

# #OneLess

Because everything we do  
touches the ocean

How your organisation or community can join the  
#OneLess movement





## About the #OneLess movement

Londoners drink more bottled water than anywhere else in the UK. The average Londoner buys 3.37 plastic water bottles every week – that’s 175 a year.<sup>1</sup> Sadly, many of these end up in the River Thames and flow out the ocean where they damage habitats, kill marine life and slowly erode the health of the ocean as they break down over thousands of years.

It’s not too late to reverse this damaging current. A rapidly growing movement of organisations and communities across the capital is taking action – the #OneLess movement.

These organisations and communities are championing a new refill culture, where using a refillable water bottle is the new norm and where throwaway, single-use bottled water is a thing of the past.

<sup>1</sup> OnePoll research on behalf of BRITA (2016). Accessed via Marine Conservation Society: <https://www.mcsuk.org/press/view/685>



# Join us – make your workplace or community #OneLess



Join our movement of institutions, schools, community groups, businesses, visitor attractions, venues – and many others! – that are committed to reducing single-use plastic water bottle use, and championing and enabling a refillable drinking water culture.





## What do you need to do?

To join the #OneLess movement, we ask your organisation or community to commit to taking the following four actions:

1. Stop buying, selling and using single-use plastic water bottles.
2. Encourage and facilitate the use of refillable water bottles.
3. Offer unrestricted access to tap/drinking water and encourage its use.
4. Inspire others to go #OneLess.

All organisations and communities are unique, so for some taking these actions will be simple and quick; for others it will be a longer process. You'll find case studies on our website – feel free to use these as inspiration.





# Getting started

To start your #OneLess journey, take these three steps:

1. **Get the support of others in your organisation.**
2. **Get in touch with us.** Fill in our simple form and send it to [oneless@zsl.org](mailto:oneless@zsl.org), along with your logo – we'd love to include it on our website. Once we have your details we will send you a range of online resources to help you on your #OneLess journey.
3. **Develop a tailor-made plan for how your organisation or community is going to go #OneLess.** Work out what needs to change for your organisation to stop using single-use plastic water bottles and enable a refill culture, and what barriers need to be overcome. Find solutions to those barriers. (We have some case studies on our website to help with this).





# Resources

When you get in touch with us, we will supply you with a whole range of resources to help you on your journey

We will send you an online resource pack, which contains all the artwork you need to bring the campaign to life. Below you'll find just a few examples of the materials that you can create using the #OneLess artwork.





## Taking action

Once you've developed your tailor-made plan to go #OneLess, it's time to take action! Here are four more steps to help guide you on your #OneLess journey:

1. **Take action.** Stop buying, selling and using single-use plastic water bottles and find, develop and showcase new and more ocean-friendly ways to supply drinking water – ways that promote refillable water bottles, and that enable and champion refilling.
2. **Measure the change to collect evidence of your positive impact.** We'll send you a form to help with this.
3. **Learn, and evolve your approach.** Use your learnings to evolve your strategy and develop even better ways to do things.
4. **Inspire others.** Share your experience, promote your actions and advocate for change amongst your contacts and your networks.



# Because everything we do touches the ocean

Thank you for your support! We looking forward to welcoming you to the #OneLess movement.

