

Every Bottle Back



EVERY BOTTLE BACK in Fort Collins, Colo. FAQs

What is the *Every Bottle Back* investment in Fort Collins, Colo.?

Every Bottle Back is investing \$664,000 to provide new, free curbside recycling carts and conduct an education and outreach campaign as part of the city's new trash and recycling collection program to increase opportunities for recycling.

How will Fort Collins, Colo., benefit from the *Every Bottle Back* initiative?

The beverage industry's *Every Bottle Back* investment in Fort Collins, Colo., will provide new, free curbside recycling carts to residents as well as increase recycling collection, to support their efforts to recycle and recycle better. That way more materials, like plastics bottles and aluminum cans, will be collected and remade rather than littered in the city's greenspaces or wasted in a landfill.

This is expected to collect more than 33 million new pounds of recyclables over the next decade. This includes more than 1.3 million pounds of polyethylene terephthalate (PET) plastic and more than 430,000 pounds of aluminum, which are used to make recyclable cans and bottles.

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. 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:

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

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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