

Corporate Scorecard: 5th time is not the charm



PLASTIC
SOLUTIONS
FUND

#break
free
from
plastic

Corporate Scorecard: 5th time is not the charm!

(Brand Audit Report, 2022)



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Environment and Social Development Organization- ESDO is an action research oriented non-profit and non-government organization based in Bangladesh. It is an environmental action research group dedicated to a toxic-free, zero-waste planet. This entails fighting pollution and building regenerative solutions in cities through local campaigns, shifts in policy and finance, research and communication initiatives, and movement building. ESDO is working relentlessly to ensure biological diversity since its formation in 1990. It is the pioneer organization that initiated the anti-polythene campaign in 1990 which later resulted in a complete ban of polythene shopping bags throughout Bangladesh in 2002.

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This report is dedicated to all the young environmental activists around the world who are fighting for a livable toxic free planet



Join our

Brand Audit 2022 event

Now in its 5th year!

#brandaudit2022

#breakfreefromplastic

Acknowledgement

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Executive Summary

Plastic has enormous use with severe negative effects on the environment, society, the economy, and our health. Over the past decades, the amount of plastic garbage has been produced dramatically worldwide, with the majority of it ending up in landfills, incineration, or leaking into the environment. Though it has become a global crisis, there is still a scarcity of individual and united actions worldwide to solve this issue. Corporate accountability for the plastic pollution crisis is now a worldwide crying need. Brand audits are one tangible tool to push corporations and policymakers toward building better systems for a plastic-free future.

In Bangladesh, the plastic pollution scenario is becoming more dangerous day by day. In the last 15 years, Bangladesh's annual per capita plastic consumption in urban areas become tripled. Bangladesh is one of the top plastic polluting countries due to the mismanagement of plastic waste. About 646 tons of plastic waste is collected daily in Dhaka, which is 10 percent of all waste generated in Bangladesh where only 37.2 percent of the plastic waste in Dhaka is recycled.

Break Free From Plastic (BFFP) brand audit is a citizen action initiative. This initiative involves counting and documenting the brands found on plastic waste collected at a cleanup to identify the companies responsible for plastic pollution. By collecting data on plastic waste, we challenge the industry narrative about who is responsible for the plastic crisis and how to solve it. Brand audits enable us to shift the focus back to the companies that are responsible for creating the problem in the first place, and empower us to demand that they should stop producing unnecessary throwaway single-use plastics. It also encourages us to try as individuals to avoid buying plastic products.

ESDO is a core member of BFFP since 2018. It has performed brand audits to call out the top plastic polluters by categorizing and counting branded plastic packaging during a cleanup or collection effort, this process has helped to identify the companies which are most responsible for plastic pollution locally and globally. According to last year's brand audit findings of ESDO Coca-Cola, PepsiCo, Unilever and other



local companies like Akij food & Beverage Ltd, Partex Group, Meghna Group, Quaseem Food Products Limited, Bombay Sweets Limited are the largest plastic polluters in Bangladesh.

In the last year's global brand audit, participants documented brands from 7,762 parent companies. Analysis found that the top plastic-polluting corporations of 2021 were: The Coca-Cola Company, PepsiCo, Unilever, Nestlé, Procter & Gamble, Mondelēz International, Philip Morris International, Danone, Mars, Inc., and Colgate-Palmolive. In Bangladesh, we found around 131.6298 kg of plastic waste in 2021. This list of waste is prominently dominated by The Coca-Cola Company (41.82332 kg), closely followed by Pran-RFL Group (23.94311kg), then PepsiCo (16.16016 kg), and some other local and multinational company like Akij food & Beverage Ltd (6.02304 kg), Partex Group (6.70646 kg), Unilever (5.189kg), Meghna Group (3.47657 kg), Quaseem Food Products Limited (2.8409kg), and Bombay Sweets Limited (2.7141 kg) etc.

This year's brand audit report also holds top polluting corporations accountable for fueling the plastic pollution crisis in Bangladesh. We found around 166 kgs of single-use plastic waste from the National Parliament building area and surrounding communities in Dhaka District area, Khulna University, Chittagong University and their surrounding area, Potenga sea beach and surrounding areas. This year's audit was conducted by more than 250 volunteers in four different locations of Dhaka, Khulna & Chittagong. Among the found 30862 plastic waste which was dominated by The Coca Cola Company (20.78%); Pepsico (15.60%); Pran-RFL group (9.63%) followed by Unilever (6.5%); Partex Group (5.08%); Akij Group (3.63%) Nestle (5.1%); Bombay Sweets limited (3.07%); and other multinational & local corporations. Among the waste found from The Coca Cola Company, Pepsico, Pran-RFL respectively around 30%, 43% and 76% are multilayered item which is mostly non-recyclable. 100% of the found waste from Unilever & Nestle are multilayered items. These facts clearly indicates that recycling is not a feasible solution for tackling single-use plastic pollution.

The Coca-Cola Company has retained its top position as the world's top polluter for the last fifth year in a row, even in Bangladesh despite voluntary commitments started in 2018 to collect one bottle for every one sold.

