



#breakfreefromplastic

FROM

DATA

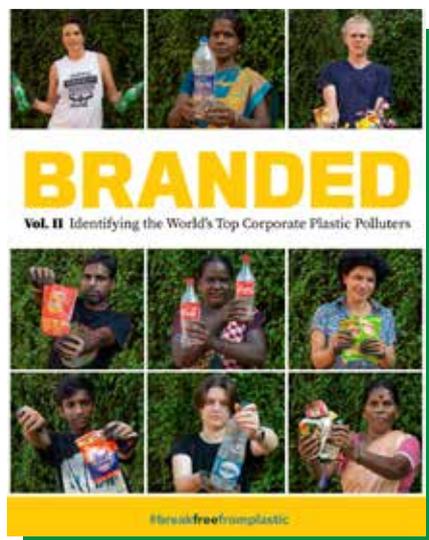
TO

CHANGE

A guide to
impactful brand audit campaigning



The global Break Free From Plastic (BFFP) movement and its members have been mobilizing [brand audits](#) in communities around the world since 2017. Brand audits are one of the most powerful tools we have as a movement to hold companies accountable for their role in the plastic pollution crisis. By documenting the brands found on plastic waste, we are collecting evidence that exposes the real story of plastic pollution and building a global movement demanding corporate accountability. Corporate plastic polluters must reveal their plastic footprint, reduce the amount of plastic they use, and redesign their packaging and product delivery systems to eliminate plastics as much as possible.





This guide is for everyone who has led a brand audit, or plans to do so in the future. All brand audits contribute to the BFFP movement's campaigns, and simply submitting data makes a huge difference in building a global dataset to hold corporate polluters accountable. But some people want to take things further and build their own campaign. Feedback from among the thousands of participants in brand audits over the years have echoed a common sentiment:

What can we do to leverage our brand audits and make a longer-term impact in our communities?

This guide is a result of you asking this essential question. And together with BFFP members who have organized brand audits, we have come up with some answers. The following pages contain strategy guidelines, recommendations from successful brand audit campaigns, case studies to learn from, and resources for further learning. We hope this guide will offer clear advice to help you develop a focused plan for including your brand audit in a longer-term campaign in order to make a bigger impact.



Let the brand audit
campaigning journey begin!



Campaign Questions

When you begin mapping out your brand audit plans, here are some questions that are worth asking yourself in order to think about how you can use your brand audit to maximize impact.



1 What is your goal?

What concrete change do you want your brand audit to accomplish?

Are you hoping to educate influential decision-makers in your community? Determine what the top polluting companies are in your region? Pressure your school, college or university to sign the [Plastic-Free Campus](#) pledge and eliminate single-use plastics? Convince your municipality to go zero waste? Ban single-use plastics in your city, state or country? Ban plastic bags in a local supermarket chain? Pass national [Extended Producer Responsibility](#) laws or establish a [Deposit Return System](#)?

The more clear and [SMART](#) your goal is, the more strategic you can be with your brand audit plans. It also helps to outline short-term, medium-term, and long-term goals.

2 Who is the key decision-maker you need to target?

Who is the person with the power to give you what you want?

Part of establishing a strategic plan is knowing who you need to influence in order to achieve the desired change. It is crucial to have clarity about who the decision-maker is, as this impacts your entire campaign. Depending on your goal, the decision maker might be an elected official, a small business owner, a senior company representative, or the leader of an important institution in your community. Think about which decision-makers you have reasonable access to, and this might in turn influence your goal and how you achieve it. For example, a small NGO may have reasonable access to a local company manager but not a multinational corporate CEO, unless they think of some clever tactics to gain attention, or build the right

alliances with other groups. A student activist might have easier access to their university president than to their state government leader.

Be as specific as possible about who exactly you need to influence. Try [power mapping](#).

3 What is your capacity?

How much time, energy, and money can you devote to achieving your goal?

Maybe you are a high school or university student with limited financial resources but the team support of a school club. Maybe you are part of an international professional organization that has a big budget but many ongoing campaigns. Maybe you work in a small, people-powered grassroots organization that is just launching a new plastics campaign. Or maybe you are an individual volunteer with lots of passion and free time, but limited access to team support and funding. Be honest with yourself about what is realistic to contribute to the campaign, and remember that all actions help, no matter how small.

All levels of capacity have the potential to contribute, but it is helpful to recognize what resources you can contribute easily and which you will need to recruit from allies.

