



Plastic Polluters Brand Audit

#breakfreefromplastic



GREENPEACE

On World Clean Up Day

Greenpeace Canada launches coast-to-coast Plastic Polluters Brand Audits

September 13, 2018 (VANCOUVER) – On World Cleanup Day this Saturday, September 15th, Greenpeace with **Surfrider Foundation Vancouver and Surfrider Pacific Rim** will be adding an extra investigative component to cleanup events by conducting [Plastic Polluters Brand Audits](#). These audits seek to identify the major corporate contributors to plastic waste polluting shorelines, green spaces and communities across Canada and worldwide.

Brand audit events will be taking place on five continents, led by various Greenpeace offices and ally groups in the global [Break Free From Plastic](#) movement. Greenpeace Canada is proud to be coordinating audits as well in Toronto with **Don't Mess with the Don, Stop Plastics** and **Strawless Toronto** and in Halifax with **Ecology Action Centre**. In Montréal, plastic waste will be collected from **Mission 10 Tonnes** to be audited on September 16th. **Surfrider Pacific Rim** will be conducting an audit in Tofino and sharing results.

Off British Columbia's coast, studies have found that the species forming the base of the food chain, zooplankton, have ingested plastic. The west coast's proximity to the Great Pacific Garbage Patch contributes to plastic pollution in the region, including remote areas of the province.

Surfrider Foundation Vancouver's Chair, Yura Kulikov, stresses the importance of shared responsibility by governments, producers and consumers to combat plastic pollution in order to protect the health of the ocean: "As a volunteer based organization, we run beach clean-ups and educational events in Vancouver. Our volunteers collect thousands of branded, single-use plastic items such as water bottles, straws, cigarette butts and food wrappers. While we strongly believe in the power of personal actions, we also believe that governments and producers have the ultimate responsibility to create and promote legislation and production practices forcing a significant reduction of plastic pollution. It is important to collect, sort and recycle plastic items, but it is even more important to change our habits and to stop using single-use plastics. Governments and producers ought to be leading this shift in people's attitude towards single-use plastics by providing the public with laws and products that positively impact the health of the ocean, now and into the future."

In May, The City of Vancouver adopted a Single-use Item Reduction Strategy banning plastic straws and styrofoam cups and containers, and putting measures in place to reduce distribution and consumption of other disposable plastic items. With the bans not taking effect until 2019, millions of single-use plastic products continue to be sold, used and discarded in the city every week.



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Lilly Woodbury, Chapter Manager of Surfrider Pacific Rim: "Surfrider Foundation Pacific Rim Chapter will be leading a cleanup in Tofino, BC at the Annual Bruhwiler Kids Surf Classic, which celebrates youth and surfing in our region. We are thrilled to be participating in the brand audit with Greenpeace and Break Free From Plastic, as plastic is the most common material found on local and remote shorelines in our area. The brand audit and cleanup is also part of Surfrider Pacific Rim's Best Youth Environmental Stewardship Competition, where youth get to display their stewardship skills to the Surfrider judges during the competition. Three winners will be selected, who will win a beach clean party on Keltsmaht Beach on Vargas Island, along with a tour of the Cedar Coast Field Station."

These events are taking place as Minister McKenna calls on Canadians to take action on plastic pollution by joining cleanup events in their communities for the week of September 8th to 15th. This call comes in advance of the [G7 Ministerial Meeting on Working Together on Climate Change, Oceans and Clean Energy](#). Greenpeace was critical of the Ocean Plastics Charter that came out of the June G7 Summit for its heavy reliance on end of pipe solutions like recycling, and for its failure to adequately tackle the gargantuan scale of the plastic pollution crisis.

Greenpeace Canada's Head of Oceans & Plastics campaign Sarah King : "The Canadian government and corporations need to go beyond half-measures and putting the onus on individuals to tackle corporate waste. Corporations push mass production and consumption of single-use plastic products, leaving little alternative for consumers. We are all impacted by plastic pollution and we need to stop it at the source. Our Plastic Polluters Brand Audits connect companies to the problem and serve as a clear indicator to governments of those who must be held accountable."

Data collected through previous international brand audits confirmed that some of the **world's largest corporations are top contributors to single-use plastic (SUP) pollution worldwide**. Many of these corporations including Coca-Cola, Pepsi, Nestle, Procter & Gamble, Pepsi and others sell well-known brands in Canada. The compiled results from the global audits and the Canadian audits will be released **in early October**.

In April of this year, Greenpeace Canada launched a [Toolkit for a Plastic-free Future](#) offering various ways for people to take action to help stop plastic pollution at the source in their communities. The [Toolkit](#) includes a section on Brand Audits that offers a how-to guide on adding a brand audit component to any cleanup.

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[Media Advisory](#): click for further details on the timing and locations.



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Save the date: reveal of Canadian Plastic Polluters on October 2nd.

Download our [Community Cleanup & Brand Audit Toolkit](#)

For media queries, to book interviews or request photos, please contact:

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Photo and video:

For photos of actions against single-use plastics around in each city, [click here](#).
For a wide photo and video collection of ocean plastic pollution, click [here](#).

Notes to editors:

Ahead of World Environment Day in June, the global Break Free From Plastic movement had called for G7 countries to pass binding reduction targets and bans on single-use plastics, invest in new product delivery models based on reuse, and hold polluting corporations accountable.

Billions of single-use, throwaway plastic packaged products and disposable plastic items are produced, used and become trash every year in Canada. Only 10 to 12% of the plastic produced yearly is recycled. The rest goes to landfill, is burned or ends up in the environment. The Canadian government notes that in 2010, Canada released 8000 tonnes of plastic waste into the oceans from land, contributing to up to 12.7 million tonnes entering the oceans globally each year.