

Every Bottle Back



EVERY BOTTLE BACK in Minneapolis, Minn. FAQs

What is the *Every Bottle Back* investment in Minneapolis, Minn.?

Every Bottle Back is investing \$3.35 million to increase recycling infrastructure for Minneapolis-St. Paul residents.

America's beverage companies, Closed Loop Partners and The Recycling Partnership are investing a total of \$10.5M in additional sorting technology at Eureka Recycling's materials recovery facility including four new optical sorters that will lead to cleaner bales of recyclables that can be remade into new materials instead of ending up in a landfill.

How will Minneapolis-St. Paul benefit from the *Every Bottle Back* initiative?

The beverage industry's *Every Bottle Back* investment in Minneapolis will provide the region with more recycling capacity—allowing more materials, like plastics bottles and aluminum cans, to be remade rather than end up in their local environment.

Over the next decade, the four new optical sorters are expected to provide an additional 222 tons of recyclable PET and 248 tons of recyclable aluminum that can be remade into new products.

What is the *Every Bottle Back* initiative?

Every Bottle Back is a comprehensive initiative launched by America's leading beverage companies –The Coca-Cola Company, Keurig Dr Pepper and PepsiCo – to reduce the industry's use of new plastic by partnering with environmental and sustainability leaders like World Wildlife Fund, Closed Loop Partners and The Recycling Partnership.

What is the goal of the *Every Bottle Back* initiative?

Every Bottle Back is a sustained effort to reclaim our plastic bottles so they can be remade into new bottles and not end up in oceans, rivers and beaches or wasted in landfills.

Our bottles are carefully designed to be 100% recyclable, even the caps. A bottle recycled is a bottle that can be remade into a new bottle.

What are the components of the *Every Bottle Back* initiative?

The *Every Bottle Back* initiative, spearheaded by the American Beverage Association, is:

- **Partnering with the largest environmental, non-governmental organization** that is widely recognized as the authoritative voice on issues impacting the environment –

Every Bottle Back



World Wildlife Fund – to help our industry measure its plastic footprint reduction in the United States.

- **Committing to recover our plastic bottles so they can be remade into new bottles** by creating the equivalent of nearly a half-billion-dollar fund with The Recycling Partnership and Closed Loop Partners.
- **Leveraging our packaging by adding reminders to consumers** that we are carefully designing our bottles to be 100% recyclable so they can be remade into new bottles.
- **Launching a public awareness campaign** to remind consumers that our plastic bottles are not intended to be single-use but can be remade again and again.

What role do environmental and sustainability leaders play in the *Every Bottle Back* initiative?

World Wildlife Fund, a global nonprofit dedicated to conserving nature, is partnering with our industry to help it reduce its plastic footprint in the United States.

Closed Loop Partners, the leading investment firm focused on the development of the circular economy, identifies Materials Recovery Facilities (MRFs) in targeted regions of the country that can benefit from infrastructure modernizations to boost the amount of plastic bottles recycled and remade. The investments fund upgrades and new installations to machinery such as state-of-the-art optical sorters, which help increase the amount of materials that are reprocessed for use in new products.

The Recycling Partnership, a nonprofit organization that bolsters residential recycling programs, addresses the unique needs of each community to increase the recycling of bottles in both single households and multi-family residences. It provides and distributes information on what materials are recyclable in each community and shows residents how they can cut down on contamination of recyclable materials, a significant reason why many recyclables cannot be remade into new products.

Visit EveryBottleBack.org for more information on how to get involved.

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