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# BRANDED

IN SEARCH OF THE WORLD'S TOP CORPORATE PLASTIC POLLUTERS

VOLUME 1

#breakfreefromplastic



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TOP CORPORATE PLASTIC POLLUTERS

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## Executive Summary

In 2018, individuals and organizations across the globe took local action to hold corporations accountable for the plastic pollution they force into the marketplace through unnecessary, problematic and excessive throwaway packaging and materials. Break Free From Plastic member organizations engaged nearly 10,000 volunteers in 239 cleanups in 42 countries on 6 continents, collecting over 187,851 pieces of plastic pollution.



By adding “brand audits” to the cleanups, the teams catalogued thousands of parent companies marketing many thousands more consumer brands found as plastic pollution collected in the countries represented. Our analysis of that data reveals the Top Polluters worldwide from participating brand audits: Coca-Cola, PepsiCo, Nestlé, Danone, Mondelez International, Procter & Gamble, Unilever, Perfetti van Melle, Mars Incorporated, and Colgate-Palmolive. The top three companies alone (Coca-Cola, PepsiCo, and Nestlé) accounted for 14% of the branded plastic pollution found worldwide.



Coca-Cola was the most prolific polluter, found in 40 of 42 participating countries. More than 75% of all 239 participating cleanups reported finding Coca-Cola branded products along their coasts, shorelines, parks, and streets.

This report reinforces the need for corporations to accept responsibility for the full life-cycle impacts of their products and the packaging in which their products are sold. Waste management systems and environments worldwide are suffering under the weight of a planned 40% increase in the production of plastics, and consumer goods companies have an opportunity and an obligation to stop this crisis where it starts. Individuals and cities have the power to hold these brands accountable by demanding food, drinks, and personal care products that are either unpackaged or contained in reusable packaging. Responsibility for this plastic pollution problem lies not with individual “litterbugs”, but with corporate polluters who must adopt sustainable solutions and systems to stop the crisis.

## Acknowledgments/Partners

This report and the data within it would not have been possible without the foundational work of Mother Earth Foundation, Citizen consumer and civic Action Group (CAG), GAIA Asia Pacific and Greenpeace, on whose pioneering work this project was built.

Break Free From Plastic member organizations participated in conducting, coordinating, and recruiting cleanups for this event, including Greenpeace, Global Alliance for Incinerator Alternatives (GAIA), Story of Stuff Project, Zero Zbel Morocco, Nipe Fagio, StudentPIRGs, 5 Gyres, Inland Ocean Coalition, Trash Hero, Let’s Do It World, Surfrider, Wishtoyo Chumash Foundation, Amics de la Terra Mallorca, Amigos de la Tierra Madre, Amow Foundation, Association Horizons, Center for Environmental Justice and Development (CEJAD), Científicos de la Basura, City University of Hong Kong, Ecology Center, ESDO, Fountain Valley School of Colorado, Gili Eco Trust, Heal the Bay, Houston DSA EcoSocialists, Instituto Argonauta Para Conservação Costeira e Marinha, Klub izolskih študentov in dijakov, Law Offices of Lori R. Mendez, Pacific Environment, NESMAC, Planeteers of Southern Maine, Plastico Project, Proyecto Fronterizo de Educación Ambiental, Ramble Island Plastic Pickup Sisters, Rockefeller University, Sahabat Laut, Sous Les Dechets La Plage, and Zavod Bob.

The organizers of this effort would also like to thank the Plastic Solutions Fund for their generous support in making possible this coordination project and report.

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## Introduction

Unnecessary, problematic, and excessive single-use packaging is one of the most offensive and damaging applications of plastic. Despite calls for a “circular economy” approach to plastic packaging, thousands of brands and corporations insist on wrapping their food, household, and personal care products in this polluting and toxic material.

Plastic is rarely designed from the start to be reused or recycled back into the original product. As growing global plastic production has topped 320 million metric tons per year<sup>1</sup>, many millions of tons of plastic pollution enter and clog our rivers, oceans, and landfills each year, defiling nature and overwhelming local waste management systems. An estimated 8.3 billion metric tons of plastic has been produced in total since the 1950s, and recent research shows that only 9% has been actually recycled, 12% has been incinerated, and the remaining roughly 80% has largely ended up in landfills, in the oceans, or loose in the environment.<sup>2</sup>

Our society is inundated with industry-sponsored messages about “litter” and “cleanups” that leave individual consumers believing and feeling guilty that they are the cause of the plastic pollution crisis. Many of the solutions put forward by these brands and corporations focus on collection and recycling, despite years of persistently low and falling plastic recycling rates worldwide.

Moreover, individual consumers are burdened with inequitable and impossible choices, and plastic is unavoidable in modern life. As this conception of “modernity” and “progress,” embodied by a throwaway lifestyle, extends from the Global North to the Global South, so do conventional disposal-oriented waste management systems which are aggressively being pushed and promoted in developing countries. Consumers are made to feel guilty for their own choices and constraints, while corporations are rarely, if ever, meaningfully held responsible for the full costs of the harmful impact of their packaging.



### Brand Audit:

Identifying, counting, and documenting the brands found on plastic and other collected packaging waste to help identify the corporations responsible for pollution.

We cannot recycle our way out of this plastic pollution crisis. We must recognize the responsibility of corporations and plastic producers to innovate and implement whole-system redesign to make the use of plastic packaging unnecessary. Break Free From Plastic member organizations are working together to realize solutions for systemic change.

Break Free From Plastic is a global movement of nearly 1,300 member groups and thousands of individuals united around a common goal: to bring systemic change through a holistic approach that tackles plastic pollution across the entire plastics value chain, focusing on prevention rather than cure and on providing effective solutions.

In 2017, core members of Break Free From Plastic in the Philippines conducted its first globally coordinated and publicized brand audit to identify the consumer brands that pollute our lands and water with their unnecessary plastic packaging. They developed a shared methodology to clean a large stretch of beach on Freedom Island along Manila Bay, working with volunteers for eight days to collect a total of 54,260 pieces of plastic waste. Among the top polluters identified in this audit were Nestlé, Unilever, Indonesian company PT Torabika Mayora, and some Filipino companies.<sup>3</sup>

“We are calling on companies to use materials in their products and packaging that can be truly recovered, reused and recycled, and to invest in alternative delivery systems that will deliver their products to the public without the need for low-value, disposable packaging,” said Froilan Grate, Regional Coordinator, GAIA Asia Pacific. “Companies conveniently blame the public, their consumers, for plastic pollution, when their products are almost impossible to manage. Companies are only too happy to pass on to cities and the public the responsibility of addressing the waste that their products create.”

Following the Freedom Island brand audit, similar audits took place in other parts of the world. As part of GAIA’s work on Zero Waste Cities, brand audits were conducted in Indonesia and the Philippines in late 2017 and early 2018. In May 2018, ten GAIA member and partner organizations in India conducted cleanups and brand audits in fifteen cities across the country.<sup>4</sup> The audit involved over 15,000 volunteers who collected 72,721 pieces of branded plastic pollution from the environment. The top three polluters among international brands identified in that audit were PepsiCo, Perfetti van Melle, and Unilever – all brands that also showed up in the top 10 from the data included in this report.<sup>5</sup>





## Methodology

In 2018, Break Free From Plastic members around the world mobilized to adapt and deploy an updated methodology.