4 Who are your allies? Who else cares about the issue?

Whether you are a student activist, an individual volunteer, or a professional NGO, it is important to seek allies that can help strengthen the people power and capacity needed to achieve your goal. It can be tempting to seek collaborations with other environmental groups, but remember that plastic pollution is something that impacts everyone - not only the "environmentally minded." Furthermore, you might benefit from collaborating with others who offer complementary skills / resources to your own. Consider how brand audits might offer an opportunity to connect



this issue of plastic pollution to other communities. Perhaps [outdoor sports groups](#) who are tired of seeing plastic waste on their hiking trails and waterways, or [medical associations](#) who are concerned about how plastic impacts child development, or [law students](#) recommending policies to curb plastic pollution through legislation. In addition to finding allies, you must also determine any possible opponents and prepare your campaign for their potential backlash.

Whenever possible, look for allies with whom you can build momentum. People power is the most important ingredient to our movement!

5 How can you influence your target?

What kind of power do you have over the decision-maker?

The key decision-maker your campaign will target holds a certain kind of power - that's why you are working to influence them - but don't forget that you also hold [a certain kind of power](#)¹. Consider brainstorming what your potential power is over your target. For example, does your target decision-maker need your vote to stay in power? Do they need your money to run their business? Do they need your approval to maintain a good reputation? Where do they derive their power, and what role do you play in that power source? Perhaps you can even influence a secondary target, or a person/institution that holds strong influence over your key decision-maker.



Remember the power you have, and don't be afraid to use it!

¹ Prominent civics advocate Eric Liu argues that there are six main sources of civil power: physical force, wealth, government, social norms, ideas, & numbers (people power).

6 What tactics can you use?

What can you do to demonstrate your power to influence your target?

Once you know who the decision-maker is you will target, explore the series of different actions you can take to show your power and make your demands. Some online and offline examples include media events, rallies, petitions, direct

negotiations, social media posts, public meetings, letters to the editor of your newspaper, teach-ins, etc. Hosting a brand audit event can itself be a tactic, particularly if you invite key decision-makers to attend and participate. Another tactic can be to share the results of your brand audit in a highly visible public way, for instance by delivering branded waste to the company headquarters (aka “return to sender”), speaking at a public event, or hosting a press conference.

How will you show your power to pressure your target into accepting your demands?

7 What is your call to action?

What do you want your supporters to do?

Think ahead to what you will ask both your supporters as well as your target at each step of your campaign. This is especially important as you move from short-term to medium-term to long-term goals. Always ask yourself: What is my next demand? How can we carry momentum from tactic to tactic, starting from our short-term goal all the way to our long-



term goal? Plan a call to action (CTA) that supports your goal at every stage of the [engagement pyramid](#). Remember to incorporate CTAs in both online and in person activities, so that your campaign continues to draw new people in and provides a clear path for advancing your goal forward. In a social media post, for example, a helpful way to embed CTAs is to consider what action you want a person to take after seeing your post. Common CTAs include asking people to share the post and tag someone, sign a petition, register for an event, watch a short film, read a new report, etc. For example, when BFFP launches the annual brand audit report, notice that the [social media toolkit](#) asks people to share the report and tag the top polluting companies.

How might your tactics evolve at different stages of your campaign as you build power?

8 What can you contribute?

What skills/experiences/resources can you share?

There are many ways you and your allies can contribute toward your campaign. Whether you are an individual volunteer offering your time on the weekends, a student organizing on your campus, or a professional working on plastics for your job, each of us has unique skills, experiences and resources that can strengthen our collective Break Free From Plastic movement through leveraging brand audits. Perhaps you have a wide social network, first hand experience living with the impacts of plastic pollution, technical expertise, professional knowledge of the corporate or policy world, or a lot of passion and interest. Perhaps you are a lively social butterfly who excels at organizing community events, or you are a skilled artist capable of painting a powerful mural or designing impactful graphics to communicate your brand audit results.

Our diverse skills, experiences, and resources are our greatest source of strength.

For a deeper exploration of how to establish your brand audit campaign plan, check out this classic resource: [The Midwest Academy Strategy Chart](#).

Exploring Tactics

Whether you are an independent volunteer, a university student club, informal community group, or staff at a local, national or international NGO, there are many different ways to make an impact with your brand audit. Here are some stories from varied types of BFFP members from around the world, sharing tactics and campaigns that have worked - and some that are waiting for **you** to put to action!



