

# Fizz Free February 2023

Week 3: Environment and Sustainability  
Pledge to #GoFizzFree this February

Birmingham Public Health Division



**BE BOLD BE BIRMINGHAM**



# Fizzy drinks and the environment



Fizzy drinks can be as damaging to the environment as they are to our health.

That's why this February we are shining a light on the environmental impact of fizzy drinks.

Fizzy drinks can impact the environment in a number of ways:

- Fizzy drinks carry a heavy carbon footprint.
- Fizzy drinks take up much more than shelf space.
- Fizzy drinks can pollute the environment.
- Fizzy drinks use a lot more water than they offer.
- Fizzy drinks involve the use of single-use plastics.

Let's explore these impacts further!



# Fizzy drinks and carbon footprint



- One 330ml can of cola embodies the equivalent of 170g CO<sub>2</sub>.
- A can of diet cola is only marginally less impactful at 150g CO<sub>2</sub>.
- A glass of tap water only uses 0.03g CO<sub>2</sub>.

A simple switch to water this February could reduce your carbon footprint and improve your health.





# Fizzy drinks and land use

- Awareness of the environmental impact of growing sugar can is low, with the spotlight often being on meat and dairy.
- The WWF reports that sugar “arguably had as great an impact on the environment as any agricultural commodity”.
- Sugarcane covers 65 million acres of land worldwide, and a dozen countries use at least 25% of their farmland to grow it.
- Farming of sugarcane has led to deforestation in some of the world’s most threatened ecosystems.
- Growers would need to cultivate 50% more land to meet the projected global sugarcane demand by 2050.



# Fizzy drinks can pollute the environment



Intensive sugar farming leads to soil erosion and degradation. This releases large amounts of chemicals into the environment.

Soil takes in carbon dioxide from the environment, so when it erodes its role in fighting the climate emergency is hindered.

Sugar cane production can result in the pollution of freshwater ecosystems from silt, fertilisers, plant matter and chemical sludge from mills.

# Fizzy drinks use a lot of water



- A large amount of water is used in the production of fizzy drinks- producing 1 kilogram (2.2 pounds) of sugar from sugar cane requires 390 gallons of water; sugar beets require 243 gallons of water.
- Companies have set up in areas where rivers are drying up and water depletion is impacting communities who already face issues with water scarcity.
- Given that the size of the world's population is expected to continue rising, the stress level and severity of water shortages will also increase.



# Fizzy drinks and single-use plastics



- Fizzy drinks are often sold in plastic bottles that are single use or poorly recycled adding to the UK plastic crisis.
- Plastic bottles can take up to a millennium (1000years) to biodegrade, depending on the type of plastic.
- Plastic bottles often find their way into our rivers and seas. If this continues to happen at the same rate, then by 2050 the weight of plastic in the sea will outweigh the fish!
- Fizzy drinks are often sold in aluminium cans. Although aluminium cans are better for the environment than single use plastic bottles the way they are produced does have a big impact on the environment, due to the energy required to produce them.

# Make your pledge



I'm going fizz free  
for all of February!

Make your pledge to [#gofizzfree](#)

Fizz Free February in Birmingham is supported by Birmingham City Council. You can find out more about Fizz Free February at [birmingham.gov.uk/fizzfreefeb](http://birmingham.gov.uk/fizzfreefeb)



Are you ready to #GoFizzFree?

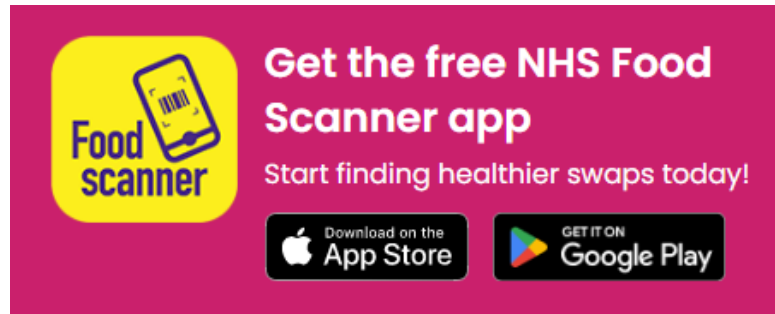
To join in, just pledge to give up fizzy drinks for 28-days and tweet us using #GoFizzFree. You can also let us know you are taking part by signing the pledge sign for Birmingham and using the hashtag #FizzFreeBrum on social media as well.





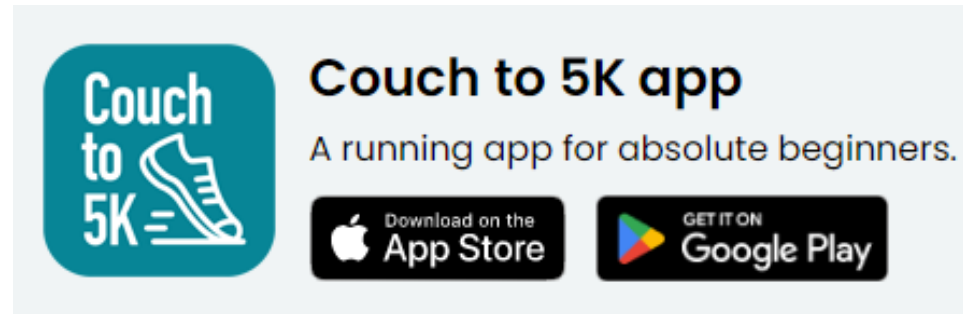
# Resources

- To help you and your family on your fizz free journey, please explore the resources below:
- [Change4Life](#) – Discover healthy swaps, recipes, nutritional advice, top tips and activities to help families stay healthy.
- **NHS Resources** – [Eat well](#) and [Better Health](#) resources available to provide information on getting a healthy, balanced diet.



**Get the free NHS Food Scanner app**  
Start finding healthier swaps today!

Download on the App Store | GET IT ON Google Play



**Couch to 5K app**  
A running app for absolute beginners.

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