FMCGs need to unmask the full extent of their plastic footprint and reduce it significantly by setting and implementing ambitious targets, and reinvent their packaging to be reusable and plastic-free.



Background of Brand Audit

Brand audit is a citizen science initiative that records data on plastic waste to help identify the companies responsible for plastic pollution in order to hold them accountable and push them to address plastic pollution from their products. No matter how carefully we strive to avoid buying plastic and no matter how much we reuse, it will never be enough. The rate organizations extricate petroleum products to fabricate more plastic packaging will consistently subvert our singular endeavors. To genuinely tackle the plastic issue, we are approaching these organizations to quit delivering such a lot of pointless single-use plastic in any case. All things considered; we encourage these organizations to move towards genuine arrangements that dispense with the requirement for single-use plastic.

Plastic pollution is a systemic crisis that requires systemic solutions and also participatory approaches from all the communities throughout the world. Brand audit tries to find out a true solution to this crisis by worldwide individual actions. Communities all throughout the globe are assuming control over this issue to make arrangements focused on the reduction of plastic contamination by focusing on the individuals who make and sell items. Individuals are supporting new plans of action utilizing local area-based reuse and refill frameworks. Alternative delivery

frameworks are springing up all over, dispensing with our dependence on single-use plastic bundling. Additionally extended producer responsibility laws are expecting organizations to pay the full expense for the assortment and waste treatment toward the finish of life of their items. However, even as this historic work is developing, organizations have kept on siphoning unmanageable single-use plastic waste into these equivalent networks. We see espresso, drinks, snacks, sandwiches, shampoo, soap, and even fruits and vegetables are getting sold in single-use plastic packaging. It's the ideal opportunity for all organizations to help our communities by putting resources into alternatives and eliminating single-use plastic unequivocally. The brand audit has become a part of the worldwide movement to stand up and say, "Enough is enough" on plastic pollution. Since 2018, as a core, BFFP member ESDO has performed brand audits to call out the top plastic polluters by categorizing and counting branded plastic packaging during a cleanup or collection effort, this process has helped to identify the companies which are most responsible for plastic pollution.



Brand Audit 2022 event

Now in its 5th year!



Goal of Brand Audit 2022

Through brand audits, ESDO along with Break Free From Plastic is working towards several long-term goals.

Shift the narrative

Collecting data about plastic waste gives us the ability to change what we've been told about who's involved in plastic pollution and what we can do about it. Brand audits expose false solutions and demand real change from companies that caused the plastic pollution crisis in the first place.

Hold plastic polluting companies accountable

According to our annual brand audit report, we reveal which companies pollute the places with the most plastic and what they need to do to improve. In this way, the top polluting companies are held accountable and pushed to do better.

Build a global movement

In order to stand up to these big companies, our brand audit initiative relies on our collective people power. The plastic pipeline needs to be shifted from one end to the other by a strong, diverse, resilient, and inclusive movement. We believe that this is the key to shifting policies, companies, and cultures.



Audit Location

As per the standard protocol defined by the “Break Free From Plastic” guidelines, Brand audit should be carried out in an accessible public place (both indoor and outdoor) where one can find abundant plastic wastes to collect. This year, we audited plastic waste around the Parliament building of Dhaka City and surrounding communities, Khulna University and surrounding communities & Chittagong University and Patenga sea beach in Chittagong, which were public places. These sites have been chosen with a view to having an insight upon the single use plastic pollution condition in the general public space.



Figure 1: Brand Audit 2022 Near National Parliament House, Dhaka; Bangladesh



Figure 2: Brand Audit 2022 in Khulna University, Khulna, Bangladesh

The Parliament building area and surrounding communities in Dhaka District area were chosen as it is a national monument and also for having a proper assessment of waste scenario in a public place.

Khulna University and surrounding communities were chosen not only for as a public place, there is a plan of making Khulna University a plastic-free campus. So, it was also an attempt to analyze the situation of the surroundings to make it plastic free.

Patenga sea beach and surrounding communities were chosen to have the assessment in a seaside area as the government has already announced a gazette for 12 coastal districts to ban single-use plastic where Patenga area is included. Chittagong University was chosen as there is also a plan for Chittagong University to make it a plastic-free campus.



Figure 4: Brand Audit 2022 in Chittagong University, Chittagong, Bangladesh



Figure 3: Brand Audit 2022 in Patenga Sea Beach, Bangladesh

Methodology

Planning & Preparing

The very first step of conducting the brand audit activity is to make a comprehensive plan and carry out the preparatory activities accordingly prior to the event. This includes a selection of the audit areas, identification of the necessary logistics and arranging for their timely procurement, volunteer orientation/training as well as mobilization of necessary funds. We also planned beforehand about the collected waste disposal. As per the plan, the recyclable materials should go to our local material recovery and/or recycling facilities like PET Bottles and biodegradable wastes could be set aside for composting.

Site Selection

This year, we chose the Parliament building of Dhaka City and surrounding communities, Khulna University and surrounding communities & Chittagong University and Potenga sea beach in Chittagong as the audit areas for the respective activity.