Independent Volunteer

Write (and tweet!) to the top polluters

Carol is an independent volunteer based in the UK. She coordinated 9 household brand audits in her community and the results revealed their top polluters to be local supermarkets Tesco, Waitrose, Aldi, Co-op, and Marks & Spencer. Carol emailed each of these retailers sharing the results of her community brand audit and urged them to do better, making it clear that "Recycling is not the answer. We want less plastic in the first place." Three of these supermarkets responded to her with their plans to cut out plastic! Retailers and companies respond to consumer pressure, especially in a public forum that puts their reputation at risk. Consider writing to your top polluters via a social media platform like Twitter. This is precisely what UK group Surfers Against Sewage did with their [#ReturnToOffender campaign](#) to expose the "Dirty Dozen" top plastic polluting companies.



Over 600 people tweeted 8,400 tweets of photos of plastic waste and called out over 200 brands. Thirty of these brands directly responded!

Testify at a local government meeting

Daniela, a long-time passionate zero waste activist from Mexico, has organized brand audits in the Washington DC area. Here is her recommendation to other independent volunteers like herself: Have someone from your brand audit event make a testimony at a local town hall meeting. People can use this opportunity to speak publicly at budget hearings to make the case that citizens are unfairly paying the cost of cleanup, and that the city budget stands to profit from Extended Producer Responsibility (EPR) laws by requiring companies to pay for the full life cycle of their products. This is a strategic way to announce the results of your brand audit data and demand concrete action from local elected officials.

School Club

Use brand audits to make your school go plastic-free

Schools and universities are powerful spaces to connect with peers about common passions, and can serve as hubs for making change at all levels. If you are part of a school community, you can use brand audits as a first step in the journey towards becoming a Plastic-Free Campus! Alex Gordon, a student at Eckerd College in Florida, conducted brand



audits 3 years in a row and used the results to urge her school administrators to sign the plastic-free campus pledge. And [it worked!](#) This victory at Eckerd College is now driving change at the city level as well, with Alex's team working alongside city council members to create the first plastic-free city hall in St. Petersburg, Florida. Marshall University

in West Virginia as well as Zero Waste Youth Negros Oriental in the Philippines also used their brand audit results to convince their campus president to sign the pledge to become a Plastic-Free Campus. Join the global community of schools working to go plastic-free [here!](#)

Embed a brand audit in your classroom as a learning activity

Professor Robin Pelc's Marine Science Service Learning class at California State University in Monterey Bay have conducted brand audits as part of their course for several years. Students analyze the data themselves and combine it with other information to design a [StoryMap](#) about plastic waste. This is a great way to bring to life some of the topics discussed in class, and connect science to real world social impacts. But brand audits are not only useful in science courses alone. Professor Adam Liebman has embedded brand audits as part of a course called "Junk Art and Activism" that he has taught at George Washington and DePauw universities. Through these activities, Professor Liebman pushes his students to think critically about connections between disposability and climate change, and how to move beyond zero waste programs that overly rely on recycling without accounting for its impacts. Brand audits can even be used as an educational tool for learners of all ages, including younger students! Consider adapting to young ones by developing a waste sorting activity, simplified brand audit, and conversation about how waste affects the environment.

Community Group

Present your brand audit data to your municipality

Let's Do It Togo organized their first brand audit and developed a report to present their data to the municipality of Lomé. Now this municipality is planning to invite the companies whose brands appeared most in their brand audit data, as well as other impacted stakeholders including Let's Do It Togo. The goal of this meeting is to make these companies understand how their daily activities contribute to greenhouse gas emissions, and hold these companies accountable through possible local Deposit Return Schemes or Extended Producer Responsibility laws.

