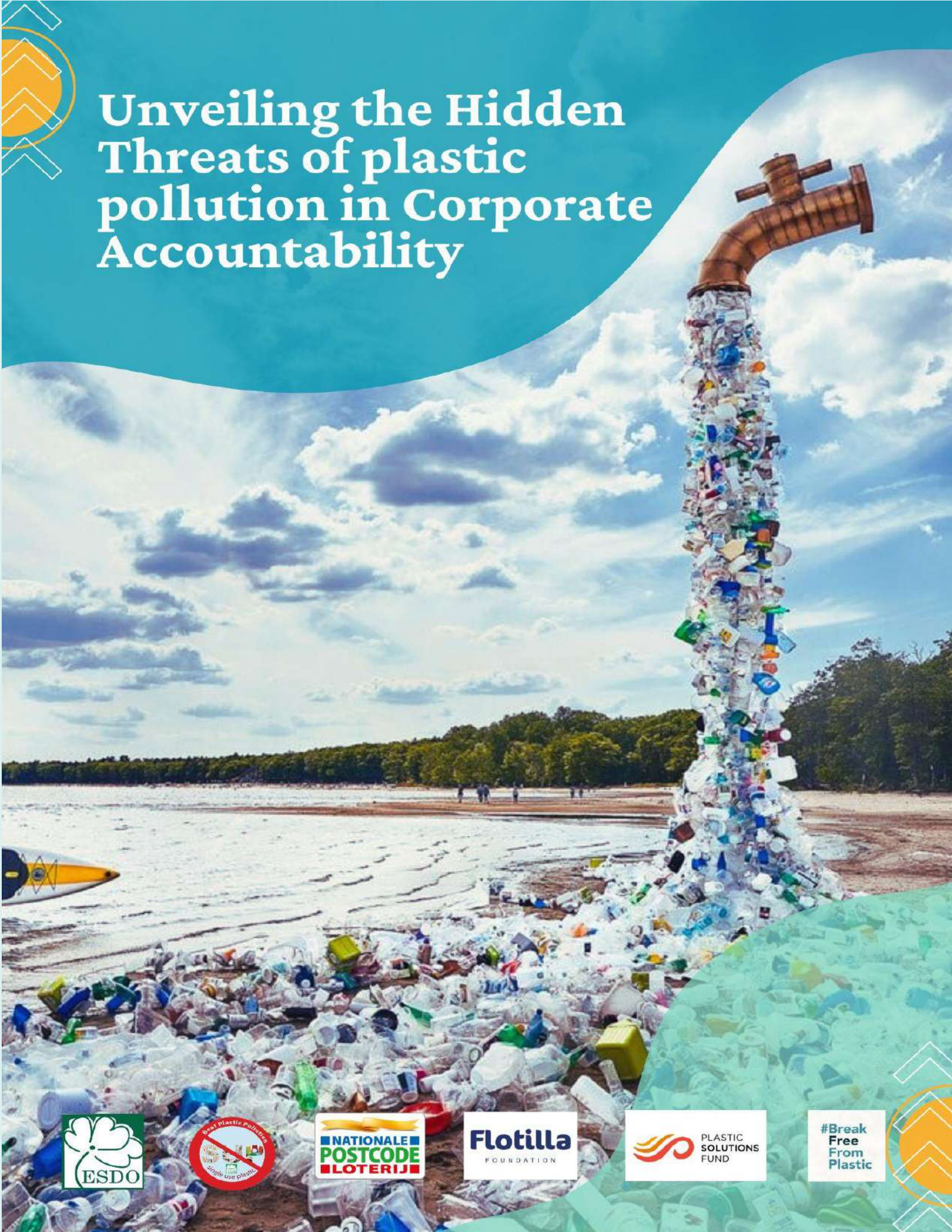


Unveiling the Hidden Threats of plastic pollution in Corporate Accountability



Unveiling the Hidden Threats of plastic pollution in Corporate Accountability (Brand Audit Report 2023)



Unveiling the Hidden Threats of plastic pollution in Corporate Accountability! (Brand Audit Report 2023)

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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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Disclaimer

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Acknowledgement

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Their commitment to addressing environmental challenges is commendable, and we are truly grateful for their valuable contribution. Special recognition goes to Break Free From Plastic (BFFP) for designing the Brand Audit tool. Their dedication and efforts in creating effective tools for environmental assessment have been instrumental in our work, and we acknowledge their tremendous contribution.

We would like to acknowledge the wholehearted support of the Rangpur Zilla School and Rangpur Govt. Girls School and Lalmatia Housing Society School, Lalmatia Girls School and College, St. Joseph School. Their collaboration and commitment to environmental research have significantly enriched the quality of this audit whose enthusiasm and dedication played a crucial role in the success of this endeavor. We also extend our appreciation to the Girl Guides and ESDO team members for their unwavering support. This project would not have been possible without their tireless efforts.

Together, with the support of these individuals and organizations, we are making strides towards a sustainable and plastic-free future.

Time to Take Action

"CORPORATES, CLEAN UP YOUR SINGLE-USE PLASTIC WASTES!"

BRAND AUDIT-2023

#beatplasticpollution



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Executive Summary

According to the world's inability to deal with the world's rapidly increasing production of disposable plastic items, plastic pollution has emerged as one of the most urgent environmental challenges. Despite the increasing rapidly global crisis, concerted and widespread actions to address this issue are lacking. There is an urgent need for corporate accountability to tackle the plastic pollution crisis, making brand audits a pivotal tool to propel corporations and policymakers towards developing sustainable systems for a plastic-free future.

In Bangladesh, the plastic pollution situation has reached alarming levels. Over the last 15 years, annual per capita plastic consumption in urban areas has tripled, making Bangladesh one of the leading contributors to plastic pollution globally. Mismanagement of plastic waste is a significant factor, with Dhaka alone generating 646 tons of plastic waste daily, constituting 10 percent of the country's total waste. Despite such volumes, only 37.2 percent of plastic waste in Dhaka is recycled.

The Break Free From Plastic (BFFP) brand audit, a citizen action initiative, involves systematically counting and documenting brands found on plastic waste collected during cleanups. This process serves to identify and hold accountable the companies responsible for plastic pollution. By collecting data on plastic waste, the initiative challenges the prevailing industry narrative, shifting the focus back to the corporations that contribute most significantly to the plastic crisis. It empowers individuals to demand an end to the production of unnecessary single-use plastics and encourages conscious consumer choices.

As a core member of BFFP since 2018, ESDO has been actively involved in brand audits. By categorizing and counting branded plastic packaging during cleanup efforts, ESDO has identified the major contributors to plastic pollution locally and globally. Last year's audit revealed PRAN-RFL, Unilever, Nestle, BAT, Square, Coca-Cola, PepsiCo, and other companies such as Akij Food & Beverage Ltd, Partex Group, Meghna Group, Quaseem Food Products Limited, and Bombay Sweets Limited as the largest plastic polluters in Bangladesh.

The data collected through brand audits not only highlights the extent of plastic pollution but also facilitates targeted advocacy, urging companies to adopt sustainable practices and guiding consumers toward more responsible choices. As the world grapples with the urgency of sustainability, initiatives like BFFP and ESDO's brand audits play a crucial role in steering society towards a plastic-free future.

The results from the last year's global brand audit underscore the significant impact of leading corporations on plastic pollution. Participants carefully documented brands from 30,862 plastic waste items, revealing a dominance by key players in the industry. The notable contributors to this issue were The Coca-Cola Company, accounting for 20.78%, followed by PepsiCo at 15.60%, and Pran-RFL Group at 9.63%. Other significant contributors included Unilever (6.5%), Partex Group (5.08%), Akij Group (3.63%), Nestle (5.1%), Bombay Sweets Limited (3.07%), and various other multinational and local corporations.

A concerning aspect revealed by the audit is the prevalence of multilayered items in the waste generated by these corporations. Approximately 30% of the waste from The Coca-Cola Company, 43% from PepsiCo, and a staggering 76% from Pran-RFL Group consisted of multilayered items, which are predominantly non-recyclable. Additionally, all the waste found from Unilever and Nestle were identified as multilayered items.

This year's brand audit report unequivocally holds major corporations accountable for their role in exacerbating the plastic pollution crisis in Bangladesh. The audit, conducted by over 100 volunteers in two distinct locations - Dhaka and Rangpur revealed significant insights into the prevalence of plastic waste.

Among the 32,316 plastic waste items documented, the top polluting corporations include Coca-Cola Company, constituting 61.68% of the waste, followed by Unilever at 48.71% and PRAN-RFL Group at 29.53%. Other notable contributors include Nestle 21.87%, PepsiCo 13.56%, Bombay Sweets and Company 10.51%, Square Food and Beverage Limited (SFBL) 8.68%, Akij Group 7.90%, New Zealand Dairy 5.64%, and Partex Group 4.58%.

