

Summary of Brand Audit 2021 Results.

Conducted on September 5th – 6th 2021

By

End Plastic Pollution Uganda

In Partnership with

Break Free From Plastic



#break
free
from
plastic

"A People's Effort to hold Corporate Polluters Accountable"

About End Plastic Pollution Uganda.

The #EndPlasticPollution movement's aim is *demanding greater corporate action and responsibility from companies that generate plastics to end the plastic pollution crisis. We are influencing policy, promoting action and raising awareness towards the plastic pollution crisis.*

We are an active group of youth activists, 152 volunteers and over 5000 students that have mobilized over 1 million people in 36 Districts to take action. Our network covers 25 schools and 4 Universities. Through our work we are educating, empowering and supporting communities to end plastic pollution. We are running locally informed campaigns, collecting data exposing the extent of reach by plastic waste and its polluters in our communities. As we do this we also cleanup communities we find plastic waste.

OUR OBJECTIVES

The #EndPlasticPollution movement was founded to achieve 4 key objectives through its Campaigns, projects and several other activities by individuals or organizations.

1. To advocate for no-plastic business operations and change from the linear business system to one that of **REVEALing, REDUCing and REDESIGNing** .
2. To fight causes of the climate crisis due to the activities along the plastic lifecycle.
3. To promote community action and rallying people towards fighting plastic pollution.
4. To influence and inform policy making processes on the use and manufacturing of plastics. We are questioning the amount of plastics being produced and for what purpose. Most of what is being produced is single-use and unnecessary.
5. To increase awareness and information sharing on plastic pollution.

Visit: <https://endplasticpollutionnow.blogspot.com>

**End Plastic Pollution Uganda is a core member of the global
Break Free From Plastic.**

About Break Free From Plastic.

The Break Free From Plastic Movement is a global movement envisioning a future free from plastic pollution. Since its launch in 2016, more than 11,000 organizations and individual supporters from across the world have joined the movement to demand massive reductions in single-use plastics and to push for lasting solutions to the plastic pollution crisis. BFFP member organizations and individuals share the common values of environmental protection and social justice, and work together through a holistic approach in order to bring about systemic change under the #breakfreefromplastic core pillars. This means tackling plastic pollution across the whole plastics value chain - from extraction to disposal – focusing on prevention rather than cure and providing effective solutions.

We believe in a world where the land, sky, oceans, and water is home to an abundance of life, not an abundance of plastic, and where the air we breathe, the water we drink and the food we eat is free of toxic by-products of plastic pollution.

In this world the principles of environmental justice, social justice, public health, and human rights lead government policy, not the demands of elites and corporations.

This is a future we believe in and are creating together.

Visit: <https://breakfreefromplastic.org>

Plastic Pollution in Uganda.

Plastic waste has gained a very dangerous reach in Uganda's environment. Today plastic waste can be found in our villages, towns, cities, wetlands, lakes, and flowing in our rivers. The plastic problem in Uganda is now beyond individual actions. It is time we question how much plastic is being produced and for what purposes, there is too much plastic to avoid even though we could. The plastic problem needs to be addressed beginning from the source.

The plastics industry has failed to change the system. It is maintaining the destructive linear style of Produce - Use - Dispose without responsibility. Today Uganda is losing River Mpanga and River Rwizi to plastic waste. From the shores, one can see how plastic waste is entering the "Nalubaale" Lake Victoria.

Plastic is now posing serious health risks for many Ugandans. In Lake, Victoria plastic is killing fish in many ways like choking or ingestion. What survives after ingesting micro plastics some of it finds its way to our food plates.

The contribution of the entire plastics' lifecycle to the climate crisis cannot go unnoticed. Its production is fossil fuel-intensive. Much of it in Uganda is being dumped to landfills like Kitezi in Kampala City and burnt off hence emitting dangerous greenhouse gasses. As the climate continues to break down the floods infrequently occurring in Western Uganda get worse as well as the landslides in Bududa, Eastern Uganda. In the North, temperatures are reaching extreme levels causing a semi-arid / desertification condition. Our crops are failing to cope with climate crisis, lowering production levels putting many poor farmers at risk. This and worse more is happening making it important to align solutions to end plastic pollution with climate actions.



River Rwizi in Western Uganda flowing with plastics.

End Plastic Pollution, Photo May 2021

2021 Brand Audit Results overview.

Who are the Polluters?

