

The top half of the page features a background image of a blue leaf with a detailed vein pattern. A thick black line runs vertically down the center of the leaf, and several other veins branch out from it. The bottom edge of the leaf pattern is irregular and wavy.

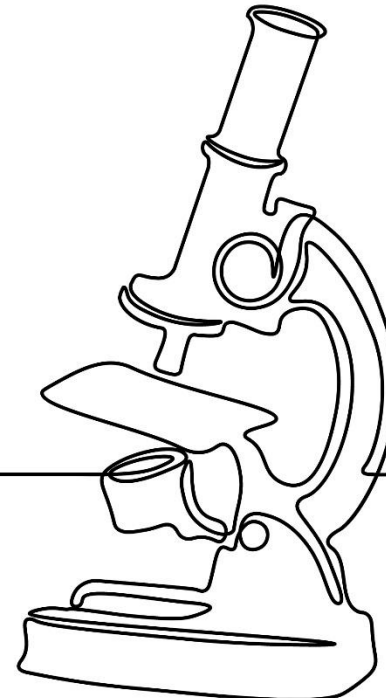
# Single-Use Plastic

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## Media Analysis Report

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# Introduction

## Report Objectives

The report analyses media coverage on 'single-use plastic'. It is split into three parts: Traditional Media Analysis, Twitter Analysis, and Influencer Network Analysis.

The main objective of the **Traditional Media Analysis** is to identify the topics and brands driving coverage around single-use plastic, and the key messages pertaining to the top four brands in the media discussion.

**The Influencer Network Analysis (INA)** uses Commetric's proprietary methodology to identify the key influencers driving the discussion around single-use plastic in traditional media, and to rank the brands driving coverage in terms of their centrality in the discussion.

The **Twitter Analysis** looks at the top sources and influencers in the Twitter discussion and the most prominent hashtags.

## Media Set

The Traditional Media Analysis and Influencer Network Analysis are based on the qualitative and quantitative analysis of 556 English language articles published in top tier UK and US media outlets in the period 1<sup>st</sup> April – 30<sup>th</sup> September 2019.

For the Twitter analysis a total of 137,144 English language tweets, posted in the period 1<sup>st</sup> October 2018 - 30<sup>th</sup> September 2019, were quantitatively analysed through natural language processing (NLP) and statistical techniques.



# Executive Summary I

- The main topic in the media discussion was '**Industry efforts**', with journalists primarily focusing on how corporations approach the issue of plastic waste. The main coverage driver within that topic was **the specific efforts a company or a whole industry has taken to cut plastic pollution**.
- The most widely covered industry was **food & drink**, as many reports looked into how large manufacturers revamp their operations and reconsider their extensive use of plastic packaging. The second most widely covered industry was **fashion** – a sector in which the sustainability narrative has become prevalent.
- **Coca-Cola** was the most often mentioned food & drink company, with most of the publications presenting it as one of the world's biggest producers of plastic waste. Many journalists mentioned a 2018 report by **Greenpeace** which found that **Coca-Cola, Pepsi and Nestlé** are the largest makers of plastic trash, although all three companies have made recycling pledges.
- Retail giant **Amazon** also featured centrally in the discussion, as it was criticised for increasing the use of plastic packaging, especially by introducing a new range of padded plastic envelopes for deliveries. At the same time, a great number of media outlets covered its decision to remove all non-recyclable plastic from its deliveries in India, one of the world's most polluted countries.
- Similar messaging by **Greenpeace**, which continues to pressure multinational corporations to reduce their plastic footprint, featured prominently in the research sample.

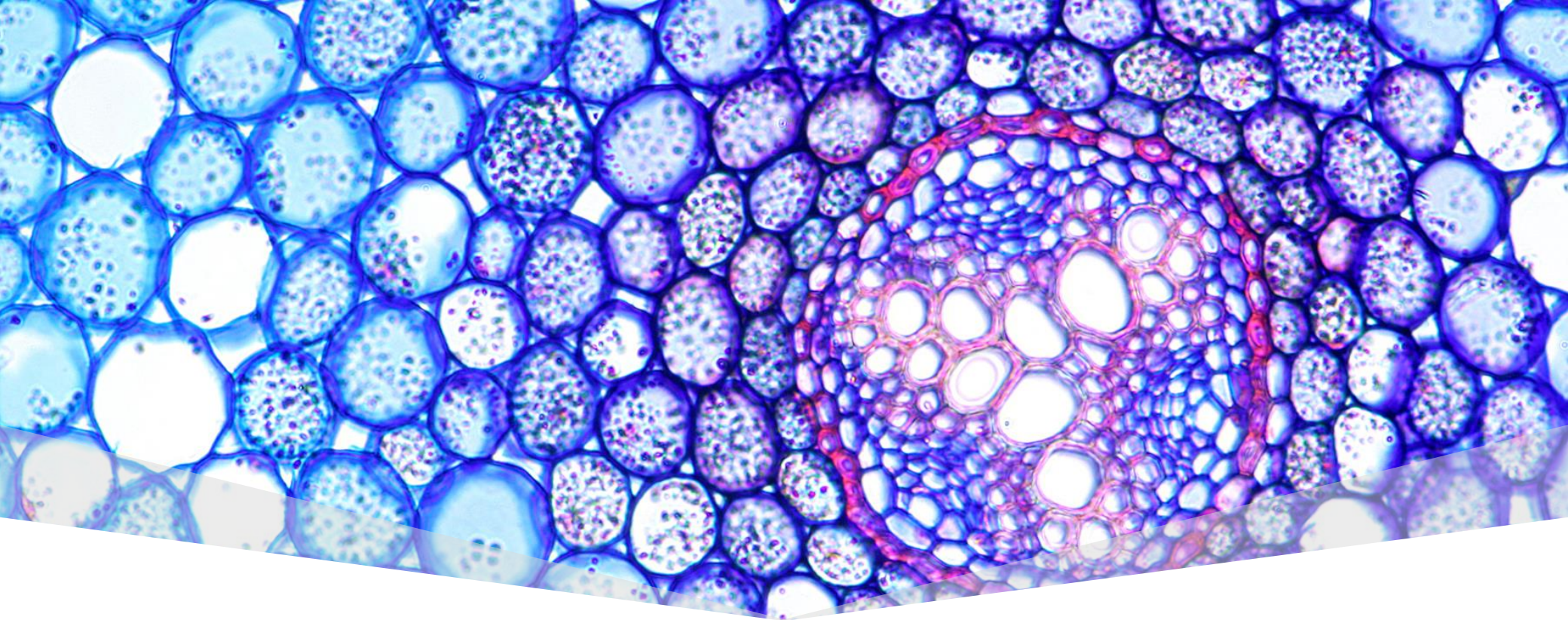


# Executive Summary II

- Proactive positive messaging around **Coca-Cola** included its participation in global recycling initiatives, its statement that all its primary packaging does not consist of single-use plastic, and its withdrawal from the **Plastics Industry Association**. The strongest positive coverage drivers around its main competitor, **Pepsi**, also included its plans to leave the association, alongside commitments to move from single-use to reusable plastic.
- **Sir David Attenborough**, whose recent TV programme **Blue Planet** focused on the impact of plastic on the oceans, was the most often quoted spokesperson. He made headlines for warning that the growing plastic pollution is killing up to a million people a year in addition to the environmental damage.
- Climate activist **Greta Thunberg**, who said that plastic pollution is even worse than anyone has imagined, also provided considerable impetus to the debate. Her passionate rhetoric was echoed by fellow teenage activist **Ridhima Pandey**, “India’s Greta Thunberg,” who called for a total ban on plastic.
- The most often cited corporate spokesperson was **Arne Sorenson, CEO of Marriott International**, one of the largest hotel chains in the world, which announced its plans to eliminate single-use plastic toiletries by 2020. Sorenson said that the initiative underscores how important it is to continuously find ways to reduce the hotels’ environmental impact.
- Offering solutions to the problem with single-use plastic has become a major **cross-industry reputation driver**, which can be leveraged by companies to position themselves as responsible and sustainable corporate citizens.