A critical observation from this year's audit is the pervasive presence of multilayered items in the waste composition. Notably, 100% of the waste from Unilever and Nestle falls into the category of multilayered items, underlining a significant challenge in the recyclability of these materials.

The findings reinforce the urgent need for these corporations to reevaluate their packaging strategies, placing emphasis on sustainable.



Background



Fig- 1: Collect single-use plastic waste from park

Brand audits are a citizen science initiative that involves communities worldwide. This participatory approach empowers individuals and communities to take action against plastic pollution. Brand audits help identify and categorize branded plastic packaging during cleanups, highlighting the companies that are the most significant contributors to plastic pollution. This information can be used to hold these companies accountable. The brand audit is part of a larger global movement that aims to address plastic pollution comprehensively. It sends a clear message to companies that they must take responsibility for their plastic waste and invest in sustainable alternatives. Communities are actively working to reduce plastic pollution by implementing local initiatives such as reuse and refill systems and alternative delivery methods that minimize single-use plastic packaging. Extended Producers Responsibility (EPR) laws require companies to take responsibility for the collection and proper disposal of their products at the end of their life cycle. These laws encourage companies to design products with recycling and sustainability in mind.

Plastic pollution is a global crisis that cannot be solved through individual efforts alone. The production and disposal of single-use plastics by companies are a significant contributor to this problem. Addressing plastic pollution requires systemic solutions. It's not enough for individuals to reduce their plastic use; companies must also change their practices. This involves transitioning away from single-use plastics and adopting more sustainable alternatives. Plastic pollution arises from various sources, including single-use plastics, microplastics from broken-down larger items, and industrial waste. Common sources include plastic bottles, bags, packaging, and discarded fishing nets. A plastic brand audit is a systematic process of identifying and quantifying the plastic waste associated with specific brands or companies.



Plastic brand audits hold companies accountable for the plastic waste generated by their products and packaging. This can encourage responsible production and packaging practices. These audits raise awareness about the environmental impact of specific brands and their products, prompting consumers to make informed choices. Data from plastic brand audits can support the development of regulations and policies aimed at reducing plastic pollution, such as extended producer responsibility (EPR) programs. When consumers and businesses become aware of their contribution to plastic pollution through audits, it can drive changes in behavior, such as reducing plastic use and choosing more sustainable alternatives. The publication of audit results can put pressure on brands to adopt more sustainable packaging and production practices, leading to a shift in industry norms.

However, it's encouraging to see the growing movement toward alternative delivery frameworks and the implementation of extended producer responsibility laws as part of the effort to address the plastic pollution crisis. The emergence of alternative delivery frameworks and extended producer responsibility laws is a positive step toward reducing plastic pollution. These measures help shift the burden of waste management and cleanup from communities to the companies that produce the plastic packaging. It's to hear that Unilever and Coca-Cola are taking initiatives to reduce plastic waste through recycling efforts. Both companies are major players in the consumer goods industry and have the potential to make a significant impact on the reduction of plastic waste. Despite efforts to increase recycling rates, a significant portion of plastic waste is not recycled. Many types of plastics, especially single-use and low-value plastics, have low recycling rates due to various factors such as lack of infrastructure, contamination, and economic viability. In some cases, developed countries export their plastic waste to developing nations, where it may be poorly managed, leading to environmental and health problems. Promoting recycling can sometimes shift the focus away from addressing the root cause of plastic pollution, which is the overproduction and excessive use of single-use plastics.

The brand audit, as a component of the worldwide movement to combat plastic pollution, is indeed a powerful tool for raising awareness and holding companies accountable for their role in the production of plastic waste. ESDO has been consistently conducting brand audits for the past five years as part of the Break Free From Plastic movement. This long-term commitment to assessing and addressing plastic pollution through brand audits reflects a sustained effort to hold companies accountable for their contributions to the issue.



Fig- 2: Collect single-use plastic waste from local areas

Goal of Brand Audit - 2023

The goals outlined for the Brand Audit initiative in 2023 by ESDO, in collaboration with Break Free From Plastic, are focused on raising awareness, accountability, and mobilizing a global movement to address the plastic pollution crisis. Here's a breakdown of these goals:

Shift the Narrative:



- One of the primary goals is to shift the narrative surrounding plastic pollution. This involves challenging existing perceptions and assumptions about who is responsible for plastic pollution and what can be done to combat it.
- Brand audits are a tool for collecting data about plastic waste, which can be used to expose the limitations of false solutions and demand real change from the companies that have contributed to the plastic pollution crisis.

Hold Plastic Polluting Companies Accountable:

- The brand audit initiative seeks to hold companies accountable for their role in plastic pollution. By conducting annual brand audits and publishing reports, the initiative identifies and highlights which companies are the top polluters in specific areas.
- Accountability is a key aspect of this goal, pushing the identified companies to take meaningful steps to reduce their plastic footprint and adopt more sustainable practices.



Build a Global Movement



- To effectively address the plastic pollution crisis, the Brand Audit initiative aims to build and strengthen a global movement. This movement is envisioned as a collective effort, drawing on the power of individuals, communities, and organizations.
- The goal is to create a diverse, resilient, and inclusive movement that can influence policies, persuade companies to change their practices, and shift cultural norms related to plastic use and disposal.

Audit Location

As per the standard protocol defined by the "Break Free From Plastic" guidelines, the Brand Audit will be carried out in an accessible public place, both indoors and outdoors, where abundant plastic waste can be found for collection. The selected location has been carefully chosen to ensure the safety of all participants. We will have experienced supervisors and volunteers accompanying the students throughout the audit to provide guidance and ensure a secure environment.