This year's End Plastic Pollution in partnership with [BreakFreeFromPlastic](#) conducted this brand audit on September 6th, 2021 at the Masese Landing Site on the shores of Lake Victoria in Jinja City.











469 items were sorted from the cleaned-up waste by 24 volunteers.

A total of 47 brands were identified belonging to 32 parent companies.

This year's Brand Audit offers an insight into the brands that generate plastic waste polluting our environment. Here are the top 10 out of the 32 companies exposed.

1. The Coca-Cola Company.
2. PepsiCo
3. Harris International
4. BIDCO.
5. Yaket International
6. Campbell Food Beverages.
7. Upfield
8. Hema
9. Nutricon Food and Beverages.
10. Unilever

Top 10 Polluters in Uganda

	96	20.0%
	73	16.0%
	71	15.0%
	41	9.0%
	24	5.0%
	20	4.0%
	17	4.0%
	17	4.0%
	15	3.0%
	13	3.0%

#BrandAudit2021 - Uganda | Top 10 Polluters - Per Parent Company | #BreakFreeFromPlastic #EndPlasticPollution

469 items were sorted from the cleaned-up waste by 24 volunteers. A total of 47 brands were identified belonging to 32 parent companies. By product types, Food packaging more sodas and water were 418 items making up 49.0% of the entire waste collected. Personal care products were 50 items making 11.0% of the total collection.

By Material type (PET, HDPE, O, LDPE, PP, PVC), PET items like plastic bottles were 228 items making 49.0% and HDPE items were 129 making up 102 items making 22.0% of the total sampled items.

Multinationals are the biggest polluters. Some are producing here like Coca-Cola and PepsiCo others like Cambell Food Beverages and Upfield are importing products here hiding behind global distributors like Unilever.

Local/National and Regional manufacturers are also big polluters with their "cheap products".

New bottlers Yaket International, Kiri Bottling, and Hema Beverages introduced the 500/= Shillings plastic bottled water. The product has now penetrated even the remotest places of the country. These join a group of other local manufacturers like BIDCO and Mukwano, the two are almost consumed in every average Ugandan home.

Many brands were not fully detailed, polluters are not labeling anything on their packaging materials. This made it difficult to identify which material it is made from.



Some of the audited brands, these were found polluting the shores of Lake Victoria at Masese Landing Site in Jinja. End Plastic Pollution, Photo Sept. 5 2021.

All data collected has been analysed using the BFFP Insights Tool.

Here is a breakdown of the data.

Total Count	Avg # of Volunteers	Total Brands	Total Parent Companies
469	24	47	32

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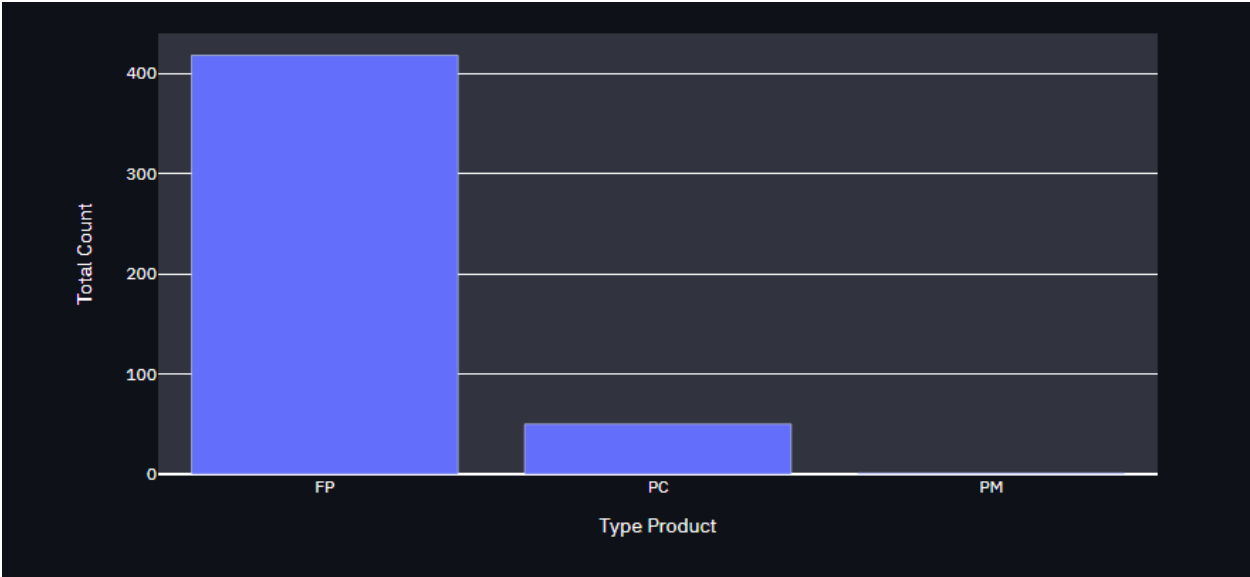
RANKING: Top 10 Polluters – Per Parent Company.