Organizations and volunteers were recruited to lead local cleanups and were directly trained on using Break Free From Plastic’s Brand Audit Toolkit and forms, available [publicly online](#). By following the steps outlined in the toolkit, participants were trained to: define their cleanup area; collect all waste found in that area; and count and record the brand, parent manufacturer, product type (food, personal care, or household product), and packaging type (HDPE, PET, PVC, PP, PS, multi-layer plastics, single-layer plastics, and other) of each piece of waste collected. A visual guide was provided as part of the toolkit to help volunteers identify the classification of Product Type and Packaging Type. Self-reported data on item brand and parent manufacturer were reviewed, cleaned, and confirmed before publication of this report.



### Cleanups by Country

Australia	5	Hungary	1	Philippines	1
Austria	2	India	2	Portugal	2
Bangladesh	1	Indonesia	5	Russian Federation	3
Brazil	1	Ireland	1	Senegal	1
Cameroon	1	Italy	11	Slovenia	12
Canada	9	Jamaica	1	South Africa	3
Chile	1	Kenya	2	South Korea	2
Croatia	3	Latvia	1	Spain	6
Cyprus	1	Lebanon	3	Switzerland	1
Czech Republic	2	Malaysia	1	Tanzania	22
Democratic Republic of Congo	1	Maldives	1	Thailand	1
Ecuador	1	Mexico	16	United Kingdom	5
Greece	1	Morocco	29	United States	70
Hong Kong	4	Nigeria	1	Vietnam	2
				<b>Total</b>	<b>239</b>

In areas where a huge amount of waste and plastic pollution was collected and a brand audit on every piece was impossible, volunteers were asked to perform the audit on a set portion of what they collected. The only data included in this report are the individual pieces of waste directly accounted for in the brand audits. No extrapolation or statistical methods were used in aggregating these data.

The cleanups for this year were conducted on a strictly voluntary basis. While small amounts of funding (maximum \$500) were provided to a handful of organizations who applied to cover the costs of materials<sup>6</sup>, the recruitment process for countries and volunteers was open and not targeted. Thus, because of the nature of our direct and social networks, the cleanups are not necessarily evenly distributed across strategic areas, but are rather a reflection of the spontaneous and enthusiastic support coming from various groups and volunteers for the goals of this project.

## Limitations

This document is a report on the waste and plastic pollution collected and self-reported by volunteers working in diverse locations and environments around the world. There are many more consumer brands producing and packaging in plastic than are represented in this report, and some of those brands might indeed be putting more plastic into the environment than the companies and brands reported here. This report gives an indication of the most common brands found in cleanups around the world. It is not meant to be a definitive quantification of all the plastic pollution that can be attributed to specific companies, nor is the report a representative sample of all of the waste produced by plastics manufacturers or corporate brands around the world.



© Zero Zbel Morocco

What this report provides is insight into the impact that the corporate practice of overpackaging is having on the environment and communities worldwide, based on the plastic pollution that participating groups and individuals found in their different areas and localities. This report serves as a call to action to consumers and consumer brands alike: Our planet and our lives are overrun with plastic pollution. We are in crisis from an onslaught of problematic packaging and useless applications of plastic that are currently projected to continue growing exponentially.

We still have time to solve this issue. Corporations have an urgent and immediate obligation to stop overpackaging, to redesign product delivery systems in ways that minimize or eliminate waste, and to take responsibility for the plastic pollution they are pumping into the environment.

Over the next 10 years, plastic production is slated to increase by 40%.<sup>7</sup> The petrochemical build out required to produce this much plastic will harm frontline communities for decades and generations to come, and will have increasingly deleterious effects on the world's oceans. We must act now to demand that corporate brands reject their overpackaging habit in order to meaningfully reverse the demand for new plastic.



## Highlight: Pellets

Plastic becomes pollution long before it is processed into consumer packaging and discarded. Originally made out of the byproduct (i.e. waste) of the oil refinement process – and now increasingly using fracked “wet gas” or ethane – plastic production contributes to global warming and damages local environments, public health, and livelihoods. Communities near fracking wells and plastic production facilities have been fighting for decades the pollution wrought upon them by these oil, gas, and petrochemical corporations.

Plastic resin is produced and transported in the form of pellets, commonly called nurdles. They are the raw material building block form of plastics, optimized for easy selling and transport. At plastic production sites across the globe, local communities have been struggling against an encroaching tide of plastic nurdles and powder from these production facilities. While the nurdles found on beaches don't have recognizable brand logos printed on them, they are linked to specific producers, who are also suppliers of the consumer brands named in this report.

The Lavaca Bay and adjacent creeks in southeast Texas are routinely polluted with plastic pellets and plastic powder. The source of this pollution is difficult to establish, but it is thought to be linked to the nearby Formosa Plastics Corporation. One scientist described the presence of plastic pellets

and powder in the local area in these terms: “In some spots they covered the ground, looking like a dusting of sleet or hail”. On a beach in Scotland, only miles from the Grangemouth plastic production facility owned by the UK’s biggest wannabe-fracker INEOS, volunteers found 450,000 nurdles in just under two hours of cleaning.<sup>8</sup> Indeed: contamination by spilled plastic pellets is so pervasive that several research-focused NGOs, like International Pellet Watch, have popped up to document the phenomenon and its negative impacts – all of which are borne by communities rather than the corporations that produce these pellets.



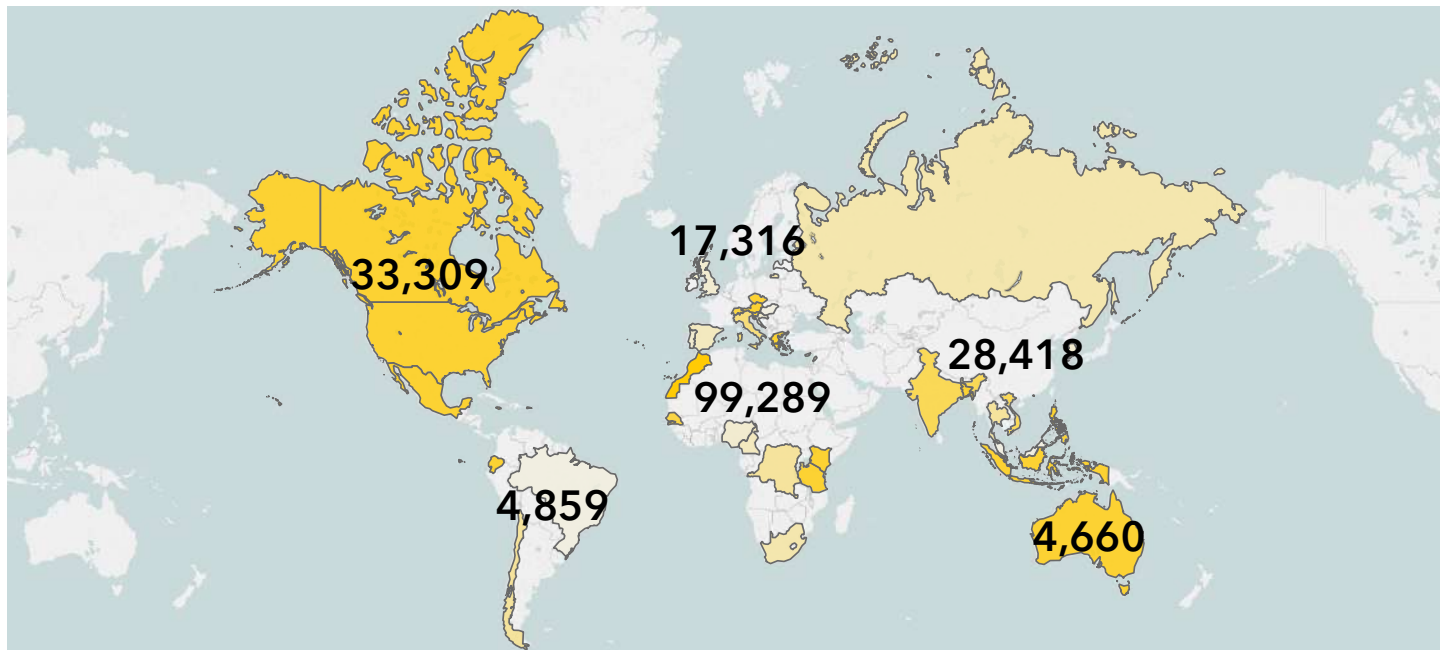
© Diane Wilson / San Antonio Bay Estuarine Waterkeeper