Volunteer Selection & Training

A training session was conducted for 50 volunteers from Lalmatia Housing Society School for Dhaka City Audit, 100 volunteers from Khulna University for Khulna Audit & 100 volunteers from Green Voice for Chittagong Audit. Like previous year, this year ESDO's Brand Audit Team also participated in a webinar arranged by BFFP to better understand the concept and strategies to organize a successful Brand Audit event.





Plastic Waste Brand Audit

The Brand Audit event was conducted from 24th of August, 2022 to 25th August, 2022 at Dhaka city that started from Dhanmondi Govt. Boys' High School and made its way to Bijoy Sharani Road via Bangladesh Jute Research Institute, TNT, Ispahani Islamia Eye Hospital, Tejgaon college and Khamarbari. Then, ESDO team conducted a day-long Brand Audit on 20th September 2022 at Khulna University premises and its surrounding area. On 24 September, 2022, Chittagong District audit was conducted both in Chittagong University premises and Potenga beach. All the audit activities were conducted from 9 am up to 1 pm. The audit activity includes collection of Single-use plastic wastes from the designated audit area, identifying and recording their respective brands and eventually developing an inventory. The aim is to identify from the audit records the top corporations that are responsible for producing the most amounts of single-use plastic waste in the respective area.

To carry out the activity in an organized manner, the volunteers were divided into 40 (10 in Dhaka, 20 in Khulna & 20 in Chittagong) small groups each comprising 5 members in Dhaka city audit. The team members were responsible for filling up the brand audit data card and sorting and classifying the plastic wastes alternately. The teams were deployed in some major focal points within the specified territory and were continuously monitored and supervised by the organizing team. Apart from the volunteers, ESDO officials and civilians directly or indirectly took part in the movement. We gave each team three jute sacks to sort plastic waste into recyclable and non-recyclable at the time of collection.



Join us

in holding the top corporate plastic polluters accountable through #brandaudit2022!

Data Analyzing

The information recorded in the Brand Audit data sheets has been analyzed using Microsoft Excel Sheet provided by BFFP and the results have been included in this Brand Audit report. We manually sorted the recyclable & nonrecyclables in our data sheet calculated using Microsoft excel. The findings have been graphically illustrated with the application of the visual representation tools (graphs, charts) in the report.





Findings



Around 30862 number of plastic scraps was collected by the volunteers in three cities. The total weight of the collected waste was measured to be 166.1877 kg. After collection, the scraps were sorted and the brands were recorded in the data cards. The audit record identified major 38 local and 14 international companies producing near about 220 brands in total. The study identified specific brands and their corresponding manufacturers whose items were found in most abundant amounts. The brands include – Coca-Cola, Pepsi, Mum, Pran, Zaa and Zee, Aloo, Matador Orbit, Bashundhara tissue (packet), Fresh Tissue (packet), Lexus, Center Fruit, Fruit Fun, Pulse, Ruchi, Sunsilk, Center Fruit, Mum, Kinley, etc. The total list is dominated mainly by The Coca-Cola Company, Pran-RFL Group, PepsiCo, Partex Group, Akij Food & Beverage Limited and Unilever. Manufacturers to some of these brands are international and others are national or local brands. However, unbranded products were also found in abundant quantities from the field.



Parent Company-wise details of audited single use plastic in Dhaka, Khulna & Chittagong

Parent Company	Total Count	Total Weight
PRAN-RFL Group	14390.45	2971
Bombay Sweets Limited	3891.44	950
PepsiCo	30312.24	4815
Quasem Food Products Limited	940	250
New Zealand Dairy	1842.44	407
BRAC Dairy	4431.08	568
ACME Agrovet and Beverages Ltd	3657.38	472
Unilever	10545.3	2007
The Coca-Cola Company	41360.11	6413
Milk Producers Co-operative Union Limited	3451.34	552
Partex Group	11713.14	1876
SMC Enterprise Limited	947.52	252
Abdul Monem Limited	2126.81	282
Mondelez International	878.97	345
Nestle	4038.11	1575
Meghna Group	3340.66	324
Akij Group	7275.62	1119
Bashundhara Group	718.36	242
Meridian Group Bd	1023.84	237
Kazi Food Industries Limited	1725.93	297
Perfetti van Melle	688.05	363
Olympic Industries Limited	2530.93	744
Kraft Heinz	379.08	243
Haque Food Industries Limited	1321.3	362
Dhaka Ice Cream Industries limited	1050.75	225
Kwality Walls	542.64	119
Pandugarh Limited Dan Cake A/S, Denmark	711.18	162
Bisk Club	1227.18	226

Parent Company	Total Count	Total Weight
Well Food Morning Fresh	172.25	138
Kallol Chemicals Limited	734.16	106
Danish	340.26	113
Mars Inc	228	91
Ispahani Foods Limited	227.5	1046
Unbranded	2924.84	314
Square Food & Beverage Limited	1793.1	271
Reckitt Benckiser Bangladesh Limited	1193.75	279
British American Tobacco	1178.26	81
Philip Morris Bangladesh Ltd	103	138
Total	165956.97 g 165.95697 Kg	30862