	Parent Company	Total Count	Percent Total
0	The Coca-Cola Company	96	20.0%
1	PepsiCo	73	16.0%
2	Harris International	71	15.0%
3	BIDCO	41	9.0%
4	Yaket International	24	5.0%
5	Campbell Soup Company	20	4.0%
6	Upfield	17	4.0%
7	Hema Beverages	17	4.0%
8	Nutricon Food and Beverages	15	3.0%
9	Unilever	13	3.0%

By product types, Food packaging more sodas and water were 418 items making up 49.0% of the entire waste collected. Personal care products were 50 items making 11.0% of the total collection.

Total Count Per Product Type

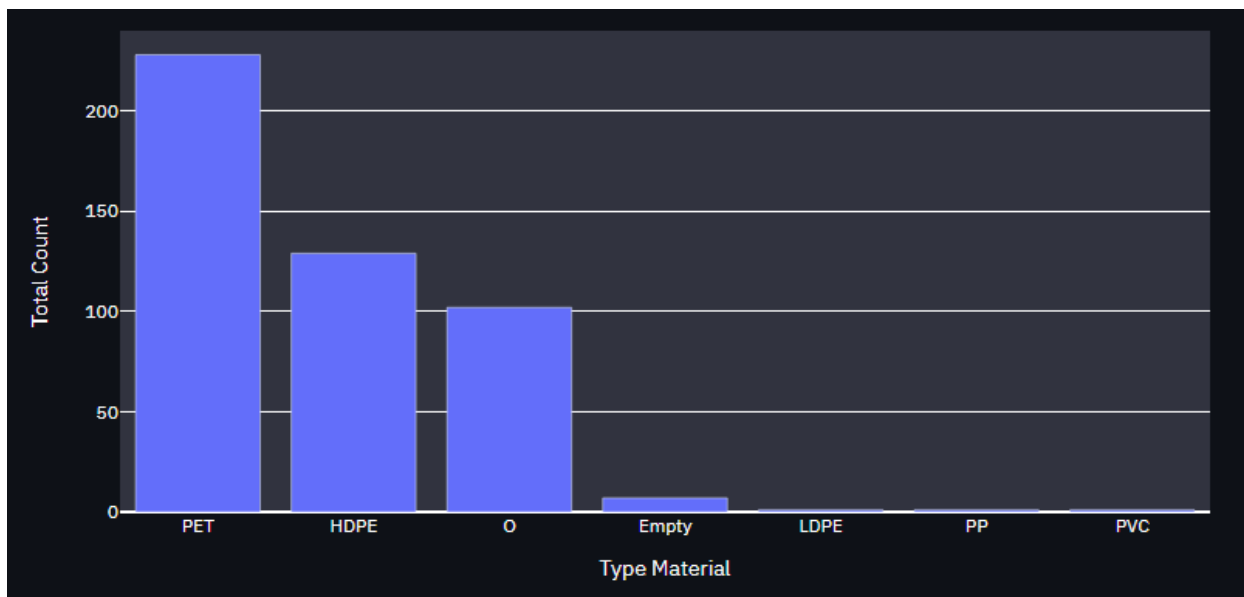
	Type Product	Total Count	Percent Total
0	FP	418	89.0%
1	PC	50	11.0%
2	PM	1	0.0%



