Every Bottle Back
Working Together to Reduce Our Plastic Footprint
Plastic in the Environment and “Single-Use” Plastic
Every Bottle Back

- Education on Bottle
- On-Pack Message
- Community Recycling
- Plastic Footprint
Our Mission: Highlight the Value of Our Bottles

Our 100% recyclable bottles are made to be remade

EveryBottleBack.org
Polling Shows Opportunity

About 60% don’t believe - or are unsure – that our bottles are 100% recyclable.

92% support companies working together to address plastics.
Our Bottles are Valuable

NOT ALL PLASTIC IS THE SAME.
National Education Campaign
Uniform On-Pack Message
Improving Community Recycling Infrastructure to Improve Quality and Availability of Recycled Plastic

- Optimizing community collection infrastructure
- Improving PET capture and sortation in MRFs and reclaimers
- Educating residents about recycling
Reducing Our Plastic Footprint

- Virgin PET Usage
- Non-Virgin PET Usage
- Container Recyclability
- Landfilled Containers
- Recycling Rate
- Litter

= Plastic Footprint
Unprecedented Coalition
Driving Momentum

The Dallas Morning News: "Every Bottle Back Coalition to Invest Nearly $3 Million in D-FW Recycling"

By Katherine Lugar & Carol Browner

USA Today: "Coke, Dr Pepper, Pepsi execs: We are committed to reducing plastic waste"

By Sheila Bonini, SVP, Private Sector Engagement

Solving the Plastic Crisis Through Cross-Sector Change

By Sheila Bonini, SVP, Private Sector Engagement

MORE THAN 1,500 MEDIA HITS
EVERY BOTTLE BACK INITIATIVE

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