No Plastic Today

FOR ANYONE WHO WANTS TO USE LESS PLASTIC

Plastic, explained with evidence you can check

No Plastic Today is a free, independent website about plastic and how to use less of it. It is for people, schools, businesses and governments. It covers the science, the costs and the swaps, in plain English, with examples from the UK, the European Union, the US, Canada, Australia and beyond.

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.

Four numbers from the site

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

GLOBAL

9%

of the world's plastic waste was recycled in 2019.

Modelled Source: Organisation for Economic Co-operation and Development, Global Plastics Outlook, 2022

UK

98%

fewer single-use bags at the main 7 supermarkets in England than in 2014. They sold 126 million in 2025/26, down from 7.6 billion in 2014, before the charge. All 94 reporting retailers sold 399 million.

Self-reported Source: Department for Environment, Food and Rural Affairs, carrier bag data, 2025 to 2026. Reported by retailers

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

⚠ WILDLIFE WARNING · AUSTRALIA

14 pieces

of swallowed plastic give a sea turtle a 50% chance of death. One piece gives about a 22% chance.

Modelled Source: Wilcox et al., Scientific Reports, 2018. Risk modelled from post-mortems of 952 turtles in Queensland, Australia

Free tools on the site

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

Find the swap that matters most for you.

Start with the plastic footprint calculator, then the swap finder. Everything on the site is free.

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