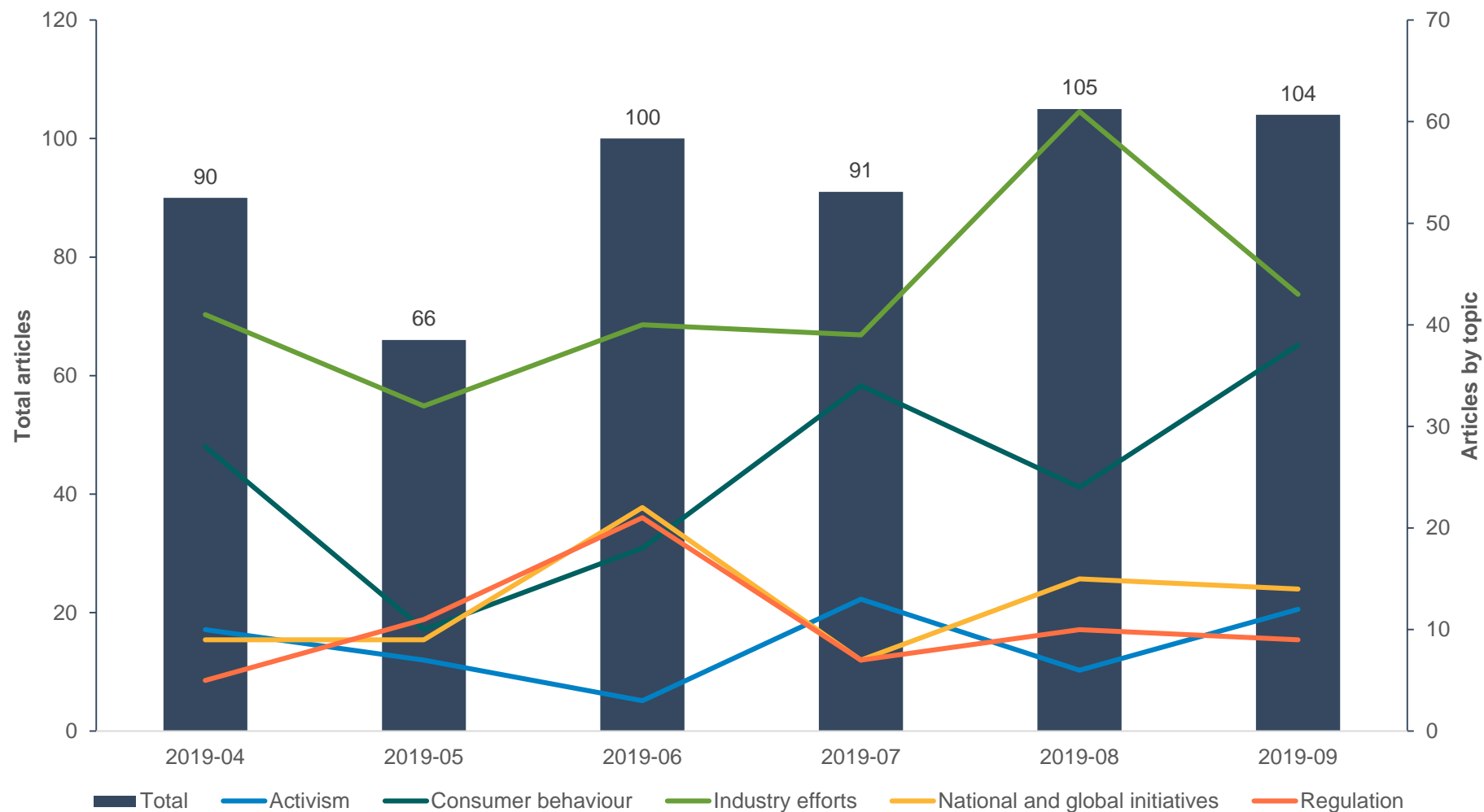


# Single-Use Plastic

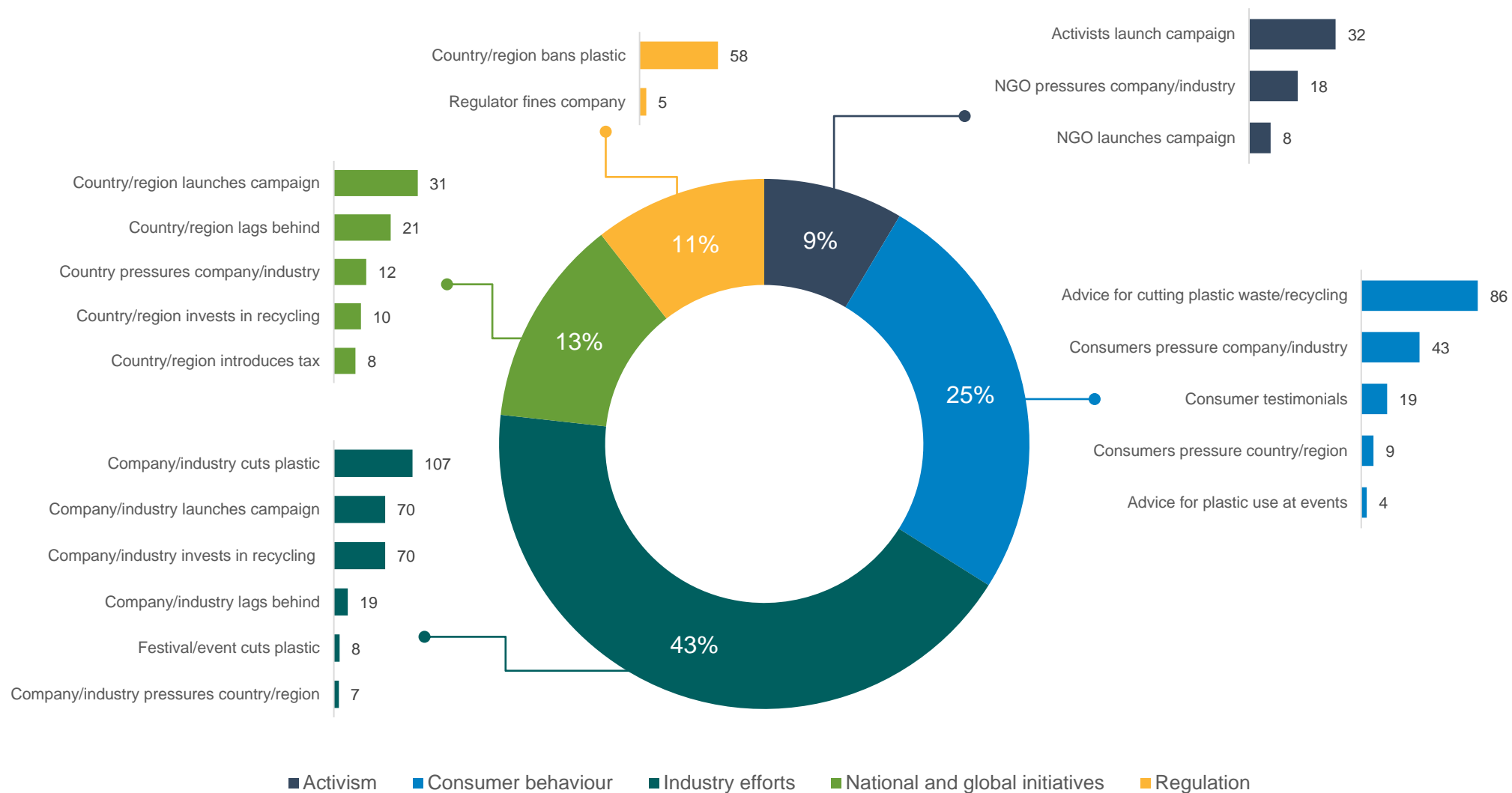
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**Traditional Media Analysis**