Many plastics producers point to their participation in “Operation Clean Sweep”, a voluntary pledge program sponsored by the American Chemistry Council and other plastics industry groups. This program was implemented 25 years ago to recruit manufacturers to make a pledge to prevent loss of plastic pellets, flake, and powder in production or transportation. Yet there has never been an impact report to measure its success. Its publications and reports indicate that no baseline for loss is ever measured, and no amount of reduction or “number of pellets prevented from loss” has ever been released. We have no way of knowing if this program has made any impact on the amount of plastics spilled uncontrolled into the environment. In the absence of disclosure on what Operation Clean Sweep actually does and what it asks of corporations, it’s strictly industry greenwashing. Common sense steps must be taken by plastic producers and governments to regulate and enforce pellet loss prevention,<sup>9</sup> all of which will be amplified by a measurable and urgent reduction in the amount of virgin plastic produced and used across the world.

## Locations

By recruiting through our direct networks and social media channels, Break Free From Plastic engaged nearly 10,000 volunteers in 42 countries on 6 continents to conduct a total of 239 cleanups. These volunteers collected more than 180,000 pieces of plastic waste, over 65% of which was marked with a clear consumer brand.

This recruitment effort built on two specific events, championed and pioneered by other organizations: World Environment Day (5 June) and World Cleanup Day (15 September).



### Spotlight on Manila

One year after the initial pilot program to conduct brand audits, a group of volunteers returned to collect and audit plastic pollution found in Manila Bay, Philippines. While the first 2017 audit identified Nestlé, Unilever, and Indonesian company PT Torabika Mayora as the Top Polluters, the more recent audit tells a different story. In 2018, products from Unilever and Nestlé were found in the audit (with 128 and 82 pieces, respectively), but the Top Polluters in Manila Bay in 2018 were Filipino company JBC Food Corporation, Mondelez International, and Filipino snack brand Oishi. Coca-Cola products were also prominent in this audit, coming in at number 7 on the Top Polluters list for the 2018 Manila Bay cleanup.



© Richard Atrero de Guzman / Greenpeace

“The overwhelming number of volunteers at the Manila Bay cleanup and brand audit is a testament to our people’s commitment to do better and their resolve to take action against plastic pollution,” said Abigail Aguilar, campaigner for Greenpeace Philippines. “Companies must reciprocate and step up in this fight.

They are the missing piece in this global action against plastic pollution, and they can do better by reducing their production of single-use plastics.”

## Top Waste Results

Recycling is not a feasible solution to the plastic pollution crisis. Over 100,000 pieces of the plastic pollution audited in this data collection effort were plastics that are very difficult or impossible to recycle in most places around the world: polystyrene (PS), polyvinyl chloride (PVC), single-layer plastic film (SL), and multilayer plastic bonded materials (ML). The largest category of collected materials (Other) mostly includes materials that are not at all recyclable: cigarette butts, textiles, diapers, sanitary napkins, and other items.

Multilayer materials—a mixture of plastic and other materials bonded together in layers—are especially pernicious. These packaging types are common in the form of snack and potato chip bags, shelf-stable packaging (like Tetrapak), and juice pouches. In many emerging markets around the world, one-time-use sachets and packets often used for personal care and food products have overwhelmed waste collection and management systems with non-recyclable packaging. Global brands PepsiCo, Unilever, Mondelez International, and Nestlé topped the list of branded multilayer plastic pollution products.

### Type of Packaging

Other	68,578
PS	46,764
PET	45,914
SL	36,857
ML	23,268
HDPE	16,601
PP	13,463
PVC	4,984
<b>Total Plastic</b>	<b>187,851</b>
<b>Total All</b>	<b>256,429</b>

## Spotlight on Tanzania

Nipe Fagio (“give me the broom” in Swahili) is a Tanzania-based nonprofit organization that is part of Break Free From Plastic, GAIA, and Let’s Do It World. On World Cleanup Day 2018, the group conducted 102 cleanups, engaged 26,419 people, and collected 18,547 bags – 466,378 kg – of trash in the country. For this brand audit report, 22 sites in Dar es Salaam were cleaned, engaging 7,249 volunteers and collecting 7,233 bags of trash. Nearly half of the global volunteers engaged in the cleanups included in this report were Nipe Fagio participants cleaning and counting in Tanzania. Much of the waste collected was from Tanzania-based manufacturers (MeTL, Azam Bakhresa Group, Watercom), and a few recognizable global brands were found: Coca-Cola, Colgate-Palmolive, Unilever, and others.



© Nipe Fagio

“Tanzania is not known for voluntary or civic society engagement,” said Nipe Fagio Executive Director Ana Rocha. “We don’t have a volunteering culture, and most people expect the government to lead any kind of mobilization. World Cleanup Day was a day in which, with endorsement from the government, the movement was led by regular people. It enabled behavior change. Moving around and seeing people proud of themselves and taking ownership of their environment, performing waste and brand audits to advocate for company responsibility, was a life-changing experience.”

## Top Brand Results

Large corporations make billions of dollars of annual profits off the plastic and products contained within it<sup>10</sup>, while leaving communities to pay for and manage the negative impacts resulting from its production and use. As plastic is being made, frontline communities are exposed to toxic doses of harmful chemicals in the local air, water, and soil. As the food and products contained in plastic are consumed, people are accumulating phthalates and endocrine-disrupting chemicals in their bloodstreams through exposure. And finally, tax-paying citizens end up shouldering the burden and massive costs associated with the management and disposal of plastic once it is used and discarded.

Corporations have intentionally separated and distanced themselves from the responsibility or costs of the full life-cycle impacts of their products or plastic packaging. As consumer brands

have become increasingly consolidated under ever-larger multinational corporate umbrellas, identifying the decision-makers responsible for overpackaging our food and personal care products has become even easier.

Teams across the participating cleanups catalogued thousands of parent companies marketing many thousands more consumer brands found on plastic pollution collected in the countries represented. Our analysis reveals the Top Polluters worldwide: Coca-Cola, PepsiCo, Nestlé, Danone, Mondelez International, Procter & Gamble, Unilever, Perfetti van Melle, Mars Incorporated, and Colgate-Palmolive round out the top ten corporate brands found on plastic pollution collected on six continents.



This Top Polluters list took into account the sampling limitations of our data set. Therefore, only corporations from which we found more than 100 pieces of plastic pollution worldwide in at least ten countries were included in this Top Polluters ranking. Our volunteers in the United States, Tanzania, and Morocco reported a disproportionately large number of cleanups compared to both their population size and the rest of the dataset. Therefore, the raw data revealed a number of strictly regional or national brands and corporations that are not necessarily worldwide polluters.

