



In May 2019 Tearfund launched the [Rubbish Campaign](#), calling on Coca-Cola, Nestlé, PepsiCo and Unilever to take responsibility for their plastic waste in poorer countries by making four 'Not Rubbish' commitments:



REPORT

by 2020, on the number of units and volume¹ of single-use plastic products they use and sell in each country



REDUCE

these amounts by half, country by country, by 2025, and instead use environmentally sustainable delivery methods such as refillable or reusable containers



RECYCLE

the single-use plastics they sell in developing countries, ensuring that by 2022 one is collected for every one sold, as part of adequate systems for collection, re-use, recycling and composting in communities



RESTORE

dignity through working in partnership with waste pickers to create safe jobs

We have scored each company based on their progress towards the first three of our campaign commitments, as of March 2020. We did not score the companies on the fourth (Restore) because currently there is no reliable way to measure the companies' commitment to this.²

To assign scores, we broke down each ask into a series of questions, focusing on the extent of each company's commitments, and how soon they would be delivered. We then assigned a maximum score to each criterion, which was weighted according to its significance in tackling the world's plastic problem. For example, collection and recycling are an important part of the transition, but the right long-term approach is to replace single-use plastic with refillable and reusable alternatives, as explained in our report, [The Burning Question](#).³

We have held talks with each company since our campaign launched, but it is only their public commitments that we have used to assess their progress.

¹Our initial ask on country-by-country reporting called for disclosure of the number of units only. However, plastic volume is also a key determinant of the impacts on people's health and the environment, so we have amended our call to include volume.

²Tearfund is currently developing an initiative which brings waste pickers and these companies together around a common set of principles to form partnerships which improve waste pickers' livelihoods. This will enable a more objective assessment of this area in the future.

³See page 4 of the report in particular for more details.

	MAX. WEIGHTED SCORE	UNILEVER	NESTLÉ	COCA-COLA	PEPSICO
REPORT					
Has the company published and committed to publish annually global data on their total plastic footprint?	4	4	4	4	4
Has the company published country-level data?	4	-	-	-	-
Has the company published data in units as well as tonnes?	4	-	-	-	-
REDUCE					
Has the company committed to an absolute and overall reduction of their plastic footprint by a fixed date? ⁴	44	16	-	-	-
Is the commitment to be met by 2025?	4	4	-	-	-
Has the company committed to invest in naked packaging or reuse/refills as a central part of their reduction commitment in developing countries (rather than just switching to alternative single-use materials)?	4	4	4	-	-
Has the company committed to virgin plastic reduction by a fixed date? ⁵	4	7	5	-	3
RECYCLE					
Is there a commitment to collect one-for-one by a fixed date?	4	4	-	4	-
Will it be met by 2022? ⁶	20	8	-	-	-
TOTAL	100	47	13	8	7

In the race to tackle plastic pollution, Coca-Cola and PepsiCo are losing.
Call on them to get a move on at: tearfund.org/rubbishcompanies

⁴ 4 points for committing to an absolute reduction, plus extra points for more ambitious commitments (an extra 4 points for each 5% reduction they commit to). The maximum possible score is therefore 44 points (which is what meeting our ask of a 50 per cent reduction would score).

⁵ A number of companies have made commitments to reduce virgin plastic. Although this is not something we have called for directly, it has implications for both total plastic use and plastics collection (since using more recycled plastic offers greater incentives for collection). We have therefore included it in our scoring system. We offer 2 points for making a commitment to virgin plastic reduction, plus further points for more ambitious reductions (1 point for every 10 per cent reduction). The maximum possible score is therefore 12 points (corresponding to a 100% reduction in virgin plastic use).

⁶ 20 points for achieving this goal by 2022, 16 points for 2023, 12 for 2024, 8 for 2025, 4 for 2026.