# Topic Coverage Trend



# Topic Coverage Drivers



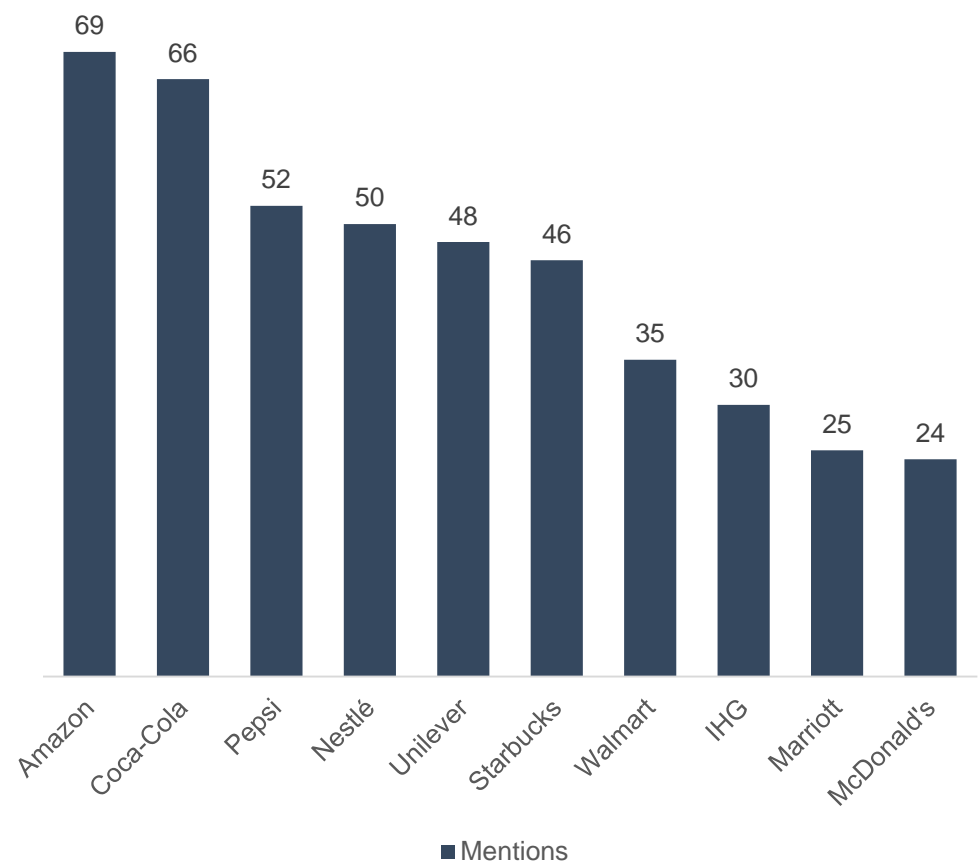


## Brands Word Cloud

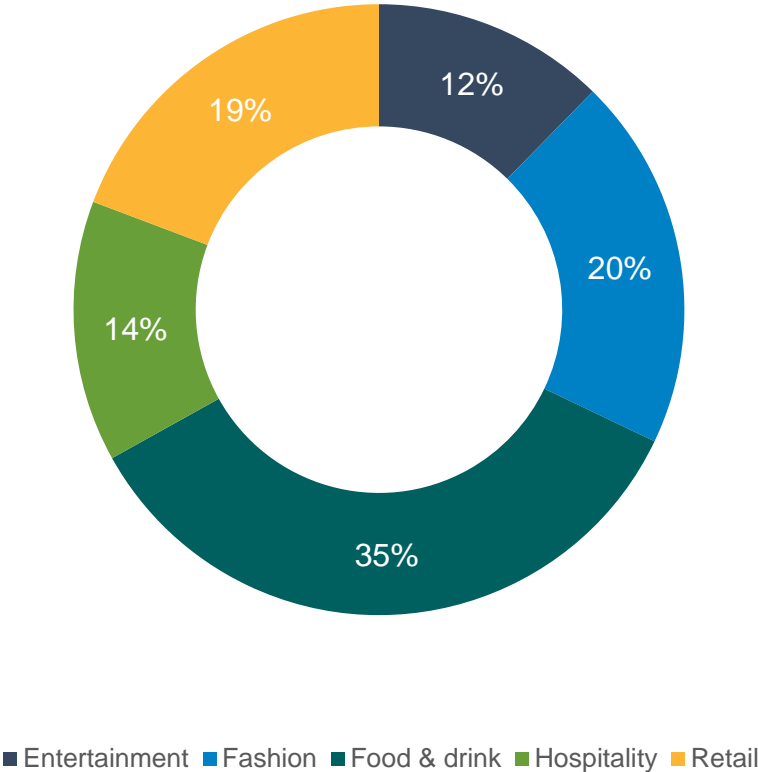


# Most Discussed Industries and Brands

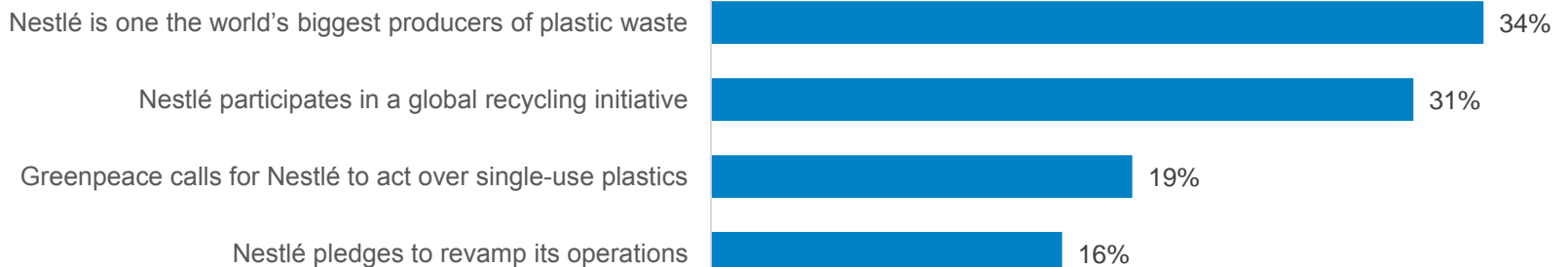
Top 10 brands by number of mentions



Industry split



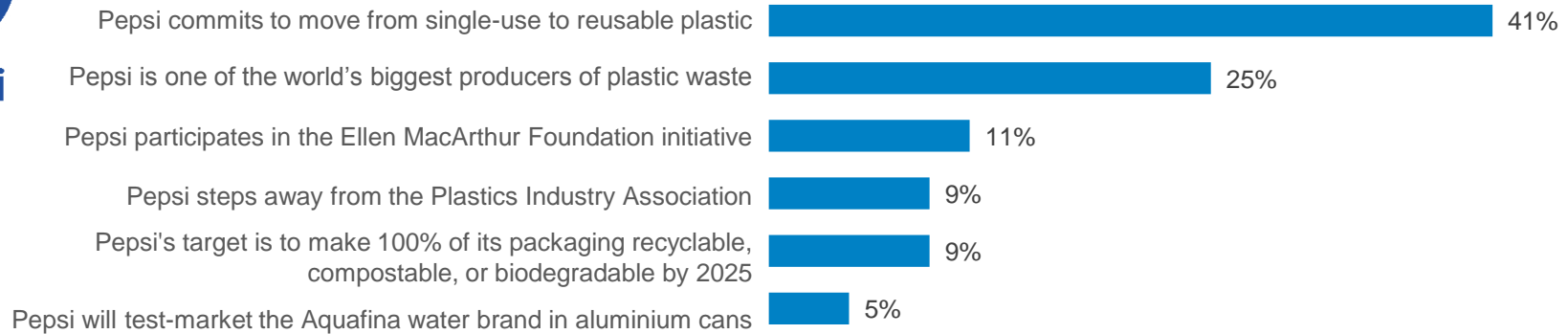
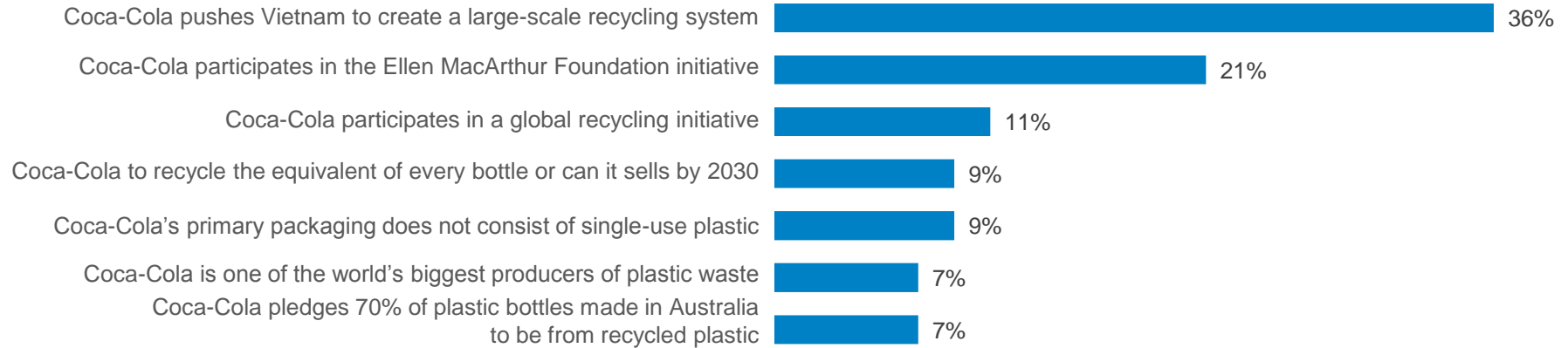
# Brand Coverage Drivers



