No Plastic Today

FOR YOU AND YOUR HOUSEHOLD

Less plastic at home, without the guilt

No Plastic Today is a free, independent website about plastic and how to use less of it. It shows which swaps make the biggest difference, what the science says about plastic and health, and how to make changes stick. Examples come 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.

⚠ HEALTH WARNING · NETHERLANDS

77%

of people tested had plastic particles in their blood: 17 of 22 healthy adults, in a small pilot study.

Measured Source: Leslie et al., Environment International, 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

5–6%

of US plastic waste was recycled in 2021, by an estimate from campaign groups. Recycling has fallen, not risen.

Modelled Source: Beyond Plastics and The Last Beach Cleanup, 2022

⚠ 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/
- **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/
- **Weekly newsletter.** New studies, what they mean, and one thing you can do. Sign up at the foot of any page

Find your biggest swaps in five minutes.

Enter what you use in a normal week. The calculator shows kilograms a year and what each swap would save. Nothing you enter is stored.

noplastictoday.com/tools/plastic-footprint-calculator/

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Figures checked 24 September 2026.