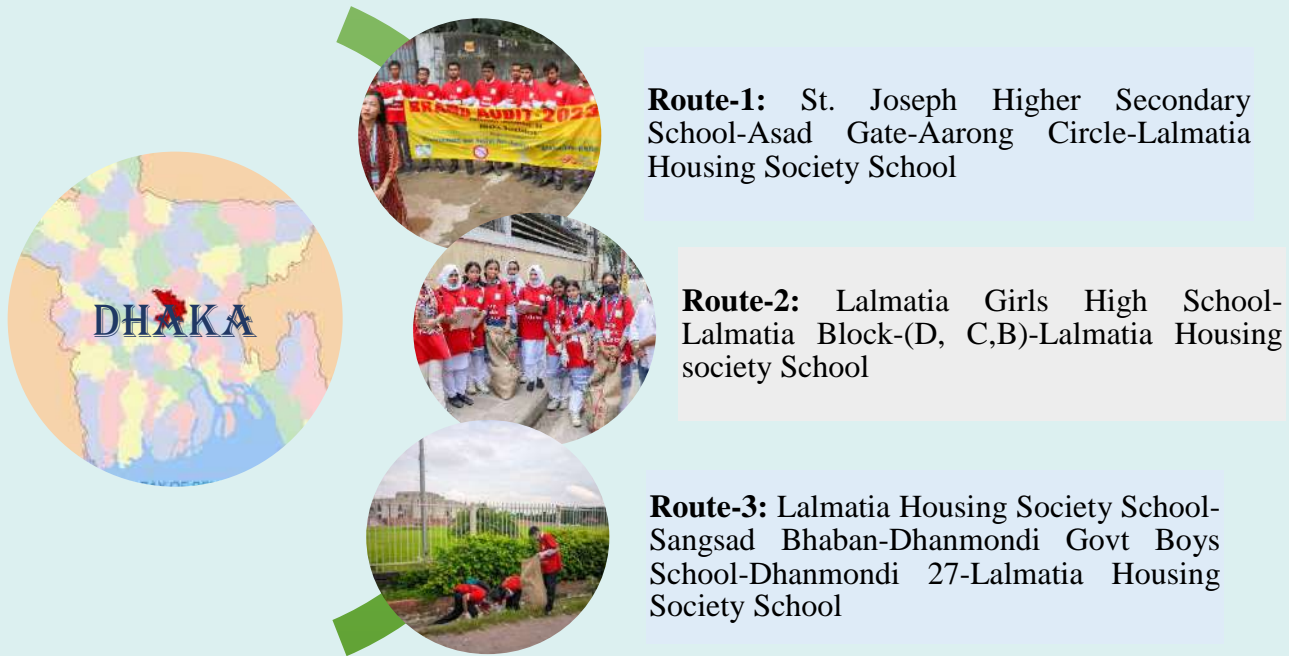


Fig- 3: Brand Audit 2023 in Dhaka, Bangladesh

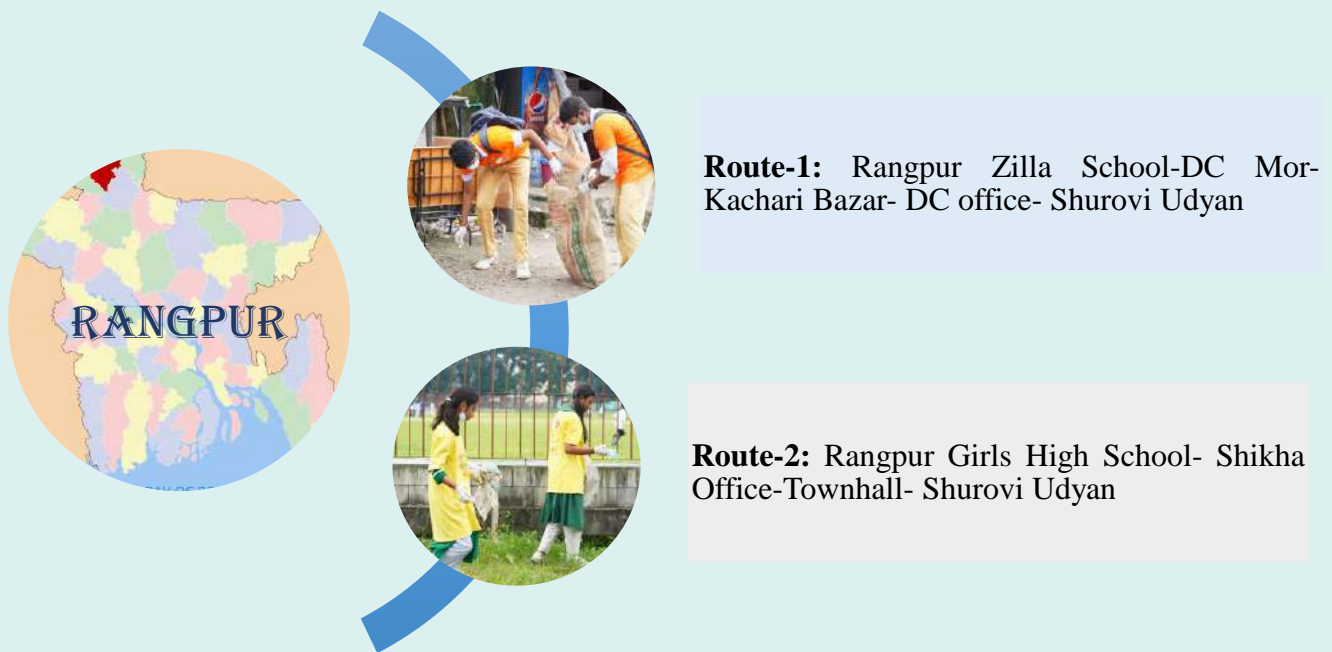


Fig- 4: Brand Audit 2023 in Rangpur, Bangladesh

Methodology

Planning & Preparation

Making a detailed strategy and executing the necessary preparations prior to the event is the first step in carrying out the brand audit activity. The selection of the audit areas, the identification of the logistics required and making arrangements for their immediate acquisition, volunteer orientation and training, as well as the mobilization of the required resources, are all included in this. The disposal of the gathered rubbish was also planned in advance. The recycling facilities in our community, like PET, should receive the recyclable materials in accordance with the plan and set aside bottles and biodegradable trash for composting.



Site selection

This year, we selected the surrounding communities of Rangpur Rangpur Zilla School to Rangpur Girls High School and the Parliament building, Dhanmandi, Lalmatia, Asad Gate surrounding areas in Dhaka City as the audit locations for the corresponding activity.



Selection & Training of Volunteers

A training session was held for 25 volunteers from Rangpur Zilla School and 25 volunteers from Rangpur Govt. Girls High School for Rangpur Audit. 12 volunteers each came from Lalmatia Housing Society School, St. Joseph High School, Lalmatia Girls High School and College, and 14 from the Girl Guides Association.

Similar to last year, the ESDO Brand Audit Team took part in a training session for volunteers hosted by BFFP this year to learn more about the idea and methods for planning a fruitful Brand Audit event.



Fig- 5: Volunteer Orientation in Dhaka



Fig-6: Volunteer Orientation in Rangpur



**BRAND AUDIT:
5 YEARS & STILL
GOING ON**

Date:
**September 30,
2023**

Explanation
**WHAT IS A BRAND
AUDIT?**
A brand audit is a participatory
science initiative that involves
counting and documenting the
brands found on plastic waste
to help identify the companies
responsible for plastic
pollution.

LOCATION
Dhaka and
Rangpur City

**#break
free
from
plastic**

Brand Audit of Single-use Plastic

The Brand Audit event took place in Dhaka on September 30, 2023. It kicked off from Asad Gate and progressed to Lalmatia-Dhanmandi Road via Bangladesh Sangsad Bhaban and Aarong Circle. The ESDO team conducted the entire day on September 30, 2023, doing a Brand Audit at the locations within and around the city of Rangpur. The entire audit process took place from 9 am to 1 pm. The audit activity involves gathering single-use plastic debris from the chosen audit region, recognizing and noting the brands that each one represents, and eventually creating an inventory.

Dividing the 50 volunteers in Dhaka and 50 in Rangpur into 8 groups is a practical approach. Ensure that each group has clear leadership and instructions to carry out their tasks effectively. It's essential to standardize the data collection process. Ensure that the brand audit data cards are well-designed and provide clear instructions on what information needs to be recorded. This data can include brand names, types of plastics, quantities, and other relevant details. The use of jute sacks to sort plastic waste into recyclable and non-recyclable categories is a good practice. Make sure that volunteers are well-trained on how to distinguish different types of plastic and to properly classify them. Continuous monitoring and supervision by the organizing team is crucial to ensure that the audit is conducted accurately and consistently. Providing clear channels for communication within the teams and with the organizing team for immediate assistance or guidance. Consider safety and hygiene measures for volunteers handling waste. Provide them with necessary protective equipment like gloves and masks. Also, educate them about the importance of maintaining hygiene during the activity. The team members were in charge of classifying the plastic trash in turn and filling out the brand audit data card. The teams were placed at a few key focus areas inside the designated territory, and the organizing staff regularly monitored and oversaw them. In addition to the volunteers, ESDO employees and ordinary citizens also actively participated in the initiative. At the time of collection, we handed each crew three jute sacks to divide plastic debris into recyclable and non-recyclable categories.





**Become a part of
this worldwide
movement to stand
up and say, "Enough
is enough" on
plastic pollution**



Data Analyzing

BFFP's Microsoft Excel spreadsheet was used to evaluate the data from the Brand Audit data sheets, and the results are presented in this Brand Audit report. The recyclables and nonrecyclables were manually separated in our data sheet, which was created using Microsoft Excel. Using the visual representation tools (graphs, charts) in the report, the results have been visually illustrated.



Fig- 5: Brand Audit 2023 Data Analyzing

Findings



Park



Campus



Street

Fig- 6: Brand Audit 2023 waste sorting

The plastic waste audit conducted by volunteers in two cities yielded significant findings, reflecting the extent of the plastic pollution problem. A total of 32,316 plastic scraps were collected, with a combined weight of 171.5579 kg. The study delved into the identification of brands, shedding light on the prevalent presence of 234 different brands produced by 41 local and 16 international companies.

Among the prominent contributors to plastic pollution, The Coca-Cola Company, Unilever, Pran-RFL Group, Nestle, PepsiCo, Bombay Sweets and Company, Square, Akij Food & Beverage Limited, New Zealand Dairy and Partex Group, emerged as major players. These companies were associated with specific brands, such as PRAN-RFL, Coca-Cola, Pepsi, Mum, Matador Orbit, Bashundhara Group, Fresh Tissue (packet), Olympic, Lexus, Center Fruit, Fruit Fun, Pulse, Ruchi, Bombay, Meghna Group, SMC, Polar, Fresh Food, and others.



