



Plastic Polluters Brand Audit

#breakfreefromplastic



Plastics

GREENPEACE



On World Clean Up Day

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

September 13, 2018 (TORONTO) – On World Cleanup Day this Saturday, September 15th, **Greenpeace** and **Don't Mess with the Don**, **Stop Plastics** and **Strawless Toronto** will be adding an extra investigative component to their Don River cleanup event by conducting a [Plastic Polluters Brand Audit](#). These audits seek to identify the major corporate contributors to plastic waste polluting shorelines, green spaces and communities.

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 four simultaneous brand audits including Toronto's with one in Vancouver with **Surfrider Foundation Vancouver** and another in Halifax with **Ecology Action Centre**. In Montréal, plastic waste will be collected from **Mission 10 Tonnes** volunteers to be audited on September 16th. **Surfrider Pacific Rim** will also be conducting an audit in Tofino and sharing results.

A [recent study](#) conducted by Dr. Chelsea Rochman and her team at the University of Toronto found that in a year's time, 12,775 plastic fragments and thousands of bottles, food wrappers, straws and other trash would float down the Don River and into Lake Ontario, resulting in 663.4 kilograms of garbage. Research has also shown high concentrations of microplastics in and around the Great Lakes, with government data revealing concentrations up to 6.7 million plastic particles per square kilometre of Lake Ontario water.

These events are happening 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.

Quotes from participating organizations:

Marsha Doucette and Haley Anderson, Co-Founders of Strawless Toronto:

"Strawless Toronto is a local grassroots initiative working to create a culture shift in reducing how people think about single-use plastics in Toronto. We believe the plastic straw is a good gateway towards greater awareness in the global plastic problem our planet faces."



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Daniela Palma from Stop Plastics Toronto:

"Recycling isn't working. The only effective way to keep plastic from polluting our waterways is to stop it at its source. Stop Plastics is asking for a ban on single use plastics starting with plastic bags!"

Irene Van Der Top & Lawrence Warriner, co-founders of Don't Mess With The Don Toronto:

"The Don Valley is full of, not thousands upon thousands, not tens of thousands nor even hundreds of thousands of plastic items of convenience but millions upon millions. That bag we didn't recycle and dropped instead, that wrapper from our lunch that blew away and bag after bag of garbage we dumped in the ravine thinking it just didn't matter, they are all still there."

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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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.



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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.

Media Advisory: click for further details on the timing and locations.

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

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

For interviews, 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](#).