FRANK Water goes single-use plastic free and launches #PledgeToRefill campaign

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Safe water charity and social enterprise FRANK Water has ended all sales of its bottled spring water in single-use plastic bottles. It is the first UK bottled water company to discontinue use of single-use plastic bottles and switch to 100% environmentally sustainable solutions. The announcement comes at the launch of its #PledgeToRefill campaign, which calls on all consumers to carry a refillable water bottle with them to stay hydrated without the need to purchase water (or other drinks) in single-use plastic bottles.

FRANK Water founder and Chief Executive Katie Alcott says:

“We have always been committed to being transparent and open about our social enterprise business and charitable activities – hence the name FRANK Water. We have been working towards this announcement for some time now and feel hugely positive about our decision to end the sale of FRANK Water in single-use plastic bottles. Although we are not an environmental campaigning organisation, our mission and objectives are closely aligned to our friends and colleagues across the environmental sector. We want our announcement to give them hope that change is coming, and to encourage consumers to choose to refill rather than continue polluting our planet with toxic plastic waste.”

FRANK Water will continue to sell water in glass bottles, which are made from 32% recycled material, are 100% recyclable and can be reused indefinitely. Stockists are being offered alternative ways of supporting FRANK Water, including refill solutions and refillable bottles.

The campaign is already attracting support. Pat Fitzsimons, Director at Thames Estuary Partnership, says:

“Everyone here at Thames Estuary Partnership is thrilled with the news that FRANK Water has discontinued selling spring water in single-use plastic. Our determination to slow the rising tide of single-use plastic bottles in the Thames can only be strengthened by FRANK Water’s #PledgeToRefill campaign and we shall be urging all our supporters to sign up. FRANK’s work in India and Nepal highlights the importance of valuing our incredible clean water and sanitation systems here in the UK where we just don’t need to buy drinks in one-use packaging.”

While using a refillable water bottle is the best way to stay hydrated on the move, if you are thirsty and are without a refillable bottle, a bottle of water, with a charitable donation, remains the healthiest and most ethical option on the shelf. However, single-use plastic bottles, usually made from polyethylene terephthalate (PET), make up the largest proportion of plastic bottle waste in the UK but only 57% is collected for recycling*. The rest is sent to landfill or ends up as litter, polluting our planet and its people. This compelling evidence and a growing movement to reduce or end plastic waste worldwide has compounded FRANK Water’s decision to discontinue selling water in single-use plastic bottles and offer more sustainable one-use plastic-free drinking water solutions.

Katie Alcott continues:

“This decision will undoubtedly hit our bottom line this year, and for years to come, but we are committed to being as ethical and environmentally sustainable as possible while continuing to fund safe, clean water projects in our partner regions in India and more recently Nepal. It feels like the right time to be doing it but we know we’re small fry when compared to the bigger fish in the single-use plastic ocean. Let’s hope our announcement is the first drop that is needed to create a ripple effect on a much larger scale in the coming months and years.”

You can join the campaign and #PledgeToRefill on the FRANK Water website at www.frankwater.com/refill. You can purchase a Frank Water refillable bottle here and find out more about the work of FRANK Water here.

* Source: WRAP – Plastics Market Situation Report, Spring 2016

#PledgeToRefill

FRANK Water has teamed up with friends and supporters for the #PledgeToRefill campaign to mark its discontinuation of single-use plastic bottles. When supporter pledge milestones are reached, FRANK

Water will receive bonus funding from corporate partners allowing it to ensure access to safe, clean water for thousands more people across India and Nepal.

You can add your voice to the campaign by committing to use refillable bottles and coffee cups rather than single-use plastic bottles and disposable cups. Safe water saves lives and together we can make a difference to people and our environment. Visit the website to find out more and pledge today!

frankwater.com/refill

– ENDS –

NOTES TO EDITORS

For more information about FRANK Water, high res images or to arrange an interview with Katie Alcott, please contact Jennie, Clare, Romany at Bloom PR & Communications:

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Comments from retailers in support of #PledgeToRefill

Watershed, Bristol | Stockist and supporter of FRANK Water for over 5 years

“In response to FRANK Water’s admirable decision to stop selling water in single-use plastic bottles, we have switched our order to glass bottles. As a charitable organisation, situated on Bristol’s historic harbourside and committed to being as responsible and ethical as possible – in line with what our customers expect of us – we are pleased to be able to support this move to a more sustainable future for us all.”

James Taljaard, General Manager

Jones Boatyard, Cambridge | Stockist and supporter of FRANK Water for over 10 years

“We have always supported the great work of FRANK Water and have been buying their bottled spring water by the pallet to sell in our boatyard chandlery for over 10 years. It came as a surprise, therefore, to learn that FRANK would no longer be supplying plastic bottled water but as a company with a close relationship to the environment, particularly the waterways, we completely understand that continued use of single-use plastic is not sustainable and is damaging our planet. With this in mind we have installed a FRANK Water cooler in the shop and will now encourage our customers to use re-fillable bottles. I think it is a brave and noble decision by FRANK to make this change and they should be commended for it - let’s hope others will follow suit. We will continue to donate and support Frank in all their future ventures.”

Ben Jones, owner

FRANK’s #PledgeToRefill journey

2005: FRANK Water is founded as Katie Alcott begins selling bottled Devonshire spring water at cafes, delis, restaurants, festivals and events throughout the UK to raise funds for safe water programmes in India

2010: FRANK Water’s FreeFill initiative is launched at UK music festivals encouraging festival goers to buy a refillable bottle which can then be refilled, with filtered, chilled water, indefinitely throughout the weekend

2010: FRANK Water launches the ‘Turn me on’ campaign to bring back clean water fountains in towns and cities across the UK to encourage people to refill and hydrate on the move.

2015: FRANK Water teams up with City to Sea, Go Green Business and Bristol 2015 to launch Refill Bristol, a campaign to introduce free refill points across the city in cafes, bars, restaurants, retailers and hotels.

2017: FRANK Water launches #PledgeToRefill – a campaign urging everyone to carry a refillable bottle and fill with tap water, rather than continuing to purchase drinks in single-use plastic bottles.

FRANK Water refill stations are confirmed for the following UK festivals this summer:

Love Saves The Day: 27 – 28 May

Cornbury Music Festival: 7 – 9 July

Secret Garden Party: 20 – 23 July

Shambala: 24 – 27 August

End of the Road: 31 August – 3 September

The Downs, Bristol: 2 September

Always The Sun: 8 – 10 September

ABOUT FRANK WATER

FRANK is honest, transparent and straight-talking. FRANK Water is a Bristol-based social enterprise and registered charity that funds safe, clean water projects in India and Nepal. By fundraising in the UK, FRANK funds infrastructure and education for safe, clean water in small rural communities in the developing world.

FRANK Water works to improve access to safe water, sanitation and hygiene (WASH) in India and Nepal. In particular, FRANK Water focuses on people ‘left behind’ by progress over the last 15 years. Since 2005, FRANK Water has reached more than 325,000 people with safe water and sanitation. You can find out more about FRANK’s work at http://www.frankwater.com/

FRANK’s motto is simple: Safe Water Saves Lives.

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