

# Every Bottle Back



## **EVERY BOTTLE BACK in San Antonio, Texas FAQs**

### **What is the *Every Bottle Back* investment in San Antonio, Texas?**

*Every Bottle Back* is investing \$3 million to build a brand new, state-of-the-art materials recovery facility (“MRF”) from the ground up with the newest recycling technology and infrastructure to sort, clean and bale recyclable materials.

### **How will San Antonio benefit from the *Every Bottle Back* initiative?**

The beverage industry’s *Every Bottle Back* investment in San Antonio will allow materials from more than 1.45 million residents, other communities, multifamily buildings and commercial customers to be better sorted and cleaned. That way more materials, like plastics bottles and aluminum cans, will be processed and remade rather than littered in the city’s greenspaces or wasted in a landfill.

Over the next decade, the new MRF will process an estimated 140,000 new tons of recyclable materials over 10 years. This includes nearly 7,000 tons of polyethylene terephthalate (PET) and more than 2,000 tons of aluminum, both of which are used to make our cans and bottles.

This project will also directly support more than 40 full-time jobs.

### **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 Closed Loop Partners, The Recycling Partnership, and World Wildlife Fund.

### **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. They are made to be remade. 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

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environment – 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 leveraging the equivalent of nearly a half-billion dollars with Closed Loop Partners, The Recycling Partnership, and World Wildlife Fund.
- **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 made to be remade, and 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?**

***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.

***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.

Visit [EveryBottleBack.org](http://EveryBottleBack.org) for more information on how to get involved.

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