**Explainer**

These country/continent summaries only reflect the data that was appropriately tagged in the submission form as coming from that country/continent. The data submissions received that did not enter their country are not included in these country summaries, but are nonetheless factored into the aggregate data (ex. total number of plastic pieces counted) presented in the global results of the Branded report.

For example: If a country had 5 brand audits, but only 2 of these audits submitted their data clearly listing the country name on the data submissions form, then only 2 out of the 5 total brand audits are shown in that country summary. The aggregate data (total number of plastics counted) from all 5 brand audits are still reflected in the global total, although data from the incomplete forms are filtered out in the determination of the Top Global Polluters.

Both the Countries folder and the Continents folder each contain a CSV file labelled “EMPTY,” where we placed the remaining data received that did not clearly identify their country of origin. For more details on participating organizations per country, please see this [Organizations/Country/Continent List](https://docs.google.com/spreadsheets/d/1lXg5uKFdW49OJ9W5hsepDq3N1Kkn4IJr/edit#gid=743494016).

**The ranking in these country/continent summary excel files refer to the total count of plastics collected while the summary in the report refer to the total number of countries present. As a result, the brands in these summaries may not align perfectly with the “Top Regional Polluter.” Please see the note below for more details.**

**A note on “Top Polluter” by Continent**

“Top Regional Polluter” (we defined regions by continent) is calculated solely on the number of countries per region where the brand was found. These results are ranked *primarily* according to widespread distribution - in other words, by the number of countries in each continent where brand audits reported finding these companies. Our priority metric was to examine these companies’ presence across the highest number of countries per continent, to be consistent with last year’s methodology and “Top Global Polluter.” Unlike the “Top Global Polluter,” however, the number of plastics were not used as a second factor for “Top Regional Polluter.” **To put it simply, these results reveal the companies polluting the most places in each continent. The Top Regional Polluters are:**

**Africa**: Coca Cola, Colgate-Palmolive, Unilever

**Asia**: Nestle, Coca Cola, PepsiCo

**Europe**: Coca Cola, PepsiCo, Heineken

**North America**: Nestle, Solo Cup Company (Dart Container Corporation), Starbucks

**Oceania / Australia**: Woolsworth Group

**South America**: PepsiCo, Coca Cola, Ferrero Group