

# Which Brands Are Littered Most?

# The Most Littered BRANDS



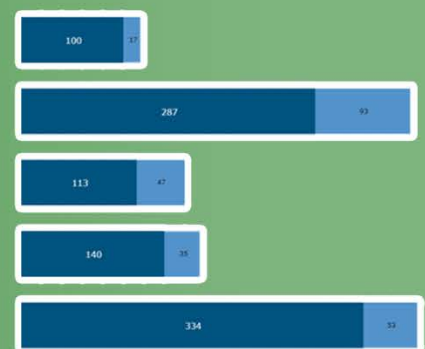
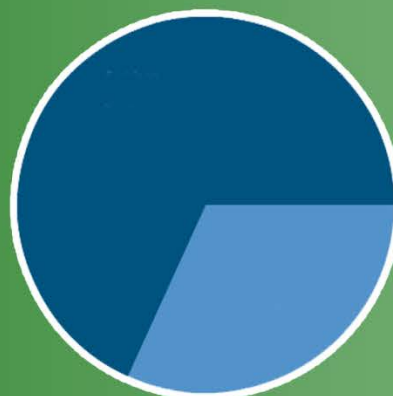
# REPORT

For Hamilton, Ontario

## "The Dirt On Litter"



## Market share vs. Litter share





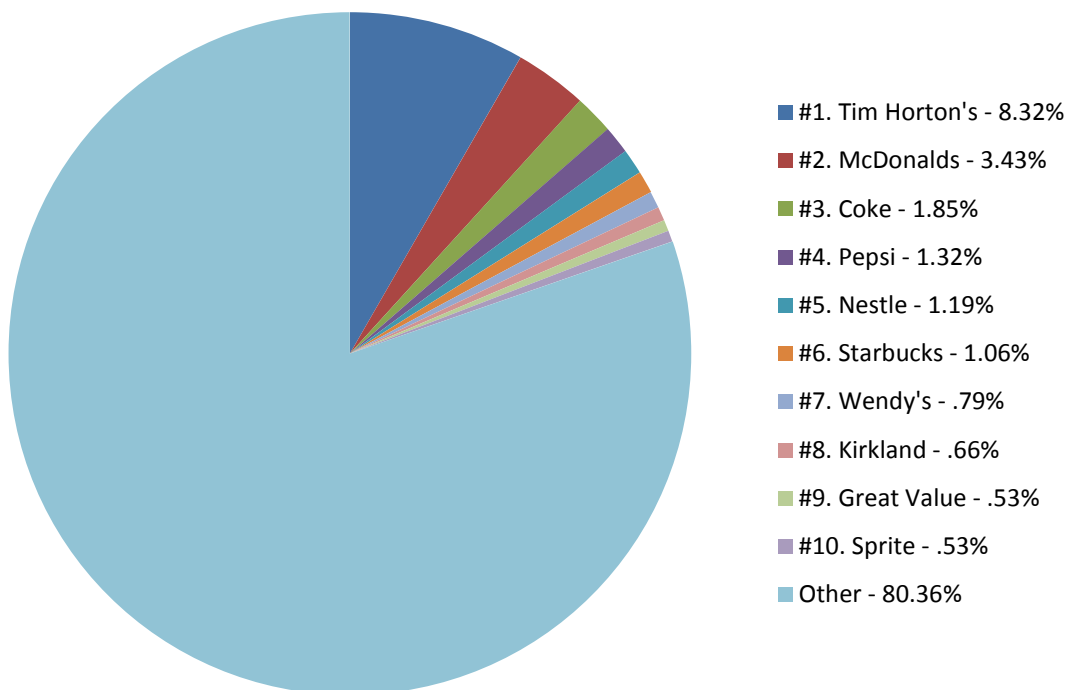
## The Most Littered Brands Report

**Fix Our World** is a Non-Profit universal grassroots umbrella in Hamilton, Ontario. Our purpose is to Educate, Motivate and Empower the public, especially youth in the areas of Peace, Poverty, Global Health and the Environment.

Through our [Street Team Cleanup](#) litter removal initiative, our organization embarked on a litter removal campaign in summer 2014. Volunteers from 10 Catholic schools in Hamilton Ontario competed to see who could collect the most litter. A total of 10,403 items of litter were collected and analyzed. We hope to continue our program annually, and review the increase or decrease in brand litter share. The 2015 challenge will hopefully be embraced by all Catholic and public schools, as well as the public.

