

GREENPEACE



Eco Waste Coalition

**#break
free
from
plastic**



#BreakFreeFromPlastic is a global movement envisioning a future free of plastic pollution.

Since its launch in September 2016, over 900 non-governmental organizations from across the world have joined the movement to demand massive reductions in single-use plastics and to push for lasting solutions to the plastic pollution crisis.

These organizations share the common values of environmental protection and social justice, which guide their work at the community level and represent a global, unified vision.

www.breakfreefromplastic.org

#breakfreefromplastic



CLEANUP+WASTE AUDIT+BRAND AUDIT



Why?



Highlight the problem of single-use plastics that are ending up in our oceans, beaches, roads and waterways;



Put a spotlight on the role of companies and corporations in perpetuating this crisis through their use of single use plastics as well as zero to low-value packaging (e.g. sachets) that typically end up polluting the environment;



Encourage cities to address the problem by adopting a Zero Waste approach through at-source waste segregation, composting and recycling schemes.



HOW?

NOT YOUR TYPICAL BEACH CLEANUP!

ИТОГ ЛОУК ДЫСАГ БЕАЧ СТЕАИНЫ

- **Waste Audit** : We looked at the composition and percentages of waste materials polluting beaches like Freedom Island - allowing us to identify the most problematic materials;
- We then performed a **Brand Audit** of the non-recyclable plastic packaging that we found in the collected waste, to surface and identify the companies with the most number of branded plastic products polluting Freedom Island.



