

Zero Waste Live!

17 November 2020 - 06.00 p.m. CET



TEMPORARILY

HAS COVID-19 CHANGED ZERO WASTE?

CLOSED

COVID-19



Rebecca Burgess

CEO at City to Sea



**CONNECTING OUR
ACTIONS
TO OUR OCEANS**





Natalie Fee



The Team



WHO WE ARE

City to Sea is a not-for-profit organisation, campaigning to **stop plastic pollution at source.**

Our award-winning campaigns tackle the **single-use plastic items most found on our beaches** and in our rivers and oceans.

WHAT WE DO



WE EMPOWER

We empower everyday activists to change their behaviour and challenge the system, creating a more sustainable future for all.



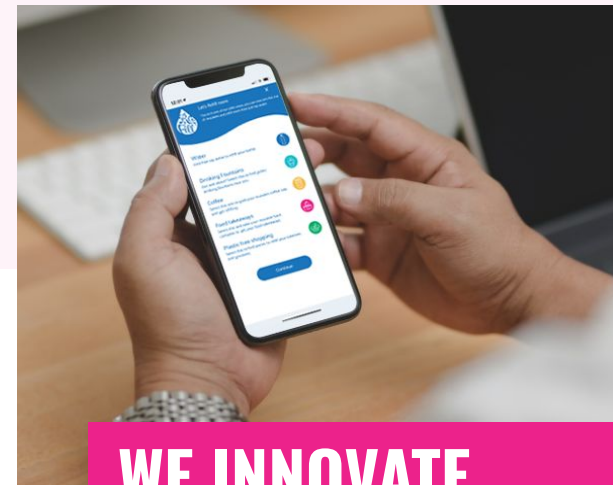
WE ACT

We run people-powered, community serving campaigns to reduce single-use plastics.



WE COLLABORATE

We engage and influence brands, retailers and employers to reduce their use of plastics and make reusables more accessible.



WE INNOVATE

Our campaigns are founded on evidence. We analyse data, consumer behaviour & business insights to deliver impact.



REFILL

35,000+

Refill Stations, globally.

OVER 300,000

App downloads.

30,000

Average monthly app users.

100 MILLION

Estimated single-use plastic bottles saved by Refill.

74 MILLION PEOPLE REACHED

In 2019, on National Refill Day.

40%

Brand awareness.



CONTACTLESS COFFEE



#CONTACTLESSCOFFEE

**A SIMPLE GUIDE FOR
STAFF & CUSTOMERS**

GETTING REUSABLES ON THE MENU



<https://www.citytosea.org.uk/reusables-during-covid/>

FOOD-TO-GO. GOOD TO GO?

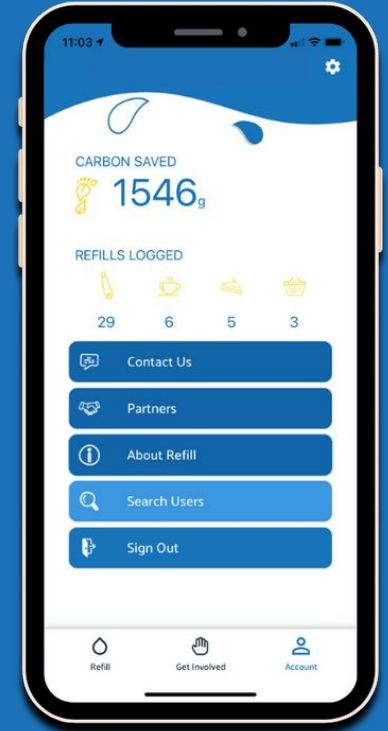
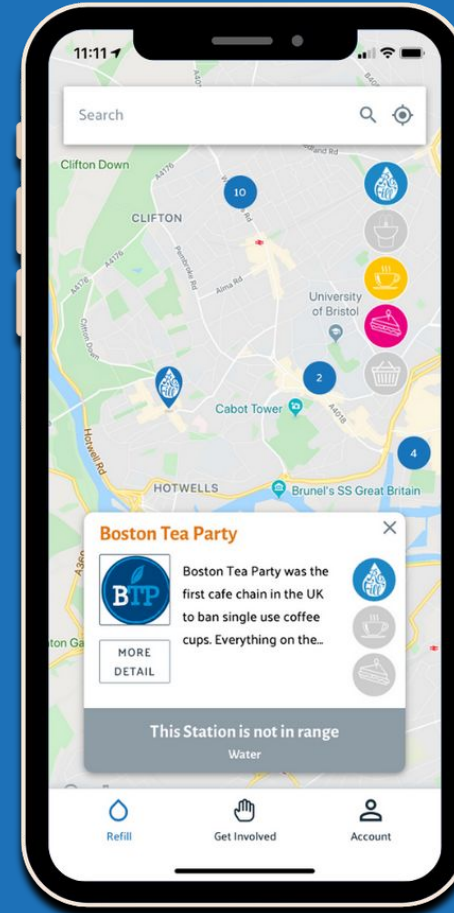
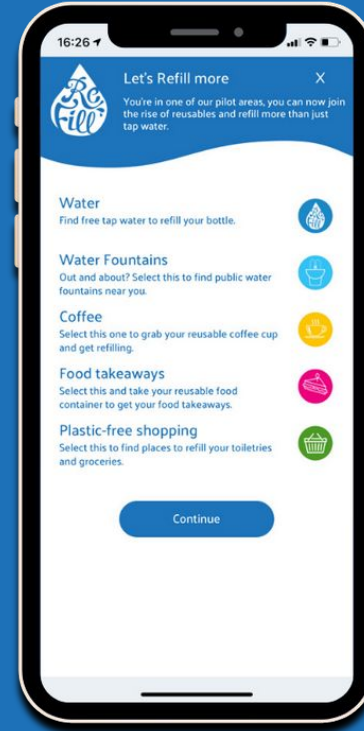