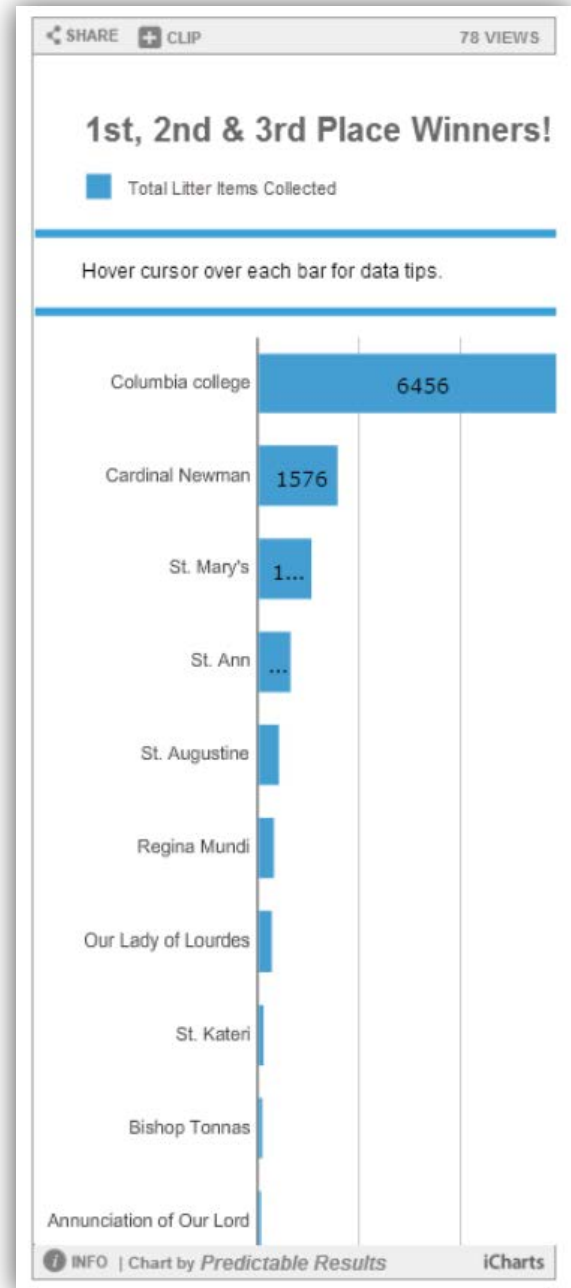
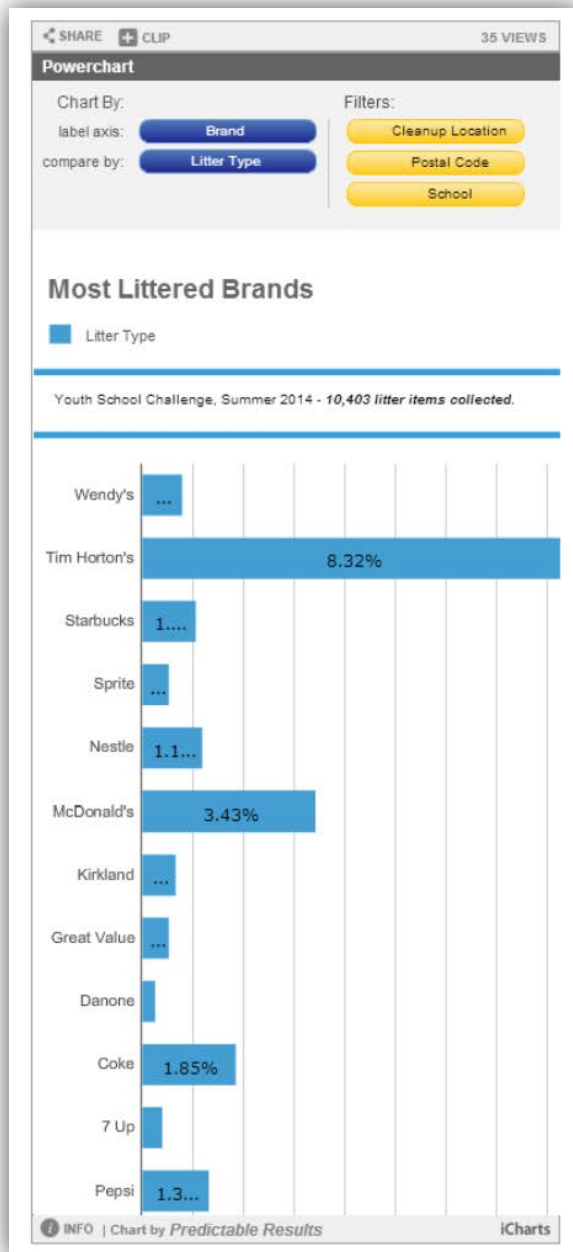
According to the Food Marketing Institute, the average supermarket alone carries over 45,000 brands. Out of all the brands in the marketplace, we found 10 that are creating the greatest percentage of litter on school grounds and local parks.