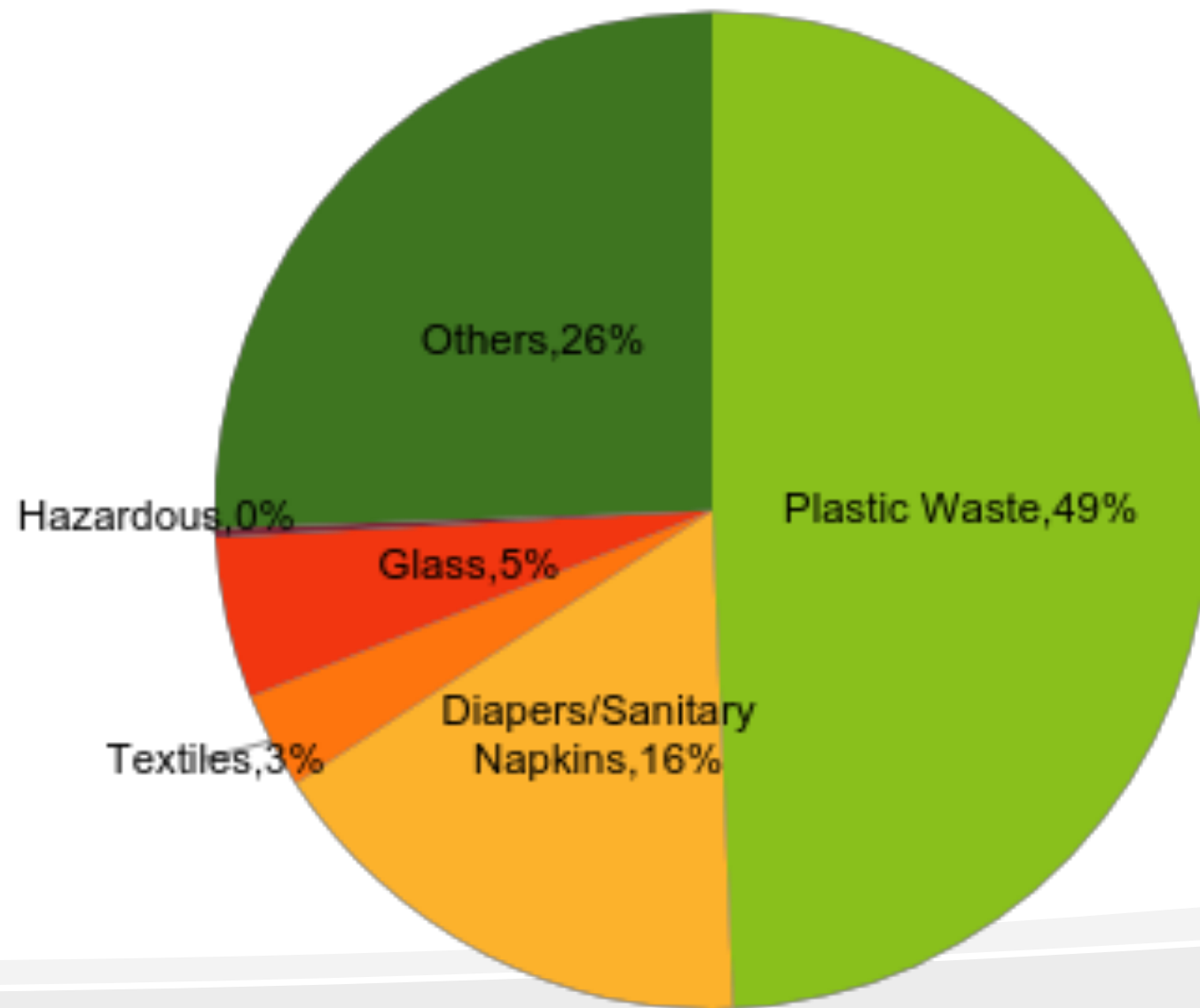
FREEDOM ISLAND



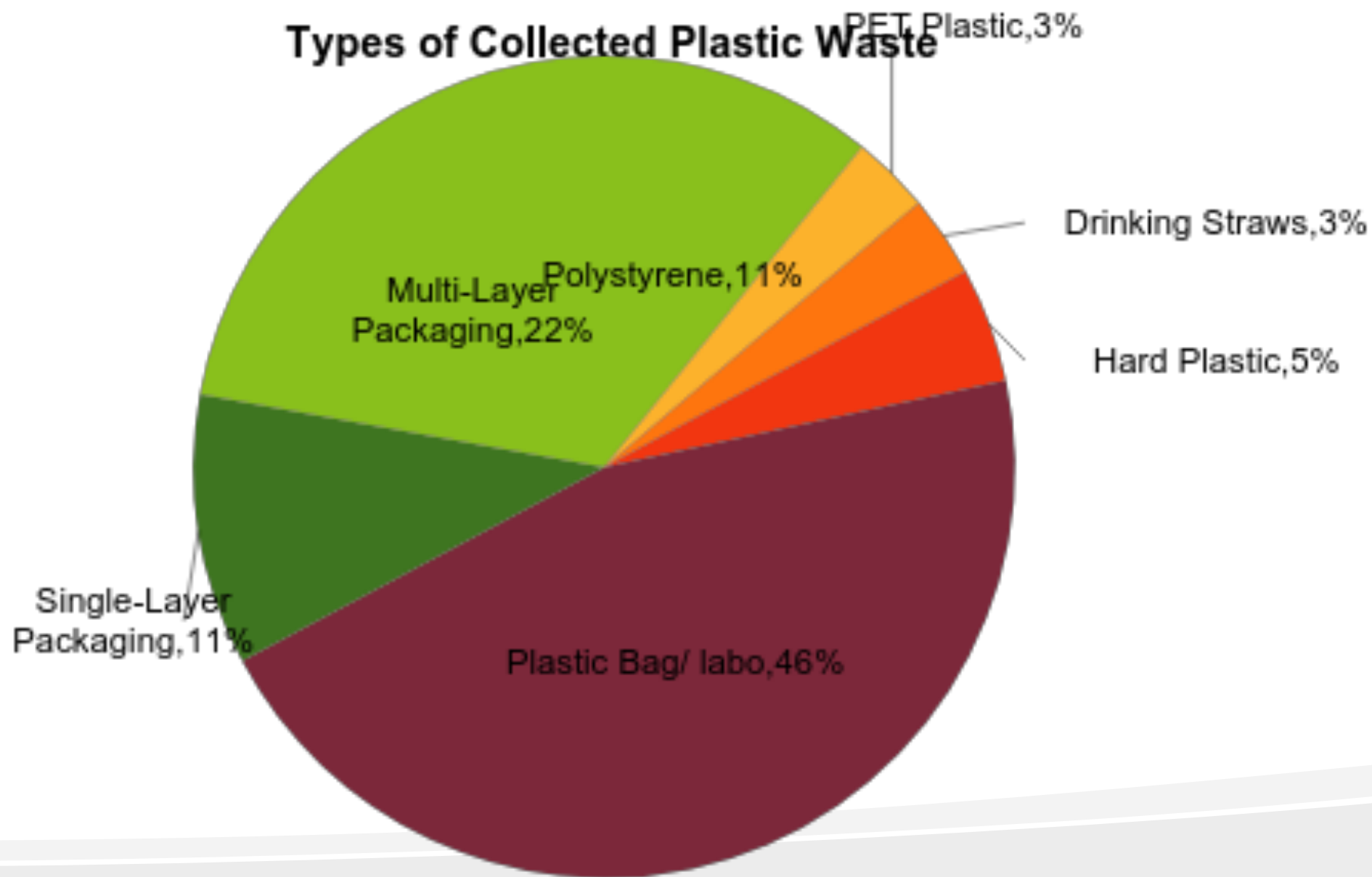
2017 WASTE AUDIT RESULTS