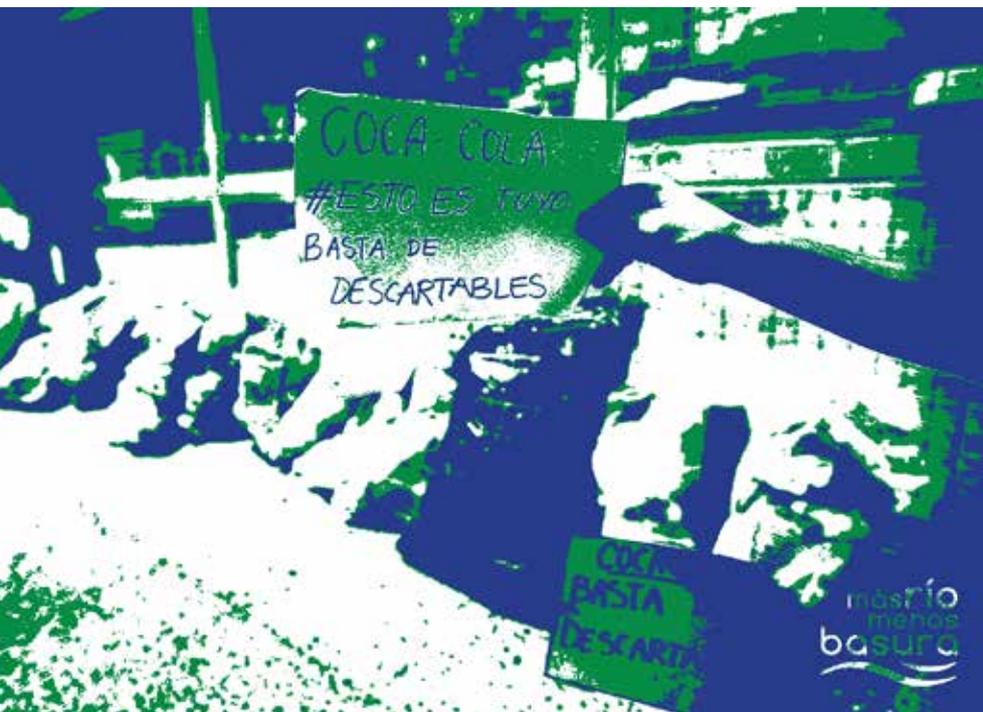


Send the branded waste back to the company

Trash Mob is a small community group of recycling professionals based in Fort Collins, Colorado in the USA. They were tired of people constantly asking them, “Why can’t this plastic item be recycled?” Frustrated by the lack of corporate accountability in this question, they launched the Trash Mob initiative. “Trash mobbing” involves identifying a common non-recyclable plastic item from a brand audit, followed by everyone sending the same item to the same manufacturer at the same time. Along with the physical plastic item, they include a polite letter pointing out the problem, offering alternative packaging solutions, and requesting Extended Producer Responsibility (EPR). This has inspired one of their participants to write a white paper on EPR for the City of Fort Collins to consider.

Local NGO

Host a “return to sender” action at the top polluter’s local office



After organizing four brand audits between 2017 - 2019, Taller Ecologista in Argentina found that the Coca-Cola Company was always first place by far. So in 2019, they took over 400 branded Coca-Cola bottles and other waste and returned it to the local Coca Cola bottling plant in Rosario, Argentina to demand the company

stop producing single-use plastic. This received [significant media attention](#) and forced Coca-Cola to [respond publicly](#) in local media two months later. Taller Ecologista’s action at the local Coca-Cola bottling plant is part of their larger goal of pushing for local legislation to ban single-use plastics.

Target the city council to ban single-use plastics

On the island of Mindanao in the Philippines, local organizers with Interfacing Development Interventions for Sustainability (IDIS) and Bantay Bukid hosted a brand audit in the Panigan-Tamugan watershed - one of the main sources of clean drinking water - in Davao City as part of a national month-long Zero Waste celebration. The group announced their results and used the data and media attention to apply pressure to the Davao City council to pass the Single-Use Plastic Ban Ordinance that had been delayed for one year. And it worked! On March 2, 2021, the “No to Single-use Plastic Ordinance” was [passed](#) by the City Council.

National NGO

Publish your own national brand audit report

A number of BFFP member groups have published their own national brand audit reports using the brand audit data from their country. Some of these include the [Vietnam Zero Waste Alliance](#), [Sustainable Research and Action for Environmental Development \(SRADeV\)](#) in Nigeria, [Nipe Fagio](#) in Tanzania, [Plastic Change](#) in Denmark, [Sungai Watch](#) in Indonesia, [Greenpeace Philippines](#), and [End Plastic Pollution Uganda](#). Having a national brand audit report can be hugely helpful in influencing national policy makers and national companies. The more relevant the data, the better you can target a particular brand, elected official, or other key decision maker.

