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MEDIA RELEASE

Record-Breaking Success for Plastic Free July 2024 – The World's Largest Plastic Avoidance Campaign

FOR IMMEDIATE RELEASE

In 2024, Plastic Free July has once again made history, emerging as the largest plastic action campaign on the planet. With a remarkable **174 million people participating worldwide**¹ and 29% of global consumers aware of the Plastic Free July challenge, 2024 marks a 45% increase in participation since the last global survey in 2018.

As the campaign grows, so does its undeniable impact: over the last six years, participants in this award-winning behaviour change campaign have collectively avoided more than 12.8 million tonnes of waste, including more than **1.75 million tonnes of plastic**. It's estimated that Plastic Free July's participants' actions have prevented more plastic waste than collected by all the world's largest cleanup efforts combined.

The movement's impacts go beyond reducing plastic waste; surveys found participants have strong social connections and a boosted sense of well-being. By committing to plastic reduction, these individuals are setting a global trend, being 23% more likely to continue plastic waste avoidance behaviours than the general population.

From schools in India to cafes in New Zealand, not-for-profits in Kenya, banks from Australia to Pakistan, corporate offices in Europe to hotels across the Asia Pacific region, and NASA's Johnson Space Center, this initiative has spread across the world, with July now cemented as the global month for action on plastics.

By fostering community engagement and shifting social norms, we are compelling governments and global brands to take decisive system change action against plastic waste. The global momentum is undeniable, with over 75% of people worldwide supporting policies and actions to combat plastic waste. At a time when projections warn that, by 2040, the amount of plastic entering our oceans could triple, Plastic Free July demonstrates that there is a strong, active community advocating for urgent change.

"The unprecedented participation in Plastic Free July 2024 highlights a global commitment by citizens to reducing plastic waste. People care about this crisis and they want to make a

difference, but they can't do it alone. With final talks to agree a global treaty to end plastic pollution beginning in South Korea (INC-5) it's time for countries to follow suit and commit to an ambitious, effective and binding global treaty," said Rebecca Prince-Ruiz, Executive Director of the Plastic Free Foundation.

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Background

In 2024 the Plastic Free Foundation commissioned global research company Ipsos to include questions about Plastic Free July in its Global Advisor Survey. The 2024 survey was conducted between 23 August and 6 September (primarily online), with 23,718 respondents across 30 countries (compared to 26 countries in 2018 and 28 in 2021). The results were stunning:

- 29% (30% in 2018) of the global sample were aware of Plastic Free July and
- Of those aware, 57% (39% in 2018) took part in the challenge
- Resulting in a global reach of 16%*

* The global survey samples are effectively of developed nations and the 'connected consumers' of developing nations. This represents 16% of middle-class consumers (as defined by the World Bank) and is translated into an estimate for participant numbers based only on the middle-class consumer populations.

[Download "Plastic Free July worldwide uptake – Ipsos GA survey 2024"](#)

Headline Results from Plastic Free July 2024

- At least 174 million participants around the world
- Over 190 countries represented by participants with the top 7 countries globally (in order of participation numbers) to be: China, Indonesia, USA, Germany, India, United Kingdom and Brazil
- Participants reduced their waste and recycling by 16kg per person per year (3.8% less waste)
- Globally, in 2024, PFJ participants reduced:
 - non-recoverable (landfill) waste by 1,700 million kg (1.7 million tonnes)
 - recyclable waste by 1,200 million kg (1.2 million tonnes), including
 - plastic consumption by 390 million kg (0.4 million tonnes)
- They have amazing stories of change to tell and to share with others, participating in (2024):
 - a community of PFJ website visitors, making 582,000 page views
 - 270,000+ social media followers
 - 191 million #*plasticfreejuly* posts on TikTok
 - 3,300 online pieces of news media generated, with a global potential media reach (online across all digital media) of 7 billion people.

About the Plastic Free Foundation

The [Plastic Free Foundation](#) is a not-for-profit organisation committed to ending plastic waste. Our flagship behaviour change campaign, Plastic Free July, stands as the world's largest plastic waste avoidance campaign. It helps people and organisations be part of the solution to plastic pollution, demonstrating that behaviour change is the catalyst for cultural and systemic transformation.