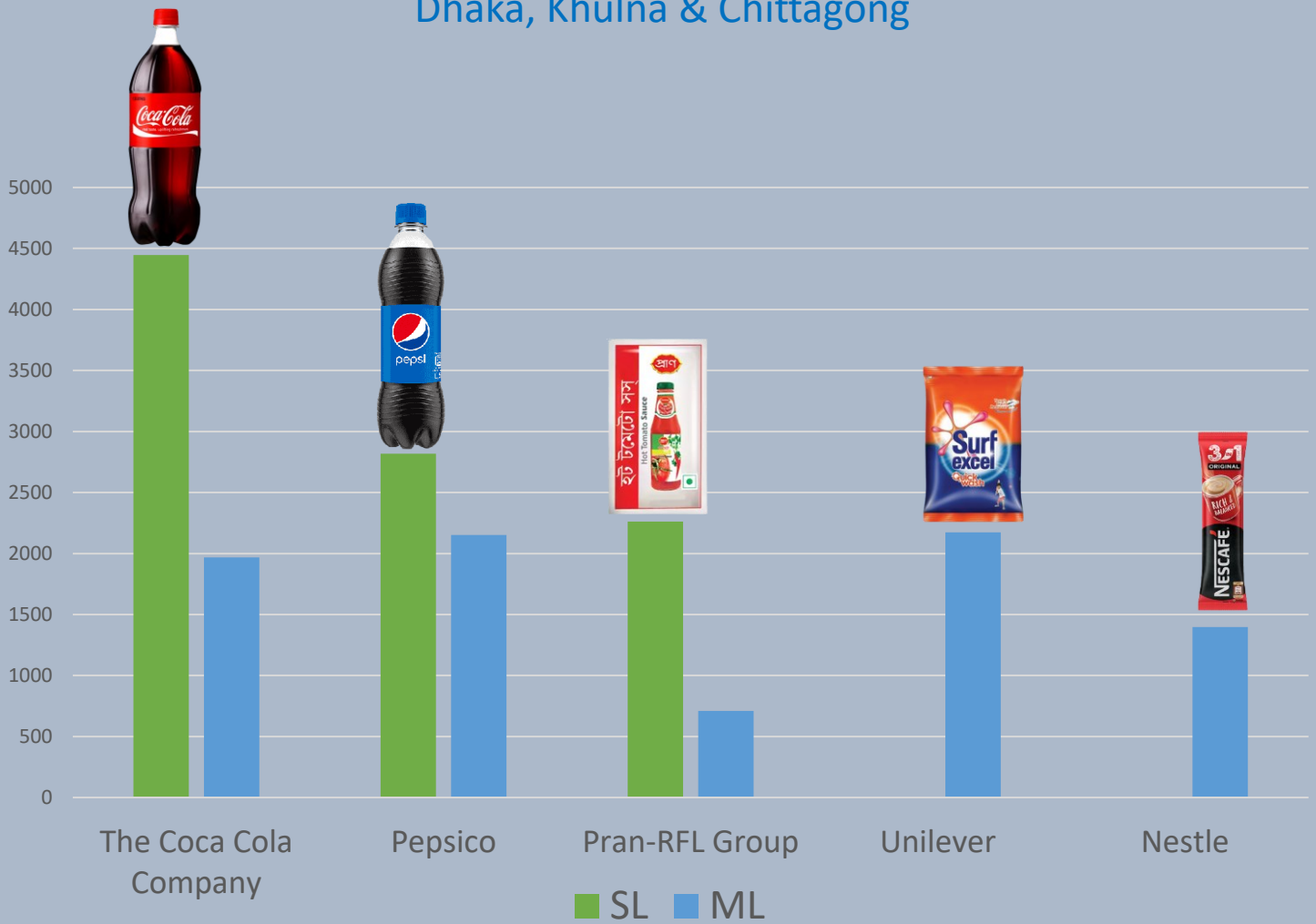
Top 10 Corporate Polluters According to This Year's Brand Audit

Rating	Parent Company	Percentage as per weight	Percentage as per Count
1	The Coca-Cola Company	24.922	20.779
2	PepsiCo	18.265	15.602
3	PRAN-RFL Group	8.671	9.627
4	Unilever	6.354	6.503
5	Partex Group	7.057	6.078
6	Akij Group	4.384	3.625
7	Nestle	2.433	5.103
8	Bombay Sweets Limited	2.344	3.078
9	Olympic Industries Limited	2.410	1.525
10	BRAC Dairy	2.670	1.840

