



# 2021

## PET RUBBISH REPORT



First national brand  
audit report reveals  
who are the leading  
plastic bottles  
polluters in Kenya

RELEASE DATE: 27TH  
AUGUST 2021

[WWW.CLEANUPKENYA.ORG/2021-BRAND-AUDIT-REPORT/](http://WWW.CLEANUPKENYA.ORG/2021-BRAND-AUDIT-REPORT/)





## ABOUT CLEAN UP KENYA

Clean Up Kenya was established in 2015 to advocate for and promote sustainable public sanitation in the country. Since then we have grown into a national advocacy brand for sustainable waste management.

Our long term plan is to provide sustainability consultancy and sanitation services to governments, the private sector and the public and to expand our work across Africa.

The project is led by its Founder and Patron, Betterman Simidi, with the help of a Country Director, Monicah Ngatia, and is supported by an Advisory Board with Martin Muriithi as Chairman.



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## ABOUT NAIROBI RECYCLERS

Nairobi Recyclers (NAREC) is 10 year old registered local NGO whose purpose and interest lies in waste management and utilization of clean, renewable energy by focusing on environmental advocacy, tree planting, afforestation, clean ups, solid waste collection, separation, transportation and recycling as well as skill development in clean energy installations, maintenance and promotions.



# REPORT STATEMENT

Audits for identifying polluting brands is a growing science all over the world. These audits mostly focus on plastics because of their pervasive presence and well-documented effects on the environment.

The 2021 PET Rubbish Report is the first national brand audit report done in Kenya. This report is done with partnership of Clean Up Kenya and Nairobi Recyclers. Changing Markets Foundation provided some assistance for report documentation. The report focuses on the plastic material chemically known as polyethylene terephthalate and often abbreviated as PET. This material is the one used to traditionally package soft drinks and water.

This report was physically conducted in six counties in Kenya over a period of five months, namely, Nairobi, Kajiado, Kisumu, Uasin Gishu, Mombasa and Kilifi. More data was collected nationally through citizen science where members of the public submitted random individual pictures which were published online on dedicated social media platforms, and later audited. Those who submitted the data were not informed of the purpose of their submission to keep the data credible.

While this report has some limitations, it is very credible as the trends from different cluster areas reveal.

Coca-Cola brands remain the most polluting in Kenya nationally both in the carbonated drinks (sodas and energy drinks) and non-carbonated category of juices. However, Club brands have a strong showing along the Kenyan coast in the carbonated drinks category.

In the water category, the report found a large number of brands operating in the country. Many are restricted to small regions. Some do not have the standardization mark from the Kenya Bureau of Standards (KEBS) and others do not have complete

contact information on labels. With every new audit, more brands were found and it is likely that there are many more nationally that this report did not capture. This suggests an unregulated production of packaged water in the country putting at risk the health of Kenyans.

Quencher Life, a product of Excel Chemicals, was found to be the most polluting water brand, and even for such a national product, Quencher Life lacks complete contact labelling.

The traceable brands including the Kenya Association of Manufacturers were contacted to respond to this report but did not reply.

Our purpose in conducting this research are twofold.

The first objective is to increase visibility on the issue of pollution caused by plastic bottles and hopefully interest the media to highlight this and other emerging problems. Some of the concerns include: low pay for waste pickers who are responsible for recovery of over 90 % of plastics from the environment and rampant issue of child labour in recovery and collection across the country, as our data collectors found out.

The second objective is to inspire more sustainable interventions from all stakeholders, particularly government and industry.

We are aware that there are advanced efforts to have Kenya adopt a mandatory Extended Producer Responsibility regime. While this is welcome, we recommend that the Deposit Return Scheme (DRS) become the primary base for producer responsibility under this law. With such an arrangement, consumers will be required to make a 'returnable deposit' for PET packaging in the same way this is done for beer glass bottles. This will ensure all plastic bottles are recovered from the environment without contamination to enable more recycling and position the country as a leader in circular economy.