### Top 10 Most Littered Brands



## Live Website Charts

The litter research we collected is also displayed online through interactive web charts on our website at [Streetteamcleanup.com/charts](http://Streetteamcleanup.com/charts). The charts let you drill down into the data for greater insight.





## **Brand Sustainability Efforts**

We checked each brand's website to learn more about their current efforts to help reduce the impact their customers are having by littering their products. Here's what we found

### **#1. - Tim Horton's – 8.32%**

Litter from Tim Horton's customers made up 8.32% of all the litter we collected. The company has gone to great lengths to be a sustainable business. Their record on sustainability can be found online:

<http://sustainabilityreport.timhortons.com/>

To help reduce litter, Tim Horton's customers can purchase a travel mug and receive a 10 per cent discount. In addition, guests can request the use of reusable ceramic dishware when eating in their restaurants. Further, Tim Horton's promotes anti-littering in its restaurants and drive-thrus.

### **#2 - McDonalds – 3.43%**

McDonald's customers created 3.43% of all the litter we collected. According to their sustainability website, McDonalds puts great effort into avoiding waste in the first place. After performing a search on their sustainability website using the word "litter," we found that locations in Germany, UK and Australia had waste campaigns, but nothing for Canada.

<http://www.aboutmcdonalds.com/mcd.html>

### **#3. - Coke – 1.85%**

Coke drinkers contributed to 1.85% of all the litter we collected. On their sustainability website, Coke states that it supports local litter organizations such as "Keep America Beautiful," and global organizations including "Ocean Conservancy."

<http://www.coca-colacompany.com/search?q=litter>





#### **#4 - Pepsi – 1.32%**

Pepsi drinkers were responsible for creating 1.32% of all the litter we collected. Like Coke, Pepsi has partnered with “Keep America Beautiful.”

<http://www.pepsico.com/Purpose/Environmental-Sustainability/Packaging-and-Waste>

#### **#5 - Nestle – 1.19%**

Nestle consumers created 1.19% of the litter collected. When we searched using the word “litter” on their sustainability website, we found only letters complaining about the litter problem. We could find no specific litter removal programs.

<http://www.nestle.com/csv/environmental-sustainability>

#### **#6 - Starbucks – 1.06%**

Starbucks consumers created 1.06% of litter collected. But when we searched the sustainability section of their Canadian website, there were “no results found.”

<http://www.starbucks.ca/responsibility>

#### **#7 - Wendy’s – .79%**

Wendy’s consumers created .79% of the litter we collected. On the responsibility section of their website, we searched on the word “litter” but no results were found.

<http://www.aboutwendys.com/Responsibility/>

#### **#8 – Kirkland (Costco) – .66%**

Kirkland is the name brand for Costco. We searched online and located their corporate governance website. On it, we found a PDF from 2012 about the company’s sustainability efforts. But nothing was mentioned about litter prevention or removal.

<http://tinyurl.com/musfgcf>



## #9 - Great Value (Walmart) – .53%

Walmart has a commitment to creating zero waste, yet they created .53% of all the litter we collected. They do offer one-time-use shopping bags. Further, Walmart reduced their plastic bag waste by more than 38% by the end of 2013. On their website, the only litter mentioned was cat litter. There was no mention of human litter.

<http://corporate.walmart.com/global-responsibility/environment-sustainability/waste>

## #10 - Sprite – Litter-share of .53%

Sprite drinkers created .53% of all the litter we collected. Sprite is a brand owned by Coca Cola. See details above.

## Youth School Challenge Winners!

We would like to thank the 10 Catholic schools in the Hamilton Ontario area that helped us by volunteering their time and effort. Further, we hope the other schools we contacted who didn't participate will be able to next year. Special recognition goes to all Columbia College volunteers. They are the *Youth School Challenge Winners!*

## Our Survey Methods

Volunteer students were supervised by volunteer teachers. Each was provided with forms for identifying the attributes of each piece of litter they collected. This form can be downloaded from [Streetteamcleanup.com](http://Streetteamcleanup.com)

The litter removal results were collected and entered by us into our online web chart system. From there, we calculated the final results presented in this report.

## Street Team Cleanup is supported by Predictable Results Marketing

Our brand strategy, website, logo, online charts, survey form and technical support were provided by to us by [Predictableresults.ca](http://Predictableresults.ca). Any questions about this report, corrections to content or suggestions can be sent to [info@predictableresults.ca](mailto:info@predictableresults.ca)