Other Corporate Polluters According to This Year's Brand Audit

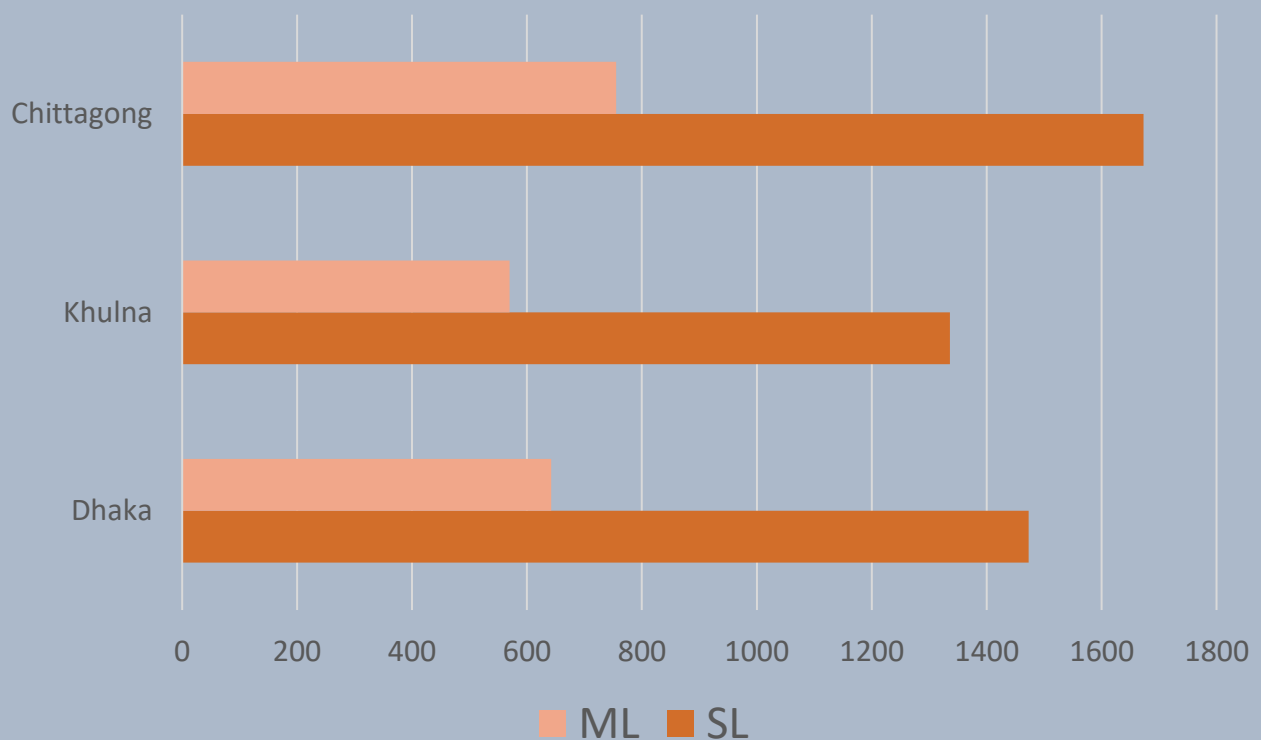
Parent Company	Percentage as per weight	Percentage as per Count
Quasem Food Products Limited	0.566	0.810
New Zealand Dairy	1.110	1.318
Milk Producers Co-operative Union Limited	2.079	1.788
ACME Agrovat and Beverages Ltd	2.203	1.529
SMC Enterprise Limited	0.570	0.816
Abdul Monem Limited	1.281	0.913
Mondelez International	0.529	1.117
Meghna Group	2.012	1.049
Bashundhara Group	0.432	0.784
Meridian Group Bd	0.616	0.767
Kazi Food Industries Limited	1.039	0.962
Perfetti van Melle	0.414	1.176
Kraft Heinz	0.228	0.787
Haque Food Industries Limited	0.796	1.172
Dhaka Ice Cream Industries limited	0.633	0.729
Kwality Walls	0.326	0.385
Pandughar Limited Dan Cake A/S, Denmark	0.428	0.524
Bisk Club	0.739	0.732
Well Food Morning Fresh	0.103	0.081
Kallol Chemicals Limited	0.442	0.447
Danish	0.205	0.343
Mars Inc	0.137	0.366
Ispahani Foods Limited	0.137	0.294
Unbranded	1.762	3.389
Square Food & Beverage Limited	1.080	1.017
Reckitt Benckiser Bangladesh Limited	0.719	0.878
British American Tobacco	0.709	0.904
Philip Morris Bangladesh Ltd	0.062	0.262

