



## World Refill Day – Refill Heroes Brief

World Refill Day is a global campaign to celebrate and amplify the amazing businesses, brands, communities and individuals that are leading the way when it comes to scaling reuse.

We want to tell as many stories as we can, and highlight the incredible upstream innovation that is happening right now around the world.

We'll share these stories on our website, on social media and across our channels in the run up to, and on World Refill Day reaching thousands of people and showing the world how easy it is to choose to reuse, thanks to individuals and businesses like you.

You can either:

- **Share your story as a blog** (which we'll upload onto our website) and share on social media or;
- **Share a short 30-60 second video** which we'll share on social media and embed into the Refill Heroes section of the site.
- **Or, even better – both!** You can share all the details about your initiative in your blog and then do a super-quick and fun intro which we'll use as a teaser.

Please complete and send this form back with your Q&A (below), photos and/or video to [info@refill.org.uk](mailto:info@refill.org.uk).

### Checklist

- **Please share a high resolution photo** of you, or your team for us to use when sharing your story (even better if you want to send a selection!)
- **Include a short bio and any links you want us to include.**
- **Don't forget to share your social profiles** so we can tag you when we share your story.

	Format and guidelines
<b>Blog Post</b>	<ul style="list-style-type: none"> <li>• Q&amp;A format</li> <li>• 300-500 words</li> <li>• Please attach a high resolution landscape picture of yourself and potentially 1-2 landscape pictures of your work / projects</li> <li>• Don't forget to share links and introduce yourself and your organisation or business.</li> </ul>
<b>Video Submission</b>	<ul style="list-style-type: none"> <li>• 30-60 seconds</li> <li>• Tell us who you are and what your organisation is doing when it comes to tackling single-use plastic and scaling reuse.</li> <li>• Filming on your phone is fine as long as you have a good camera and we can hear you (don't film somewhere with lots of background noise)</li> <li>• Use portrait format</li> <li>• Face the light</li> </ul>

	<ul style="list-style-type: none"><li>• Look into the lens</li><li>• Film in high resolution</li><li>• Avoid too much background noise</li><li>• Take a pause before and after you finish recording</li><li>• Be positive and make it fun!</li><li>• Include a call to action so people know how they can find out more about you.</li><li>• Here's an example of a film we made for our friends at Upstream a while ago: <a href="https://www.instagram.com/p/CGVoizSnsoJ/">https://www.instagram.com/p/CGVoizSnsoJ/</a></li></ul>
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## Your Details

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- Name
- Organisation / business name
- Org bio
- Social media handles (for us to use when we share on social media)

## Q&A (300-500 words)

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10 questions that will unlock the future of the refill revolution this #WorldRefillDay

1. Tell us about you – who are you and what's your mission?
2. What was the catalyst for deciding to start your brand / org / initiative?
3. What are your biggest successes to date?
4. And what have you found the most challenging?
5. How has the pandemic impacted what you do?
6. What get's you up in the morning?

7. **And what do you think are the biggest opportunities to growing the refill and reuse revolution?**
  
8. **Why are you taking part in World Refill Day?**
  
9. **Can you share a reuse and refill trick for people who want to get started?**
  
10. **Who's your Refill Hero?**