Fig- 7: Brand Audit 2023 findings

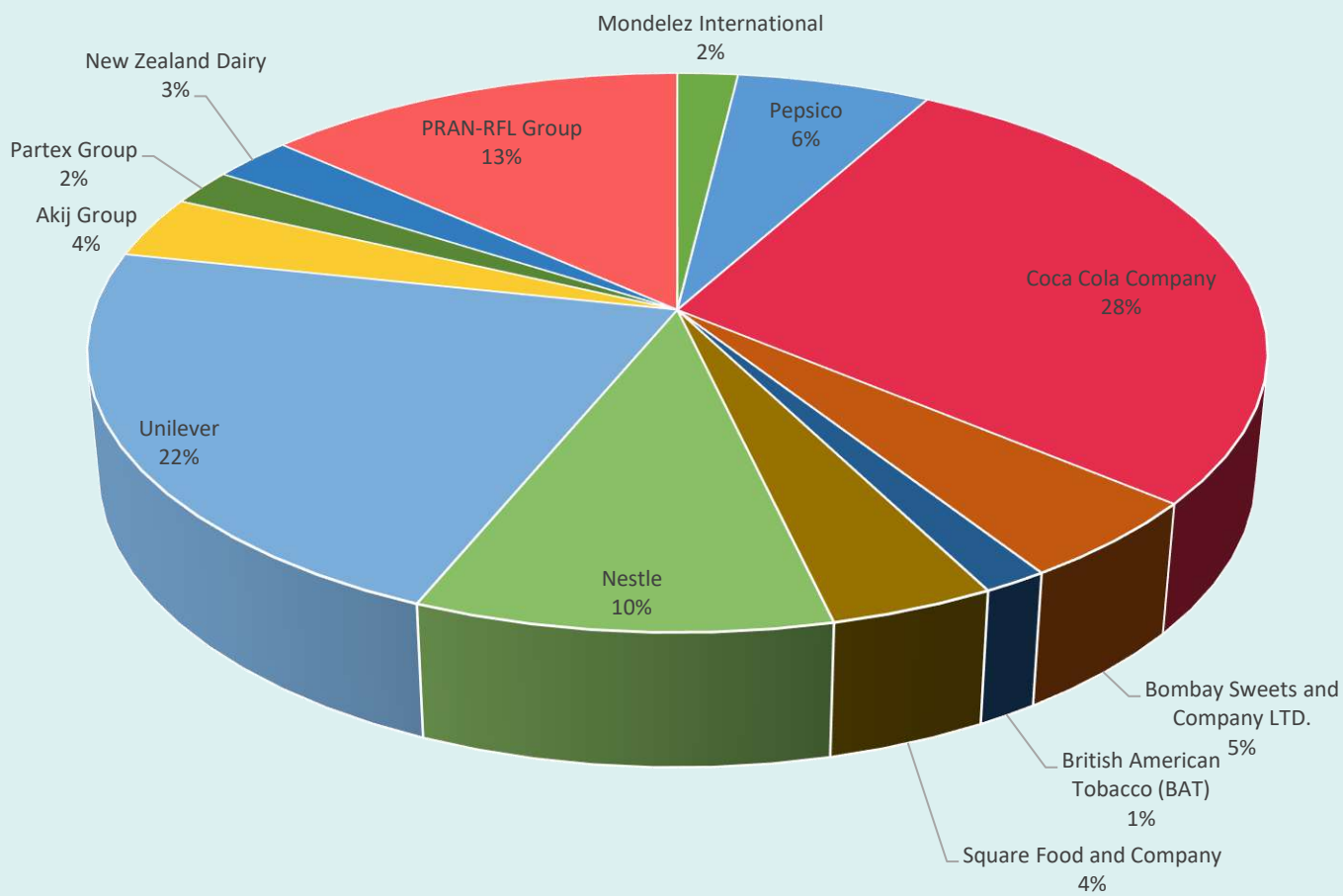
Details on the parent company's audited single-use plastic in Rangpur and Dhaka-

| Parent Company | Total Count | Total Weight |
|--|-------------|--------------|
| Mondelez International | 423 | 1048.32 |
| Olympic | 313 | 879.03 |
| Dhaka Ice Cream Industries Limited | 163 | 676.97 |
| Polar FAN Industries LTD | 270 | 754.89 |
| PepsiCo | 1356 | 10203.13 |
| SMC Enterprise Limited | 270 | 692.96 |
| Coca Cola Company | 6168 | 46926.47 |
| Bombay Sweets and Company LTD. | 1051 | 5317.25 |
| British American Tobacco (BAT) | 340 | 1596.11 |
| Quasem Food | 351 | 544.49 |
| Fresh Food Company | 154 | 878.36 |
| Bangladesh Milk Producers Co-operative Union Limited | 280 | 347.68 |
| Meghna Group of Industries LTD. | 392 | 1342.32 |
| Paragon Group | 375 | 181.5 |
| Square Food and Company | 868 | 4157.18 |
| Nestle | 2187 | 12302.26 |
| Perfetti Van Melle India Pvt. Ltd | 410 | 759.84 |
| Friday Trade Consortitum | 345 | 481.4 |
| MAYORA | 180 | 526.4 |
| SA Group | 293 | 388.44 |
| Matador | 249 | 1058.1 |
| Detos | 186 | 276.06 |
| Unilever | 4871 | 31696.26 |
| GlaxoSmithKline | 109 | 409.84 |
| Next | 175 | 201.75 |
| Bengal | 298 | 410.7 |
| BD Foods Ltd. | 308 | 881.34 |
| Akij Group | 790 | 3373.23 |
| Abul Khair Consumer Goods Division | 105 | 511.56 |
| ACME Group | 298 | 503.44 |
| Kishwan Group | 348 | 2076.7 |

| | | |
|-----------------------|--------------|---------------------|
| Partex Group | 458 | 2299.47 |
| Rupsa Foods Limited | 257 | 646.76 |
| Sun Trading CO. | 166 | 683.8 |
| Mukta Bangladesh Ltd. | 280 | 719.2 |
| Bashundhara Group | 318 | 278.72 |
| Goldmark | 343 | 711.9 |
| Kazi Farms Group | 329 | 1902.58 |
| Raja Seeds | 165 | 552.3 |
| Mala Bakery | 217 | 215.07 |
| New Zealand Dairy | 564 | 2876.05 |
| Hashem Foods | 219 | 1055.52 |
| Fuwang | 308 | 1359.27 |
| ISPI Corporation Ltd. | 228 | 681.8 |
| PRAN-RFL Group | 2953 | 16850.75 |
| Meridian Foods Ltd. | 291 | 1624.47 |
| Kwality limited | 369 | 2503.16 |
| Aarong Dairy | 314 | 1500.65 |
| Abdul Monem Limited | 272 | 2016.5 |
| ACI group | 339 | 1675.98 |
| Total | 32316 | 171557.93 g |
| | | 171.55793 kg |



