



Every Bottle Back

Working Together to Reduce
Our Plastic Footprint

The Coca-Cola Company

 **Keurig
DrPepper™**

 **PEPSICO**

 **AMERICAN
BEVERAGE
ASSOCIATION**

06.2018

NATIONAL GEOGRAPHIC



PLANET OR PLASTIC?

*18 billion pounds
of plastic ends up
in the ocean each
year. And that's
just the tip of
the iceberg.*

Plastic in the Environment and “Single-Use” Plastic



Every Bottle Back



Education on Bottle



On-Pack Message



Community Recycling



Plastic Footprint

Our Mission: Highlight the Value of Our Bottles

The Coca-Cola Company

Keurig
DrPepper™

PEPSICO

OUR
100%
RECYCLABLE
BOTTLES
ARE MADE
TO BE REMADE



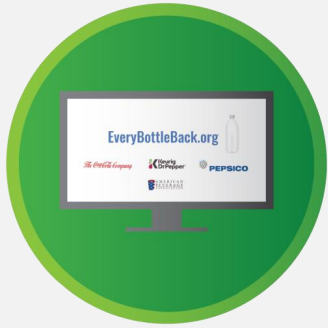
► [EveryBottleBack.org](https://www.EveryBottleBack.org)



Polling Shows Opportunity

About 60% don't believe - or are unsure – that our bottles are 100% recyclable

92% support companies working together to address plastics



Our Bottles are Valuable





National Education Campaign





Uniform On-Pack Message





Improving Community Recycling Infrastructure to Improve Quality and Availability of Recycled Plastic