■ Share of coverage



# Brand Coverage Drivers



■ Share of coverage

## Word Cloud: Traditional vs Social Media

## Traditional

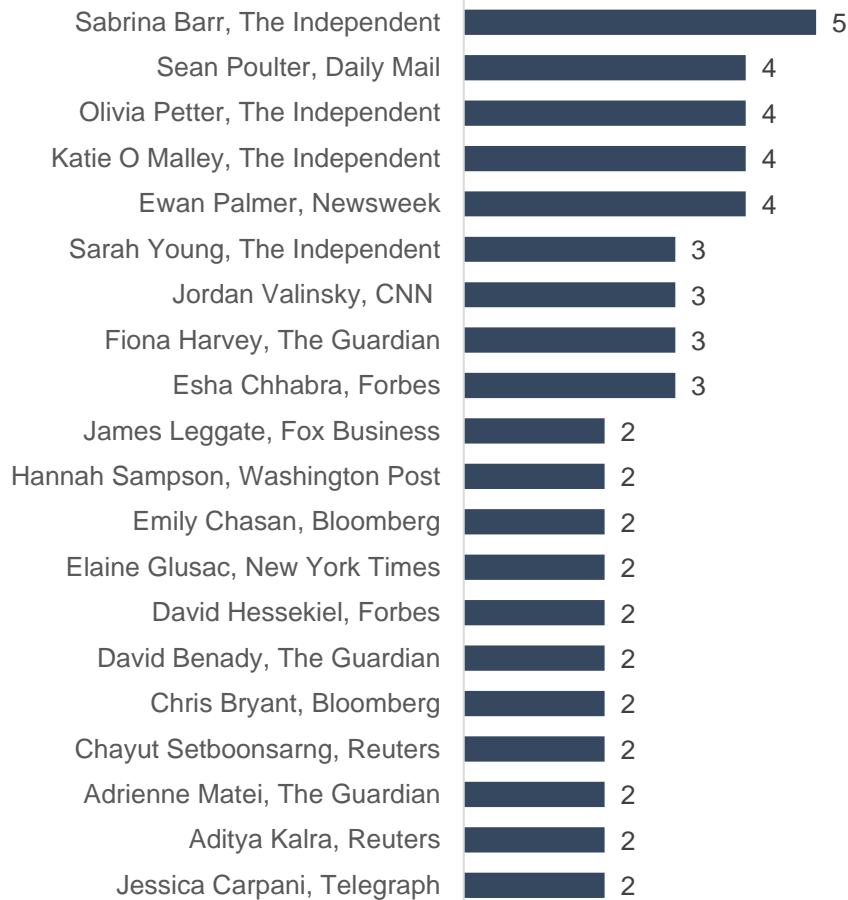


## Social

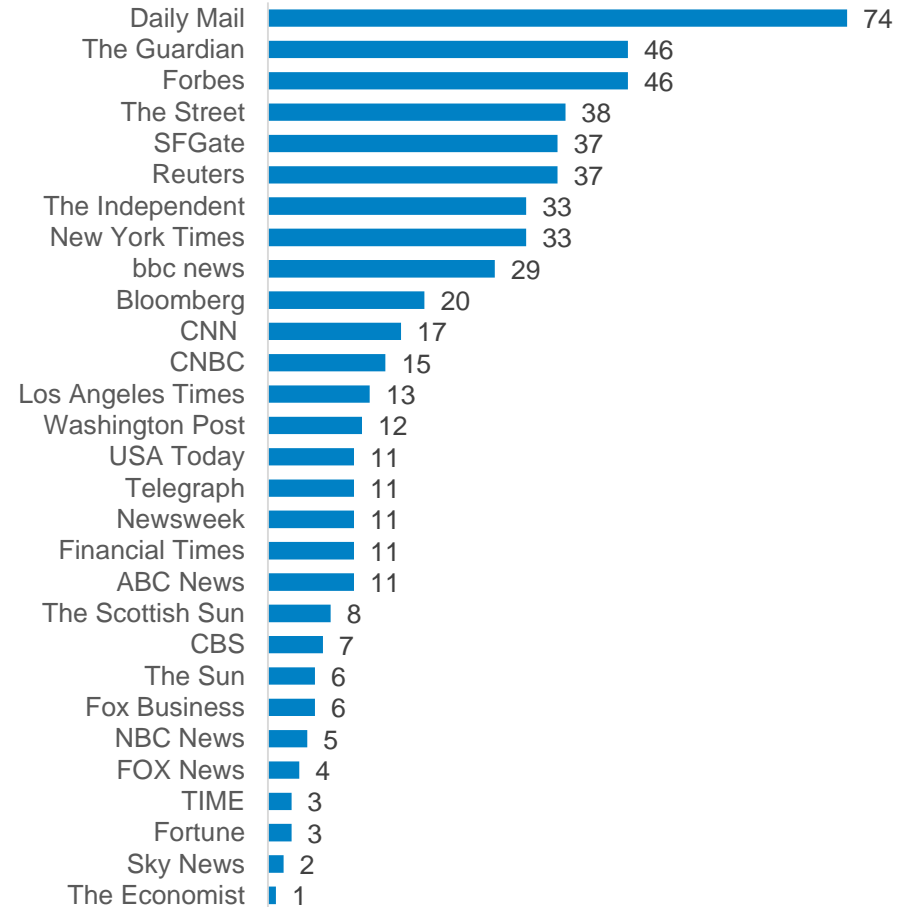


# Top Journalists and Publications

## Journalists



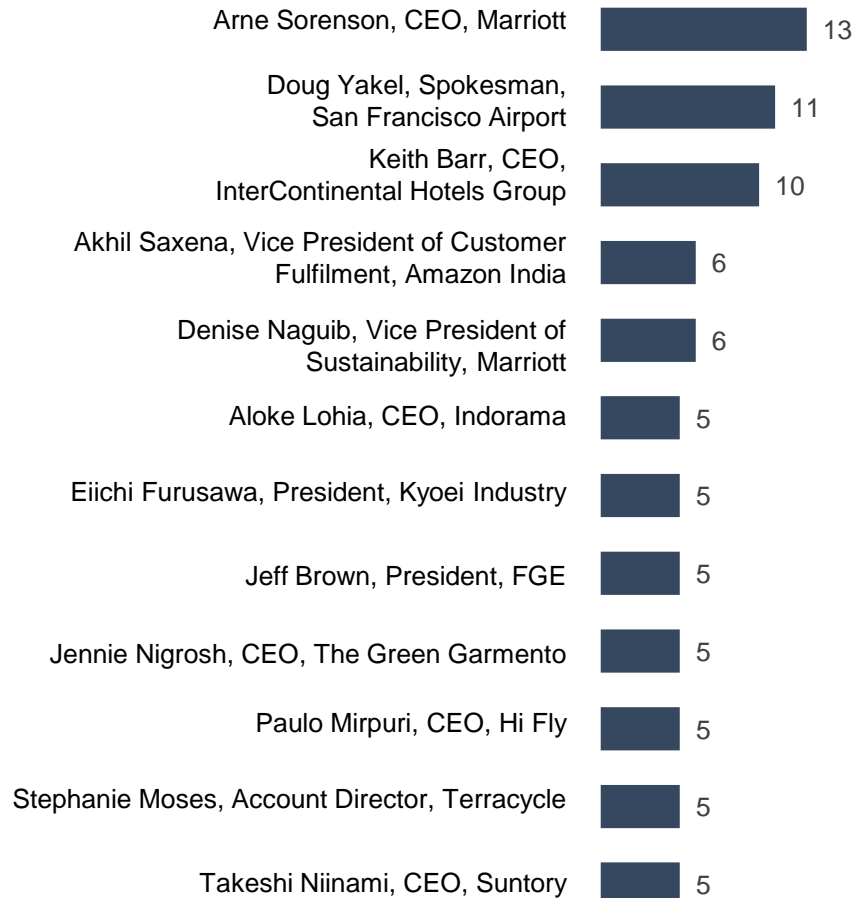
## Publications



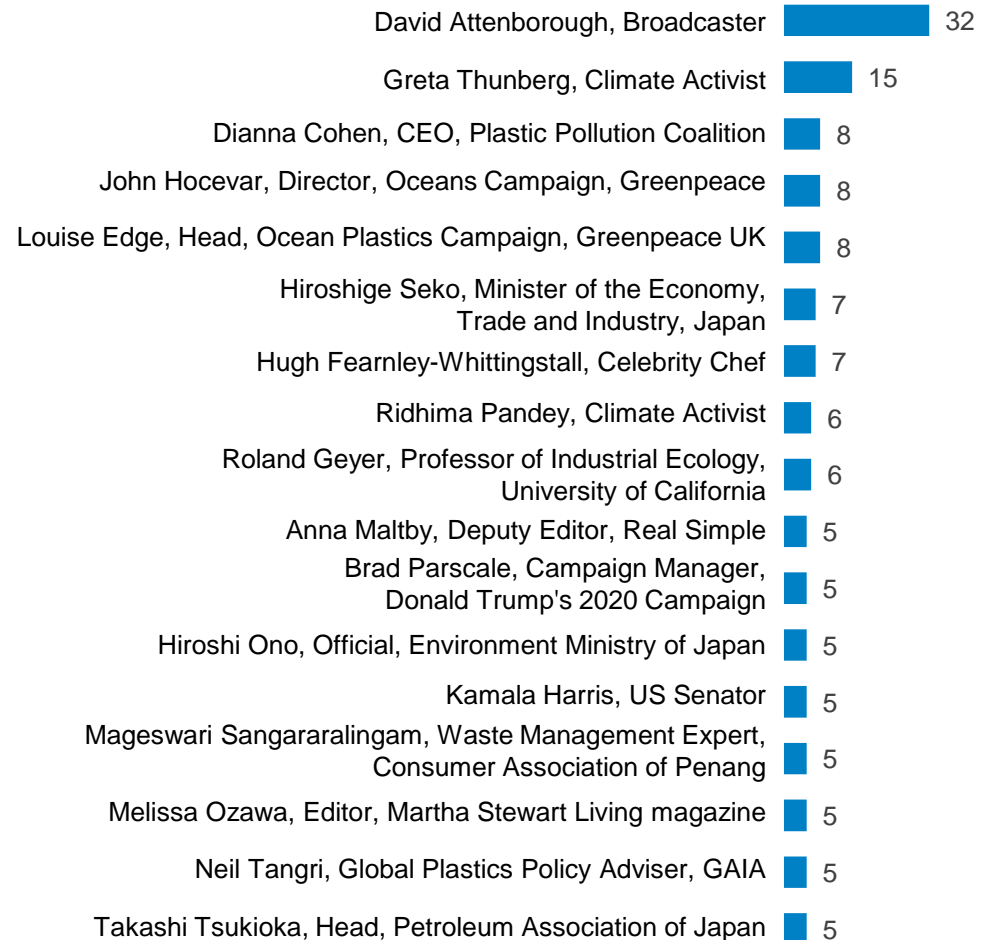


# Top Spokespeople and Third-party Commentators

## Spokespeople



## Third-party commentators





# Single-Use Plastic

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**Influencer Network Analysis (INA)**

# Influencer Network Analysis: Overview

Influencer Network Analysis identifies the influencers and commentators that drive coverage and the topics that generate traction with media outlets and reporters. By interpreting the linkages, momentum, influence and 'pass-through' of ideas in the media, INA identifies the Gatekeepers of Influence. INA studies help clients plan and implement communications programs based in influencer outreach, stakeholder cooperation, and partnership with other organisations.

The INA methodology is a patented combination of free-text database search, natural-language processing (entity extraction) and qualitative media analysis. In the first stage of each study, a coverage sample of 300 to 1,800 articles is created using free-text database search strings. Coverage samples can be constructed based on media issues, organisations, individuals or events. In the second stage, the Siera Engine Entity Extractor identifies the people, organisations and media mentioned within the articles. Stage three consists of a qualitative review of coverage and the grouping of discovered entities into categories (by job title, role, topic discussed, etc.). In the final stage, discovered influencers are mapped against one another and in combination with the reporters and publications that cover them.



