

# #breakfreefromplastic

## Open letter to the world's top plastic polluters: it's time to change

Dear Coca Cola, Nestlé, PepsiCo, Mondelez International, Unilever,

On World Clean Up Day 2019, over 70,000 people went out into their communities to clean up plastic pollution and collect data on the brands they found. After analysing the results of 484 brand audit events in over 50 countries<sup>1</sup>, you have been found to be the top 5 global plastic polluters, most of you for the second year<sup>2</sup>.

Once again, the efforts of thousands of people around the world have shown that your products are those found in the environment in the greatest quantities, in the most countries. Despite the urgent need for action, the focus from your companies is currently on false solutions such as shifting to other disposable materials, claiming your products are 100% recyclable, or by embracing chemical recycling, none of which will solve the crisis we currently face<sup>3</sup>.

The signatories to this letter are calling on you to change how you design and deliver your products, away from your reliance on single-use plastic. We believe that as the top global plastic polluters, it is your responsibility to lead the way in redesigning packaging to be refillable and reusable. It is time to take responsibility for the harm caused by the single-use plastic you are pushing on society.

We ask that you urgently address plastic pollution by working to change your products along the following lines:

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<sup>1</sup> See Branded Vol ii: Identifying the World's Top Corporate Plastic Polluters for background, methodology, data analysis and locations of brand audits

<https://www.breakfreefromplastic.org/globalbrandauditreport2019/>

<sup>2</sup> See Branded Vol i: In Search of the World's Top Corporate Plastic Polluters for the 2018 results

<https://www.breakfreefromplastic.org/globalbrandauditreport2018/>

<sup>3</sup> See report by Greenpeace for more information

<https://www.greenpeace.org/international/press-release/24580/greenpeace-plastics-false-solutioreport-exposes-how-multinationals-are-pretending-to-solve-the-plastic-crisis/>

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- **Reveal:** Publicly declare how many units of single-use plastic you produce per year per country.
- **Reduce:** commit to dramatically reducing the number of single-use plastic products and packaging you make and use with a clearly defined, publicly available action plan working towards measurable results.
- **Reinvent:** radically rethink how you deliver products to your customers so that you no longer rely on single-use plastic, with a focus on reusable and refillable packaging systems.

The signatories to this letter wish to stress that any commitments that do not meet the above criteria will not be adequate to address the plastic pollution crisis. Only a wholesale shift away from single-use packaging will change your status as the world's top plastic polluters.

Yours sincerely,

7th Generation Advisors

Aotearoa Plastic Pollution Alliance

Association 3 Hérissons

Beyond Plastics

Bio Vision Africa (BIVA)

Break Free from Plastic

Bundesverband Meeresmüll e.V./German Marine Litter Association

bye bye plastic bags

Californians Against Waste

Center for Biological Diversity

Center for Coalfield Justice

Center for Environmental Solutions

Center for International Environmental Law

Centre for Environmental Justice

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Centre for Zero Waste & Development  
CESTA Friends of the Earth El Salvador  
CIRCULAR THINKING PROJECT  
Citizen consumer and civic Action Group  
ClientEarth  
Eco Canton  
Ecowaste Coalition  
Environment and Social Development Organization (ESDO)  
Za Zemiata  
European Environmental Bureau  
FracTracker Alliance  
FUNDACIÓN CONCIENCIA  
GAIA (Global Alliance for Incinerator Alternatives)  
GAIA Africa  
GLOBAL 2000  
Global Initiative for Environment and Reconciliation  
Green Africa Youth Organization  
Greeners Action  
Greenpeace  
groundWork  
HEJSupport  
Horizons  
Indonesia Plastic Bag Diet Movement  
Inland Ocean Coalition  
IRTECO Tanzania  
Judith Enck, Founder, Beyond Plastics  
Korea Federation for Environmental Movement(KFEM/FoE Korea)  
Marine Conservation Society  
War on Waste Negros Oriental  
Mind the Store campaign  
Mother Earth Foundation  
New Zealand Product Stewardship Council  
NGO O.ZERO

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Occidental Arts and Ecology Center

Pacific Environment

Pipeline Safety Coalition

Plastic Change

Plastic Free Seas

Plastic Pollution Coalition

Plastic Soup Foundation

Polish Zero Waste Association

Post-Landfill Action Network

Retorna

Rio Grande International Study Center

San Antonio Bay Estuarine Waterkeeper

SCIAENA

Society for Earth

Student Public Interest Research Groups

Taiwan Zero Waste Alliance

Taller Ecologista

Texas Campaign for the Environment

The 5 Gyres Institute

The Center for Oceanic Awareness, Research, and Education (COARE)

The Green Earth

The Last Plastic Straw

The Story of Stuff Project

Toxics-free Corps

Turtle Island Restoration Network

VOICE

VšĮ Žiedinė ekonomika

War on Waste Negros Oriental

Wen (Women's Environmental Network)

Wild at Heart Legal Defense Association, Taiwan

Youzhu Lin from FON

Zelena akcija / FoE Croatia

ZERO - Association for the Sustainability of the Earth System

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Zero Waste Alliance Ukraine

Zero Waste Europe

Zero Waste France

Zero waste Tunisia

Zero Waste Villages

Zero Zbel