in clear blue water, highlighting the extent of marine plastic pollution.

**“By 2050 there could be more plastic
than fish in the ocean”**

ReFill

- Combats pollution from single-use plastic bottles
- Health & hydration on the move
- Value of tap water v bottled water

- Blue Planet 2 effect
- Citizens want to do more about plastic pollution
- Increasingly high profile



Western Morning News

Stainless steel water bottles handed out in bid to cut plastic pollution

CORNISH TIMES

Cornish campaign has gone nationwide



**BBC
NEWS**

Plastic bottles: Free water refill points rolled out to cut waste

Background



- SWW is a co-founder of ReFill via its BeachCare sponsorship of Keep Britain Tidy
- ReFill started in Bude in 2014
- ‘Blue Planet 2’ has raised public awareness of plastic pollution, especially in marine environment
- Citizens and communities want to do something about it

- ReFill includes:
 - Distribution of refillable bottles – proceeds ploughed back into local good causes
 - Availability of and access to ‘ReFill stations’:
 - Participating premises
 - Public tap water connection points
 - ReFill Fund to buy more bottles

- Water UK has an agreement with Bristol-based environmental charity City to Sea, who manage ReFill website (refill.org.uk) and App
- **19 June 2019** has been designated as **National ReFill Day**

Recent activity in South West

- New public ReFill points eg Bude, Polzeath
- 3,000 stainless steel bottles distributed in 2019 to local community groups – proceeds ploughed back into good causes
- £20k+ raised for local projects so far, from sale of bottles
- Working with Plymouth City Council on 3 new public water points, initially, in support of its Plan for Plastics
- More than 1,200 participating premises in Devon & Cornwall
- ReFill stand at Devon County Show – partnership between SWW and Recycle Devon



Grassroots & Government-level

Grassroots:

- Growing number of local shops, cafes, restaurants & other premises signing up
- Schools engagement
- Presence at community events
- Events, festivals etc becoming more sustainable

Government:

- Resources & Waste Strategy
- 25-year Environment Plan
- Extended Producer Responsibility – plastic producers to cover 100% of recycling costs
- Deposit Return Scheme



Quiz Question – win a Refill bottle!



How many single-use plastic bottles are estimated to have been saved from littering Devon and Cornwall shores in the last five years, due to Refill?

Answer!



At least 5 million!

[Source: Keep Britain Tidy]



**KEEP
BRITAIN
TIDY.**



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