The branded plastic pollution included in this database is largely taken from outdoor coastal, shoreline, and urban cleanups. Therefore, it is not a full picture of the plastic pollution harming our communities and quickly overwhelming our landfills. Many more brands, found in relatively small amounts in this limited auditing effort, are producing and packaging in many more millions of tons of plastic pollution than are measured and accounted for here.





## Spotlight on Malibu



© Wishtoyo Chumash Foundation

The Wishtoyo Chumash Foundation has been leading cleanups and waste counts through the International Coastal Cleanup Day program for years. In 2018, the group hosted two cleanups in the Malibu area, one on the coast and the other on the beach outside of the Wishtoyo Chumash Village, during which they adopted the BFFP brand audit methodology to ensure their cleanups have a wider impact. With a total of nearly 100 volunteers, the group identified the top brands of plastic pollution found on these beaches that are normally considered pristine: Mars Incorporated, Starbucks, and General Mills.

“If corporations got on board with the impact they’re having on common every day beaches, they can actually make a big difference,” said Volunteer Coordinator Kote Melendez. “The brand audit is holding big corporations accountable, not just everyday citizens when it comes to plastic pollution.”



## Highlight: PET bottles

The international story told around polyethylene terephthalate (PET, sometimes PETE) is that it is very recyclable and has a high value on the market for post-consumer recycled material. Yet as we see in the dramatically varying PET recycling rates by country and by region, “recyclable” does not necessarily mean “recycled”.

### PET Recycling Rates<sup>11</sup>

United States	29%
Europe	48%
Japan	72%
India	80%

As of 2016, an independent analysis found that we are producing more than 1 million PET bottles per minute worldwide.<sup>11</sup> 1 million PET bottles per minute amounts to 525,600,000,000 produced annually, based on estimates that are now 2 years old for a market whose sales numbers have been growing each year.

Our analysis bears out the crisis surrounding PET bottle production and the lack of adequate recycling: PET was the second most common plastic type found in the participating cleanups, at

nearly 46,000 pieces catalogued. Indeed, the top 3 brands on our Top Polluters list are all significant brands in the PET bottled beverage market (Coca-Cola, PepsiCo, Nestlé), and all 4 of the Top Polluters in this analysis have massive global bottled water brands.



PepsiCo and Nestlé Waters NA both previously made commitments to their investors<sup>12</sup> to increase the recycling rates of their PET bottles in U.S. markets, where less than one-third of PET plastic bottles are recycled. In 2008, Nestlé Waters pledged to work with peers to achieve an industry PET recycling goal of 60% by 2018. Two years later Pepsi made a separate but related goal to elevate the U.S. beverage container recycling rate to 50% for PET plastic and glass bottles and aluminum cans, also by 2018. As the timeline is set to expire on these promises, neither has come remotely close to meeting their goals, and they have publicly lobbied against policies proven to increase recycling rates, like bottle deposit laws. Indeed, PepsiCo recently announced a \$10 million pledge toward new recycling technologies and infrastructure, representing a wholly inadequate attempt to compensate for its major failure to move recycling rates.<sup>13</sup> \$10 million is about 1% of what is estimated to be needed to fix the U.S.'s inefficient recycling system.

It is clear from the unmet corporate pledges and inadequate investments, the low (and falling) recycling rates of PET worldwide, and the prevalence of PET in our brand audit that recycling will not solve the crisis we are facing around waste and harm from single-use plastic water bottles. Corporations must instead redesign their delivery systems to sell their actual products (water or beverages) without the need for single-use packaging.

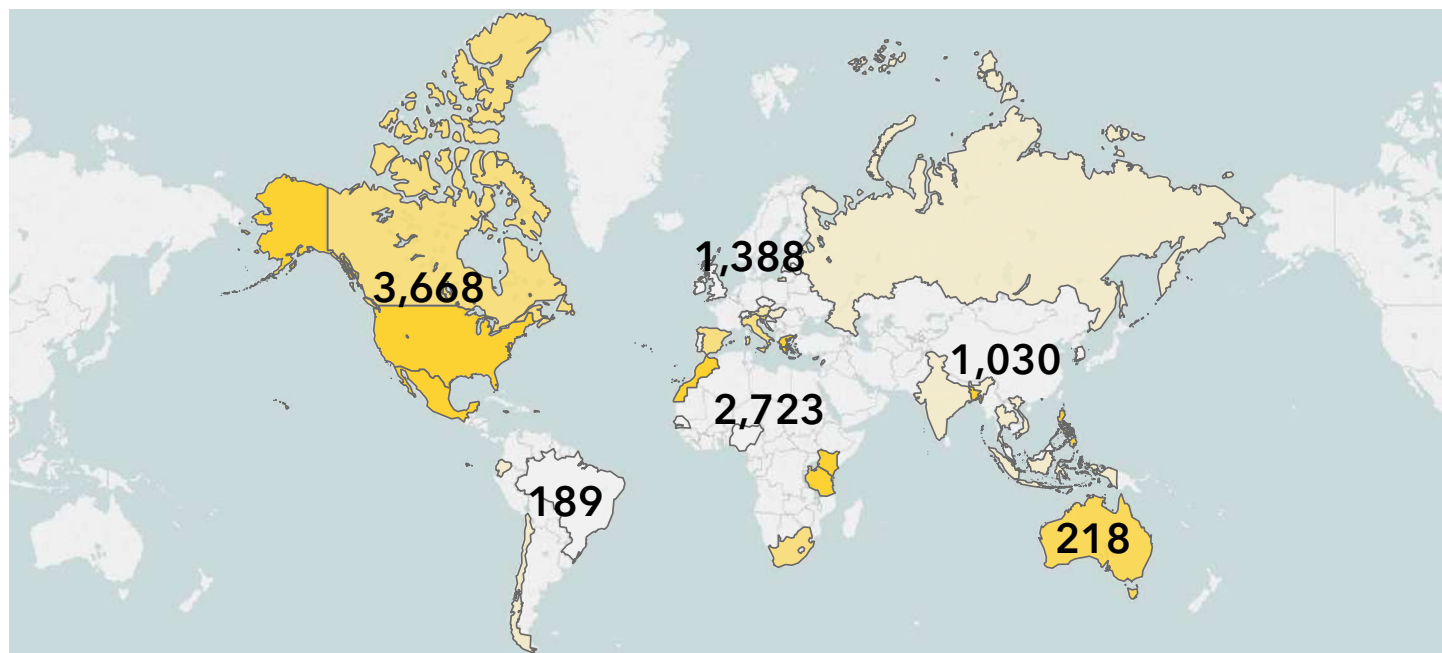
## Results - By Brand

Plastic pollution marked with brands from Coca-Cola, PepsiCo, Nestlé, and Danone were the Top Polluters in the sampled cleanups, and each brand was found in at least 24 participating countries. In the maps that follow, you can clearly identify which of these companies' brands were catalogued in the participating cleanups and how many pieces of plastic pollution were found from each brand per country.

Coca-Cola ranked first on this year's Top Polluters list, with plastic pollution marked with one of its many brands found in 40 out of 42 countries in our sample. The cover image on this report, featuring a diver holding a plastic bottle with the signature Coca-Cola red plastic cap and distinct markings on the bottle, was taken on October 2, 2018, during a voyage to the Great Pacific Garbage Patch by the Greenpeace ship Arctic Sunrise. Even in the middle of the Pacific Ocean, thousands of miles from any inhabited land, Coca-Cola branded plastic pollution was found.