Number (%) Of Audited Single-Use Plastic as Per Parent Companies in Two Cities





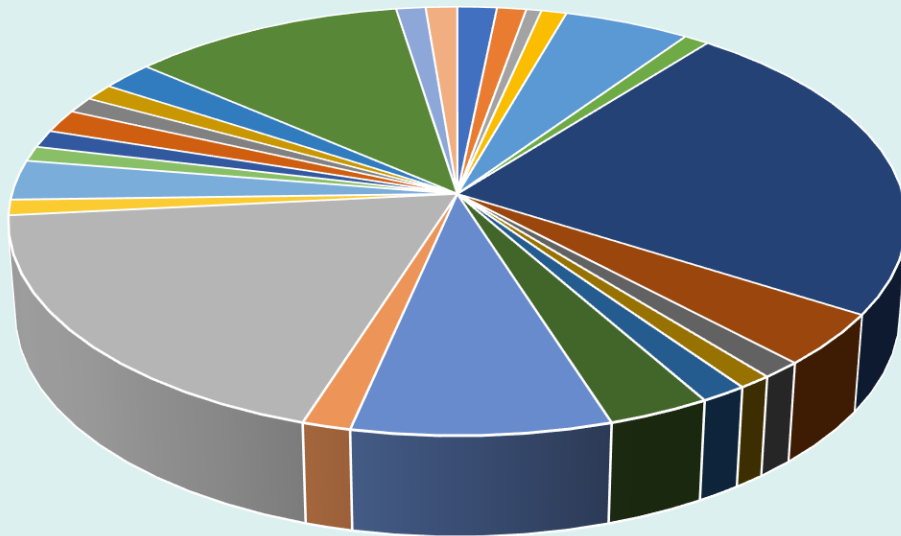
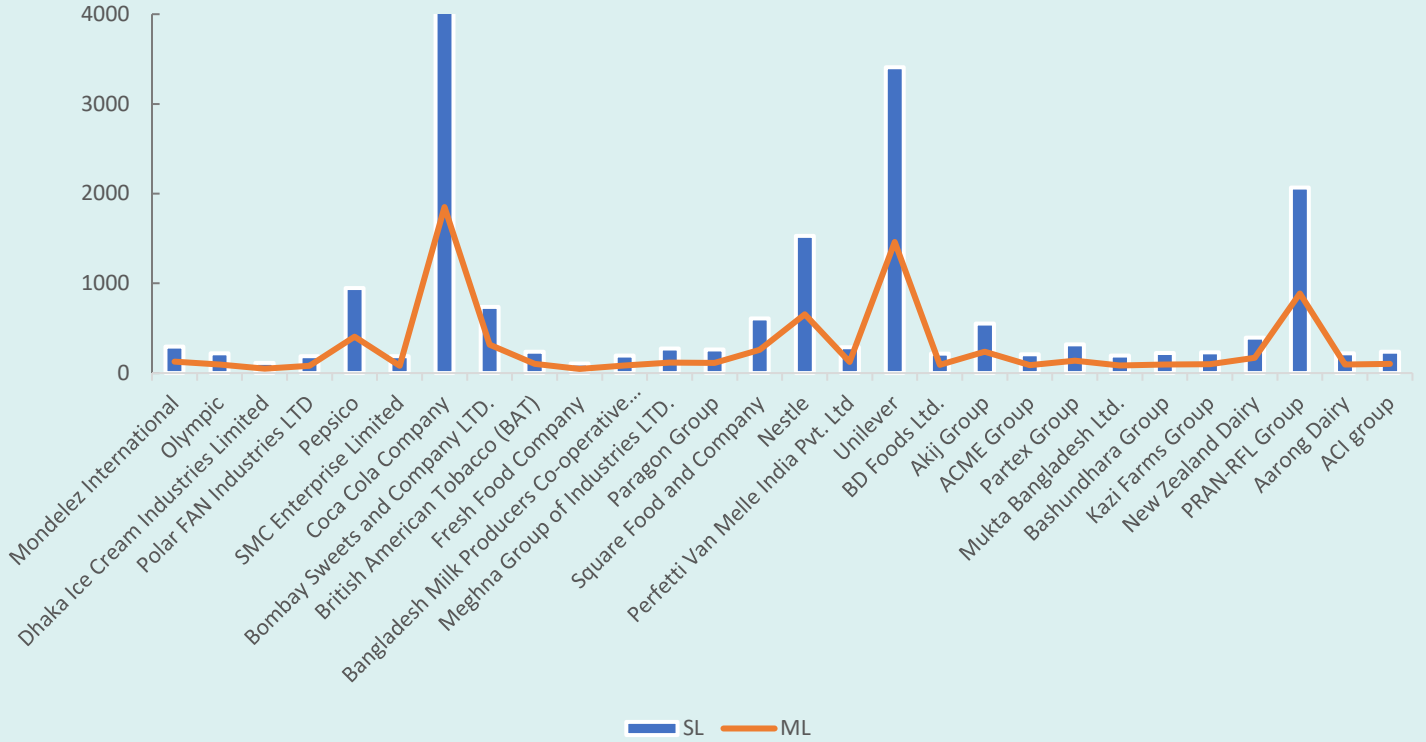
Top 10 Corporate Polluters According to This Year's Brand Audit

| Rating | Parent Company | Percentage as per Count | Percentage as per weight |
|--------|---|-------------------------|--------------------------|
| 1 | Coca Cola Company | 61.68 | 469.2647 |
| 2 | Unilever | 48.71 | 316.9626 |
| 3 | PRAN-RFL Group | 29.53 | 168.5075 |
| 4 | Nestle | 21.87 | 123.0226 |
| 5 | PepsiCo | 13.56 | 102.0313 |
| 6 | Bombay Sweets and Company | 10.51 | 53.1725 |
| 7 | Square Food and Beverage Limited (SFBL) | 8.68 | 41.5718 |
| 8 | Akij Group | 7.9 | 33.7323 |
| 9 | New Zealand Dairy | 5.64 | 28.7605 |
| 10 | Partex Group | 4.58 | 22.9947 |

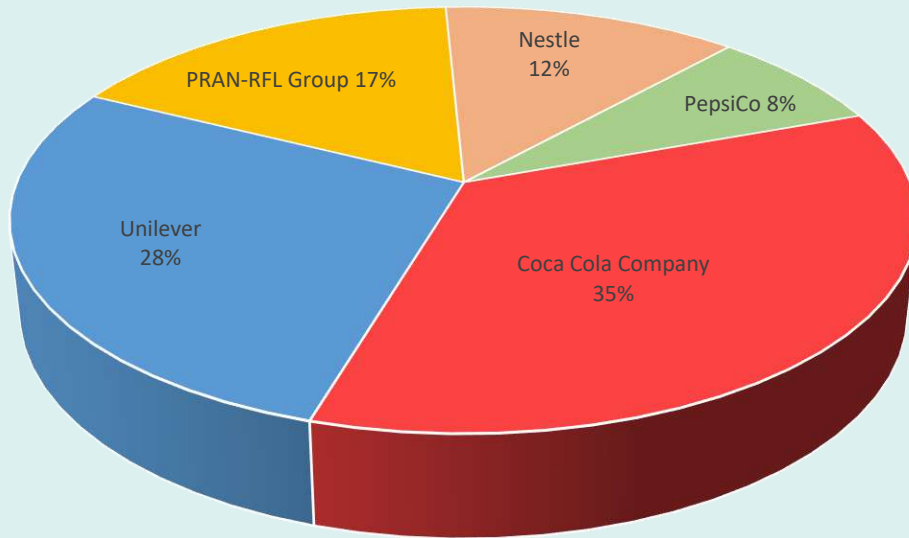
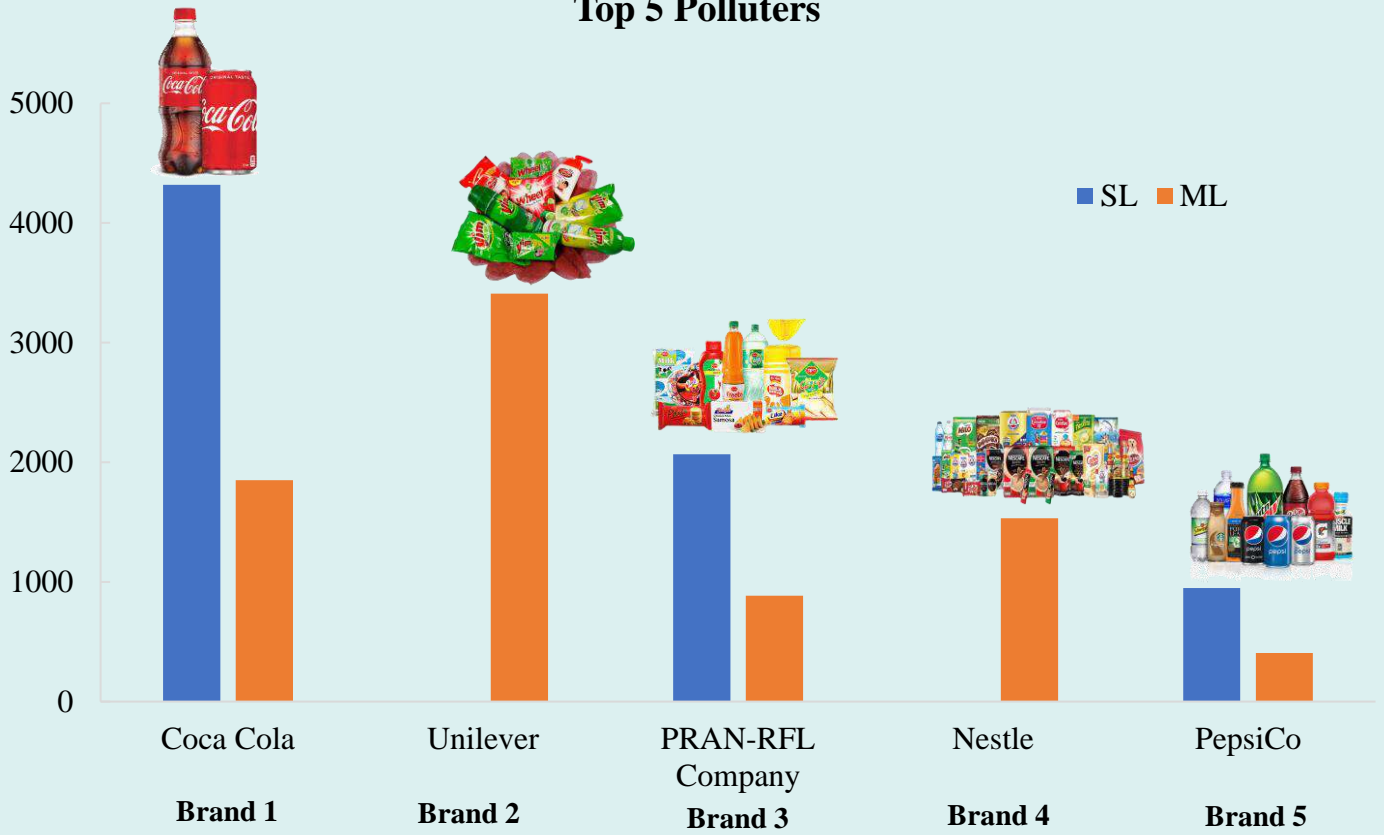
Other Corporate Polluters According to This Year's Brand Audit

