

CIC NUMBER: 09948596
CIO NUMBER: 1197989

CITY TO SEA

2022 ANNUAL IMPACT REPORT





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EXECUTIVE SUMMARY



It's not often that, during the course of a year of delivering campaigns, pushing for change and leading a dynamic, responsive organisation, that one gets to look up from the day-to-day demands and reflect on our progress. Our mission is to 'connect our actions to our oceans, so all life can thrive', yet even for us, a team of digital campaigners, it can be hard sometimes to feel that connection when we're immersed in the delivery of our campaigns or the operational side of running a non-profit. So, we love it when we get a chance to look back, reflect, process the numbers and feel the feels. And what a year 2022 was.

From growing our award-winning global Refill campaign and reaching millions on World Refill Day; to empowering and educating tens of thousands of young people through Rethink Periods our period education programme, 2022 has been our most impactful year yet.

Operationally, we've also taken some big steps, appointing a new CEO and registering as a charity, whilst consistently prioritising our commitment to diversity and inclusion in the sector, team wellbeing and pioneering a four-day week. Financially, 2022 was also our toughest. Starting the year post-pandemic and moving into a cost-of-living-crisis, like many social enterprises and charities, we've experienced and managed a drop in funding, corporate partnerships and donations. We've had to dig deep, refocus and make some difficult decisions, all of which have helped us end the year on a firmer footing than on which we began.

We hope that you too – as a supporter, partner, funder, collaborator or future part of our mission – while reading this report, get to enjoy the feeling of progress that we're making, bit by bit, when it comes to tackling the plastic pollution crisis. The team, our board and our community volunteers that make up City to Sea are just one part of the phenomenal ecosystem of change

that is committed to healing our rivers and oceans and all who are sustained by them. And, especially at this time of year, we take a moment to feel proud of not just our work (which if you read on, you'll hopefully agree is inspiring impactful for a team of 15) – but of the entire plastic pollution movement.

Together, we are making a difference. Yes, it's slow, painfully slow, and sometimes dispiriting when we're all too aware that plastic production is still on the rise. But we take heart in the wins, the sure and steady steps we're making to increase the adoption of refill and reuse in towns and cities around the world, to educate the public and students about the impact of plastic pollution and encourage affordable solutions – and even see governments adopting stricter legislation around single-use plastics as a result of our campaign work.

As ever, City to Sea is incredibly grateful for all the people and organisations whose donations allow us to carry out work. This includes our supporters, donors and of course partners and funders, without whom we wouldn't be here.

We're already looking forward to growing and developing our impact in 2023, but for now, on behalf of the City to Sea team, please read on for a deep dive into our activity and impact in 2022.

With oceans of love,



Natalie Fée, Founder, City to Sea



HOW WE'RE CREATING CHANGE

At City to Sea we're on a mission to prevent plastic pollution at source and make it easier for everyone to live with less waste. Our award-winning campaigns tackle the most polluting single-use plastic items, focusing on upstream solutions, so our oceans and beaches won't need to be cleaned in the future.

From tech-powered solutions, and behaviour change campaigns, to grassroots community-led action and game-changing education programmes. Our award-winning initiatives are helping individuals and organisations reduce single-use plastic and have a measurable, lasting impact.

As an organisation we believe that by staying focused on finding solutions to some of the most polluting single-use plastics, (which make up HALF of all marine pollution), we're able to have the biggest impact. The UK is a major contributor to the world's plastic crisis, generating more plastic waste per person than any other country except the USA, so it's vital we address these issues at home, and drive the transition away from our current disposable culture and model of consumption to one where we value our resources and champion circular systems like reuse and refill.



OUR CAMPAIGN FRAMEWORK

We believe collective action is the key to systemic change and we influence and engage consumers, communities, brands and retailers and government, providing practical solutions inspiring and empowering everyone to tackle plastic pollution. Our campaigns are driven by data and we use insight to continuously increase our impact.

What we do:



Awareness: We create awareness of the issues surrounding plastic & work to change the narrative from single-use to reuse.



Accessibility: We create practical solutions & work with communities, governments & businesses to make reusables more accessible.



Action: We inspire & support individuals, communities, governments and businesses to change their behaviour & take action.

SUPPORTING THE SDGS...

Our work has a number of direct and indirect benefits on the environment and society and also contributes to both financial and environmental capital.

- **Tackling plastic pollution and reducing waste**
- **Combatting climate change**
- **Providing access to safe, clean drinking water**
- **Empowering individuals and communities**

Our campaign work supports a number of global initiatives and commitments including the Sustainable Development Goals, The Circular Economy Global Commitments, The Drinking Water Directive, and the Plastics Pact in the UK.



THE SCALE OF THE PLASTIC PROBLEM

The overproduction and consumption of single-use plastic is creating a global environmental and humanitarian crisis. Globally, we use millions of tonnes every year and it's becoming clear that we can't recycle our way out of our plastic problem. Less than 9% of the plastic waste created has ever been recycled - 12% has been incinerated and nearly 80% has been sent to landfill or ended up in the natural environment¹.

Despite rising consumer awareness, corporate attention, and regulation, production and consumption continues to increase unchecked². The volume of plastic waste entering oceans is expected to triple in 20 years and current and planned waste-cutting efforts, by governments and companies will reduce volume only by about 7% by 2040.

Plastic is not only polluting our planet, and contributing to the climate crisis, but it's making its way into our bodies through the air we breathe and the food we eat. Plastic production and disposal, especially via incineration or landfill, disproportionately impacts communities of colour, low-income communities and indigenous communities by polluting the air, water, and soil that we need to survive. A new report from the Minderoo foundation revealed that the costs to society from plastic pollution – including environmental clean-up, ecosystem degradation, shorter life expectancy and medical treatment – exceed US\$100bn per year.

