No Plastic Today

FOR FUNDERS AND PARTNERS

Independent evidence on plastic, free for everyone

No Plastic Today is a free, independent website that helps people, schools, businesses and governments use less plastic. It turns research into plain English and practical tools. It covers the UK, the European Union, the US, Canada, Australia and beyond. Content is free to reuse under a Creative Commons licence.

Why you can trust it

- ✓ **Every figure links to its source.** The study, dataset or official page, so you can check it.
- ✓ **Checked and dated.** Each figure shows when we last verified it.
- ✓ **Every figure says how it was made.** Measured, modelled, self-reported or an official rate.
- ✓ **Funded by readers.** No ads, no sponsored content, no industry money. We publish what we receive.

Four numbers from the site

Labels show how each figure was made. Red marks a warning.

⚠ HEALTH WARNING · GLOBAL

More than US$1.5 trillion

a year in health damage linked to plastics, worldwide.

Modelled Source: Lancet Countdown on health and plastics, 2025. Mainly funded by the Minderoo Foundation, an Australian philanthropic organisation set up by Andrew and Nicola Forrest in 2001

EUROPEAN UNION

€7.2 billion

raised in 2023 by the European Union's charge on plastic packaging waste that is not recycled. That was 4.0% of the European Union's total revenue.

Measured Source: European Court of Auditors, Special report 16/2024

US

US$436 billion to US$1.1 trillion

estimated yearly social cost of plastic to the United States. The authors call it a conservative estimate.

Modelled Source: Lauer et al., Duke University Nicholas Institute, 2025

UK

£228.82

per tonne in UK Plastic Packaging Tax from April 2026, on packaging with less than 30% recycled content. It rises every April.

Official rate Source: HM Revenue and Customs, Plastic Packaging Tax

Free tools on the site

- **Evidence search.** Search studies by topic and region, each rated for strength. **/evidence/**
- **Plastic footprint calculator.** Enter a normal week. See kilograms a year and what each swap would save. **/tools/plastic-footprint-calculator/**
- **Weekly newsletter.** New studies, what they mean, and one thing you can do. **Sign up at the foot of any page**
- **Cost of staying with plastic calculator.** Plastic taxes and fees in the UK, Spain, Italy, Oregon, Colorado and Australia. **/business-case/#calculator**
- **Swap finder.** Compare alternatives to plastic, each linked to the evidence. **/alternatives/**

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Donations pay for hosting, research time and the weekly news digest. Partnership enquiries go through the contact page.

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