Use brand audits in a broader zero waste program

The Mother Earth Foundation in the Philippines conducted [waste assessments](#) in 21 barangays in six cities and seven municipalities over a six year period. Among these, brand audit data was collected from 15 cities as part of the GAIA Zero Waste Cities project. Collecting this data establishes a baseline for developing plans to establish a zero waste city and contributes to drafting and updating these cities' 10 year solid waste management plan.



International NGO

Use your organizational expertise to explore legal & financial angles

International organizations have used BFFP brand audit reports to inform their choice of targets for corporate campaigns. For example, ClientEarth has used global brand audit data to support their arguments to fast-moving consumer goods (FMCG) companies and investors about the [business risks facing plastic-polluters](#). Since many FMCGs do not publicly disclose their plastic footprint, ClientEarth has also used this data as a proxy when trying to identify which FMCGs have the largest plastic footprint to support their legal campaigns.

Mobilize global networks for stronger global movement building

International NGOs and networks such as Trash Hero World, Greenpeace, and Let's Do It World have been instrumental in mobilizing a strong international presence in the Break Free From Plastic global brand audit. International groups like these can have an important impact because of their larger capacity, budget, and internal organization. As a result, they are also arguably the best positioned to confront multinational corporations. Greenpeace, for example, has led creative direct actions at top polluting companies' global headquarters of Coca-Cola in [2018](#), [Nestlé](#) and [Unilever](#) in 2019, and Nestlé again in [2020](#).



Actions like these are often accompanied by a petition delivery to show the companies exactly how many people want them to eliminate plastic. The timing of when to host direct actions is also critically important. In 2018, a "Starbucks: Break Free From Plastic" coalition made up of more than a dozen environmental organizations held a [protest and petition delivery](#) during a Starbucks shareholder meeting. Hosting your action during

high level gatherings like Annual General Meetings (AGM) is strategic because it allows you to gain the attention of influential decision-makers in the company, as well as the media that often surrounds AGMs.

No matter the size of your brand audit, we strongly recommend you share your results! [Here is a letter template](#) you can use to write to businesses, policy makers, and other key decision-makers about your brand audit data to amplify your story and demand solutions.



Story Telling

No matter what your campaign plans are, it is important to tell your brand audit story and have it heard by as many people as possible. This is critical to expose the top polluters and demand corporate action, legislation, and systems change.

Narrative Essentials

Brand audits can be leveraged in corporate, policy, and educational campaigns at the local, national, as well as global level. No matter the angle and scope of your campaign, there are a few narrative essentials that are central to the Break Free From Plastic movement.

Always focus on systems change and source reduction over individual behavior change

Connect to the BFFP global demands for the top polluters: Reveal, Reduce, and Redesign

Recycling alone is not a solution

Corporations must be held accountable for the waste that they have created

Plastic waste is a justice issue with disproportionate impacts in developing countries

Real solutions include source reduction, refill & reuse systems, Extended Producer Responsibility legislation, & Deposit Return Systems

See this [Plastic Pollution Fact Sheet](#) and this [Brand Audit Topline Messages and Q&A](#) for more guidance.

Platforms & Spaces to Amplify your Brand Audit Story



Social Media

When it comes to getting the attention of companies and government institutions, Twitter is the most impactful social media platform. Consider filming a video [like this](#) from Fridays for Future Uganda coordinator Nirere Sadrach and tagging the companies. Assess what are the most used platforms in your area. Depending on your goal, use the platform that will engage your target audience.



Blogs

Especially blogs with videos like [this one](#)



Letter to the Editor

In local, national or international newspapers



Online News Outlets



Radio & Podcasts



Television



Community Events



Government Meetings



Public Gatherings

Where decisions are made / decision-makers are present

How to tell your story

Inspire hope. Check out this [guide to hope-based communication](#) for ideas.

Don't get sad, get mad! [Research suggests](#) that anger and frustration can be more energizing emotions to inspire action than anxiety and depression.

Center the voices of people most impacted by the problem as [key actors](#) in the story.

Take photos that demonstrate people power. A few ways you can do this is to show your event in action, people's faces to connect emotionally, and signs containing your campaign message.

Recommendations



No team? No problem!

If you are an independent volunteer, look for existing cleanup events planned in your area through online event forums like [BFFP's brand audit toolkit site](#), EventBrite, Facebook, or even a simple Google search. Contact the event organizers and ask if you can conduct a brand audit as part of their cleanup event. This is a great way to connect with potential allies and contribute to community building.