### Objectives of INA studies include:

- Profile the organisations and organisation spokespeople engaged in media discussion
- Uncover the issues and topics that drive media discussion
- Discover unknown commentators, influencers and experts
- Discover common themes among seemingly unrelated commentators or media outlets
- Identify stakeholder opportunities to leveraging programs
- Analyse diffusion patterns and information flow
- Identify secondary media outlets outside the scope of key targets



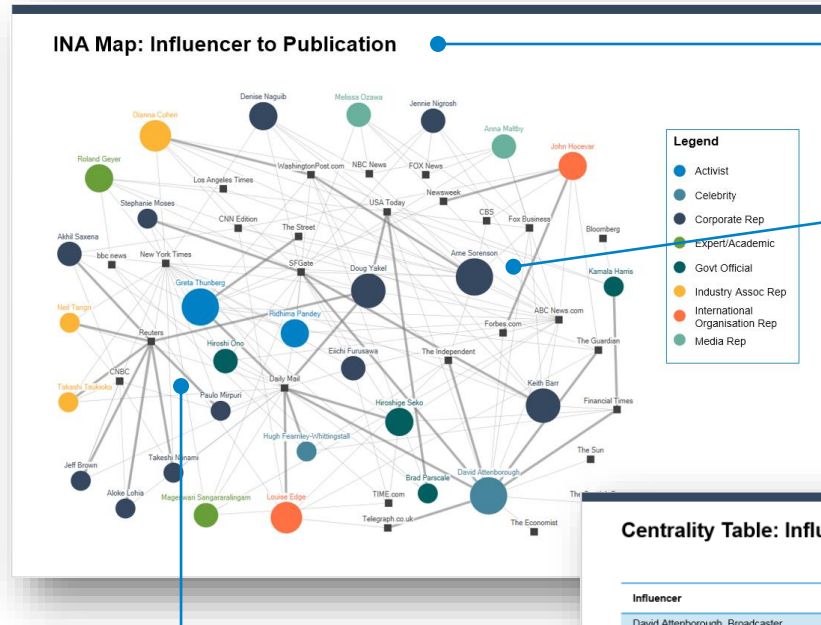


# Reading INA Maps: The Basics

INA maps show the connections between the entities participating in a debate and the media that mentioned them. The entities are influencers or organisations and are depicted by circles. The media representatives are usually reporters, publications or blogs and are depicted by squares. Entities and media are collectively called nodes.

## Map structure:

- Highly networked map – A highly networked map indicates a debate that has matured and has established participants who appear in the context of numerous developments in the analysed field.
- Loose map – A loose map (formed of isolated islands of nodes) suggests that there are no established opinion leaders in the analysed debate and most participants appear in relation to single events/developments that did not attract wide media attention.



Slide titles name the particular entity and media representative types shown in the map and centrality tables.

The size of a circle represents the number of articles that mention each entity. The colour of a circle shows the influencer category that its owner falls into. See category legend that accompanies each map.