In the UK, 2022 was defined by a year of inaction and delay from government with insufficient legislation being delayed or derailed by political turbulence. Largely unregulated and unchecked, the biggest FMCG corporations failed to make any meaningful progress to tackle the issue. The Ellen MacArthur Foundation's (EMF) 4th Global Commitments report revealed an increase in plastic use, an increase in virgin plastics, and a decrease in market share for reusable packaging solutions.

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We urgently need to shift from our disposable, single-use culture to a more sustainable, circular future, with reuse & refill at the centre. As a global movement, we have the power to create a wave of change and show the rest of the world that the solutions to plastic pollution and the climate crisis are there – and together we can protect and restore our oceans and rivers for future generations.

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1. [Production, Use, and Fate of all plastics ever made by R Geyer, J R Jambeck and K Lavender Law\)](https://www.science.org/doi/10.1126/sciadv.1700782)
<https://www.science.org/doi/10.1126/sciadv.1700782>
 2. <https://www.minderoo.org/plastic-waste-makers-index/>



**LESS THAN 9% OF THE PLASTIC WASTE
CREATED HAS EVER BEEN RECYCLED**



80%
**OF OCEAN POLLUTION
CONSISTS OF PLASTICS**

TACKLING THE MOST POLLUTING SINGLE-USE PLASTIC

Researchers at the University of Cádiz in Spain have revealed that 80% of ocean pollution consists of plastics and 75% of this made up of just 10 different items. The study, published in the journal Nature Sustainability, found that on average across all ocean environments, four common items make up almost HALF of all the human-made waste.

- Single-use bags
- Plastic bottles
- Food containers
- Food wrappers

Research from Europe³ and the UK⁴ paints a similar picture, with around 50% of all marine plastic made up of single-use plastic⁵. Items like plastic bottles, food and drink packaging and flushed plastics are consistently topping the list of the most polluting items found in our rivers and beaches. A recent report by Thames21 revealed that in 2022, 85% of pollution in the River Thames was related to single-use plastic with the worst offenders being wet wipes, bottle tops, sweet wrappers and cigarette stubs.

3. <https://www.europarl.europa.eu/news/en/headlines/society/20181005STO15110/plastic-in-the-ocean-the-facts-effects-and-new-eu-rules>

4. <https://earthwatch.org.uk/images/plastic/PlasticRiversReport.pdf>

5. <https://www.europarl.europa.eu/news/en/headlines/society/20181005STO15110/plastic-in-the-ocean-the-facts-effects-and-new-eu-rules>

THE SCALE OF THE PROBLEM IN THE UK



FOOD & DRINK PACKAGING

In the UK our 'lunch on the go' habit generates **11 billion** items of packaging waste a year^{6,7}. The free Refill app connects people to places they can eat, drink and shop with less waste.



COFFEE CUPS

Around **2.5 billion** takeaway coffee cups (30,000 tonnes) are used and thrown away each year in the UK. We're launching our own returnable cup scheme in Bristol showing the world it can be done and how to do it!



PLASTIC BOTTLES

Of the **13 billion plastic bottles** used in the UK each year – an estimated **7.7 billion**, or nearly **60%** are plastic water bottles⁴.



SINGLE-USE CUTLERY

16.5 billion single-use cutlery items are used every year in the UK⁸. In 2022, we lobbied the government calling for an urgent ban on items like disposable cutlery and plates.



MENSTRUAL PRODUCTS

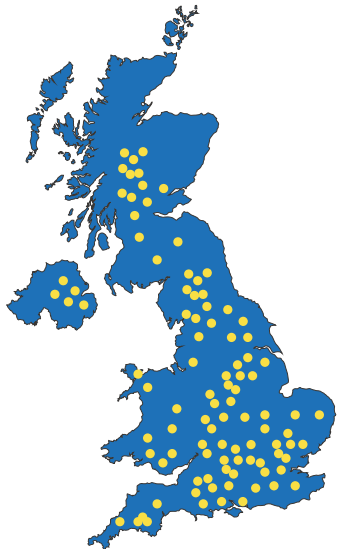
Between **1-2 billion** menstrual items are flushed in the UK each year. As a result, period products are the 5th most commonly found items on Europe's beaches, more widespread than single-use coffee cups, cutlery or straws

6 <https://www.theguardian.com/environment/2019/may/14/lunch-on-go-habit-generates-11bn-items-packaging-waste-year-uk> (May 2019)

7 Hubbub, reported May 2019

8 Plastics Ocean and EarthWatch 2019 Plastic Rivers report

OUR IMPACT IN 2022



330,000

locations listed where people can eat, drink and shop with less waste

400+

locally led community schemes in the UK (including 88 councils and local authorities)

If all our app users refilled once a week, we're saving more than
24 MILLION
pieces of plastic a year!