Connect your brand audit to existing campaigns

There are many local, national, regional, and even global campaigns that BFFP members have incorporated into their brand audit event plans. For example, groups have organized brand audits as part of National Zero Waste Month in the Philippines, and as part of World Cleanup Day, among others. Think about how brand audits can support



and strengthen existing campaigns, such as those advocating for refill and reuse, deposit return schemes, and extended producer responsibility policies.

Host a screening of The Story of Plastic

It can help deepen engagement of your audience to have a shared understanding of some of the background dynamics of the plastic pollution story. Request an online screening for free on the Story of Plastic website [here](#) (subtitles available). The film ends with brand audits, so it can help inspire volunteers to join your event!

Invite decision-makers to your brand audit event

Consider inviting relevant key decision-makers and stakeholders to attend your brand audit event to build rapport and influence their position on plastic regulations. For example, a number of groups like Friends of the Earth Cyprus and 5Gyres, have strategically invited local elected officials to demonstrate why it's important to vote in favor of a particular law - especially when the brand audit is conducted in that elected officials' jurisdiction.

Share your report widely

After all the hard work of recording data and publishing the report, whether for the BFFP global report or your own national/local report, make sure to share it far and wide. Send it to the key decision-makers such as the top polluters and policy makers, as well as influential target audiences. Consider planning a follow up event to announce your brand audit findings in a creative way, such as a direct action or return to sender activity. [Here is a letter template](#) you can use to write to businesses and policy makers about your brand audit.

Measure, measure, measure

It is crucial to build in ways to measure your impact from the very beginning. Otherwise, how will you know if you have influenced your key target, decision-makers, allies, and opponents? A few helpful metrics to measure impacts can include the number of petition signatures, reach of media coverage, and more. Remember to distinguish mission-centered metrics from vanity metrics (see [here](#) for a course on this topic).



Data Integrity

When recording brand audit data, quality is far more important than quantity. The collective impact we made together can only be as strong as the quality of our data. Make sure you and your volunteers understand how to record and submit your data. Consider conducting a small practice brand audit before your main event to familiarize yourself with the forms and process.

Explore unlikely allies

When seeking collaborators to join your brand audit event, it can be tempting to assume other green groups will make the best partners. But sometimes it can strengthen your organizing to work with groups of a different focus to amplify the message across a wider audience since we are ALL impacted by plastic! This enables you to build a stronger and more diverse alliance.



Case Studies

How have members of the Break Free From Plastic movement leveraged their brand audits to make a bigger impact?



