

## LETTER FROM THE CHAIR

This year, millions of participants in Plastic Free July proved again their commitment to being part of the solution to plastic pollution, contributing to cleaner streets, oceans, and beautiful communities. As Chair of the Plastic Free Foundation, I am excited to share our 2024 Impact Report which highlights inspiring stories and the significant impact of this global social movement.

With a remarkable **174 million participants globally** in 2024, Plastic Free July is the largest plastic waste avoidance campaign on the planet. This award-winning behaviour change campaign empowers communities, corporations and governments to take action to reduce plastic waste. Over the past six years, participants have collectively avoided over 12 million tonnes of waste, including 1.7 million tonnes of plastic—a greater impact than the largest cleanup efforts globally.

Participants engage across various settings—communities, workplaces, schools, and businesses. From schools in India to cafes in New Zealand, not-for-profits in Kenya, banks from Australia to Pakistan, corporate offices in Amsterdam, hotels in Hong Kong, and even NASA's Johnson Space Center, this initiative invites everyone, everywhere, to join in. July has become recognised as the global month of action for plastics.

At the Plastic Free Foundation, our vision is clear: “**a world without plastic waste.**” We are committed to supporting a global network of changemakers, fostering community engagement, and shifting social norms to drive the systemic change required by business and government. Our advocacy efforts, backed by global public opinion polling over the past three years, provide invaluable insights to support the UN global plastics treaty.

Reflecting on our journey from just 40 people in 2011 to a thriving community today is truly inspiring. However, with projections indicating that plastic pollution could triple by 2040 and less than 10% of plastics ever made being recycled, our mission is far from complete.

As we approach the **15th anniversary of the Plastic Free July challenge in 2025**, we are launching a campaign to secure essential funding. This support will enable us to implement our clearly defined strategy and support this global movement. We are reaching out to values-aligned corporations, philanthropists, and governments for their partnership. Success in this endeavor will empower us to support our growing global community and amplify our impact.

This year has shown us that by sharing solutions, telling stories of change, collaborating with our global network and providing tools and resources, small steps can lead to transformative change. Our passionate staff, volunteers, and community champions have demonstrated that through leadership and collaboration, we can turn concerns into action. They have proven once again how vital the Plastic Free Foundation is in efforts to “turn off the plastics tap” for a sustainable and healthier world.

Thank you for your continued support as we strive for a world without plastic waste.

Geoff Donohue  
Chair, Plastic Free Foundation