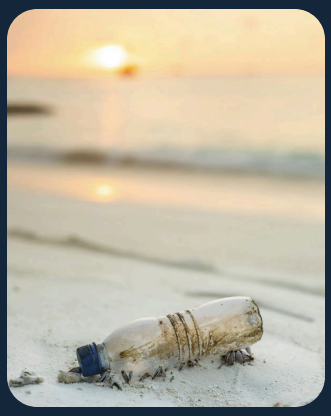
No Plastic Today

WHAT YOU CAN DO ON THE SITE

Free tools to use less plastic, with evidence you can check

No Plastic Today is a free, independent website about plastic and how to use less of it. It turns research into plain English and practical tools, with examples from the UK, the European Union, the US, Canada, Australia and beyond. Every claim links to the study behind it.



Who it is for

Households and families
Swaps that make the most difference, a 30-day Swap Challenge and conversation cards for kids.

Schools and teachers
Checked lesson plans for ages 5 to 18, mapped to curricula, and a Classroom Plastic Audit.

Businesses and manufacturers
Plastic taxes and packaging fees, swaps that scale, and companies that have switched.

Campaigners, councils and communities
Laws in force around the world, letters to send, and stories from people doing this.

Free tools

Plastic footprint calculator. Count a normal week. See your plastic per year and the one swap that saves the most. Nothing you enter is stored. /tools/plastic-footprint-calculator/

Cost of staying with plastic calculator. For organisations. Estimates plastic taxes and packaging fees in the UK, Spain, Italy, Oregon, Colorado and Australia. /business-case/#calculator

Evidence search. Search studies and reports by topic, audience, evidence strength and year. /evidence/

Everyday swaps, ranked. Bottles, bags, cups, food wrap and bathroom products, ranked by impact, cost and effort. /take-action/#swaps

Material swap finder. For product and packaging teams. Filter alternatives by what they replace, maturity and end of life. /alternatives/#swap-finder

Policy tracker. Bans, taxes, producer-responsibility schemes and treaty talks by region, with status and outcomes. /policy/

Also on the site

- **Template letters**: to shops, cafés, schools and politicians
- **Films and videos**: documentaries worth an evening
- **Free printables**: summaries and posters
- **Help the cause**: give money, time or your plastic
- **Statistics**: each with its source and date checked
- **Weekly newsletter**: new studies and one thing to do

Find the swap that matters most for you.

Start with the plastic footprint calculator, then browse the ranked swaps. Everything on the site is free, with no ads and no industry money.

noplastictoday.com

Free to use. Funded by readers. No ads, no sponsored content, no industry money.

Photo: Ishan @seefromthesky on Unsplash.