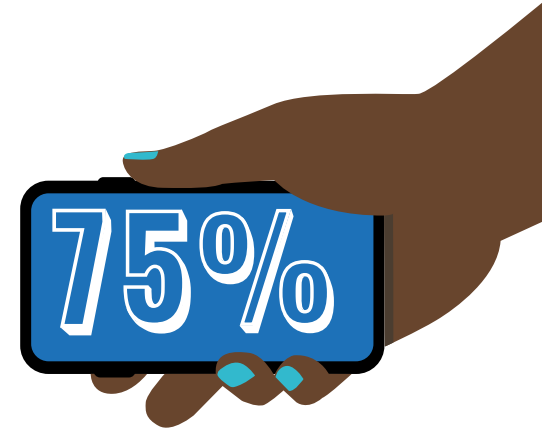


86%

of Brits report that they are more likely to carry a reusable water bottle and refill on the go as a direct result of knowing about the Refill campaign and app

89%

of our Refill schemes say Refill is helping them make an impact in their community



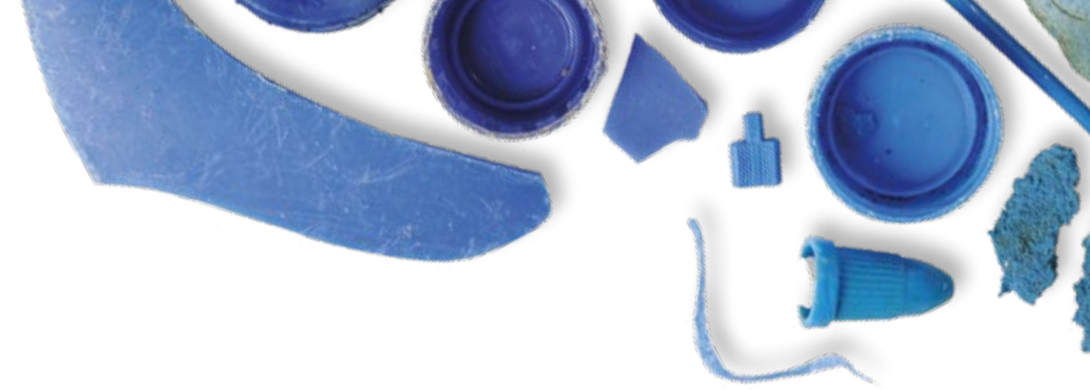
of Refill app users say the app has helped them significantly reduce the amount of plastic they use



480,000

downloads of the free Refill App





118,000
people signed our petition calling for the UK gov to ban the most polluting single-use plastics.

100 MILLION+
people reached around the world for World Refill Day with activity in...

80+
countries

1500 teachers trained and
211,000 students have received unbiased period education through our Rethink Periods education programme

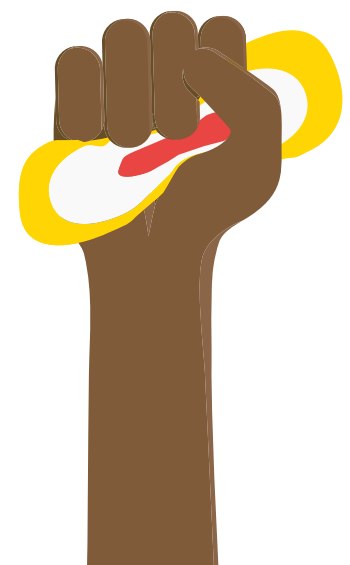
14 MILES
of beach front tackled in Bournemouth, Christchurch and Poole



19,000 single-use bottles in two months, by installing
150 NEW water fountains along the seafront



City to Sea
86% of City to Sea supporters say our campaigns have helped them reduce the amount of plastic they use



OUR WORK



REFILL YOUR BOTTLE ON THE SOUTH COAST



PLASTIC-FREE PERIODS



REFILL COMMUNITY



CUT THE CUTLERY IN WESTMINSTER



HUGH FEARNLEY-WHITTINGSTALL ON WORLD REFILL DAY



2022 was a big year for us at City to Sea, with some significant campaign wins and ambitious new projects launching. Thanks to our incredible network of everyday activists, partners and communities around the UK, our voice was heard loud and clear, telling government and businesses that we urgently need to see action to tackle plastic pollution, now more than ever. Despite the impact of the pandemic, and a growing cost of living crisis which has hit many households hard, demand for refill and reuse has never been so high and we've continued to fight for plastic-free options to be accessible and affordable for everyone. In June this year we launched our second ever World Refill Day, and we were blown away by the response. The campaign reached millions of people around the world, centring the conversation and positioning reuse as a solution to the plastic crisis. More than 450 organisations signed our global open letter calling on the world's biggest plastic polluters to take action to reduce their plastic footprint and invest in refill and reuse.

As we look ahead to 2023, we remain committed to tackling the most polluting single-use plastics, driving long-lasting behaviour change and powering real change, on the ground with our network of Refill schemes. We can't wait to take you on the journey with us!

Jo Morley, Head of Marketing & Campaigns



POLITICAL ADVOCACY - CALLING FOR CHANGE

The UK is at a pivotal moment in its environmental protection legislation and the government has been focused on establishing its own set of environmental protections promising to be “world leaders”. The reality, however, has seen a drive for deregulation with minimum European Standards not being met and Westminster falling behind the rest of Europe (and the devolved nations closer to home).

2022 saw the Environment Bill finally gain royal assent and enter the statute books as an Act. This was the single largest piece of environmental legislation in a generation and posed unique risks and opportunities for plastic pollution. Specifically, it continued to characterise plastic pollution as an entirely “waste and resources” issue that could and should be dealt with through a more efficient waste system.

City to Sea will be ramping up our political advocacy work in 2023, supporting a call for plastic reduction targets with an emphasis on the need for reuse, as well as lobbying for an ‘All in Deposit Return System (DRS), a ban on waste exports and a ban on single-use plastic when dining in.

50%

**REDUCTION
OF SINGLE-USE
PLASTIC BY 2025**





#CUTTHECUTLERY

Over the last two years we've been campaigning to hold the government to account on the most basic of promises to follow the rest of Europe in banning some of the most polluting single-use plastics. Despite action all across Europe, including Scotland and Wales, England failed to deliver on its promises to ban these polluting plastics. We knew we had to act.