Break Free From Plastic member groups have high expectations for Coca-Cola and the other brands on this list, because how these companies choose to respond to this crisis has a lot of potential to benefit communities around the globe. We urge these corporations to move quickly on redesigning how they bottle and deliver beverages, to eliminate unnecessary bottles and the toxic impacts of plastic pollution worldwide.

## Coca-Cola





## Spotlight on Greece



© Constantinos Stathias / Greenpeace

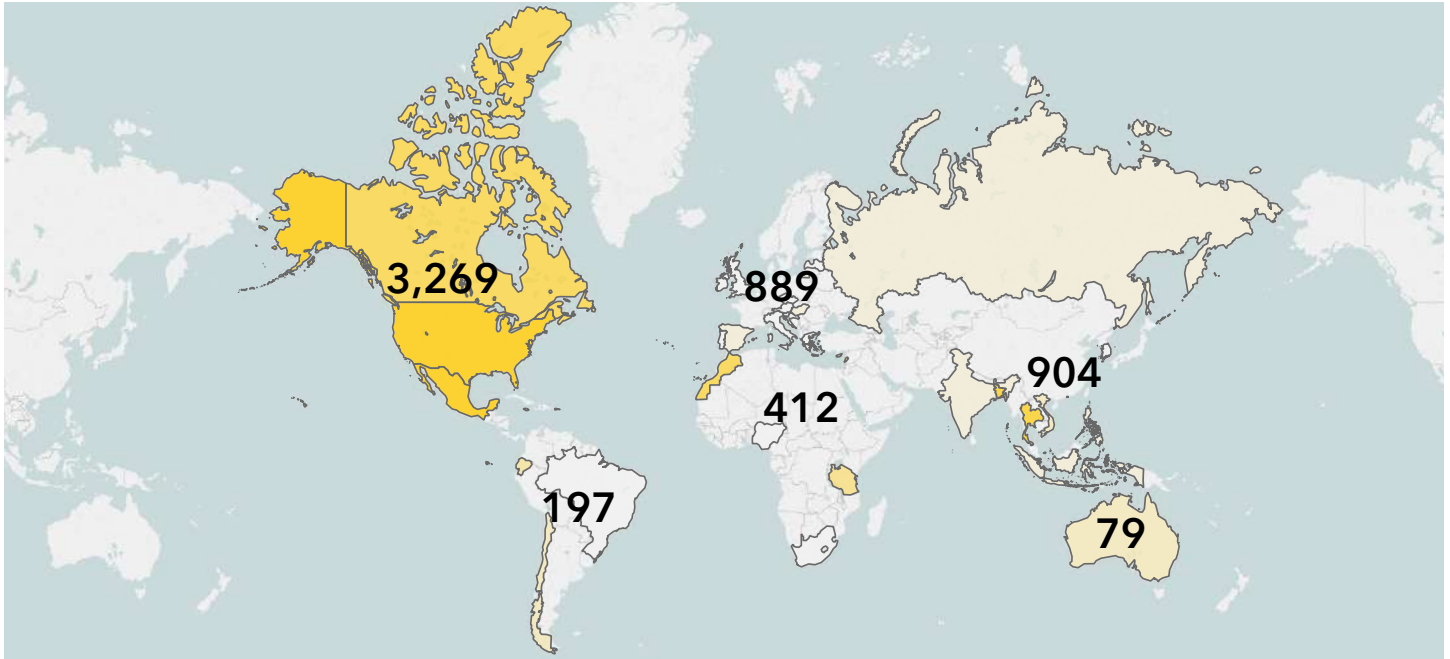
Greenpeace Greece staged a particularly remarkable demonstration: The group extensively cleaned a beach in Southern Evoia, far away from settlements and not host to any visible human activities. 100 volunteers collected over 20,000 liters of waste, more than 95% of which was plastic and all of which could have had only one source: the open sea. The plastic pollution found was sorted on site, separating the clearly branded items from the non-branded waste. The branded plastic waste was then transported to Athens, where an in-depth brand audit was staged at the central square of Greece's capital city. This allowed for a big spectacle of brands being exposed in the public, raising questions from bystanders on the very plastic packaging they may have been holding at the moment. In the end, they identified 2,981 pieces of branded plastic pollution, with Coca-Cola, Vikos (a Greek company that bottles water), and Nestlé at the top of the list.



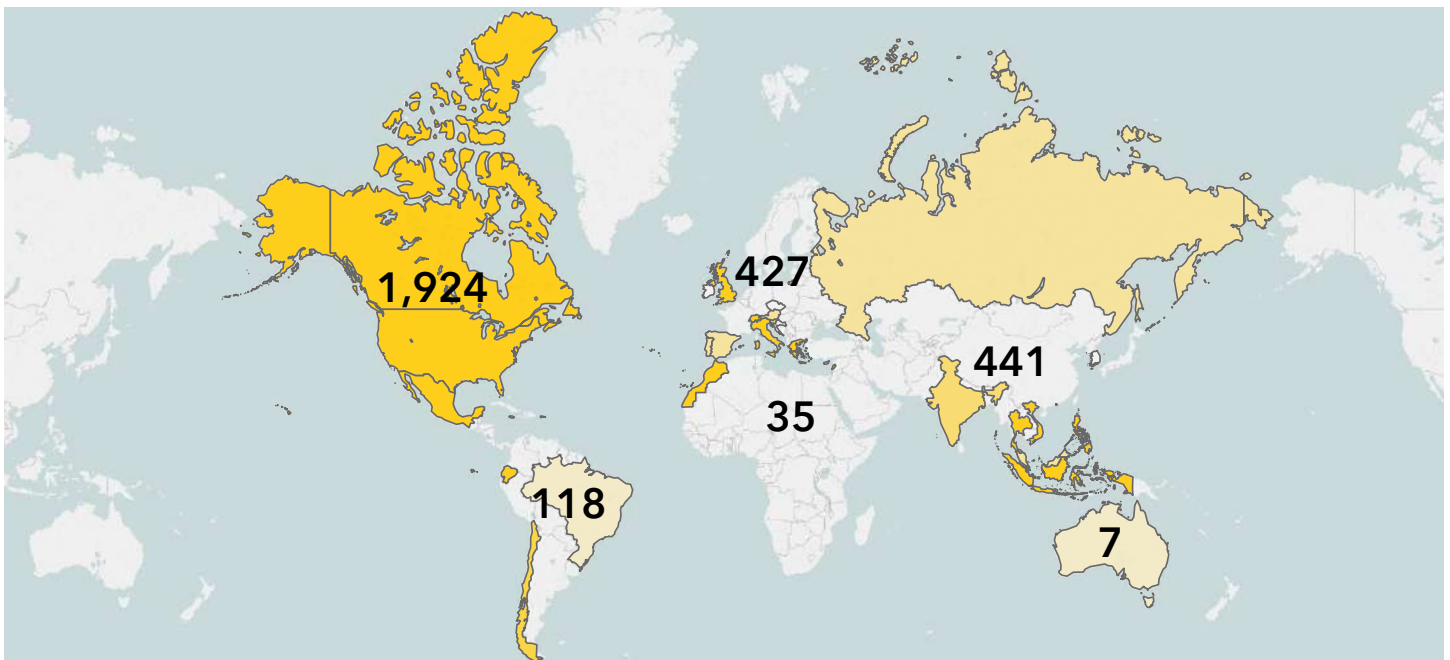
© Constantinos Stathias / Greenpeace

"While cleaning this magnificent place, sadly it became evident that the pollution was irreversible," said Alkis Kafetzis, Oceans Campaigner at Greenpeace Greece. "A devastating amount of plastic had already turned into tiny bits, covering entire parts of the sand and being entangled between the roots of bushes. Plastic is quickly becoming part of the ecosystem and we have to address the problem at its roots."