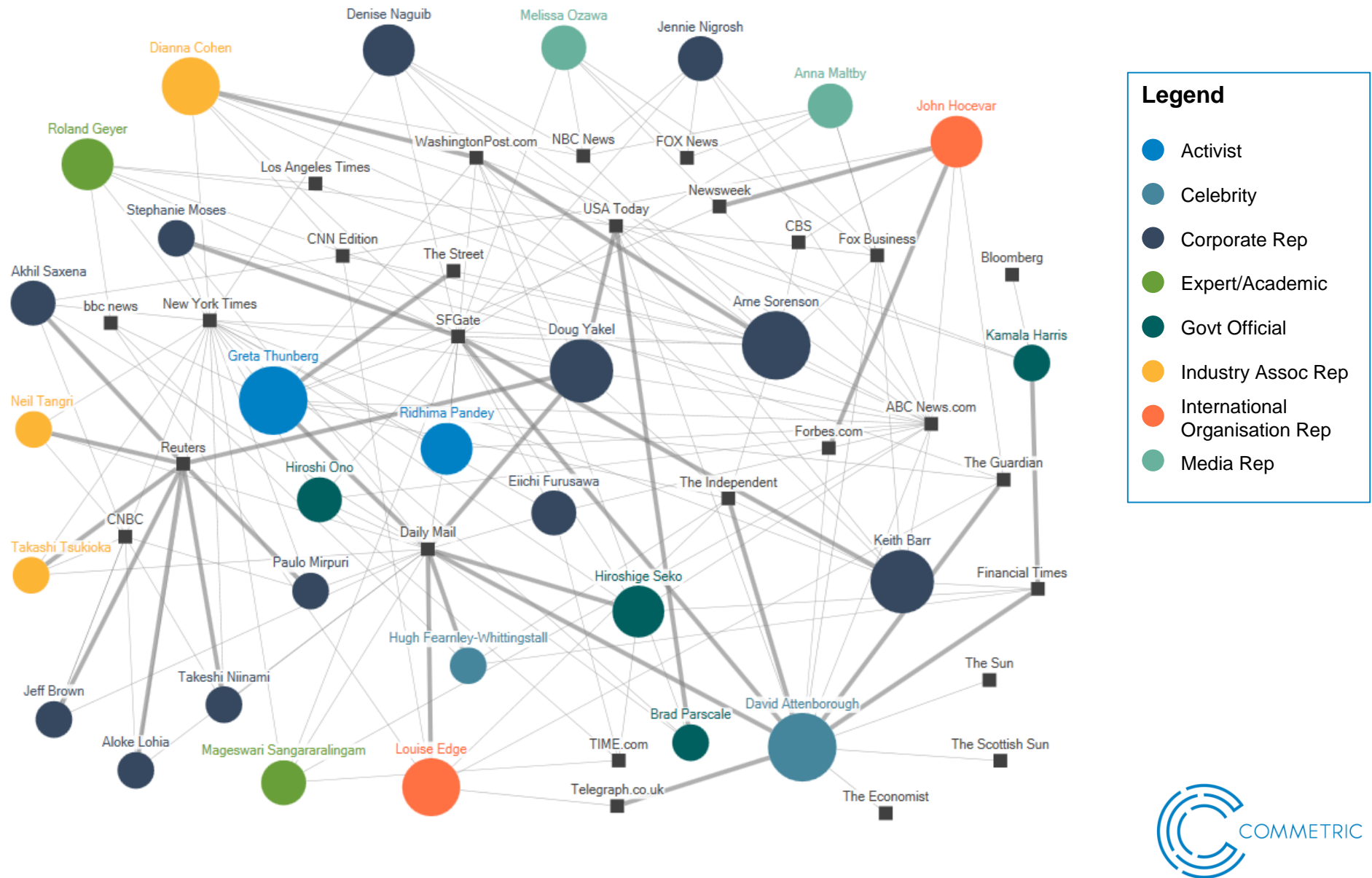
The thickness of an arrow is relative to the number of articles by the media representative (arrow source) that mentions the entity (arrow target).

The centrality index score is a mathematical method used in network analysis to measure the quantity and quality of connections. The score is based on the number of connections that a specific node has and also on the number of connections for each of the nodes that it is connected to. Scores range from 0 to 100 where a score of 100 means that a node is directly connected to all other nodes in the network.

**Centrality Table: Influencer to Publication – Part I**

Influencer	Centrality score
David Attenborough, Broadcaster	48.7
Arne Sorenson, CEO, Marriott	47.9
Greta Thunberg, Climate Activist	47.1
Doug Yakei, Spokesman, San Francisco Airport	44.9
Keith Barr, CEO, InterContinental Hotels Group	44.9
Dianna Cohen, CEO, Plastic Pollution Coalition	43.5
Hiroshige Seko, Minister, Economy, Trade and Industry, Japan	43.5
Ridhima Pandey, Total	43.5
Roland Geyer, Professor of Industrial Ecology, University of California	42.2
Denise Naguib, Vice President of Sustainability, Marriott	41.6
Eiichi Furusawa, President, Kyoei Industry	41.6
Hiroshi Ono, Official, Environment Ministry of Japan	41.6
Mageswari Sangararalingam, Waste Management Expert, Consumer Association of Penang	41.6
Stephanie Moses, Account Director, Terracycle	41
Louise Edge, Head, Ocean Plastics Campaign, Greenpeace UK	39.9
Akhil Saxena, Vice President of Customer Fulfilment, Amazon India	39.3
Brad Parscale, Campaign Manager, Donald Trump's 2020 Campaign	39.3

# INA Map: Influencer to Publication



# Centrality Table: Influencer to Publication – Part I

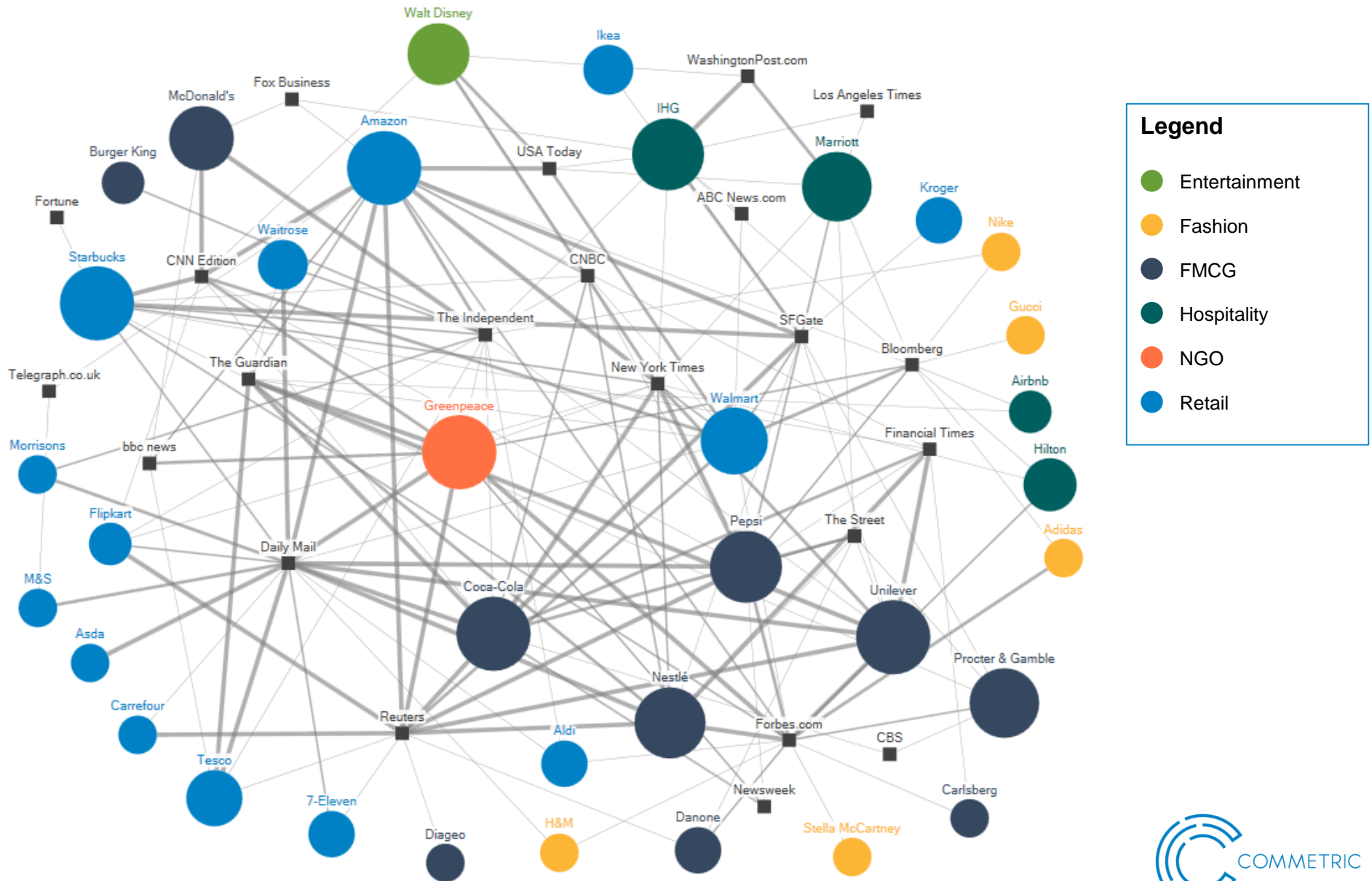
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## Centrality Table: Influencer to Publication – Part II

Influencer	Centrality score
Aloke Lohia, CEO, Indorama	38.3
Hugh Fearnley-Whittingstall, Celebrity chef	38.3
Jeff Brown, President, FGE	38.3
Neil Tangri, Global Plastics Policy Adviser, GAIA	38.3
Paulo Mirpuri, CEO, Hi Fly	38.3
Takashi Tsukioka, Head, Petroleum Association of Japan	38.3
Takeshi Niinami, CEO, Suntory	38.3
John Hocevar, Director, Oceans Campaign, Greenpeace	37.7
Anna Maltby, Deputy Editor, Real Simple	35.4
Jennie Nigrosh, CEO, The Green Garmento	35.4
Melissa Ozawa, Editor, Martha Stewart Living Magazine	35.4
Kamala Harris, US Senator	32.6