In Feb 2022, we took to Downing Street armed with a petition signed by a whopping 118,000 people, 55,000 of whom went on to sign the long-awaited consultation into the ban.

After 6 months of inaction following the close of the consultation City to Sea upped the rhetoric around the campaign dubbing England as

“the only country in Europe to not have banned some of the most polluting single-use plastics.”

This ultimately garnered results and in January 2023 the Environment Minister confirmed that single-use plastics like cutlery, plates, and polystyrene cups and trays would be banned by October 2023. This will save close to six billion pieces of single-use plastic a year in England alone!

City to Sea has consistently called for a plastics strategy that sets out ambitious, realistic and achievable targets for the reduction in single-use plastics. We'll be ramping up our work in this area and continuing to hold the government to account – demanding real action and meaningful, legally binding targets.

Supported by: **38 DEGREES** people. power. change. **GREENPEACE**

POWERING THE REFILL REVOLUTION

Refill is an award-winning campaign to help people live with less waste. The campaign is designed to normalise refill and reuse behaviour by connecting people to places they can eat, drink and shop without packaging. By providing a framework and platform for communities, businesses and consumers to take action, Refill is supporting the transition towards reuse systems and tackling the global issue of plastic pollution by reducing waste.

Supported by our partners:





REFILL IN NUMBERS:

7 COUNTRIES
are actively running
the Refill campaign

45%
brand awareness in the UK

30%
logo recognition in the UK

932
pieces of media
coverage in 2022

480,500+

downloads of the Refill app
(90,455 NEW downloads in 2022)

400+

Locally led community
schemes in the UK
(including 88 councils and local authorities)

36,800+

average monthly Refill app users
(25% of Refill app users outside of the UK)

If all our app users
Refilled just once a week,
we're saving more than

24 MILLION
pieces of plastic every year!

332,455

Refill stations listed on the Refill app
around the world helping people to eat
drink and shop with less waste
(5,108 NEW refill stations listed in 2022)



CHANGING BEHAVIOUR

Refill is designed to create long lasting behaviour change by providing practical solutions to the barriers we encounter when trying to reduce single-use plastic, such as a lack of awareness, accessibility, convenience or cost. As a result of the work we've been doing in the UK:

- **86%** of Brits surveyed say they are more likely to carry a reusable water bottle and refill on the go as a direct result of knowing about the Refill campaign and app.
- **Almost three quarters** (73%) of people say they have refilled their water bottle as a result of seeing the refill sticker in a café or window.
- The number of people who normally drink tap water on-the-go has **INCREASED** from 1 in every 5 people to **1 IN EVERY 2 PEOPLE** in the last five years.

HELPING PEOPLE SAVE MONEY, STAY HYDRATED AND LIVE WITH LESS PLASTIC

Anyone can download the free Refill app to tap into a global network of places to reduce, reuse and refill. From a coffee on your commute, to drinking water on the go, or even shopping with less plastic, Refill puts the power to go packaging free at your fingertips.

The impact this has had on our app users has been massive:

- **75%** of Refill App users say the Refill app has helped them significantly reduce the amount of plastic they use.
- **45%** of app users **NEVER** buy bottled water (vs just 9% before downloading the app) & 73% of app users rarely or never buy coffee in a disposable cup vs (33% before using the app).
- **77%** of Refill app users say using the Refill app has helped them save money



EMPOWERING COMMUNITY ACTION

Refill provides individuals, community groups, local Authorities and governments the tools they need to create lasting change in their community. Through our local volunteers, Refill schemes and International Delivery Partners, we're helping people to take action on a local level. Refill schemes are working on the ground, within their community to connect people to reuse solutions and support businesses with reducing single-use plastic.

- We're now working with more than **400+** local community & council led schemes in the UK
- In 2022, we were joined by **32 NEW** Refill schemes committed to reducing waste in their local area.
- **88** of our Refill schemes in the UK are led by councils
- **89%** of Refill Schemes say "involvement with Refill has helped deliver a positive environmental impact in my community".

"Refilling bottles and reusable coffee cups is becoming the new normal on the island of Mull thanks to Refill" - Refill Mull

SUPPORTING BUSINESSES

By working with businesses, we're helping to connect the fragmented refill and reuse market and build consumer confidence in refill packaging options and products. Businesses also benefit from being connected with the Refill campaign – not only from positive brand perception, but from increased footfall and sales.

- **73%** of people that visit a refill station to fill up their bottle typically make a purchase at the same time – spending on average £2 - £5.
- **78%** of people surveyed said that they're more likely to visit a zero waste shop as a result of the Refill app and campaign and 84% say they are more likely to try refill options in a supermarket.
- **More than three quarters** of people surveyed said they view a business that offers plastic free shopping options or accepted reusables a lot (40%) or slightly more (36%) favourably.

WORLD REFILL DAY

World Refill Day is a global public awareness campaign designed to accelerate the transition away from single-use plastic and towards reuse systems. In 2022 (which was only the second time we've run the campaign as a global initiative), we reached millions of people around the world, centring the conversation and positioning reuse as a solution to the plastic crisis.

We proved that as global movement, we have the power to create a wave of change and show the rest of the world that the solutions to plastic pollution are here – and together we can keep our environment, oceans, and communities plastic-free for the future.



WORLD REFILL DAY



#WORLDREFILLDAY

OUR IMPACT

In 2022, working collaboratively with the Break Free From Plastic coalition around the world, we launched a targeted digital engagement campaign calling out the top polluters. We sent an open letter to the CEOs of Coca Cola, Pepsi Co, Unilever, Nestle, and P&G which was signed by more than 450 organisations and called them to set meaningful and ambitious reduction and reuse targets.