## Pepsi



## Nestlé



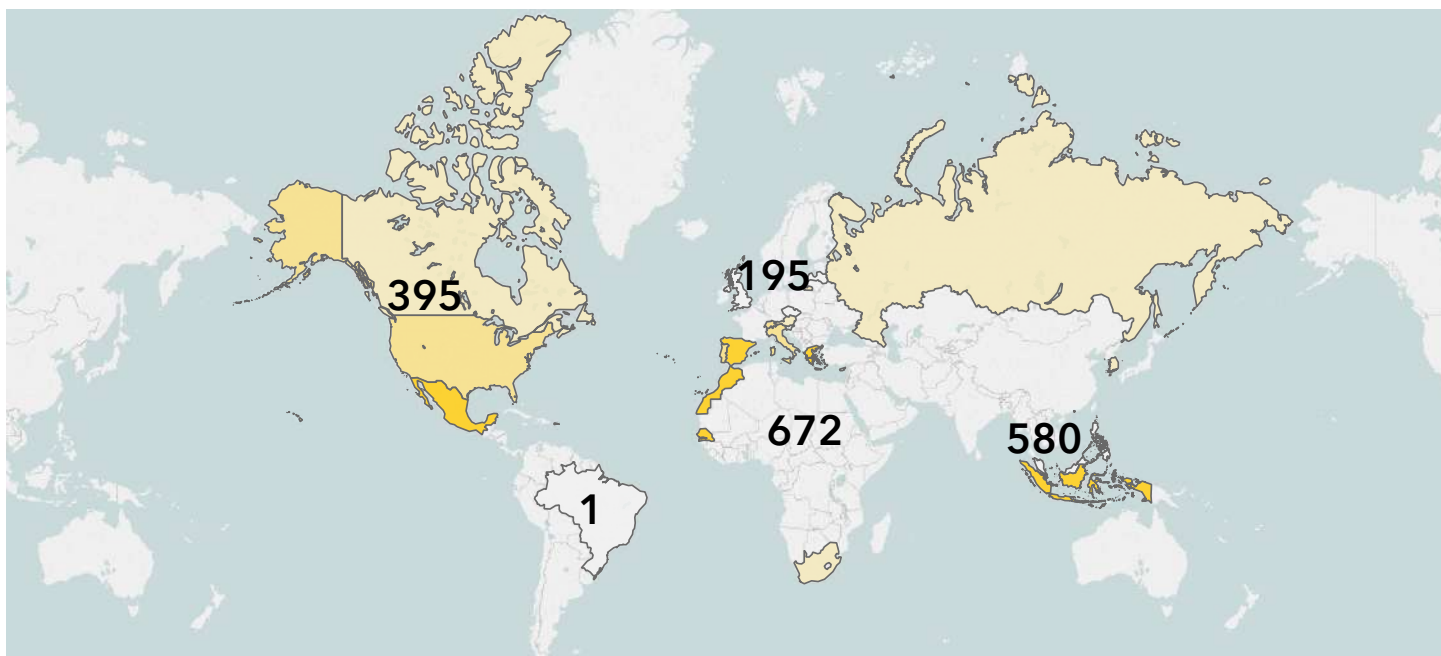


## Spotlight on Morocco

From March to August of 2018, Zero Zbel (Zero Waste) in Morocco enlisted 40 volunteers to conduct waste and brand audits on 26 beaches along the Atlantic and Mediterranean coastlines of the country. During those five months, 36,280 total pieces of waste were collected. Zero Zbel released the reports on World Cleanup Day 2018, demonstrating that 85% of the waste was plastic pollution and that almost 20% was just plastic bottles and caps. Coca-Cola, Danone, and Mondelez International topped the branded plastic pollution found on Moroccan beaches, while regional brands like Les Eaux Minérales d'Oulmès and others were also prominent on the list. The story of this brand audit was carried by the largest Moroccan newspapers, news websites, and radio stations, marking massive exposure for these consumer brands and their plastic pollution problem.



