

LETTER FROM THE CHAIR

2025 marks 15 years since Plastic Free July™ began. What started with 40 participants in Western Australia has grown into the world's largest plastic waste avoidance movement, with at least 174 million people taking part this year across 190 countries.

Plastic Free July is more than a campaign - it's a global month of action, powered by the Plastic Free Foundation's mission to help end plastic waste. We do this by empowering individuals, communities, businesses, and governments to take practical steps and shift social norms around single-use plastic.

This year's Impact Report shows how small, everyday actions can lead to extraordinary change. Participants reduced household waste by 13kg per person, took 15% more action to reduce plastic than non-participants, and helped avoid over 290 million kilograms of plastic waste globally. These efforts are not just for July, 86% of participants said their actions led to lasting habits.

We launched the Plastic Free Pledge platform this year, enabling people from over 70 countries to share their commitments, from students in the Philippines to software teams in Australia. These pledges reflect the creativity and care that drive this movement forward.

Youth and community leadership flourished in 2025. Through our new NextGen Youth Fellowship, young changemakers across the Asia Pacific led initiatives like reusable water bottle campaigns in Japan and sewing workshops in Sri Lanka. Grassroots events, like dirtgirlworld's livestreamed picnic in Australia and our partner Dietplastic Indonesia in Jakarta, brought people together in joyful, plastic free celebration.

Businesses also stepped up. From the first plastic free resort in Vietnam to major corporations like Culligan and Bechtel, licensees helped us keep resources free for schools and communities while inspiring thousands of employees and customers to take action.

Policy change continues to follow public momentum. Cities like Toronto, Lisbon, and Delaware introduced new bans and reusable systems, while governments in Australia, Oman, and the USA strengthened regulations. These shifts show how individual action can drive systemic change.

Our stories reached millions through social media and media coverage, amplifying the action that people around the globe are taking for a world without plastic waste. Change is underway.

We're proud to be supported by the Government of Western Australia and the Waste Authority, and to collaborate with CSIRO on projects in Vietnam, Indonesia, and the Philippines. Together, we're expanding education, research, and community engagement across the region.

To our partners, donors, councils, licensees, and every individual who took part - thank you. Your actions are shaping a better future. Let's keep going.



Geoff Donohue
Chair, Plastic Free Foundation