Found Single & Multi Layered Waste in Numbers From Dhaka, Khulna & Chittagong

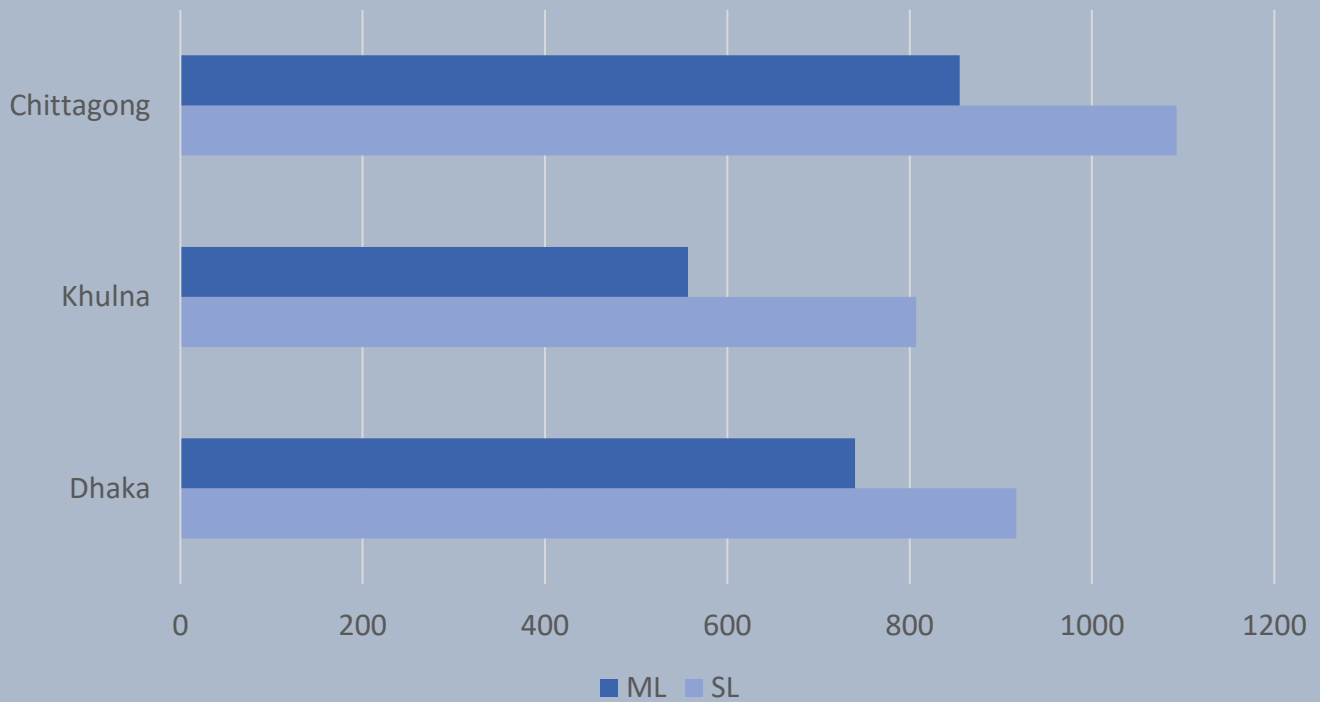




Found Waste From **The Coca Cola Company** From Three Audited City in Bangladesh (in Number)



Found Waste From Pepsico From Three Audited City in Bangladesh (in Number)