| Parent Company | Percentage as per Count | Percentage as per weight |
|------------------------------------|-------------------------|--------------------------|
| Mondelez International | 4.23 | 10.4832 |
| Olympic | 3.13 | 8.7903 |
| Dhaka Ice Cream Industries Limited | 1.63 | 6.7697 |
| Polar FAN Industries LTD | 2.7 | 7.5489 |
| SMC Enterprise Limited | 2.7 | 6.9296 |
| British American Tobacco (BAT) | 3.4 | 15.9611 |
| Quasem Food | 3.51 | 5.4449 |
| Fresh Food Company | 1.54 | 8.7836 |
| Meghna Group of Industries LTD. | 3.92 | 13.4232 |
| Abul Khair Consumer Goods Division | 1.05 | 5.1156 |
| ACME Group | 2.98 | 5.0344 |
| Kishwan Group | 3.48 | 20.767 |
| Bashundhara Group | 3.18 | 2.7872 |
| Goldmark | 3.43 | 7.119 |
| Kwality limited | 3.69 | 25.0316 |
| Aarong Dairy | 3.14 | 15.0065 |
| Abdul Monem Limited | 2.72 | 20.165 |
| ACI group | 3.39 | 16.7598 |
| Perfetti Van Melle India Pvt. Ltd | 4.1 | 7.5984 |
| Matador | 2.49 | 10.581 |
| Bengal | 2.98 | 4.107 |
| BD Foods Ltd. | 3.08 | 8.8134 |
| Kazi Farms Group | 3.29 | 19.0258 |

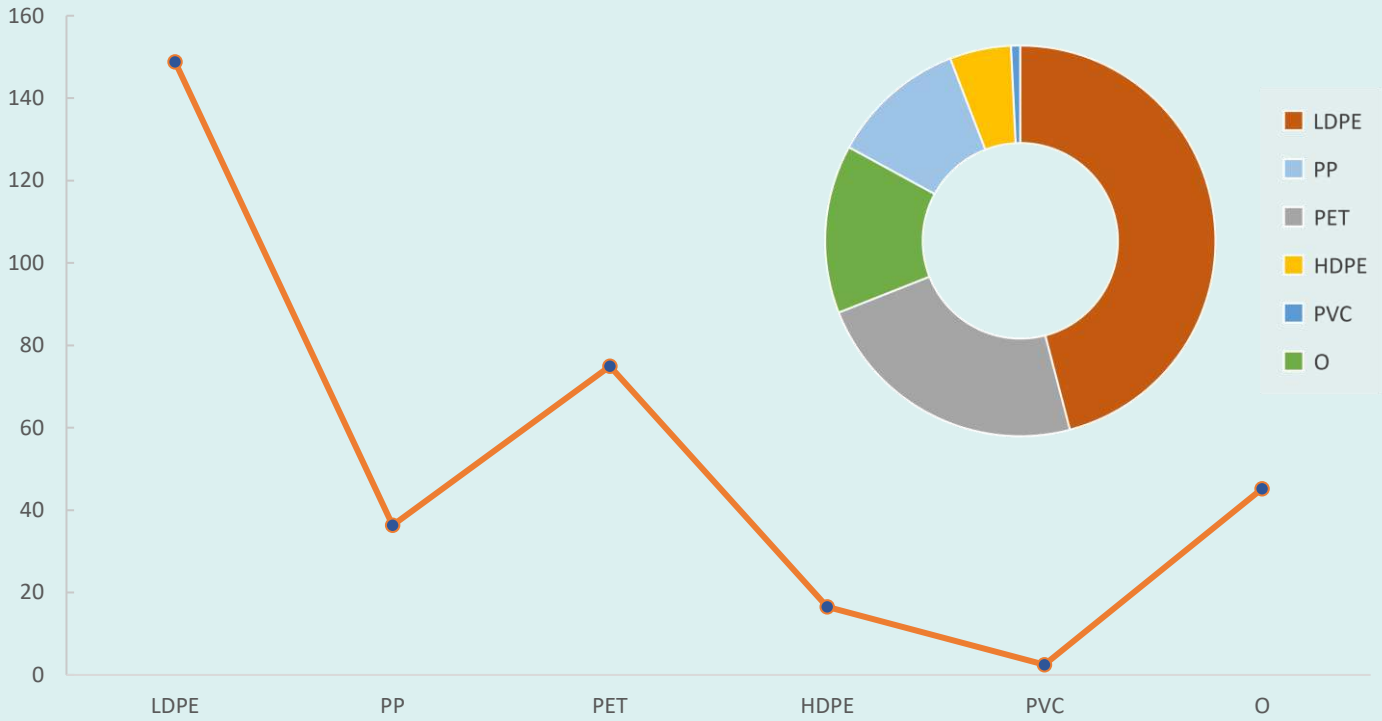
Found Single & Multi Layered Waste in Numbers From Dhaka & Rangpur



