

Point of Contact: _____

Date: _____

Organization: _____

City: _____

Email: _____

State/Region: _____

Country: _____

Have you watched the Brand Audit Training videos? Yes No

Number of Volunteers: _____

Where did you do this brand audit? (Choose all that apply)

Beach Ocean

Underwater River/Lake

Rural City

Brand Name (Enter Unknown if not clearly marked)	Description of Item	How Degraded is the item? Intact Slightly Degraded Very Degraded	Type of Product FP HP PC SM FG PM O	Type of Material PET HDPE PVC LDPE PP PS O	Layers SL ML Unsure	Count (eg: IIII)	Total
		Intact Slightly Degraded Very Degraded	FP HP PC SM FG PM O	PET HDPE PVC LDPE PP PS O	SL ML Unsure		
		Intact Slightly Degraded Very Degraded	FP HP PC SM FG PM O	PET HDPE PVC LDPE PP PS O	SL ML Unsure		
		Intact Slightly Degraded Very Degraded	FP HP PC SM FG PM O	PET HDPE PVC LDPE PP PS O	SL ML Unsure		
		Intact Slightly Degraded Very Degraded	FP HP PC SM FG PM O	PET HDPE PVC LDPE PP PS O	SL ML Unsure		
		Intact Slightly Degraded Very Degraded	FP HP PC SM FG PM O	PET HDPE PVC LDPE PP PS O	SL ML Unsure		

Submit Your Brand Audit Data Card at www.earthday.org/brandaudit



Type of Product*		Type of Material+	
FP	Food packaging: e.g. bottles, cutlery, foam, tubs, wrappers, chip bags, cups, straws	PET	#1 plastic: Clear or tinted plastic; often used in drink bottles, cups, pouches, etc.
HP	Household products: e.g. cleansers, shoes, textiles bags, toys, crates, tarps, pens	HDPE	#2 plastic: White or colored plastic; often used for product bottles, jars, milk, jugs, etc.
PC	Personal care: e.g. soap, shampoo, medical, diapers, makeup, dental, sanitary napkins	PVC	#3 plastic: Durable plastic, hard or rubbery; often used for building materials, toys, shower curtains, etc.
SM	Smoking materials: e.g. cigarette butts, lighters, cigar tips, tobacco packaging	LDPE	#4 plastic: Clear, white or colored plastic; often used for bags, plastic trays, holders, dispensers, etc.
FG	Fishing gear: e.g. nets, baits, lures, hooks, buoys, floats, rope, fishing lines, traps	PP	#5 plastic: Hard but flexible plastic; often used for cups, take-out food containers, lids, etc.
PM	Packing materials: e.g. boxes, Styrofoam (non-food), film, bubble wrap, delivery envelopes, tape	PS	#6 plastic: Rigid, brittle plastic OR foam; often used for cups, take-out food containers, lids, etc.
O	Other/Unknown: e.g. pellets, balloons, fragments & pieces, other plastic items	O	Other / Unknown: Bioplastics, products containing unidentifiable plastics, etc.

Material Layers^	
SL	Single layer: Flexible plastic film; packaging and wrapping, polythene bags, etc.
ML	Multi-Layer: Plastic bonded with another material; sachets, shelf-stable milk and juice boxes, personal care products, etc.

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