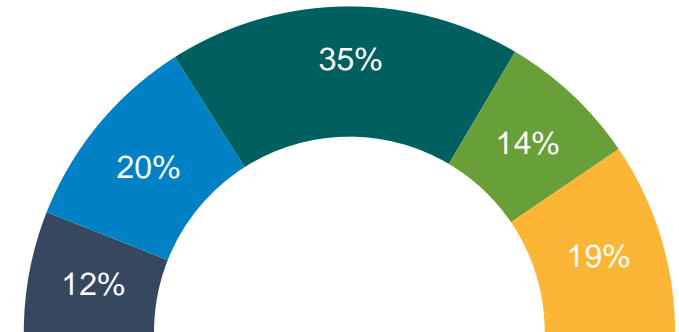
## INA Map: Brand to Publication



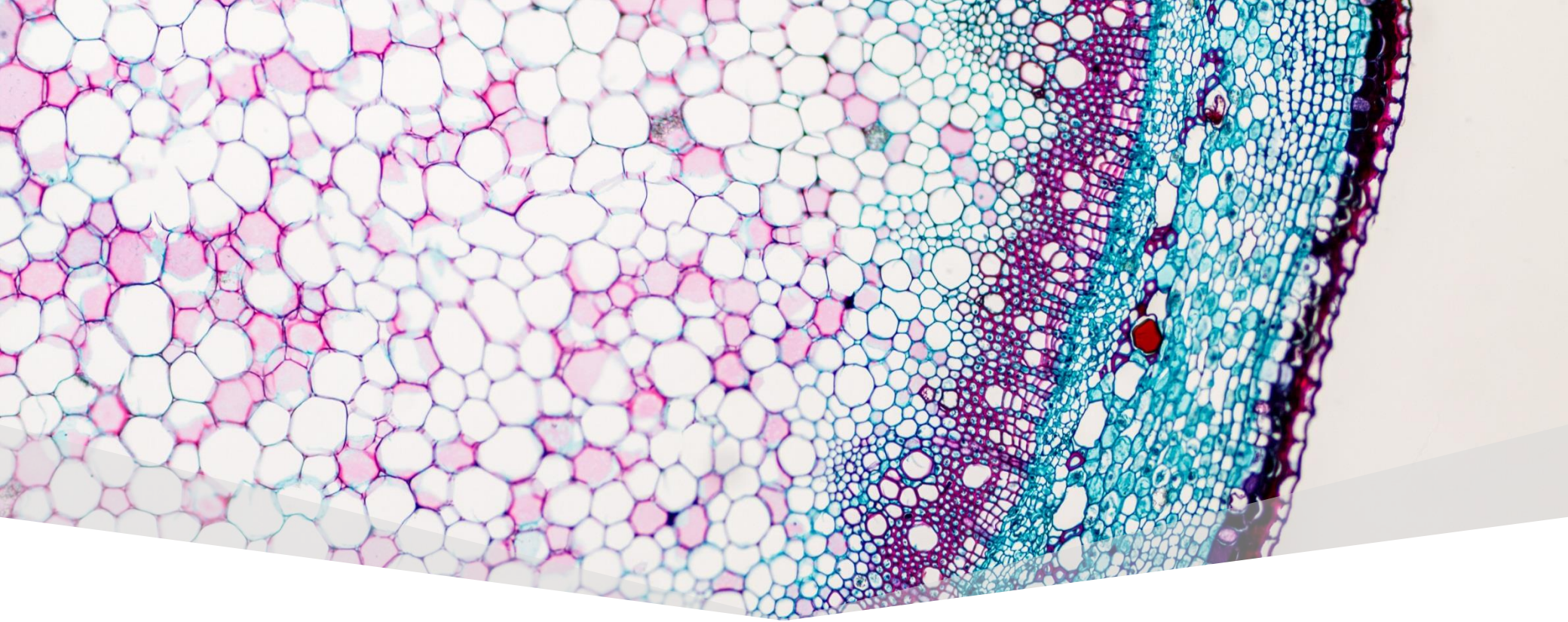
# Centrality Table: Brands Driving the Media Debate

Brand	Centrality score
Greenpeace	55.5
Starbucks	55.5
Coca-Cola	53.8
Amazon	53.8
Nestlé	52.2
Unilever	50.7
Pepsi	50
IHG	50
Procter & Gamble	49.3
Marriott	49.3
Walmart	48.6
McDonald's	48
Tesco	44.9
Ikea	44.9
Aldi	44.4
Walt Disney	43.8
Danone	43.8

Brand	Centrality score
Hilton	43.3
7-Eleven	43.3
Nike	43.3
H&M	42.8
Kroger	42.8
Flipkart	42.8
Burger King	42.3
Diageo	42.3
Airbnb	42.3
Carrefour	42.3
Waitrose	42.3
Gucci	41.3
Carlsberg	40.8
Morrisons	40.8
Adidas	40.3
Asda	39
Marks & Spencer	38.6
Stella McCartney	38.2



■ Entertainment ■ Fashion ■ Food & drink ■ Hospitality



# Single-Use Plastic

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**Twitter Analysis**



# Key Takeaways I

- The Twitter discussion in the last 12 months has been driven by messaging around environmental concerns and the growing need for finding timely solutions to plastic pollution. Twitter users in our research sample urged **both companies and consumers** to tackle the plastic waste problem more proactively.
- The most referenced user in our Twitter research sample was **@Jordan\_Coombe**, whose messages revolved around **the impact of plastic pollution on oceans**. Some of his most popular tweets asserted that by 2050, there will be more plastic in the ocean than fish, and that we all need to step forward for a cleaner and greener planet. His top tweet contained images of ocean water polluted with plastic trash.
- The second most influential Twitter account was **@TheActionNet**, an organisation helping online activist communities. Users used it to popularise ideas for stopping plastic bag pollution or to urge others to sign petitions for causes like calling for **Nestlé** to stop producing single-use plastic.
- The most prominent politician in the discussion was **Justin Trudeau (@JustinTrudeau)**, who tweeted about Canada's ban of single-use plastics and his plans to make companies accountable for their plastic waste. Indian Prime Minister **Narendra Modi (@narendramodi)** also moved the conversation forward, tweeting about his pledge to reduce single use plastic. With more than 30 million followers, his official ministerial account **@PMOIndia** was also the most popular user in our sample.





# Key Takeaways II

- The Twitter debate was also driven by traditional media coverage, most notably by outlets such as **CNN (@cnn)**, **CBC News (@cbcnews)**, **National Geographic (@natgeo)** and the **New York Times (@nytimes)**. All three publications focus extensively on single-use plastic and their reports generate high levels of engagement.
- The most referenced company was **Nestlé**, which used Twitter to communicate its commitment to beating plastic pollution and to promote its recycling initiatives. However, its tweets received mixed reactions, with some users emphasising that the company is one of the world's biggest polluters and that it exploits natural resources to sell water in plastic bottles.