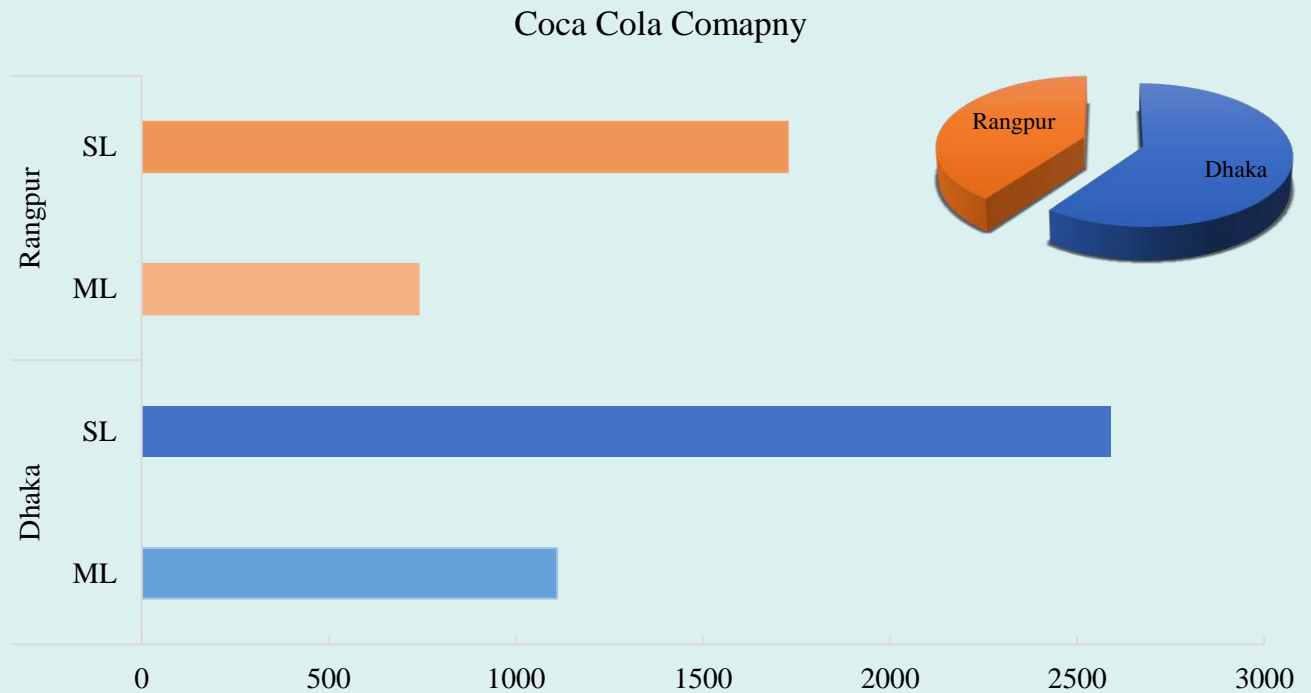
Top 5 Polluters



Types of Plastic Materials Found in Dhaka and Rangpur City



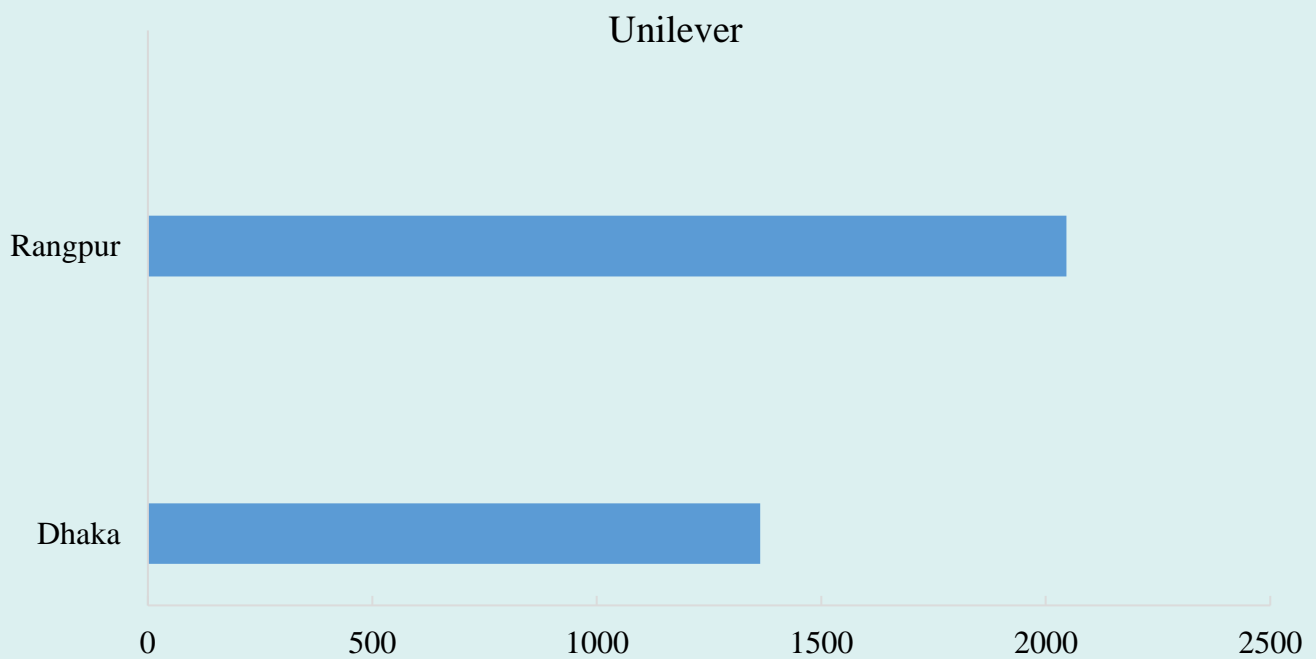
Found Waste from the **Coca Cola Company** from Two Audited City in Bangladesh (in Number)



stop plastic pollution

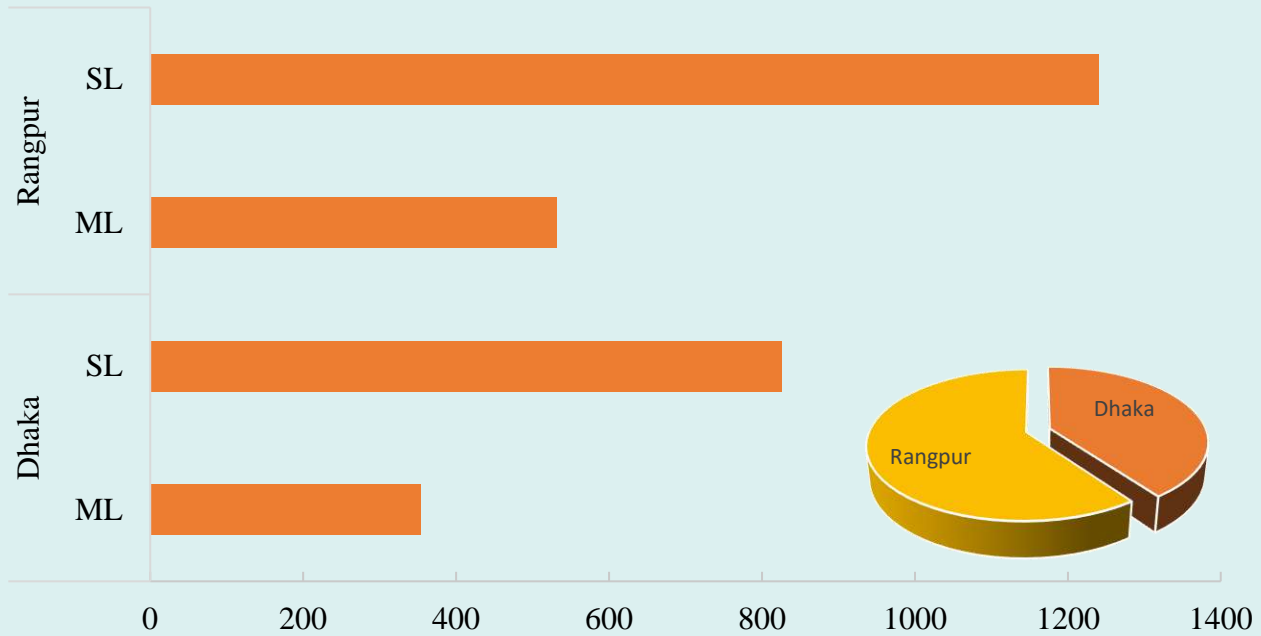


Found Waste from the Unilever from Two Audited City in Bangladesh (in Number)



Found Waste from the **PRAN-RFL Group** from Two Audited City in Bangladesh (in Number)