1. **Plastic policy is not being taken seriously.** 83% of contemporary fast-food outlets and 86% of traditional fast-food outlets had no policies for reducing SUP front of house.
2. **Free drinking water is still not readily available** and 7 out of 20 outlets had plastic water bottles on promotion in their meal deals.
3. **Reusables are not being rewarded or incentivised in an effective way.** Only 50% of the chains that served takeaway coffee offered a discount for a reusable cup, plus one more offering loyalty points.
4. **Crockery and cutlery is still not being provided for customers eating or drinking in-store.** Only 53% of the 15 businesses offering coffee served it in real crockery cups and only 20% of eat-in venues provided reusable cutlery.
5. **Front of house recycling systems are not being used and most waste is being incinerated.** Only 36% of businesses offering coffee had a cup recycling system in place.

REFILL APP

Connecting you to places to **eat, drink** and **shop** with less packaging.

Making zero waste living easy for *everyone*.





FREE WATER REFILLS

More than 30,000 water Refill Stations, globally!



WATER FOUNTAINS

Find public water fountains added by our community.



COFFEE ON THE MOVE

Coffee shops offering discounts and rewards using reusables.



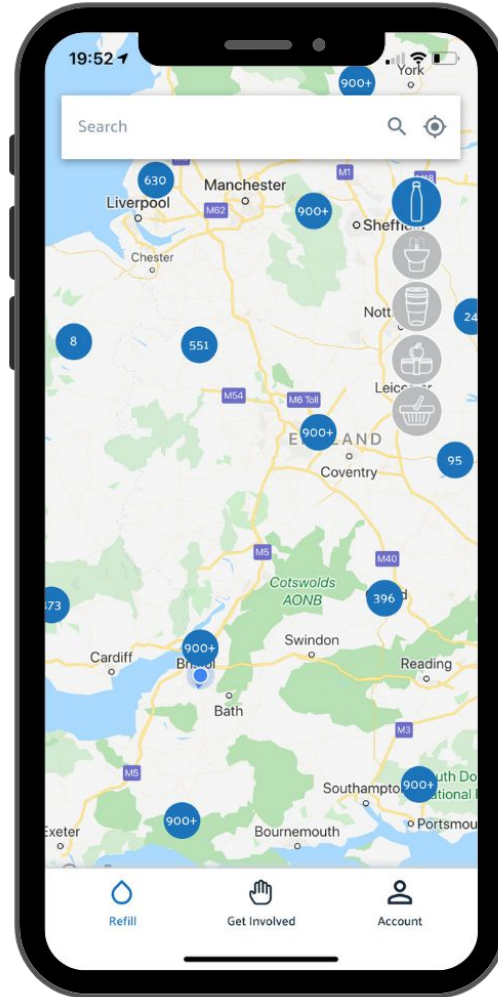
LUNCH ON THE GO

BYO lunchbox for plastic-free food on the go.



PLASTIC-FREE SHOPPING

Find over 400 zero waste shops and plastic free options.



A TAP WITH IMPACT.



IT'S TIME TO TURN THE TIDE

**HELP PREVENT PLASTIC
POLLUTION AT SOURCE.**

Visit citytosea.org.uk to find out
about our award-winning campaigns.