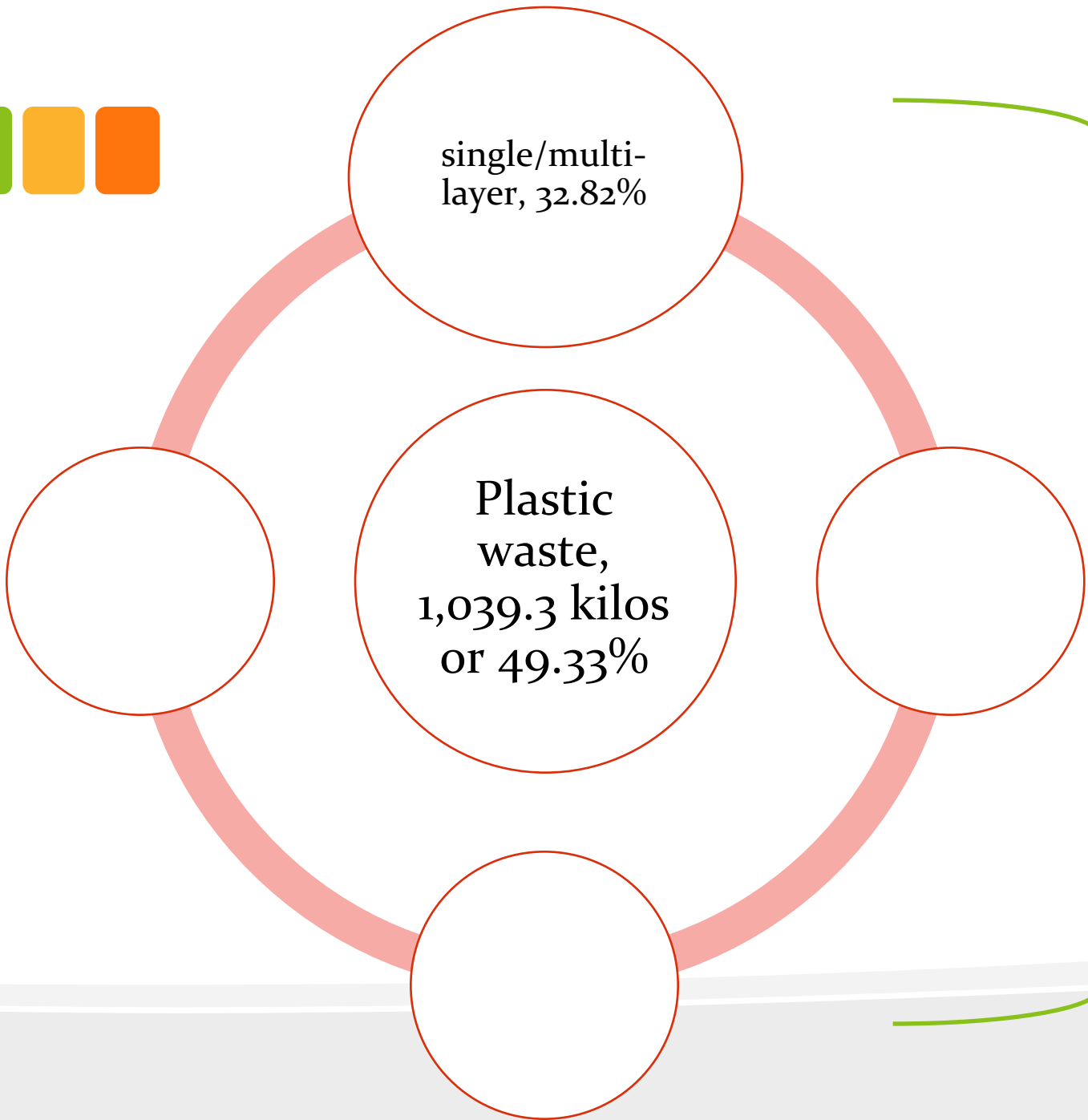
#BreakFreeFromPlastic volunteers collected 2,106.89 kilos of inorganic waste.