PEPSICO

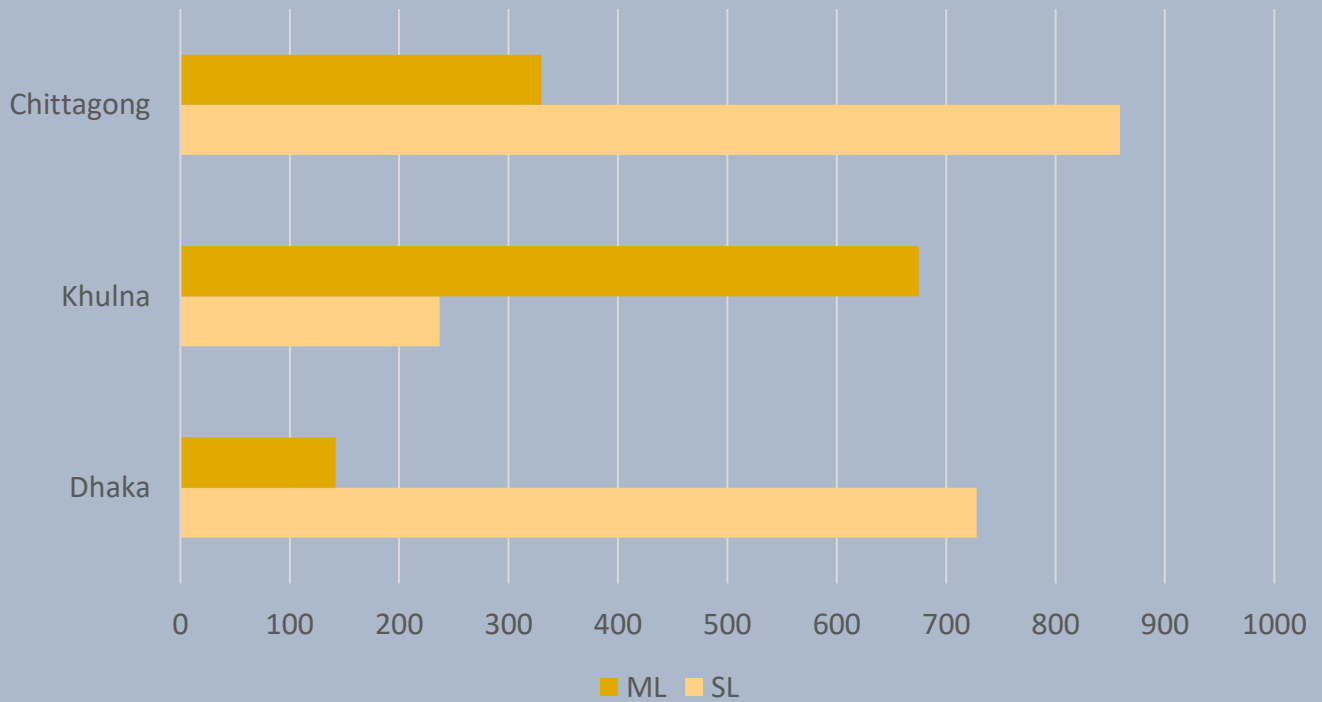


PEPSICO

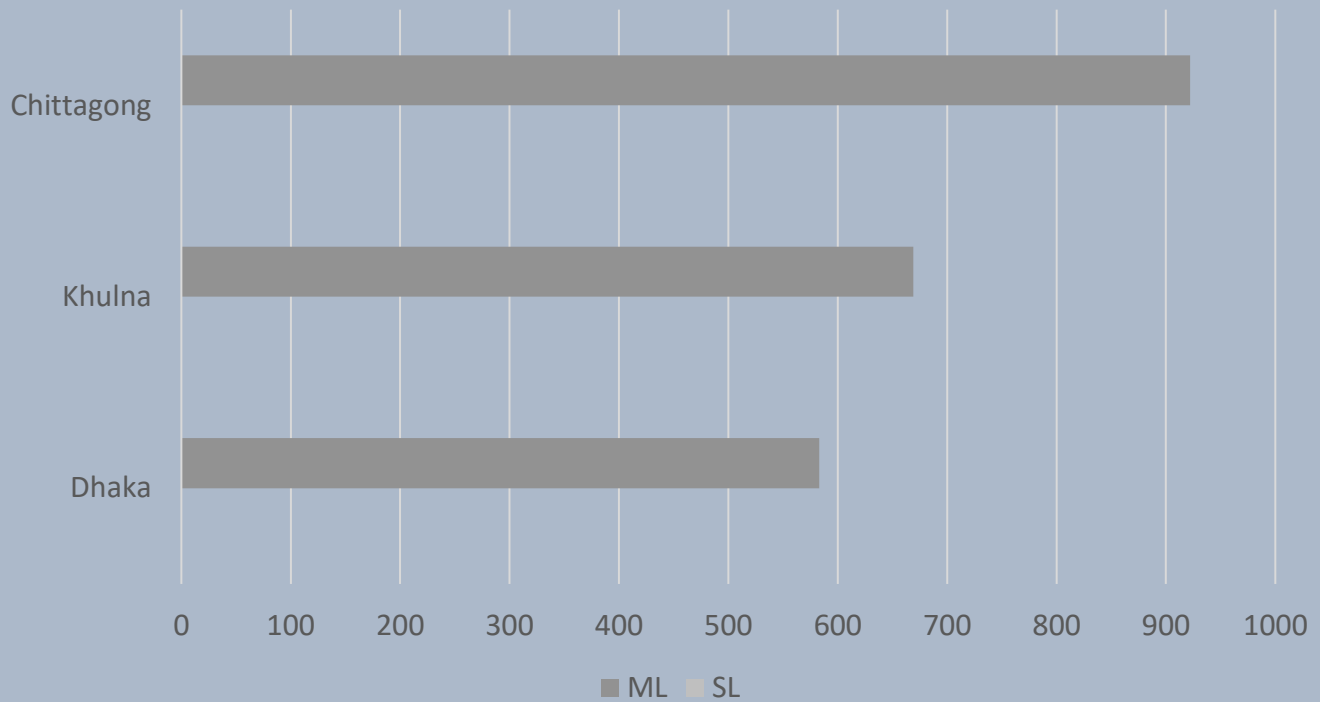
Are You Really Sustainable?



Found Waste From **Pran-RFL Group** From Three Audited City in Bangladesh (in Number)