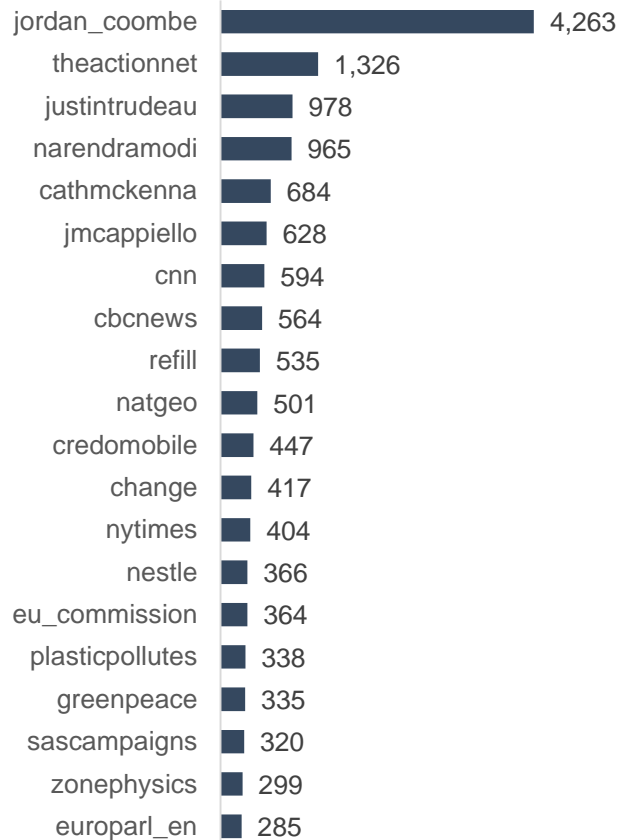


# Twitter Hashtags



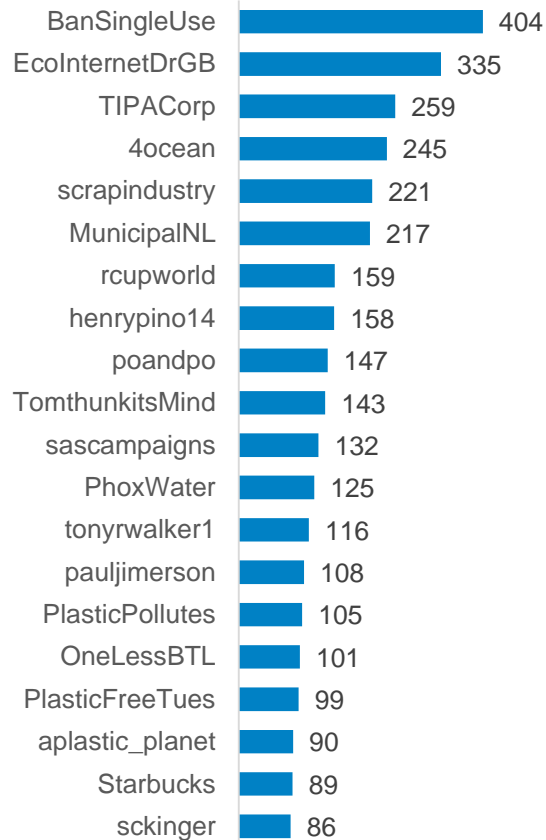
# Twitter Influencers

## Most referenced users



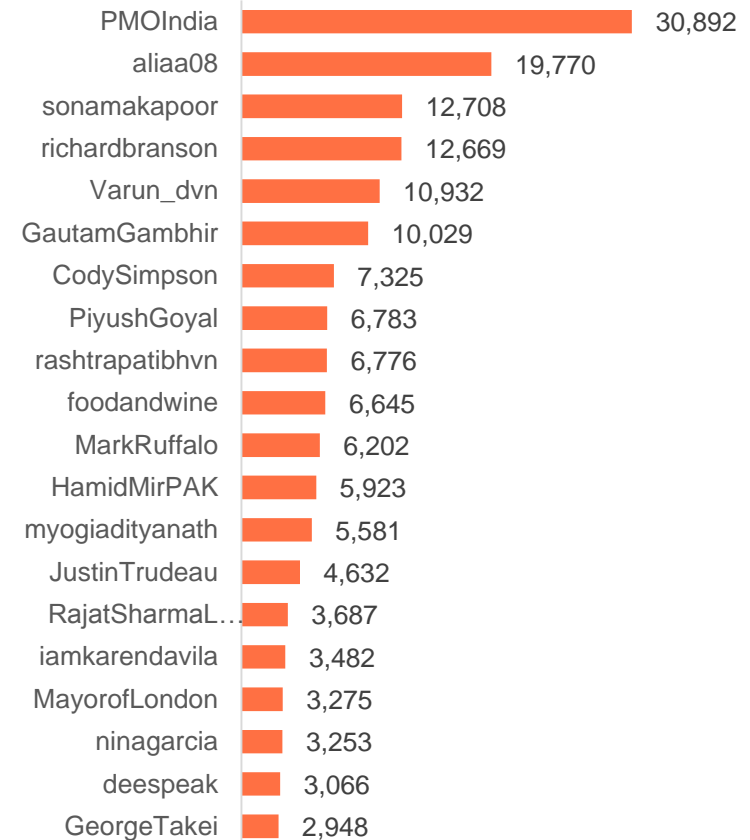
■ No of references

## Most active users



■ No of tweets

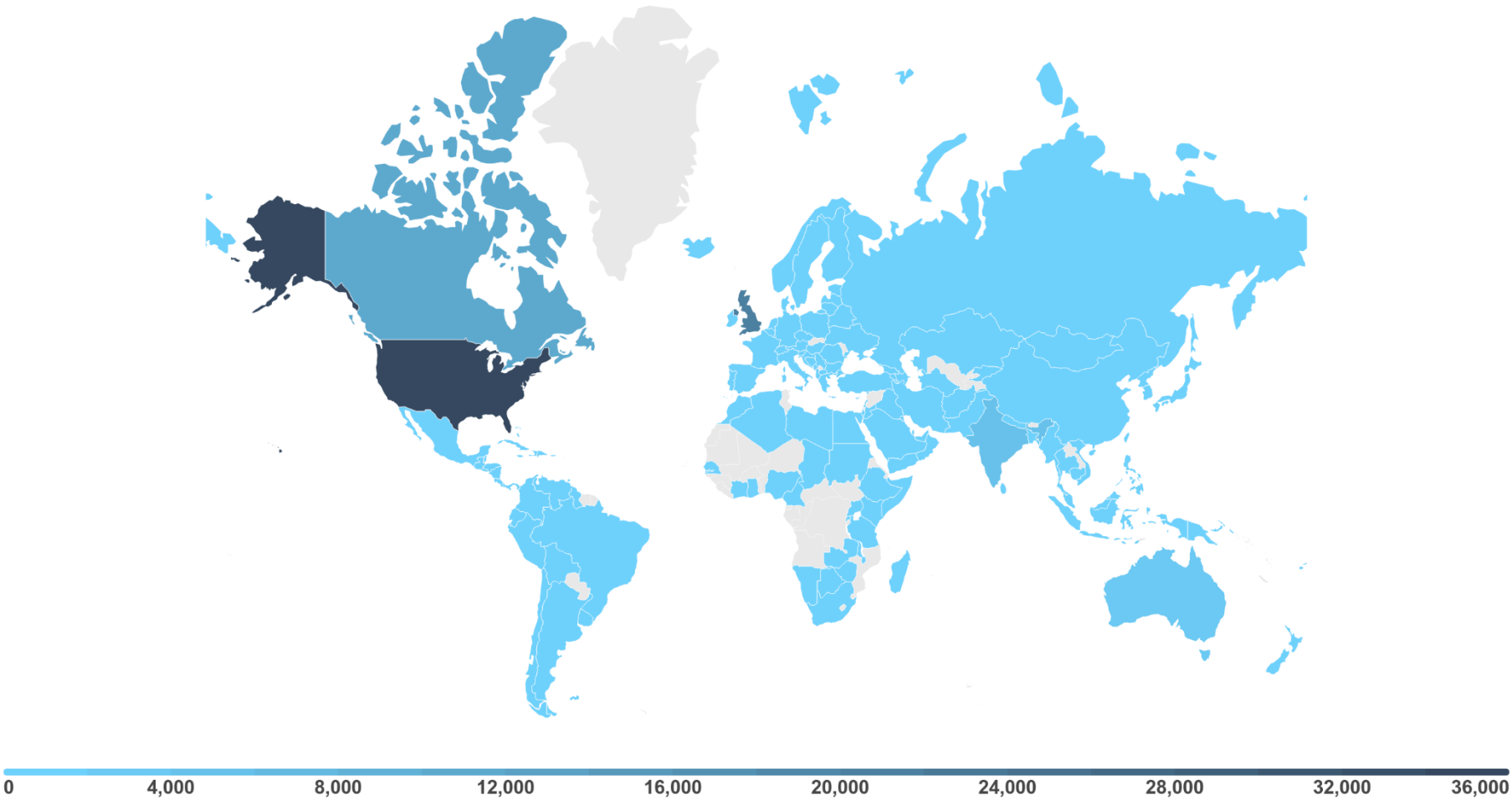
## Most popular users



■ No of followers in thousands



# Top Countries by Number of Tweets







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## **Europe**

7-8 Great James Street  
London, WC1N 3DF  
United Kingdom  
Tel: +44 (0) 845 287 3003  
[info@commetric.com](mailto:info@commetric.com)

## **Middle East**

Commetric Technologies ME,  
19th Floor, Festival Tower,  
Festival City, P.O.Box 10880,  
Dubai, UAE  
[middleeast@commetric.com](mailto:middleeast@commetric.com)

## **Asia Pacific**

3 Church Street,  
#16-06 Samsung,  
Singapore 049483  
[asia@commetric.com](mailto:asia@commetric.com)