

# Every Bottle Back



## **EVERY BOTTLE BACK in Fort Collins, Colo. Talking Points**

- This investment in Fort Collins, Colo., is made possible by a unique public-private collaboration between America's leading beverage companies, the Colorado Beverage Association, The Recycling Partnership and the local community.
- Fort Collins, Colo., will receive \$664,000 from the beverage industry through a grant with The Recycling Partnership 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.
- This investment will provide more than 35,000 households with new, free curbside recycling carts as well as recycling education materials, to support their efforts to recycle more and recycle better.
- The recycling cart investment will support the city's new program to increase opportunities to recycling by collecting more frequently which prevents carts from overflowing, increases the amount of recyclables collected and helps prevent plastic waste from ending up in the environment. This includes our valuable beverage bottles, which are carefully designed to be 100% recyclable. When collected, our plastic bottles can be remade into new bottles, as intended.
- These investments are part of the beverage industry's *Every Bottle Back* initiative, a sustained effort by our industry to reduce our plastic footprint.
- Our containers are made to be remade. Increasing their recycling keeps them out of nature and landfills.
- In Fort Collins, Colo., the new curbside recycling carts and increased frequency of collection is estimated to lead to more than 33 million new pounds of recyclables collected 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.
- This investment is part of 65 initial projects that the beverage industry has committed to funding under *Every Bottle Back*.

### **Every Bottle Back Top Line Messages:**

# Every Bottle Back



- Launched by American Beverage, the *Every Bottle Back* initiative brings together an unprecedented coalition of leaders in the beverage industry and environmental space to reduce the use of new plastic.
- America's leading beverage companies – *The Coca-Cola Company*, *Keurig Dr Pepper* and *PepsiCo* – are partnering with *World Wildlife Fund*, *Closed Loop Partners* and *The Recycling Partnership* to improve recycling and keep our bottles and cans out of nature.
- *Every Bottle Back* is reducing the use of new materials and increasing the recovery and recycling of plastic bottles and cans, so they don't wind up in oceans, rivers and waterways, or wasted in landfills.
- Beverage companies are carefully designing their bottles to be 100% recyclable.
- Our containers are made to be remade. The beverage industry is working to get back every bottle and can so we can incorporate more recycled plastic and aluminum into new containers, decreasing our use of new plastic.
- To support this effort, *Every Bottle Back* has marshaled the equivalent of \$400 million to improve recycling systems with modern technology and infrastructure and inform consumers about how to recycle better.
- There is no one-size-fits-all solution to improving recycling access and infrastructure. That is why we are working with local leaders to craft solutions that work for their communities.

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