Collected Waste in %



Types of Collected Plastic Waste





#BreakFreeFromPlastic volunteers counted a total of 54,260 pieces during the brand audit.



<http://plasticpolluters.org/>

PLASTICPOLLUTERS

Plastic pollution is a nightmare. Globally, 300 million tons of plastic are produced annually, and approximately 8 million tons of plastic waste enter the sea each year. In some places around the world, plastic pollution has been extremely severe with catastrophic effects on the environment and people.



#breakfreefromplastic



TOP 15

POLLUTERS



#break free from plastic

Final Manufacturer Ranking				Popular Brands			
1	Nestle	9084	16.74%	Nescafe, Bear Brand, Milo, Maggi Magic Sarap			
2	Unilever	5869	10.82%	Cream Silk, Surf, Dove, Lady's Choice, Close-up, Sunsilk			
3	PT Torabika	5519	10.17%	Kopiko, Energen			
4	Universal Rob	5293	9.75%	Great Taste, Jack & Jill			
5	P&G	3899	7.19%	Downy, Head & Shoulders, Joy, Ariel, Tide			
6	Nutri Asia	2571	4.74%	Mang Tomas, Datu Puti, UFC,			
7	Monde Nissin	2645	4.87%	Lucky Me			
8	Zesto	2411	4.44%	Big 250, Plus			
9	Colgate Palmc	2307	4.25%	Colgate toothpaste, Palmolive Shampoo			
10	Liwayway	1555	2.87%	Oishi, Rinbee, Pillows			
11	Peerless	1052	1.94%	Champion			
12	Mondelez	895	1.65%	Tang			
	Others	11160	20.57%				
	Total	54260	100.00%				

30,218 pieces or 55.69% of the total count were international brands/manufacturers



Manufacturer	Count
Nestle	9084
Unilever	5869
PT Torabika	5519
P&G	3899
Monde Nissin Corp	2645
Colgate Palmolive	2307
Mondelez	895

10,275 or 18.93% of the total count were local brands/manufacturers

Manufacturer	Count
Universal Robina Corp	5293
Nutri Asia	2571
Zesto	2411



OUR DEMANDS!

A photograph of a beach heavily littered with plastic waste, including bottles, bags, and other debris, along with piles of seaweed. In the background, a city skyline is visible across a body of water under a cloudy sky. A green boat is partially visible on the right side of the frame.


For the government to enact a national policy to reduce and eliminate single-use plastics.




Mainstream Zero waste programs in all our barangays and faithfully implement the law as per the provisions of Republic Act 9003;



Photo courtesy of zerowasteworld.org



No to incineration or waste to energy proposals
which will transform this problem into a toxic and
air pollution crisis



For companies to stop the production, distribution and use of single use and zero value packaging for their products!



#breakfreefromplastic