We generated more than 400 pieces of media coverage around the world and were joined by thousands of everyday activists, celebrities and campaigners who supported on social media, inspiring change and encouraging others to choose to reuse.

Events were hosted from Japan, to Chile and the US – raising awareness of our plastic problem and calling on policy makers to act.

Refill schemes across the UK hosted events, pop-ups and launched new public water fountains helping more people than ever to live with less waste.

In collaboration with our partner, Chilly's, we hosted a World Refill Day celebration event at the TATE Modern in London. This provided an opportunity for key stakeholders in the UK involved in the refill and reuse movement to connect, network and celebrate. Read the full World Refill Day impact report here:

Supported by
our partners:



CHILLY'S

#BreakFreeFromPlastic

BEAUTY KITCHEN
EFFECTIVE • NATURAL • SUSTAINABLE



WORLD REFILL DAY IN NUMBERS:

406 pieces of media coverage with a potential, estimated reach of over 1 BILLION people around the world!

In June we more than

DOUBLED

the number of people using the app reaching a total of 30,000 users. There were also 16,000 NEW downloads in June – a 61% increase on 2021. 33% of app users in June were outside of the UK, and the app was used in 117 countries.

80+ countries around the world were actively involved in WRD

Estimated, potential social media reach of over

100+ MILLION
(#WorldRefillDay)

#WORLDREFILLDAY
trending on Twitter in the UK for most of the day (#3)

16,000+
individual social media posts using #WorldRefillDay

500,000
video views of our World Refill Day launch film

3000+
downloads of the Campaign Toolkit



HELPING LONDONERS LIVE WITH LESS WASTE

This summer we teamed up with the Greater London Authority & Mayor of London, Sadiq Kahn to deliver a strategic behaviour change campaign to encourage Londoners to refill on the go.

The campaign was designed to tackle some of the barriers and challenges around reuse, building back public confidence in using public fountains again after the pandemic and making sure visitors and residents knew where they can access free drinking water.

The multi-channel campaign included organic and paid social media, a partnerships toolkit that was used by key London stakeholders (including TFL) and an out of home campaign across the city.

The campaign, which took place over the heatwave, reached an estimated 8 million people, resulted in more than 10,000 new Refill app downloads and increase engaged on the app by 88%

(demonstrating the campaign resonated with our audience and resulted in our target behaviour).

We received more than 21 pieces of media The Evening Standard, The Daily Mail, the Independent, The Sun, The Metro, The Mail on Sunday and My London.

SUPPORTED BY
MAYOR OF LONDON



LAUNCHING THE BRISTOL REFILL RETURN CUP

In May 2022 City to Sea secured a grant from the Ecosurety Exploration Fund – a £1million pot to support projects that could reduce the environmental impact of packaging, batteries or electronic waste – to trial a ‘smart’ reusable coffee cup scheme in Bristol. The pilot project aims to provide an accessible alternative to single-use takeaway cups and drive consumer behaviour away from single-use to reuse.

It is estimated that 2.5 billion takeaway coffee cups (30,000 tonnes) are used and thrown away each year in the UK, with 99% currently not recycled. The UK uses a mind-blowing 10,000 coffee cups every two minutes. Recycling attempts and substitution with biodegradables have led to consumer confusion and contamination of collected materials. They have also failed to significantly reduce carbon impact and the volumes of waste going to landfill, incineration or the open environment.

This scheme, which will launch in early summer 2023, will enable conscious consumers to have their takeaway drink in a reusable cup which they can borrow from participating coffee shops for free and return to any participating outlet. Customers don’t need to remember their own reusable cup and will receive reminders to return their borrowed cup. The scheme will be powered by the Refill app which will enable users to track their own plastic reduction impact. We will be aiming to drive return behaviour so cups get used over and over again, reducing the use of single use cups in Bristol and saving thousands of cups from landfill, incineration or loss to the environment. We are excited to launch the scheme in 30 outlets across Bristol and work with ambitious partners to make it a success.





HELPING EVENT ORGANISATIONS #CUTTHECUPS

Every year, more than 100 million single-use plastic cups are used at UK festivals and live events, and most of these are incinerated or sent to landfill. To help tackle the mountains of waste created by events up and down the country, we launched **"Solutions on Tap – a Guide to Reducing Waste & Introducing Reusable Cup Schemes at Events."** Designed for small and medium-sized events, the guide offers a practical way forward to help event organisers avoid single-use plastics. Full of information and clear advice, it will enable event producers to introduce measures like deposit return schemes for reusable cups, as well as busting myths around bioplastics and highlighting some of the existing best practice already happening across the industry.

Over the last few months we've been working hard to get the guide into the right hands by engaging with event organisers, councils and our community-led Refill schemes. We'll continue to push for change and provide support to event organisers helping to prevent millions of single-use plastic cups every year. Download the FREE guide here or share it with local events in your community.



8

TURNING THE TIDE ON PLASTIC POLLUTION ON THE SOUTH COAST

We launched an ambitious project working with Bournemouth, Christchurch and Poole council to transform 14 miles of coastline and tackle the serious waste management issues they faced every summer. Working collaboratively with the council, and key stakeholders in the region, we developed and delivered 'Turning the Tide' - a strategic roadmap for the future. This ambitious plan outlined a long term sustainable approach to managing the seafront and creating a vision for how to turn BCP into a low impact tourist destination by reducing single-use plastic on its beaches, embedding our award-winning Refill campaign and implementing systems of refill and reuse.