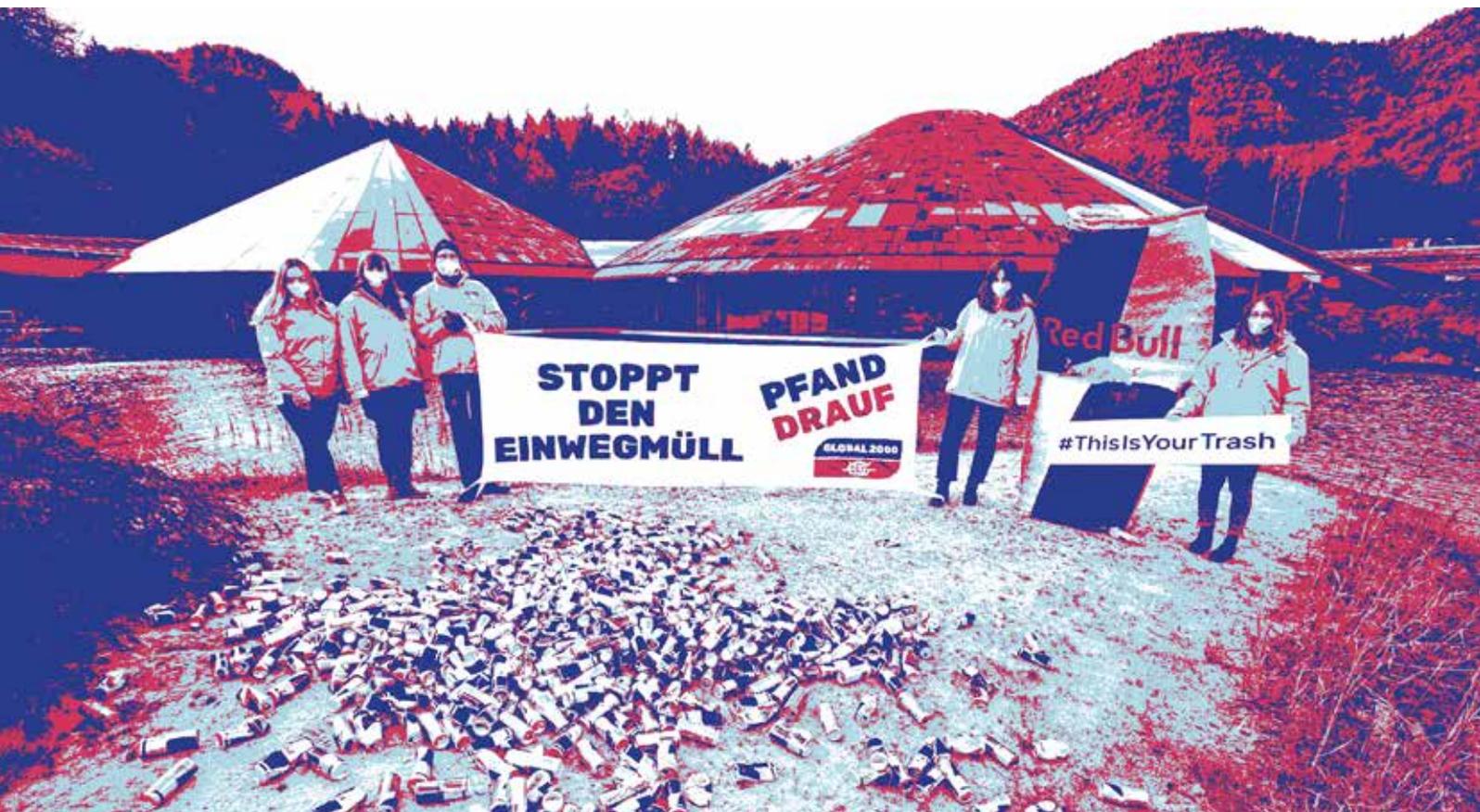
CASE STUDY 1

The Corporate Campaign Targeting Austria's Top National Polluter

[GLOBAL 2000](#) is the Austrian chapter of Friends of the Earth. Their story begins with a **clear long term goal**: for Austria to introduce Deposit Return Systems (DRS) and a mandatory minimum share of reusables in supermarkets. In order to achieve this goal, GLOBAL 2000 determined that the **key decision-makers** they would need to target was the Austrian national government. The Austrian Chamber of Economics, the national waste licensing and recycling office, and the Austrian trade association all influence the government through political lobbying to prevent DRS legislation, making them **secondary targets** in this campaign effort. GLOBAL 2000 knew they would need to find strong ways to **influence their target**, so they used the **tactic** of conducting brand audits via [an Austrian app](#). Three years of national data revealed that the top polluting company in Austria was Red Bull, which is an Austrian company headquartered in Fuschl.

Internal meetings with politicians and employees of the event sector informed GLOBAL 2000 that Red Bull was working behind the scenes to actively undermine DRS and mandatory reusables targets. For example, they were found to have lobbied to reduce the 100% mandatory reusables rule at events down to just 70%. This effectively made Red Bull an **opponent** blocking GLOBAL 2000 from achieving their long term goal. As a result, GLOBAL 2000 incorporated an **intermediate goal** of "naming and shaming" Red Bull's role in national DRS and leveraging media attention to demand Red Bull endorse Deposit Return Systems. This was a difficult and ambitious goal, because Red Bull holds considerable wealth, power and influence as a company of much Austrian national pride. But GLOBAL 2000 determined they had the **capacity** to lead this work thanks to 10 professional staff working on this campaign, a reasonable budget, and commitment to devoting a significant amount of time to this campaign.

So GLOBAL 2000 began planning for a return to sender direct action in which they delivered branded Red Bull waste to the company headquarters, along with a "Top National Polluter Award."



This event was prepared in great detail, with significant work to appeal to journalists in advance - particularly from media outlets prominent in that region of Austria - and ensure this event would get media attention. GLOBAL 2000 had also prepared [creative campaign videos](#) and social media material in both Austrian and English, important communications to **engage their allies** among the Austrian public. To mobilize more support, they encouraged their supporters to take photos of Red Bull cans littering nature and share on social media using #ThisIsYourTrash and tagging Red Bull. They even found creative allies among the farming community, because Red Bull can shards had been found littering Austrian farm fields and killing cows who accidentally ingested them. Thanks to [social psychology research](#), we know that unjust harming of cute animals impacts people emotionally and catalyzes action. This was helpful for GLOBAL 2000 to build people power against Red Bull, making the argument that this company's waste was harming the environment as well as animals. The solution? DRS.

