



Centre for Environment  
Justice and Development

# PLASTIC BRAND AUDIT REPORT

2024

# INTRODUCTION

**September 21, 2024**, marked as **World Coastal Cleanup Day**— is a global effort aimed at removing trash from aquatic environments to reduce environmental pollution. To commemorate this day, CEJAD joined hands with numerous organizations as part of the International Coastal Cleanup Committee, Kenya Chapter, to coordinate and collaborate on this initiative.

CEJAD's involvement in the cleanup effort went beyond just removing waste. We partnered with waste worker groups and civil society organizations in Mombasa to conduct a **plastic brand audit** in Mombasa County, Kenya. The primary objective of the brand audit was to identify the companies and brands most responsible for environmental and marine plastic pollution. The data collected from the audit is being used to advocate for better plastic waste management, including pushing for inclusion of waste pickers in **Extended Producer Responsibility (EPR)** programs and promoting the use of environmentally friendly packaging alternatives.

In preparation for the brand audit activity, CEJAD digitized a data entry form that was adapted from the **Break Free From Plastics tool kit**. Volunteers drawn from the partnering waste pickers groups and CSOs then underwent a two-day training session on the brand audit processes, from waste collection, segregation of plastics based on their identified brands as well as data entry into the digitized form.

On International Coastal Cleanup day, participants and volunteers began with a beach cleanup, followed by the brand audit exercise in the 19 collection sites in Mombasa. The analysis of the data showed that the audit involved 591 volunteers and resulted in the collection of 18,841 plastic items. Below are additional findings:

## Top 10 Polluter Brands

During the brand audit, a significant number of around 4,098 items with unknown brands were collected.

1. The largest known polluter, with 1,075 items discovered, is Azam Energy Drink. The single-layer PET product falls within the category of food packaging. Bakhresa Food Products in Tanzania is the producer.
2. With 1,035 products, Planet Aqua is the second-largest polluter. It is also a food packaging product, manufactured in Kenya by Bidco Africa Ltd. and composed of PET, a single-layer plastic.
3. Pall Mall, a product that contains smoking materials, comes in third place with 808 products found. The product is multi-layered and the nature of the substance is unknown. British American Tobacco produces it in Kenya.
4. With 753 products, the food packaging product Taifa Fresh comes in fourth. It is a multi-layer plastic made of unknown material and is manufactured in Kenya by New Kenya Cooperative Creameries
5. Fifth place goes to Safari Lemonade Lime, which has 752 items. Produced in Kenya by Bounty K Ltd, this product is classified as personal care and is composed of a single layer of HDPE material.

6. Rothmans has 728 products and is ranked sixth. British American Tobacco also produces this smoking material product in Kenya, which has a multi-layer construction and an unidentified material type.
7. Fanta, a well-known Coca-Cola Company trademark, comes in at number seven with 639 products. It is a single-layer food packaging product composed of PET plastic. Fanta is produced in Kenya
8. Straws, identified as food packaging, ranks eighth with 438 items found. The material is LDPE, and it is a single-layer product, but the manufacturer and country of origin are unknown.
10. P.K., a food packaging product, ranks ninth with 420 items. It is a multi-layer plastic, produced by Mars Wrigley Confectionery in Kenya.
11. Club Soda ranks tenth with 365 items. This food packaging product is made from PET material and is a single-layer plastic, manufactured by Highlands Drinks in Kenya

**Note:** The majority of brands were unknown. Manufacturers must make sure that all of their items are labelled for identification since unlabeled products make it difficult to identify the polluter brands and manufacturers.

### **Top 10 Polluter manufacturers**

A significant amount of plastic pollution comes from Unknown manufacturers, contributing 6,654 items, which suggests challenges in tracking or identifying the sources of plastic waste. Among identified manufacturers, British American Tobacco Kenya ranks as the top polluter, with 1,554 plastic items, followed by Bidco Africa Ltd (1,259) and Bakhresa Food Products (1,134). Coca-Cola Company contributes 953 items, other companies such as Bounty (K) Ltd and Mars Wrigley Confectionery also feature prominently with 752 and 709 items, respectively. New Kenya Co-operative Creameries Ltd(689) and Highlands Drinks Ltd (470) show moderate contributions to plastic waste, primarily from food and beverage packaging. Smaller contributors include Mzuri Sweets Ltd (362) and Mini Bakery (MBS) (260).