The project launched over the summer with a series of fun events and creative performances along the seafront. These raised awareness of the new brightly signposted 'hydration stations and taps' that were installed along the seafront. These help residents and visitors stay hydrated and prevent plastic pollution caused by the millions of bottles of water bought every year.

19,000 SINGLE-USE PLASTIC BOTTLES PREVENTED IN JULY ALONE!

Find out more about the project by watching our launch film here.

In partnership with:





We have really valued the relationship with City to Sea turning our initial plan into a project of significantly greater value to BCP Council, its residents and visitors here on our award winning seafront. Through excellent collaboration we were able to create a strategy, Turning The Tide, which amplified our ambitions for our Environmental Hub project, supported by excellent members of the CTS team, who brought vision, expertise and professionalism allowing us to deliver a major PR launch of the project in July 2022, operational changes delivered at scale and speed, and a real passion for the project.

Andrew Brown, Seafront Operations Manager, BCP Council.



PLASTIC FREE PERIODS

Our Plastic Free Periods campaign is designed to raise awareness of the hidden plastic in our period products and empower people with periods to make informed choices about the products they use and how they dispose of them.

The campaign has reached millions of people and the impact on behaviour has been significant with almost 100% of people reporting a change in behaviour as a result of the campaign.

THIS COULD TURN TOXIC

In 2022, we turned our attention to impact this hidden plastic has on our own health and the health of our planet. As part of Environmenstrual Week, we hosted a bloody awesome panel event with our partners Natracare. We were joined by an incredible panel of experts, activists and specialists in the field, discussing the potential impact of endocrine disrupting chemicals (which are found in plastic-filled period products) on our own health and that of the planet.

Watch the full event here to get the low down on the potential impact of these toxic chemicals on our health.

16%

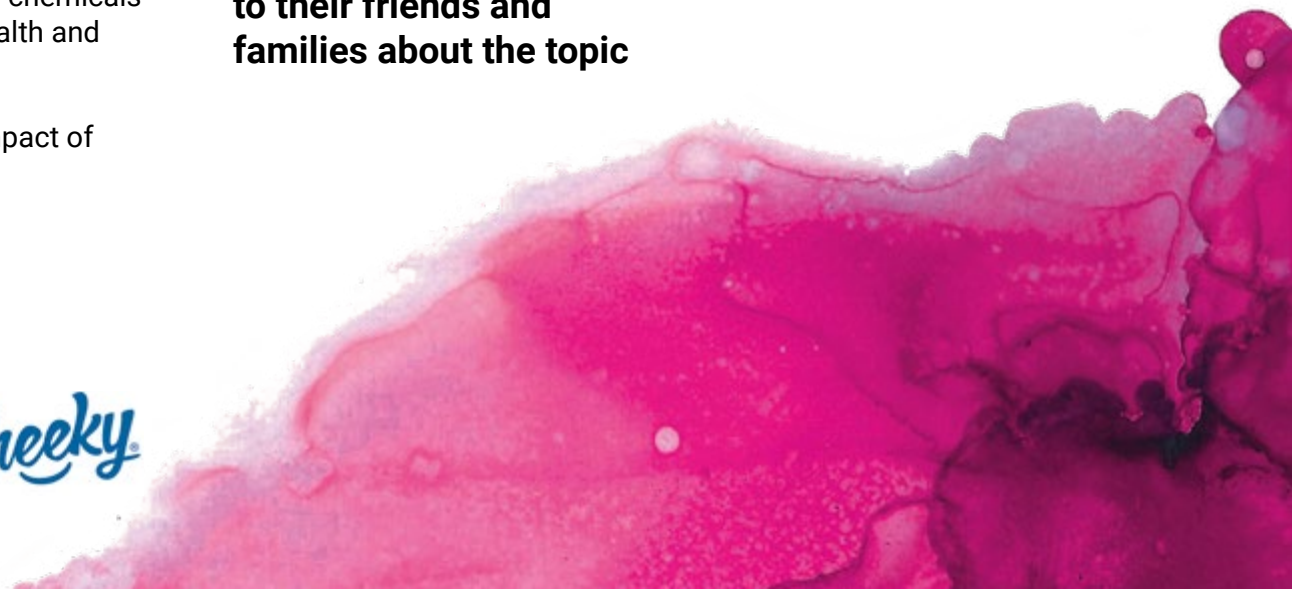
**of people stopped
using plastic
products altogether**

46%

**of people tried a plastic
free alternative or
reusable product**

6%

**were inspired to talk
to their friends and
families about the topic**





RETHINK PERIODS

EDUCATING AND INSPIRING BEHAVIOUR CHANGE

Our award-winning schools period education programme, Rethink Periods, entered its third year of delivery, taking the total number of teachers trained to over 1,500 reaching a massive 211,000 young people.

In 2022 we delivered twenty training sessions to teachers and school nurses in Hampshire, East and West Sussex, Kent, Dorset, Devon, Cornwall and for the first time we worked in Wales with all our teaching materials now available in Welsh.

Our unbiased programme continues to challenge behaviours and myths with measurable impacts. Students were three times more likely to try a menstrual cup after the lessons and the 72% of teachers who, prior to their training, still believed flushing menstrual products was the correct disposal method are now only flushing the 3 P's (pee, paper and poo!) and also educating the next generation of menstruators.



What the teachers are saying:

"I absolutely loved the training. I thought it was so inclusive, positive and up to date."

"This is an amazing training and has really improved my personal period education, let alone the education I will now be able to give my pupils."

