



Environment and Social Development Organization

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Press Release for Brand Audit 2023 on Single-use Plastic in Dhaka and Rangpur City

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Contact name: News editor/Head of news

Press Release

Youth Take the Initiative to Unveil the Plastic Polluters of Bangladesh!

Around 158 kg of plastic wastes were collected during the Brand Audit of Single-use Plastic!

Dhaka 30 September 2023: To identify the plastic polluters in Bangladesh, Environment and Social Development Organization – ESDO conducted a Brand Audit today. This brand audit was conducted in two major cities of Bangladesh; Dhaka and Rangpur, engaging the school students, girls' guides & boys' scouts of each city. The volunteers collected around 158 kg of single-use plastic wastes during the audit.

Since 2018, every year this Brand Audit has been carried out by ESDO as a part of an attempt to identify the various brands that may be seen on plastic garbage. This is the sixth time ESDO has conducted the brand audit in collaboration with BFFP. In Dhaka, approximately 89 kg and in Rangpur approximately 67 kg single-use plastic waste were collected. This audit began in the Lalmatia neighborhood of Dhaka City and proceeded to the Town Hall, Asad Gate, Aarong Circle, Jatiyo Sangsad Bhaban Area, Dhanmondi Govt Boys School, Dhanmondi 27, and ended at Lalmatia Housing Society School. Again, in Rangpur, the neighboring areas of Rangpur Zilla School, Rangpur Girls High School, the DC Mor, Kachari Bazar, DC office, Shikkha Office, Townhall, and Shurovi Udyan were covered during the brand audit on the same day. This involved the active participation of about 100 volunteers, 50 volunteers from Dhaka, which included students from the Lalmatia Housing Society School, Lalmatia Girls High School and College, and St. Joseph Higher Secondary School along with volunteers from Bangladesh Girls Guide Association. Also in Rangpur, 50 volunteers participated in the audit which included students from Rangpur Zilla School and Rangpur Girls High School along with girls guide and boys scout from each school. The students, volunteers, and ESDO members gathered a significant amount of single-use plastic waste throughout the selected areas. In the wastes, ESDO majorly identified 6 international and 14 local parent companies producing nearly 72 national and multinational brands including Coca-Cola, PepsiCo, Nestlé, Unilever, Mondelez, Perfetti Van Melle, Bombay Sweets, Bashundhara Paper Mills Limited, Pran RFL Ltd, Square Foods and Beverage Ltd, Akij Group, Meghna Group of Industries, Abul Khair Group, ACI Foods Ltd., SMC group, BD food limited, Acme Group, etc.

Brand audit is a part of a participatory science initiative, in which brands discovered in plastic waste are counted and recorded in order to identify companies that are contributing to plastic pollution. The Break Free from Plastic (BFFP) Global campaign created this Brand Audit tool. The brand audit is primarily carried out to raise public awareness and to provide producers with information on how to protect the environment from the negative effects of using single-use plastics.

Member of





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For more information, please contact:

Jannatul Ferdous Jubly
Project Associate, ESDO
Email: info@esdo.org
jannatul@esdo.org
Mobile: +8801762-053420

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