# 2021

## PET RUBBISH REPORT

### WHERE AUDIT TOOK PLACE

12,288  
PIECES  
AUDITED

428  
BRANDS  
FOUND

NAIROBI 25.68 %

KISUMU 20.21 %

KILIFI 12.97 %

KAJIADO 12.38 %

MOMBASA 11.29 %

UASIN GISHU 8.76 %

ONLINE 8.71 %



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# 2021 PET RUBBISH REPORT

## NATIONAL SUMMARY

**12,288**  
PIECES  
AUDITED

**428**  
BRANDS  
FOUND

### CARBONATED

**36.17 %**

**SODAS**

**11.33 %**

**ENERGY DRINKS**

### NON-CARBONATED

**43.38 %**

**WATER**

**9.12 %**

**JUICES**



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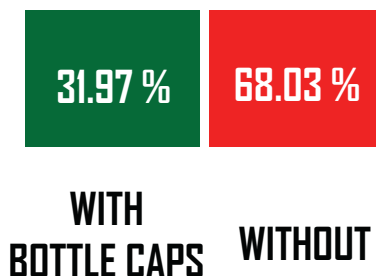


## CONSUMER BEHAVIOUR

**12,288**  
PIECES  
AUDITED

**428**  
BRANDS  
FOUND

Audit sought to determine how many consumers put the caps back on the bottles after use



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**2021**

**PET RUBBISH  
REPORT**

**TOP POLLUTERS - JUICES**

**1121**  
PIECES  
AUDITED

**41**  
BRANDS  
FOUND

**37.29 %**

**Minute  
Maid.**

**36.31 %**

**afia**  
FRUIT JUICES

**5.98 %**

**QUENCHER**

**2.94 %**

**APPLE PUNCH**

**2.50 %**

**HIGHLANDS**

**C L E A N**  
**up KENYA**

  
**NAIROBI RECYCLERS**

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## PET RUBBISH REPORT

MINUTE MAID a product associated with The Coca-Cola Company is the leading plastic bottles polluter in Kenya in the JUICES DRINK



Minute  
Maid

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# 2021 PET RUBBISH REPORT

## TOP POLLUTERS - WATER

5,338  
PIECES  
AUDITED

340  
BRANDS  
FOUND

12.27 %

8.36 %

4.08 %

3.00 %

2.96 %



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QUENCHER LIFE a  
product of EXCEL  
CHEMICALS is the  
leading plastic bottles  
polluter in Kenya in  
the WATER CATEGORY



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## PET RUBBISH REPORT

### TOP POLLUTERS - ENERGY DRINKS

**1392**  
PIECES  
AUDITED

**14**  
BRANDS  
FOUND



**40.66 %**

**24.07 %**

**22.41 %**

**8.19 %**

**1.58 %**



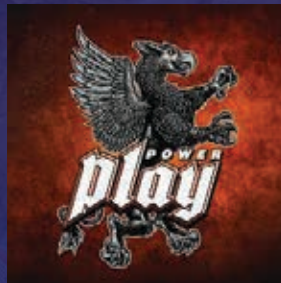
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POWER PLAY a product associated with The Coca-Cola Company is the leading plastic bottles polluter in Kenya in the ENERGY



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2021

PET RUBBISH  
REPORT

TOP POLLUTERS - SODAS

4444  
PIECES  
AUDITED

33  
BRANDS  
FOUND

25.07 %

*Coca-Cola*

18.02 %



ORANGE

13.28 %



8.24 %



BLACKCURRANT

6.26 %



PASSION

HONARABLE MENTIONS: CLUB COLA - 3.85 %

CLUB LEMON LIME - 3.56 %



NAIROBI RECYCLERS

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*Coca-Cola*

COCA-COLA a product  
of The COCA-COLA  
Company is the  
leading plastic bottles  
polluter in Kenya in  
the SODAS CATEGORY

CLEAN  
up KENYA



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# 2021 PET RUBBISH REPORT

## TOP POLLUTERS - NATIONAL SUMMARY

12,288  
PIECES  
AUDITED

428  
BRANDS  
FOUND

## LEADING PET POLLUTING COMPANIES IN KENYA

41.57 %

5.88 %

5.62 %

3.38 %

2.81 %



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The COCA-COLA  
Company is the  
leading plastic bottles  
polluter in Kenya.  
41.57 % of all audited  
PETs were from the  
company.

THE  
*Coca-Cola*  
COMPANY

CLEAN  
up KENYA



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