Average training rating continues to be

'EXCELLENT'

37%

of teachers have printed and displayed the 'No Flushing' poster in toilet cubicles at schools reaching thousands of students.

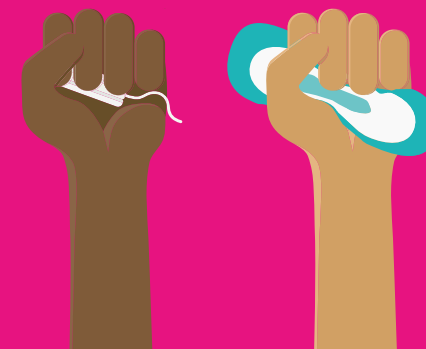
Awareness of environmental issues and eco-friendly period products before the training was 4 out of 5 (1 = very aware, 5 = not aware). After the training this had improved to 1 (very aware).

100%

of survey respondents plan to use the Rethink Periods materials beyond the academic year.

86%

of respondents have changed their language to make it more gender-inclusive and avoid language that contributes to period stigma.





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for LIFE
Southern
Water

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FIND YOUR FILL

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SUPPORTING AND EMPOWERING EVERYDAY ACTIVISTS

OUR COMMUNITY

Over the last few years we've grown a highly engaged community of everyday activists, community groups, councils, NGOs and businesses. In 2022, our network continued to grow enabling us to reach:

50,000+

subscribers to Plastic Free
Journal, our monthly newsletter.

100,000+

social media followers

35,000

Refill Stations (these are everything from high-street chains, to independent retailers, hospitality businesses and everything in between)

CITY TO SEA IN THE NEWS

City to Sea undertakes media work to increase our reach, awareness, brand recognition, partnership development, and lobbying efforts. For all of these, 2022 was a positive year.

2022 saw City to Sea develop a substantial media presence securing continuous and high-profile coverage. City to Sea transitioned away from the reliance of one or two showstopper moments in the year and instead became a continuous and trusted voice on plastic-related issues. For example, while in 2021 World Refill Day represented about one-third of our total media coverage, in 2022 it was less than one-fifth despite the day growing considerably.

Again, this huge increase is partly explained by the success of the second ever World Refill Day with the day securing over 400 media hits with a potential reach of 1.2bn. But what makes 2022 different is that this is just a fraction of the 6.3 bn total potential reach. Other campaign highlights saw cooperative work with Changing Markets Foundation, Greenpeace and Muslim Council of Britain.

This impressive reach was based on better partnership working and was also a central pillar of our lobbying efforts – particularly around the Cut the Cutlery campaign.

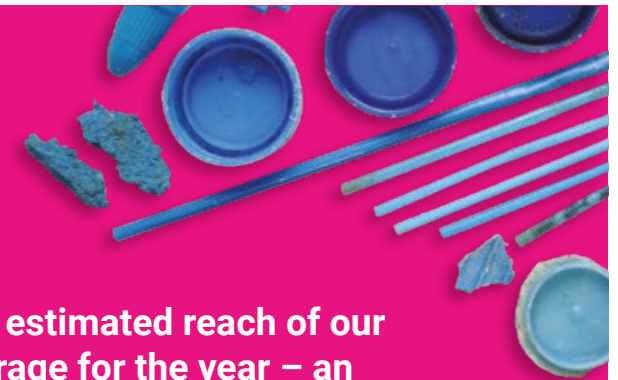
In terms of reach 2022 City to Sea generated:

1176

1176 pieces of media coverage
(up from 1154 in 2021 and up
from 390 in 2020).

6,3 BILLION

This was the potential estimated reach of our combined media coverage for the year – an almost doubling of 2021's 3.2 billion. Whilst this is an industry measurement of potential reach and not indicative of the exact number of people that read an article City to Sea were featured in, it suggested we're growing significantly and having a voice on the issues we care about.



GROWING AS A LEADING ORGANISATION



WELCOMING OUR NEW SEA-EO



Q4 of 2022 saw the appointment of a new CEO, **Harriet Bosnell**. Harriet takes over the CEO role from February 2023, allowing our founder, Natalie Fée, the figurehead of many City to Sea campaigns and author of the best-selling book “How to Save the World for Free”, to focus more on our future campaigns, communities and vision.

Harriet comes to City to Sea with decades of experience working with social enterprises and communities having previously worked with CSV, The Big Issue Foundation and Curo Choice. Harriet also has sat on numerous boards including St Johns Foundation, Bristol Charities and More Trees Banes. Outside of work Harriet is a keen sea and river swimmer and says she has experienced the issue of plastic pollution in our waterways first hand as well as experiencing the *“hugely positive impact that connecting us all to the environment can have”*.

BECOMING A REGISTERED CHARITY

2022 saw the long-awaited birth of City to Sea CIO, a charitable structure to sit alongside our CIC. This exciting development will enable us to raise more funds from more sources to support our mission. You'll be hearing more about this over the next year but for now rest assured, this won't change anything about our ambitions to stop plastic pollution at source.

A NEW BOARD FOR THE CIO

We were delighted to welcome our first three Trustees to the City to Sea CIO board in March 2022. Here's a little bit about them...



Samantha Moyo is a social entrepreneur and changemaker, focused on community building, innovation and culture change. She's a thought leader in the wellness industry, and is interested in bringing the topics of diversity, climate change and LGBTI to the forefront of conversation.



Antoinette Vermilye is the co-founder of the Gallifrey Foundation specialising in communications and marketing. She is passionate about marine conservation issues and is the driving force behind Where's The Fish (WTF?) and SHE Changes Climate. She's also an active member of the BFFP coalition.