CASE STUDY 2

Brand Audits for a Zero Waste Vietnam

Founded in 2017, [Vietnam Zero Waste Alliance](#) (VZWA) is a grassroots alliance of concerned organizations and citizens that together apply zero waste practices to better manage solid waste, reduce plastics, save natural resources, and protect the environment of Vietnam. They share a **clear long term goal**: “drastic waste reduction measures and immediate transition to a reuse-refill economy.” Specifically, VZWA’s vision is to make zero waste broadly understood, supported and practiced throughout Vietnam by the year 2030.

In order to advance this vision, VZWA established an **intermediate goal** of passing a national single-use plastic ban. They decided to conduct brand audits and publish a national report as a tactic to gather baseline data, advocate for a single-use plastic ban and **influence their target**, the Ministry of Natural Resources and Environment. This Ministry is the **key decision-maker** in this campaign, and VZWA plan to use their brand audit results to offer policy recommendations to the Ministry.

Thanks to a strong **capacity** of a core membership composed of non-profit groups, government entities, universities, and businesses from around Vietnam, as well as a commitment of several years to advancing this goal, VZWA **engaged their allies** around the country to join their plan. Between 2018 - 2020, five member organizations of the Vietnam Zero Waste Alliance conducted a

series of waste and brand audits to generate significant data in seven coastal areas: Ha Long, Nam Dinh, Da Nang, Sa Huynh, Cu Lao Cham, Hoi An, and Phu Yen. Together they collected and



sorted 16,730 kg of waste, including almost 55,000 branded pieces of plastic. In February 2021, VZWA published their [Vietnam Waste Assessment and Brand Audit Report 2018-2020: Highlights and Recommendations for Initiating Zero Waste in Vietnam](#) and hosted a webinar [livestream](#) to amplify their results.



Here's what they found: 80% of Vietnam's waste doesn't need to go to landfill. 75.7% is compostable, and 12.2% is recyclable. 55% of the remaining waste is plastic bags and packaging. 36% plastic bags, and 19% single-use plastic packaging. Coca Cola, PepsiCo, and Nestle were found to be the top 3 corporate contributors to plastic waste when results from all locations and audit types were aggregated. Vinamilk and Acecook were identified as the top corporate contributors to household plastic waste. VZWA also deduced that local product bans have proven effective at reducing consumption of plastic waste - residents of Cham Islands, where such a ban is in place, were found to use 2-4 times less packaging than those at the other audited locations.

Based on these results, VZWA will call on the Prime Minister's 2019 declaration to ban single use plastic and put a roadmap into place to phase out non essential plastic products. The alliance is also recommending that Vietnam use its new producer responsibility legislation to push companies with large plastic footprints to transition their product delivery systems toward reuse and refill.

There are so many ways to fight plastic pollution by using brand audits in creative, strategic, and targeted ways. We hope this guidebook demonstrated some helpful examples from members of the Break Free From Plastic movement around the world, and that you feel inspired to try some in your community - or invent something completely new! The primary strengths of brand audits are their ability to shift the focus of responsibility towards corporations, to gather data to hold them accountable, and to build a strong alliance of people united in their demands for a healthy planet. Remember, a brand audit is just one tool among many that work together to help us achieve our long term goal: to create a future free from plastic pollution.

Now, let's get to work!

Additional Resources

[Systems Mapping Tools for Campaign Design](#)

[Power Mapping and Analysis](#)

[7 Tools for Defining your Campaign Problem](#)

[Key Resources from Mobilization Lab](#)

[How to teach grassroots organising and leadership on WhatsApp](#)

[Training for Change Tools \(English & Spanish\)](#)

[12 Basic Guidelines for Campaign Strategy](#)

[Reducing Plastic Pollution: Campaigns That Work](#)

Join the community of [#BreakFreeFromPlastic Changemakers](#) on Facebook to share ideas, connect with others, and plan for some brand audit campaigns inspired from this guidebook! We're also launching a new BFFP Members Portal with a special group just for brand audit participants. [Sign up here](#) to receive an invitation to this new platform! See you there :)