

South West Water



#RefillRevolution

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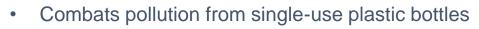
The issue



"By 2050 there could be more plastic than fish in the ocean"

Source: Ellen MacArthur Foundation, 2016

ReFill



- 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

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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







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]





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