Manu Maunganidze works at the intersection of education, environment, culture and diversity. He's a vocal and passionate campaigner for equality in the civic and professional spheres. Manu focuses on cultural competence, institutional change and creating strategies towards better communication and partnership building.



4-DAY WEEK

A phenomenal year for City to Sea. In 2022 we officially adopted the 4-day week in the most generous way we could with full and part-time staff all benefiting from 20% less work for the same pay, while retaining a generous amount of annual leave. We also added pots for carer leave and mental health leave and increased time off for compassionate leave and sick pay.

THUMBS UP FROM THE TEAM

In 2022, we've been delighted to receive the thumbs up from our team on our twice-yearly pulse about all things employee, resulting in an engagement rate of 85%. We have done so much this year and our benefits package has just got better and now includes a health package with face-to-face counselling and a 24/7 helpline. We offer internal coaching, media training, behaviour change workshops, creative campaign sessions and even yoga before work!

TOP 100 COMPANIES TO WORK FOR

Our high employee engagement and satisfaction, has helped earn us a place for the second year in a row as one of the 'top 100 places to escape to' awarded by Escape the City, with our position this year as the 30th best company to work for out of 13,000 nominated organisations. The Escape 100 list represents the organisations that are leading the way in putting their people and our planet on a par with profit. We've also been shortlisted for 2023 Wellbeing in the British Workplace awards.

DIVERSITY AND INCLUSION

At City to Sea we have a commitment to Diversity and Inclusion. In 2022 we participated in the first national survey tracking diversity within the environmental sector (RACE) and we simultaneously created a pledge / public commitment that aligned us to the goals of the Diversity Sustainability Initiative which included participating in Bristol's 'Black and Green' initiative providing pro-bono mentoring for ambassadors. We maintained an annual EDI consultancy and training budget and we ensured that we reflected diversity including ethnicity, gender, age, disability representation across our campaigns and content. Throughout our recruitment we ran a successful 'guarantee for interview' to all candidates who identified as having a disability or from a minority ethnic group.

Benchmarking:

Team: We have at least 6% of the team identifying as a person of colour and or of a racially or ethnically marginalised group. All of our senior leadership team identify as women and at least 12% of our team identify as neuro divergent.

Recruitment: In our five recruitment rounds of 2022, we had a high voluntary rate of 44% of applicants engaging with our equalities monitoring form. Of these 30% identified as being a person of colour and or of a racially or ethnically marginalised group, 27% were aged 45+ and 5% identified as having a disability.

Board: 66.7% identify as being a person of colour and or of a racially or ethnically marginalised group. 33.3% as having a specific learning disability, other disability, impairment or health condition. 33.5% are a male, none under 30, none over 60 and 33.3% identify LGBTQQI+.

With our Team we have exceeded our targets in all areas, and with the board we have exceeded targets regarding ethnic and gender identity. We have also exceeded targets set if we broaden our definition of disability to include identifying with 'a specific learning disability, other disability, impairment or health condition'. We have not met our targets regarding age.




LOOKING AHEAD - THE FUTURE FOR CITY TO SEA

As we look towards the future, we've got ambitious plans to build on the progress made in 2022, scaling our work to drive the transition towards refill and reuse systems and supporting local communities, councils and businesses to take action where they live.

In 2023, we'll be:

- 1 Launching our own returnable cup scheme** in our home city of Bristol. This project will not only tackle the millions of disposable coffee cups discarded every year, but provide us with first-hand knowledge and experience of introducing and managing reuse systems so we can share this with others in a bid to scale access to returnable schemes across the UK.
- 2 Supporting our local Refill schemes** around the UK, providing them with the resources, training and knowledge they need to drive change and reduce waste where they live.
- 3 Ramping up our work to change the narrative when it comes to refill and reuse**, and getting people talking about the solutions to plastic pollution with **World Refill Day on June 16th**.
- 4 Investing in the Refill app**, improving functionality and making it the most useful tool it can be for the almost half a million conscious consumers that use it to find places to eat, drink and shop with less waste.
- 5 Supporting councils** to become refill and reuse destinations.
- 6 Working with businesses** to promote their reusable and returnable products and services and power the circular economies.
- 7 Launching a community fountain fund**, to scale access to free drinking water in towns, cities and villages around the UK.
- 8 Releasing new consumer research** which will deep dive into the barriers, challenges and opportunities to scale refill and reuse in the retail environment.
- 9 Continuing to hold government and big business to account** with an ambitious political advocacy campaign that will ramp up as we get closer to the general election which is likely to take place in 2024.

That's just a snapshot of the projects and campaigns we've got lined up. To find out more about our work, visit the website at www.citytosea.org.uk, sign up to our monthly newsletter or follow us on social media.



COLLABORATION IS KEY

We couldn't do this work without the support of our incredible partners and our thanks goes out to them, alongside our ally NGOs and community of City to Sea supporters. Together we're powering lasting change, from grassroots to government.

Thanks again, on behalf of the whole City to Sea team to all of our partners and funders for supporting our work in 2022.



SUPPORT OUR WORK

- 1 **Become a funder.** As always, with additional funding we can scale our work and grow our impact so if you're a business, or manage a grant, trust or foundation and are interested in funding our planet-protecting work to tackle the plastic crisis we'd love to hear from you!
- 2 **Sign up to Plastic Free Journal** or follow us on social media to get the latest campaign news, actions and tips for living with less waste.
- 3 **Donate to support our work** – become a regular monthly donor or make a one-off donation.
- 4 **Join our community of Refill schemes** around the UK and find out what you can do to create lasting change where you live.





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