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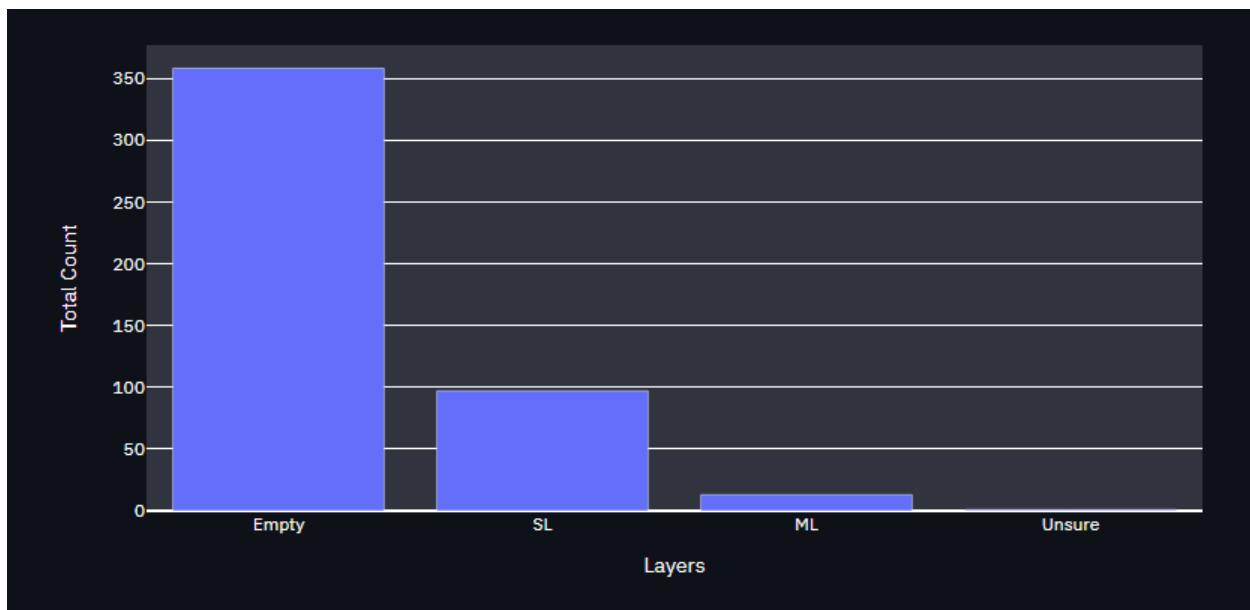
Total Count Per Material Type

	Type Material	Total Count	Percent Total
0	PET	228	49.0%
1	HDPE	129	28.0%
2	O	102	22.0%
3	Empty	7	1.0%
4	LDPE	1	0.0%
5	PP	1	0.0%
6	PVC	1	0.0%



Total Count Per Layer

	Layers	Total Count	Percent Total
0	Empty	358	76.0%
1	SL	97	21.0%
2	ML	13	3.0%
3	Unsure	1	0.0%



Our Demands.
Systems Change over Individual Behavior.
REVEAL , REDUCE , REDESIGN
RECYLING alone is not a solution.

This year after the successful [Flip Flopi](#) Expedition, Uganda signed and joined the Clean Seas as an effort to put it on a pathway to end plastic pollution.

Uganda has welcomed positively the processes to a global plastics treaty, unlike South Africa.

At the end of March of this year government also passed a warning to plastic manufactures to find alternative ways to manage the waste they generate. This happened at the sidelines of launching the national Nature Recovery Plan which will use the NEMA 2019 Act as one of its implementation instruments.

Earlier this month New Environmental protection measures were pronounced and the issue of industrialists taking greater responsibility was addressed. The government is looking into the emitting, and disposal of waste. It also clearly took a stand on single-use plastic items like the plastic bag commonly used for packaging purposes.

Despite these pronouncements being made without the legal instruments to implement them. If well put into action can help do something. It is on these processes that we want to add our demands. These manufacturers are to innovatively bring impactful solutions to the plastic problem. Therefore these demands should be clear to polluting companies and the government.

A. REVEAL.

Corporate polluters must reveal their plastic footprint.

B. REDUCE.

Corporate polluters must reduce the amount of plastic they use. How much plastic is being produced and for what purpose, much of what is produced is unnecessary.

C. REDESIGN.

Corporate polluters must redesign their packaging and delivery systems to eliminate plastic as much as possible.



End Plastic Pollution, Photo September 2021, Brand Audit at Masese Landing Site on the shores of Lake Victoria.



End Plastic Pollution, Photo September 2021, Brand Audit at Masese Landing Site on the shores of Lake Victoria.



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More details will be featured in our Annual Uganda Plastic Polluter Report.

Reach to us, support, and Join the movement.

Together For a Plastic Free World.

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“Together for a Plastic Free World”

Email: endplasticpollutionug@gmail.com

Follow the action via Social Media:

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You Tube:

https://www.youtube.com/channel/UCkZxPR1_IdwYXuUfIZqajUQ



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