**Note:** The food, beverage, and tobacco industries contribute significantly to plastic pollution, which emphasizes the need for these companies to manage their plastic waste more responsibly.

### **Type of products Collected**

With 12,557 items, food packaging (FP) is by far the most prevalent category of plastic waste. This emphasizes how single-use and disposable packaging in the food business has a major negative influence on the environment. With 2,407 entries, the Other/Unknown plastic objects (O) category shows a significant number of unidentifiable or mixed-use plastics, indicating difficulties in product classification. The environmental impact of tobacco use is highlighted by the 1,664 items that are contributed by smoking materials (SM), such as cigarette butts and associated waste. The contributions of household products (HP) and packing materials (PM), which reflect typical consumer and shipping-related waste, are 767 and 544 items, respectively. Fishing gear (FG) accounts for 439 items, indicating plastic pollution from the fishing industry, while personal care (PC) products, such as plastic packaging for cosmetics, provide 463 items.



Note: The majority of products that contribute to plastic pollution are food packaging, with PET and HDPE being the most often used.

Smoking materials, represented by brands like Pall Mall and Rothmans, also contribute significantly to plastic waste, particularly multi-layer plastics with unknown material types. There is need for reduction and management strategies in the Food packaging and Smoking materials sectors.

### **Type of materials**

The plastic brand audit data reveals that PET (Polyethylene Terephthalate) is the most commonly found plastic material, with a total of 6,161 items. PET is predominantly used in drink bottles and food packaging, contributing significantly to plastic pollution. The Other/Unknown category follows closely with 5,323 items, indicating a substantial volume of plastics that are either mixed or difficult to identify. HDPE (High-Density Polyethylene), used for durable containers like bottles and jugs, accounts for 3,066 items, making it another major contributor to plastic waste. LDPE (Low-Density Polyethylene), commonly found in plastic bags and wraps, contributes 2,179 items, highlighting issues with single-use plastics. PP (Polypropylene), used in food containers and bottle caps, represents 1,261 items. PS (Polystyrene), often used in disposable food packaging, adds 525 items, while PVC (Polyvinyl Chloride), used in construction materials and durable products, accounts for the least amount at 326 items.

**Note:** This audit underscores the dominance of PET, HDPE, and LDPE in plastic waste, indicating the need for focused and proper management of these materials.

### **Types of layers**

The plastic brand audit identified different types of plastic layers in the waste stream, with Single-layer plastics being the most prevalent, accounting for a total of 13,648 items. Single-layer plastics, typically flexible films used in packaging, wrapping, and polythene bags, are commonly associated with single-use items, making them a significant source of plastic pollution. Multi-layer plastics, which involve plastic bonded with other materials represent 3,963 items. Multi-layer plastics are more challenging to recycle due to their composite nature, contributing to their persistence in the environment. Additionally, 1,230 items were categorized as "Unsure," indicating difficulties in identifying the structure of the plastic materials, which can further complicate recycling efforts

**Note:** Single-layer plastics are more prevalent than multi-layer plastics

### **Top polluter Countries**

Kenya leads with a significant margin, contributing 12,618 plastic items, which makes it the top polluter country. Following Kenya, a large number of plastic items (4,270) are attributed to the Unknown category, highlighting potential gaps in data collection or identification. Tanzania ranks third with 1,145 items, while China follows with 466 items. Uganda and Chad contribute 146 and 76 plastic items, respectively. Notably, the USA and Egypt contribute smaller amounts, with 33 and 39 items each. Nigeria, South Africa, and the United Arab Emirates show very low levels of plastic waste, each contributing fewer than 10 items.

**Note:** The majority of the top polluting brands are manufactured in **Kenya**, emphasizing the need for enhanced waste management strategies in the country.