Optimizing
community
collection
infrastructure

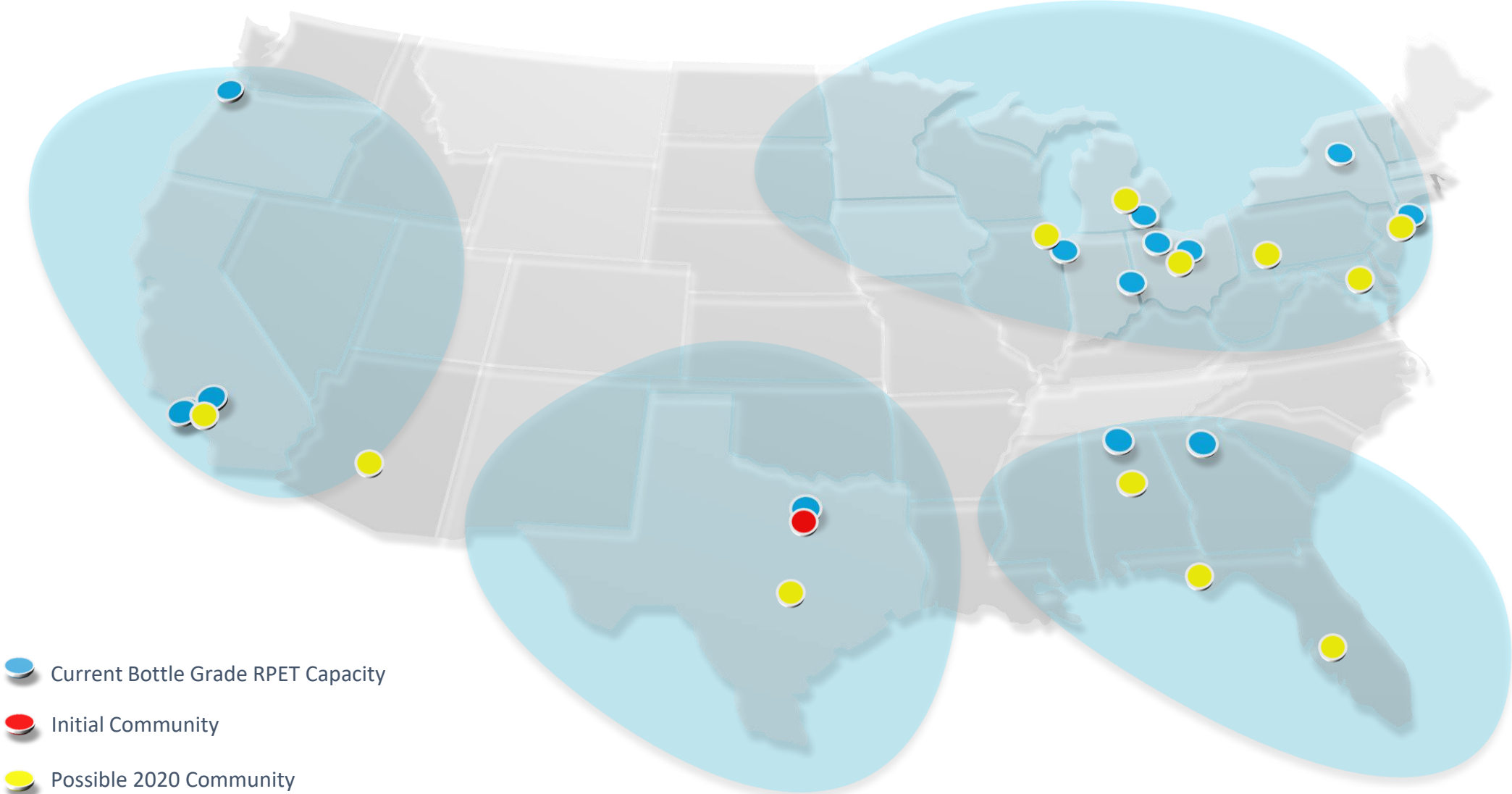


Improving PET
capture and
sortation in
MRFs and reclaimers



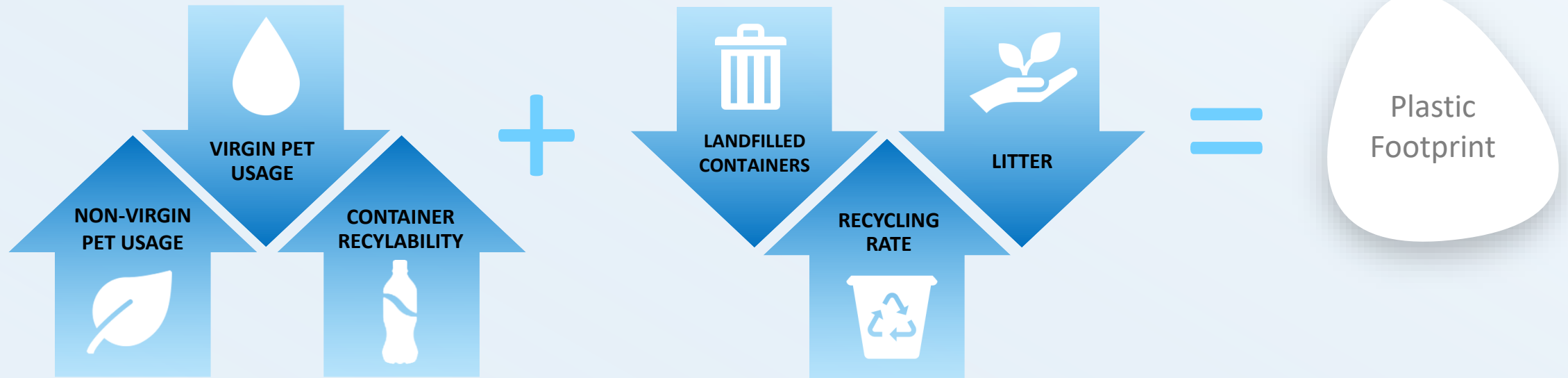
Educating
residents
about recycling

Community Recycling Pipeline





Reducing Our Plastic Footprint





Unprecedented Coalition



Driving Momentum



USA TODAY
**Coke, Dr Pepper, Pepsi execs:
We are committed to reducing
plastic waste**



Rep. Haley Stevens @RepHaleyStevens

This morning, we launched the Congressional Plastics Solutions Task Force, a bipartisan coalition of lawmakers and industry representatives pushing for sustainability and recycling innovation.

1:28 PM · Dec 10, 2019 · Twitter for iPhone

10 Retweets 38 Likes

recycling today
Opinion: Let's remake plastic
By Katherine Lugar & Carol Browner

Betsy Price @MayorBetsyPrice

#DFW is the first region selected for the Every Bottle Back initiative by @Ameribev. This project will work to collect more recyclable plastic bottles and improve community recycling. I look forward to seeing innovative solutions to our environmental challenges in #FortWorth.

EVERYBOTTLEBACK.ORG

EVERY. BOTTLE. BACK.

America's leading beverage companies are working together to reduce the industry's plastic footprint through the new Every Bottle Back initiative. They are using less new plastic and investing in efforts to get bottles back so they can remake them into new ones.

The Coca-Cola Company, Keurig Dr Pepper, PEPSICO, AMERICAN BEVERAGE ASSOCIATION

The Coca-Cola Co. and 3 others

12:38 PM · Feb 4, 2020 · Twitter Web App

WWF
**Solving the Plastic Crisis
Through Cross-Sector
Change**
By Sheila Bonini, SVP, Private Sector Engagement

MORE THAN 1,500 MEDIA HITS

EVERY BOTTLE BACK INITIATIVE

▶ EveryBottleBack.org

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