

THE *Coca-Cola* COMPANY

Keurig
DrPepper™

PEPSICO

AMERICAN
BEVERAGE



**EVERY
BOTTLE
BACK**

*Our Bottles
are Made to
Be Remade*

Our Commitment

We're working together to reduce our industry's plastic footprint by carefully designing our valuable bottles to be 100% recyclable and investing in efforts to get them back so we can turn them into new bottles.

We're carefully designing our plastic bottles and caps to be 100% recyclable by using the most recyclable and recycled plastic available, PET. Our PET bottles can be remade into new bottles again and again, reducing our use of new plastic.



We're raising awareness of the value of our bottles to encourage recycling through campaigns and local investments.

We're measuring progress in reducing our use of new plastic with metrics that are consistent with World Wildlife Fund's ReSource Footprint Tracker.

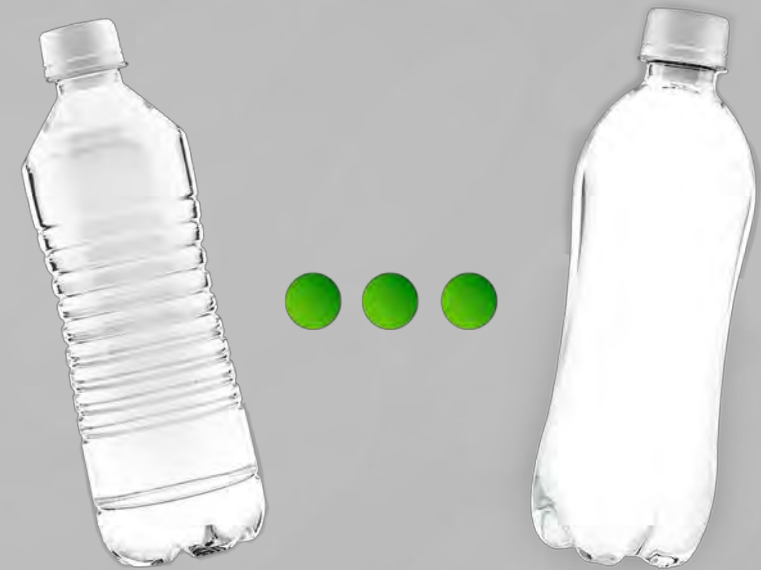
We're adding a message to our packaging to encourage everyone to recycle our 100% plastic bottles and caps.

We're working to improve the quality and availability of recycled plastic in key regions of the country in partnership with Closed Loop Partners and The Recycling Partnership.

Our Bottles are Made to Be Remade

We're carefully designing our plastic bottles and caps to be 100% recyclable.

Our plastic bottles are made from the most recyclable and recycled plastic available, PET. Our PET bottles are strong, light, valuable, and most importantly, easy to recycle and make into new bottles.



Raising Awareness & Supporting Recycling

We're investing in awareness campaigns to educate policymakers and key stakeholders of the industry's efforts to reduce plastic waste.

This campaign shows the progress the beverage industry has made in creating bottles from 100% recycled plastic (rPET).

We're continuing to support communities across the country in their efforts to improve collection by investing in recycling infrastructure.



Reminding Consumers to Recycle

Our companies are adding a message to our packaging to encourage everyone to recycle our 100% plastic bottles and caps.



Improving Recycling Infrastructure

We're working to improve recycling infrastructure in key regions of the country through a \$100 million industry fund with **The Recycling Partnership** and **Closed Loop Partners** that will be matched three-to-one by other grants and investors — the equivalent of \$400 million to improve circularity for our bottles across the country.



Improving Recycling Infrastructure

Since launching in 2019, we have provided more than \$29 million to support recycling infrastructure and education improvements in 50 communities, which together are projected to help collect **707 million new pounds of PET** over ten years.



\$29M

provided across
50 communities

707M

more pounds of PET
plastic expected to be
recycled over 10 years

43M+

more pounds of
aluminum expected to be
recycled over 10 years

970K

free recycling carts
for households

Modernizing Recycling Across America



Every Bottle Back in Wisconsin

561K

Investing \$561,000 in
2 Wisconsin communities.

1.9+ Million lbs.

Keeping an estimated 1.9
million pounds of PET plastic
out of Wisconsin landfills.

+ Residents

Expanding recycling access for
more than 103,000 Wisconsin
residents.

748K+ lbs.

Keeping an estimated 748,000
pounds of aluminum out of
Wisconsin landfills.

Kenosha: Every Bottle Back Project

Kenosha's residents were bagging recyclables for curbside pickup. The materials recovery facility (MRF) that serves Kenosha does not accept most bagged materials, which means that a large portion of the city's recyclables were being landfilled.

- The industry's \$508,000 investment **transitioned 32,000 households to 96 recycling carts, which yielded 3.1 million pounds of new recyclables** in the first year alone.
- Over 10 years, the investment is estimated to yield 54 million pounds of new recyclables, including 2.1 million new pounds of polyethylene terephthalate (PET), which are used to make 100% recyclable bottles.
- Additionally, **The Recycling Partnership** teamed up with Kenosha to educate residents on how to recycle and cut down on contamination of recyclable materials by door-to-door outreach and best-in-class educational materials.

Polk County: Every Bottle Back Project

- Invested **\$53,000** to place **12 roll-off recycling containers** at **3 new recycling drop-off locations in Polk County**, increasing recycling access for more than 3,500 residents in Apple River, Atlas, and McKinley, Wis.
- The grant also provides containers for five existing locations to expand hours of operation and education about the new facilities on what materials can be recycled.
- The project, which is through The Recycling Partnership, is expected to yield **2.5 million new pounds of recyclables over the next decade**. This includes nearly 100,000 pounds of polyethylene terephthalate (PET) plastic and more than 33,000 pounds of aluminum, both of which are crucial to making recyclable cans and bottles.

Measuring Our Plastic Footprint

To accelerate our progress, **World Wildlife Fund** is partnering with Every Bottle Back to quantify and track reductions in our use of new plastic.



“We see business as a really important player. We have to work with partners, with government, with communities, with other NGOs, but importantly with business to drive the impact that we need.”

- **Sheila Bonini**,
SVP, Private Sector Engagement
World Wildlife Fund

AMERICA'S BEVERAGE COMPANIES ARE REDUCING THEIR PLASTIC FOOTPRINT



We're now
making plastic
bottles from
100%
recycled
*plastic**

AND WE'RE USING MORE RECYCLED PLASTIC THAN EVER BEFORE.

The Industry's
Plastic Footprint
DECLINED
7.7%
↓

The Amount of
RECYCLED
PLASTIC
in Our Bottles
NEARLY
TRIPLED
OVER 4 YEARS

→ Nearly **2** out of **3**
Bottles
INCLUDED
RECYCLED
PLASTIC
in 2022

Our Bottles Are Made to Be Remade

Reducing plastic waste is a priority for the environment and our businesses. That's why our industry is working together and in collaboration with sustainability leaders to ensure every bottle is recycled and remade into a new one.

Learn more at MadetoBeRemade.org