## Danone

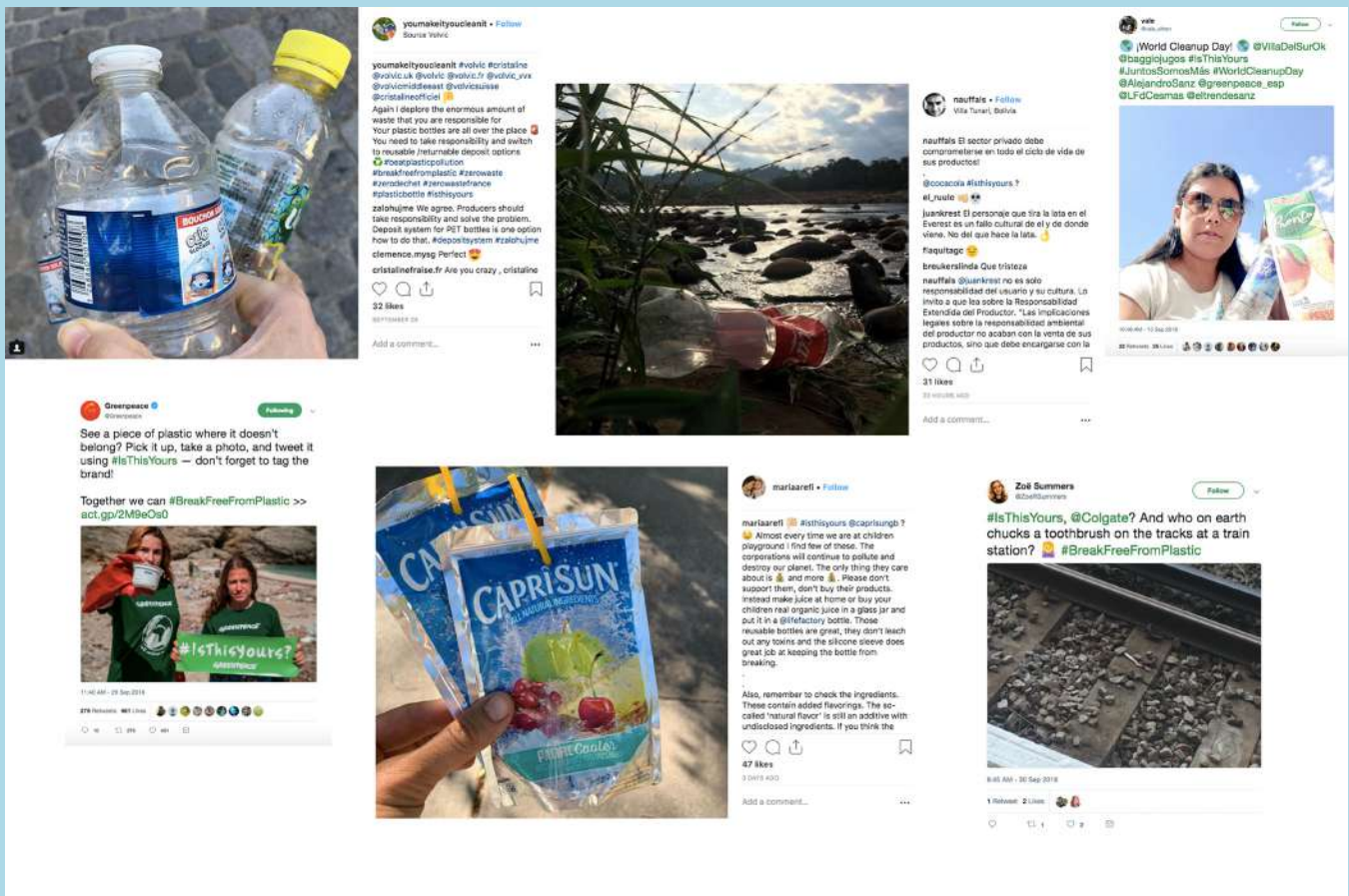




## Highlight: Social Media Campaign #IsThisYours

For years, the messaging around plastic pollution and litter has been focused on community cleanups and individual responsibility for managing waste. Yet in this latest effort to add brand audits to cleanups, we are seeing a shift in the way consumers are thinking about waste. People are beginning to see the connection between plastic pollution on the ground and the corporations that overpackage food and healthcare products.

Never has this been clearer than in a recent social media conversation to expose the truth of “litter” as a corporate packaging problem. In more than 13,000 (and counting!) tweets, shares, and snaps, #IsThisYours? has been targeting the visible brands and parent manufacturers found on plastic pollution in the environment, and the movement is just getting started. The hashtag is being used as a rallying cry by individuals and participating cleanups around the globe to declare and share that we know who is responsible for plastic pollution: Corporations, *not* consumers.



## #IsThisYours?

## Conclusion

From extraction of oil and natural gas to petrochemical production, onto store shelves and into the hands of consumers, through to waste management and ultimate disposal, plastic has toxic, expensive, devastating impacts on humans, animals, and the environment. Scientific research is continuing to prove what communities and industry have known for decades: plastic is pollution the minute it is made. Individual communities and future generations are not responsible for the design, production, and transport of plastic packaging, yet they must constantly shoulder the burden and the costs of plastic's harmful legacy and impacts.

Corporations are responsible for the overpackaging practices that perpetuate new plastic production, which in turn translates into pollution that overwhelms communities and our planet. The addition of waste and brand audit mechanisms and methodologies to the decades-old practice of cleanups along beaches, shorelines, paths, parks, and streets will continue to increase the efficacy of our cleanup efforts, placing responsibility where it truly lies: with the corporations and plastics producers.

Consumer goods corporations should be doing everything possible to prevent the need for unnecessary and problematic throwaway plastic packaging. In the limited cases where that packaging might ultimately prove unavoidable, non-toxic systems for production, recycling, and reuse should be implemented by the corporations requiring the use of this material.

Individuals and cities should continue to hold corporations accountable for their plastic pollution crisis by identifying the brands found in their local cleanups and making that information visible. The Break Free From Plastic website will continue to host how-to guides and data-reporting mechanisms for brand audits, and a real-time analysis will be displayed on [plasticpolluters.breakfreefromplastic.org](https://plasticpolluters.breakfreefromplastic.org). We encourage every cleanup worldwide to complete a brand audit on all waste collected and to contribute that data to this effort. Individuals and communities should also continue to use [social media and digital advocacy](#) to ensure corporations know where across the world their plastic pollution is being found, and that consumers know who is responsible.

Only by joining forces and data can we hold corporations to a high standard of accountability for their trash. These multinational corporations are the true litterbugs, and it's about time we collectively asked them, #IsThisYours?



## Branded Plastic Pollution by Country and Corporation

Brand	AUS	AUT	BGD	BRA	CAN	CHL	HRV	CYP	CZE
Coca Cola	218	150	300	26	178	72	50	1	40
Pepsi Co	79	8	245	6	208	81	7	22	8
Nestlé	7	8		5	383	14	2	2	2
Danone		7		1	9			1	1
Mondelez International	58	8		7	81		4	4	2
7-Eleven	1,455				2				
Procter & Gamble		13			6		4		
Unilever	2	13	55	1	7	1	6	3	14
Perfetti van Melle	106	1	670		3			22	
Mars Incorporated	24	26			47		5	4	5
Colgate-Palmolive					4				
McDonalds	158	38			95				1
Bimbo									
Universal Robina									
Indofood									
Hershey Company	1			1	108				
Costco	3				51				
Starbucks	13	2			108				
Restaurant Brands Intl.		10			249				
Ferrero		43		1	3		4	1	5
Philip Morris		8	72		2			5	20
Kraft Heinz	9	1		1	13			1	
General Mills					62				
Mayora Indah									
Keurig Dr Pepper					45				1
Heineken International		1			2		11		1
Solo Cup Co.		2			13				
Walmart									
Kellogg Company	7				6			1	
Lidl		9					6		21
San Benedetto		1							1
Agrokor					1		79		
Haribo		10					1		24
Rauch		92					3		
Tudung Group									
<b>Total</b>	<b>2,140</b>	<b>441</b>	<b>1,342</b>	<b>49</b>	<b>1,686</b>	<b>168</b>	<b>182</b>	<b>67</b>	<b>146</b>

## Branded Plastic Pollution by Country and Corporation

Brand	ECU	GRC	HKG	HUN	IND	IDN	IRL	ITA	JAM
Coca Cola	91	306	103	96	59	98	1	183	8
Pepsi Co	110	30	25	41	40	48	1	19	24
Nestlé	99	225	1		12	19	1	53	1
Danone		87	5			563		13	
Mondelez International	35	29			22	8	2	26	5
7-Eleven			4						
Procter & Gamble		9	2		35	105		9	
Unilever	4	84	1		6	335		31	1
Perfetti van Melle		1			168	14		28	
Mars Incorporated		6			78		3	5	1
Colgate-Palmolive		25	1		8				
McDonalds					2	2		3	
Bimbo									
Universal Robina			2			5			
Indofood						384			
Hershey Company									
Costco									
Starbucks						1			
Restaurant Brands Intl.									
Ferrero			2			7		77	
Philip Morris		1			1	3		1	
Kraft Heinz					53	52	1	1	
General Mills									
Mayora Indah					10	94			
Keurig Dr Pepper						1		1	
Heineken International		33							
Solo Cup Co.									
Walmart									
Kellogg Company						1	1		
Lidl		4					4	12	
San Benedetto			1					112	
Agrokor									
Haribo		1						29	
Rauch		7						1	
Tudung Group						106			
<b>Total</b>	<b>339</b>	<b>848</b>	<b>147</b>	<b>137</b>	<b>494</b>	<b>1,846</b>	<b>14</b>	<b>604</b>	<b>40</b>

## Branded Plastic Pollution by Country and Corporation

Brand	KEN	LVA	LBN	MYS	MDV	MEX	MAR	NGA	PHL
Coca Cola	258	5	8	28	100	3,069	1,507	25	258
Pepsi Co		2	132		596	2,063	223	20	55
Nestlé			48	9		483	35		82
Danone		2		2		373	507		2
Mondelez International			14			9	353		775
7-Eleven									
Procter & Gamble	2					266	469	25	97
Unilever	56	7				95	199		128
Perfetti van Melle									
Mars Incorporated						6	7		
Colgate-Palmolive							21		43
McDonalds							14		
Bimbo						461			
Universal Robina									461
Indofood							4	50	
Hershey Company	30					3			
Costco						16			
Starbucks						6			
Restaurant Brands Intl.									
Ferrero		2					1		
Philip Morris		3				17	1		
Kraft Heinz						1	2		
General Mills						2			
Mayora Indah									72
Keurig Dr Pepper						10			70
Heineken International							3		
Solo Cup Co.									
Walmart									
Kellogg Company						1	4		5
Lidl							1		
San Benedetto									
Agrokor									
Haribo							2		
Rauch									
Tudung Group									
<b>Total</b>	<b>346</b>	<b>21</b>	<b>202</b>	<b>39</b>	<b>696</b>	<b>6,911</b>	<b>3,353</b>	<b>120</b>	<b>2,048</b>