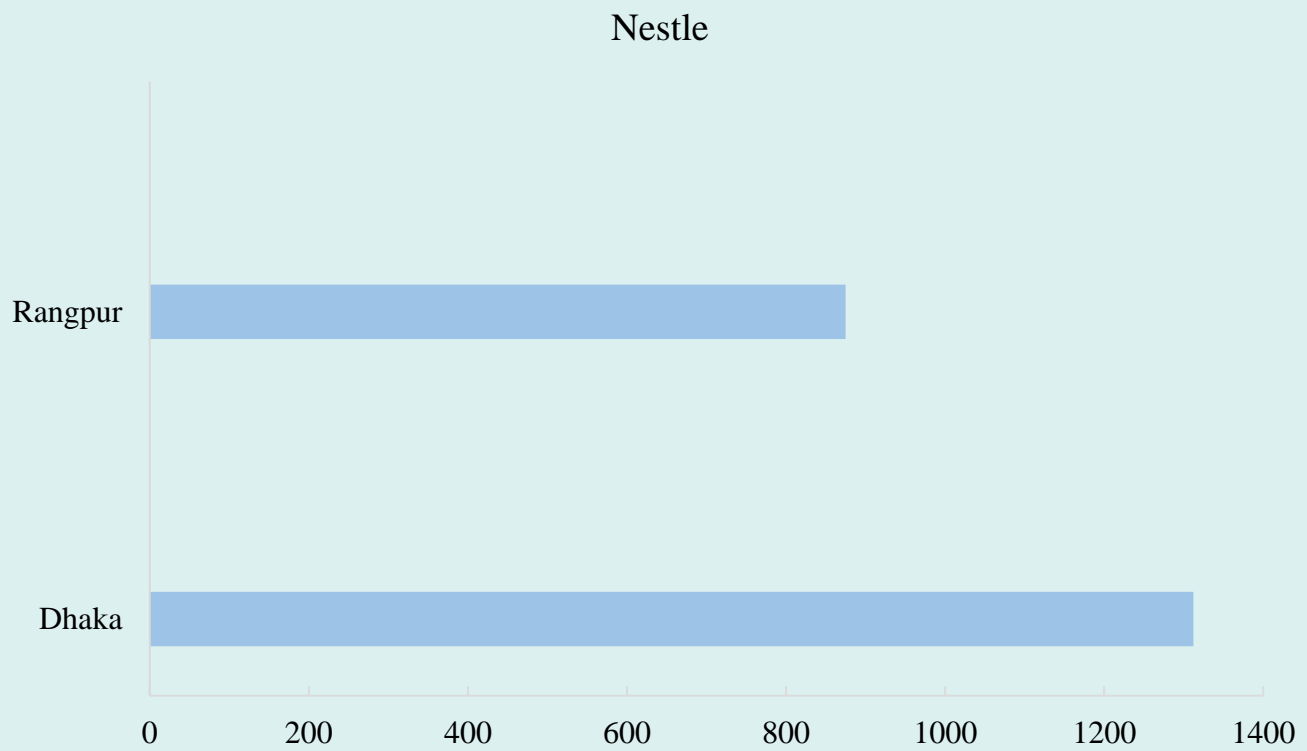
PRAN-RFL Group



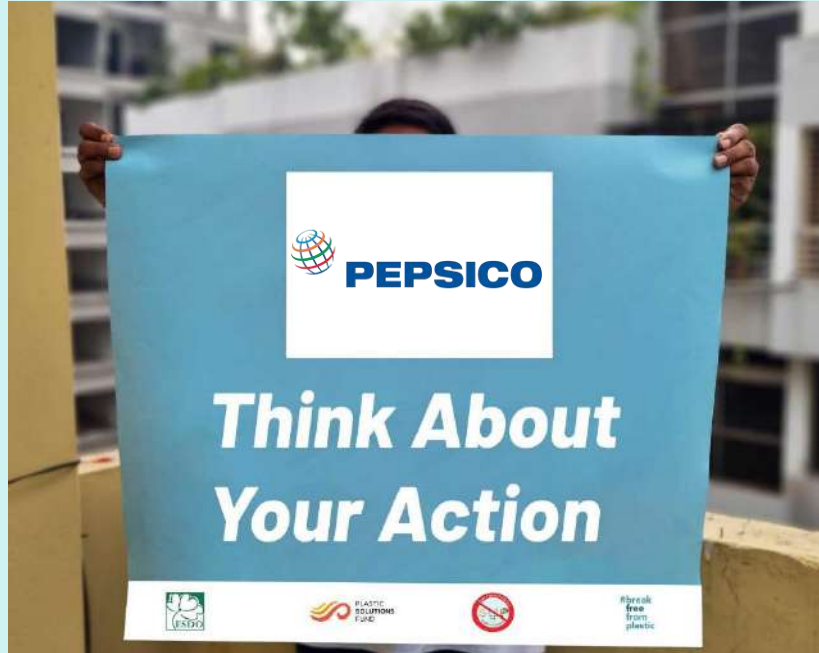
STOP PLASTIC POLLUTION



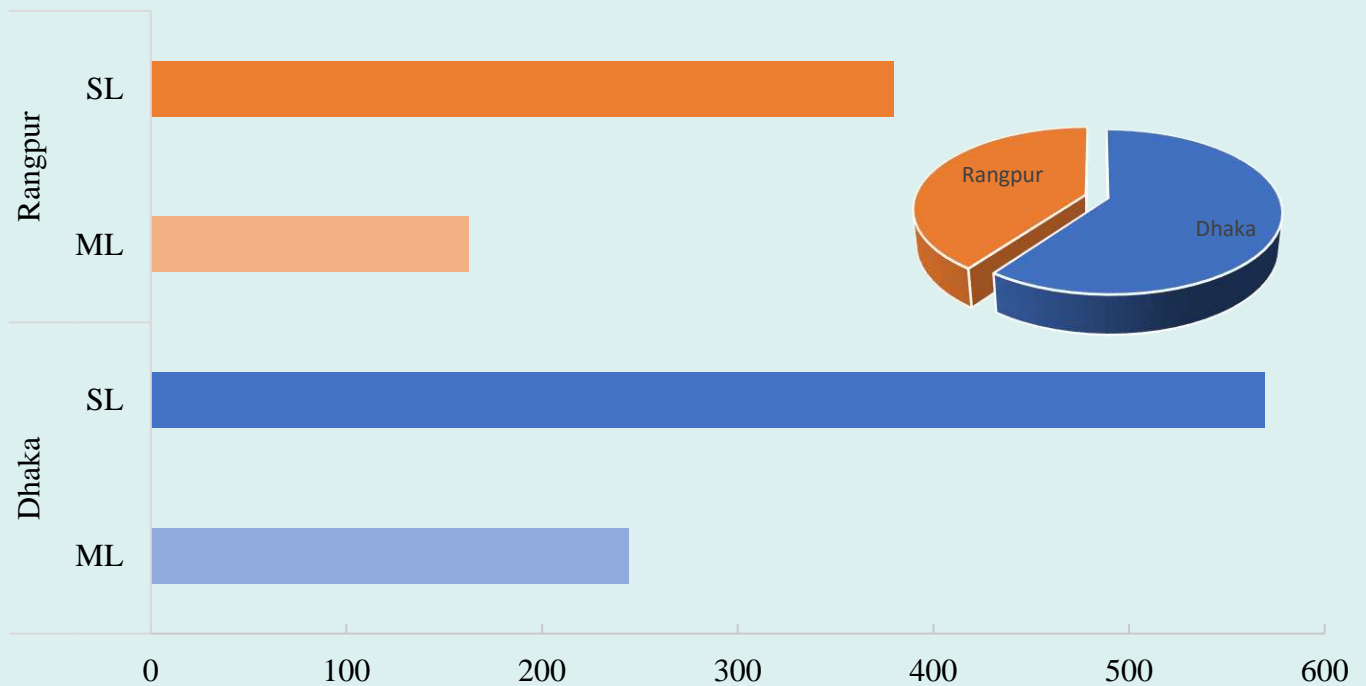
Found Waste from the Nestle from Two Audited City in Bangladesh (in Number)



Found Waste from the PepsiCo from Two Audited City in Bangladesh (in Number)



PepsiCo



Limitations

One of the notable limitations encountered during the Brand Audit event was the adverse weather conditions at the audit locations. Specifically, during the event day in Dhaka city and Rangpur city, participants had to contend with extremely hot weather. Despite these challenges, the event was carried out with remarkable enthusiasm from our dedicated volunteers. The severe weather, and unavoidable circumstances though presenting some obstacles, did not significantly impede the successful completion of the event. However, the extreme weather did not pose a serious obstacle to the event's successful completion because of the tremendous enthusiasm of the volunteers.



Fig-8: Identified the Bands

Recommendations

1. **Adoption of Sustainable Alternatives:**

- Identified plastic-polluting corporations should adopt sustainable, biodegradable, and environmentally friendly alternatives to plastics for the greater sake of health and the environment.

2. **Government Regulations:**

- Urgent regulation by the government to control the manufacture, use, and import of all forms of single-use plastics.

3. **Promotion of Alternatives:**

- Promotion of organic and environmentally friendly alternatives to single-use plastic, such as paper packaging, leaf-made products, bamboo sticks, etc.

4. **Cost-Effective Business Models:**

- Development and wide promotion of cost-effective business models for the production and distribution of alternative goods.

5. **Focus on Plastic Reduction:**

- Manufacturers should focus on reducing plastic production rather than solely relying on recycling.

6. **Investment in Reuse and Refill System:**

- Manufacturers should invest in and promote a reuse and refill system to minimize single-use plastic waste.

7. **Transition to Delivery and Return System:**

- Transition from the traditional system of buying and selling products to a delivery and return system for increased sustainability.

8. **Extended Producer Responsibility (Reveal, Redesign, Reduce):**

- Implementation of Extended Producer Responsibility to hold manufacturers accountable for the lifecycle of their products, including proper disposal and also implement redesign the materials.

9. **Banning Single-Use Plastics:**

- Advocacy for the ban of single-use plastic products.

10. **Regulations Compliance:**

- Strict adherence to rules and regulations by plastic manufacturers for both the production of plastic products and the proper disposal of plastic wastes.

11. **Capacity Building:**

- Enhanced capacity building for local manufacturers in producing sustainable and environmentally friendly alternatives through education and training programs.

Conclusions

The findings from the Brand Audit underscore the undeniable and far-reaching environmental and health consequence associated with single-use plastic throughout its entire lifecycle. Given its non-biodegradable nature, the impact of single-use plastic endures for a lifetime once produced. The results of the Brand Audit clearly indicate that certain well-known corporations bear significant responsibility for generating substantial quantities of single-use plastics in our daily lives.

It is imperative for these corporations to acknowledge their role in contributing to this issue and to urgently implement measures to minimize their impact. The current state of affairs, where companies profit from the production of toxic single-use plastic while communities and local governments bear the burden of its consequences, is no longer acceptable.

Companies, including Coca Cola, Unilever, PRAN-RFL, Nestlé, PepsiCo, Square, and Akij, need to recognize the urgency of the situation and take immediate action to reduce their contribution to plastic pollution. The real solution lies in embracing alternatives such as reusable packaging. Until these companies shift towards more sustainable practices, the detrimental effects of their plastic will persist in oceans, waterways, and communities globally, impacting generations to come.

However, address the issue at its core, companies must swiftly and ambitiously invest in models centered around reuse and refill. As the world collectively moves towards sustainable development, the prevalence of single-use plastic poses a substantial barrier to achieving these goals if immediate actions are not taken. It is crucial that corporations align their practices with reveal, redesign and reduce for the global pursuit of sustainability, recognizing their responsibility in shaping a future free from the burdens of single-use plastic pollution.



Pictorials



Fig-9: Single-use plastic Collection



Fig-10: Identified the Single-use plastic top band



Fig-11: Brand Audit Campaign



Fig-12: Single-use plastic Collection



Fig-13: Youth Volunteers found Single-use plastic waste



Fig-14: Brand Audit-2023 in Dhaka City



Fig-15: Brand Audit–2023 in Rangpur City



Fig-16: Corporate Campaign

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