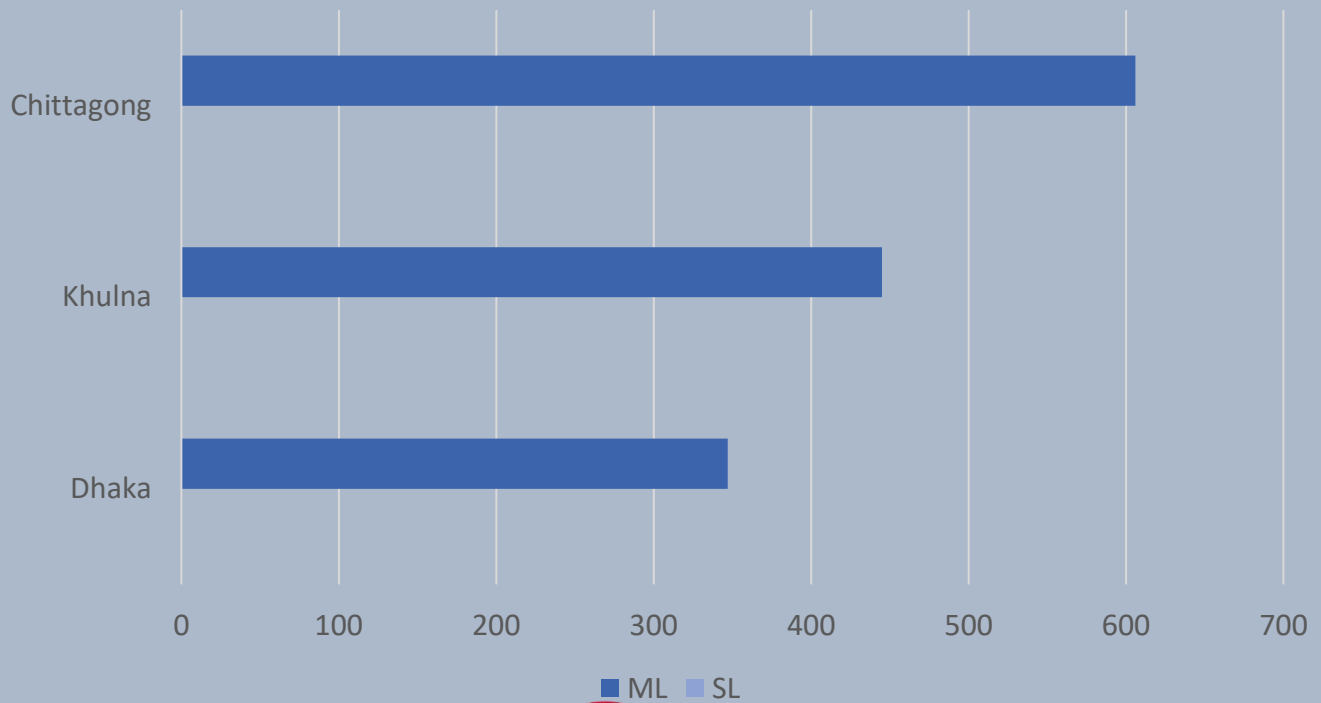
Found Waste From Unilever From Three Audited City in Bangladesh (in Number)



Unilever



Found Waste From Nestle From Three Audited City in Bangladesh (in Number)



Nestlé

Stop Polluting Our Environment

Think Before Produce



Limitations

The event activities were hampered due to bad weather condition at the event location. During the event day of Dhaka city, the weather was extremely hot and it rained heavily during the Chittagong city audit in the morning time. However, owing to the overwhelming enthusiasm of the event volunteers, bad weather condition failed to create significant impedance toward the successful completion of the event.

Recommendations

- Identified plastic polluter corporations should adopt sustainable, biodegradable and environment friendly alternatives to plastics for the greater sake of health and environment.
- Single-use plastic products should be banned
- Alternatives of single-use plastics like- paper packaging, leaf-made products, bamboo sticks, etc. should be promoted
- Cost-effective business models to run the businesses of alternative goods should be developed and widely promoted
- Plastic manufacturers should be accountable to produce plastic products and disposal of plastic wastes
- The manufacturers should focus on reducing plastic production rather than recycling
- The manufacturers should invest in reuse and refill system
- The present system of buying and selling products should be switched to delivery and return system
- They should produce more recyclable plastics rather than virgin plastic
- They should invest in research to invent more cost-effective ways to reduce plastic pollution quickly
- Regulations can be implied on controlling the manufacture, use and import of all forms of single-use plastics on an urgent basis
- Plastic manufacturers should obey the rules and regulations to produce plastic products and also the disposal of the plastic wastes
- Capacity building of local manufacturers in producing sustainable and environment-friendly alternatives should be enhanced by education and training programs



Conclusion

It is clear to all that single-use plastic creates significant adverse environmental and health impacts throughout its entire lifecycle. As plastic is non-biodegradable, once it is produced it will affect us for a lifetime. From the Brand Audit result, it has been evident that some popular corporations are mostly responsible for generating the largest amounts of single-use plastics from our daily use. These corporations need to be aware of this fact and should urgently take immediate actions to minimize their contribution. It is no longer acceptable for companies to continue making a profit by pumping out toxic single-use plastic and expecting communities and local governments to shoulder the burden. Until consumer goods companies like Coca-Cola, Unilever, Nestlé and PepsiCo embrace the real solution—reusable packaging—we will continue to find their plastic polluting oceans, waterways and communities around the world for generations to come. Companies must take immediate and ambitious action to eliminate single-use plastic packaging through investment in reuse and refill models. As the whole world is proceeding forward to sustainable development, single-use plastic would be a prime barrier to achieving it if actions are not taken immediately.



Pictorial



Figure 6: A volunteer demonstrates finding waste during a brand audit in Dhaka City.



Figure 5: Volunteers showing founded waste



Figure 7: Brand Audit in University of Chittagong Campus



Figure 8: Brand Audit in Dhaka City



Figure 9: Brand Audit in Dhaka City



Figure 10: Brand Audit in Khulna University Campus



Figure 12: Brand Audit in Khulna University



Figure 11: Volunteer Training Session



Figure 13: Brand Audit in Chittagong University Campus



Figure 14: Brand Audit in Chittagong University Campus



Figure 16: Brand Audit in Chittagong University



Figure 15: Brand Audit At Potenga Sea Beach



Figure 17: Brand Audit in Chittagong University Campus & Potenga Sea Beach

Let's Hold the Corporations Accountable For Polluting The Environment!





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