## Branded Plastic Pollution by Country and Corporation

Brand	PRT	RUS	SEN	SVN	ZAF	KOR	ESP	CHE	TZA
Coca Cola	5	71	32	155	156	17	159	44	745
Pepsi Co	7	53		10	4	1	67		165
Nestlé	9	9		15		1	8	71	
Danone	17	11	155	3	10	8	35	15	
Mondelez International		7		11	25	1	6		
7-Eleven						1			
Procter & Gamble		2		6					216
Unilever	81	11		3	1		2	6	
Perfetti van Melle	1	1		1		1	5		
Mars Incorporated	1	41		24			12	9	
Colgate-Palmolive				3					504
McDonalds	8			140	6	2			
Bimbo							6		
Universal Robina									
Indofood									
Hershey Company						1			
Costco									
Starbucks						2			
Restaurant Brands Intl.	2								
Ferrero				50	2		8	29	
Philip Morris	8			23		5			
Kraft Heinz		6					3		
Generall Mills									
Mayora Indah									
Keurig Dr Pepper	3								
Heineken International	4	42							66
Solo Cup Co.									
Walmart									
Kellogg Company				1	2				
Lidl	8			60					
San Benedetto				7					
Agrokor				30					
Haribo		1		3		2			
Rauch				4					
Tudung Group									
<b>Total</b>	<b>154</b>	<b>255</b>	<b>187</b>	<b>549</b>	<b>206</b>	<b>42</b>	<b>311</b>	<b>174</b>	<b>1,696</b>

## Branded Plastic Pollution by Country and Corporation

Brand	THA	GBR	USA	VNM	TOTAL
Coca Cola	59	22	413	100	9,216
Pepsi Co	260	18	974	98	5,750
Nestlé	126	20	1,057	143	2,950
Danone		3	13		1,843
Mondelez International		82	90		1,664
7-Eleven			65		1,527
Procter & Gamble		6	16	6	1,324
Unilever		6	35	36	1,230
Perfetti van Melle		2	58	3	1,085
Mars Incorporated		51	316	5	676
Colgate-Palmolive			4	2	615
McDonalds		2	136		607
Bimbo			6		473
Universal Robina				1	469
Indofood					438
Hershey Company		1	220		365
Costco			236		306
Starbucks			134	5	271
Restaurant Brands Intl.			6		267
Ferrero			29		264
Philip Morris		1	64		235
Kraft Heinz		6	74		224
Generall Mills		3	123		190
Mayora Indah				1	177
Keurig Dr Pepper			35		166
Heineken International			1		164
Solo Cup Co.			140		155
Walmart			143		143
Kellogg Company		4	105	1	139
Lidl		1			126
San Benedetto					122
Agrokor					110
Haribo		28	8		109
Rauch					107
Tudung Group					106
<b>Total</b>	<b>445</b>	<b>256</b>	<b>4,501</b>	<b>401</b>	<b>33,613</b>

### Guide to country codes and names:

AUS	Australia
AUT	Austria
BGD	Bangladesh
BRA	Brazil
CAN	Canada
CHL	Chile
HRV	Croatia
CYP	Cyprus
CZE	Czech Republic
ECU	Ecuador
GRC	Greece
HKG	Hong Kong
HUN	Hungary
IND	India
IDN	Indonesia
IRL	Ireland
ITA	Italy
JAM	Jamaica
KEN	Kenya
LVA	Latvia
LBN	Lebanon
MYS	Malaysia
MDV	Maldives
MEX	Mexico
MAR	Morocco
NGA	Nigeria
PHL	Philippines
PRT	Portugal
RUS	Russian Federation
SEN	Senegal
SVN	Slovenia
ZAF	South Africa
KOR	South Korea
ESP	Spain
CHE	Switzerland
TZA	Tanzania
THA	Thailand
GBR	United Kingdom
USA	United States
VNM	Vietnam

## Branded Plastic Pollution by Type and Corporation

Brand	PET	HDPE	ML	PP	PS	PVC	SL	TOTAL
Coca Cola	6,588	1,456	183	900	6		83	9,216
Pepsi Co	3,128	159	872	407	196		988	5,750
Nestlé	959	191	412	1,136	80		172	2,950
Danone	386	138	60	453	773		33	1,843
Mondelez International	6	12	524	19	52		1,051	1,664
7-Eleven	48		612	533	27		307	1,527
Procter & Gamble	8	457	287	265	115	1	191	1,324
Unilever	65	272	640	48	5	1	199	1,230
Perfetti van Melle	4	17	63	98			903	1,085
Mars Incorporated	1	9	304	4			358	676
Colgate-Palmolive	2	557	50	2		1	3	615
McDonalds	11	21	141	201	193	1	39	607
Bimbo			25		83		365	473
Universal Robina	25		313	1			130	469
Indofood	23		188	3	25		199	438
Hershey Company	31		184	4	1		145	365
Costco	257	5	15	9	4		16	306
Starbucks	49	16	18	78	99		11	271
Restaurant Brands International	112		59	40	47		9	267
Ferrero	36	10	87	23	16		92	264
Philip Morris		2	172	5			56	235
Kraft Heinz	5	4	120	7	2		86	224
Generall Mills	14	6	129	6			35	190
Mayora Indah	4		152	4			17	177
Keurig Dr Pepper	37	7	22	93			7	166
Heineken International	121	4	1	31			7	164
Solo Cup Co.	27	1	3	3	111		10	155
Walmart	29	5	20	1	1		87	143
Kellogg Company		4	74	4	1		56	139
Lidl	56	11	20	14			25	126
San Benedetto	112	5		1			4	122
Agrokor	31	63	3	10	1		2	110
Haribo	1	10	5	2			91	109
Rauch	52	3	1	51				107
Tudung Group			67	5	33	1		106
<b>Total</b>	<b>12,228</b>	<b>3,445</b>	<b>5,826</b>	<b>4,461</b>	<b>1,871</b>	<b>5</b>	<b>5,777</b>	<b>33,613</b>

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- <sup>4</sup> The complete list can be found here: <http://www.no-burn.org/find-out-which-companies-are-responsible-for-plastic-pollution-in-asia-pacific/>
- <sup>5</sup> The data from the India cleanups is not included in the dataset for this report. The plastic pollution, site, and volunteer counts for those cleanups is in addition to those tallied for this report.
- <sup>6</sup> Those organizations include: Let's Do It Ghana, 5 Gyres, Amics de la Terra Mallorca, Amow Foundation, CEJAD, Inland Ocean Coalition, Društvo Ekologi brez meja (Let's Do It Slovenia), FloPIRG Chapter at Eckerd College, NESMAC, Nipe Fagio, Rockefeller University, Sous Les Dechets La Plage, Utah Ocean Coalition, Wishtoyo Chumash Foundation
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