

The Coca-Cola Company

Keurig
DrPepper™

PEPSICO

AMERICAN
BEVERAGE

**EVERY
BOTTLE
BACK**

*Working Together
to Reduce our
Plastic Footprint*

Our Commitment

We're working together to help ensure our 100% recyclable cans and bottles become new cans and bottles, and they don't end up in our oceans, rivers and beaches.

We're making 100% recyclable cans, bottles and caps



We're raising awareness through multimedia communications and advertising that our bottles are made to be remade into new ones, if properly collected and recycled.

We're partnering with World Wildlife Fund to measure our efforts to reduce our plastic footprint



We're voluntarily adding on-pack messages that remind consumers to recycle their bottles and caps



We're improving collection of our industry's valuable containers by investing in recycling infrastructure in partnership with Closed Loop Partners and The Recycling Partnership

Our Bottles are Made to be Remade

We're carefully designing our plastic bottles to be 100% recyclable—even the caps.

Our unique plastic bottles are made from PET because it's strong, light, valuable, and most importantly, easy to recycle and make into new bottles.



Raising Awareness & Supporting Recycling

We're investing in awareness campaigns to reinforce the value of our 100% recyclable plastic bottles with consumers and stakeholders.

This education effort shows how our recycled bottles can be made into new ones, reducing the use of new plastic.

We're supporting communities across the country in their efforts to improve recycling.



Adding On-Pack Reminders

Our companies are coming together to voluntarily introduce a new on-pack message to promote the recyclability of our plastic bottles and caps.



Measuring our Plastic Footprint

To accelerate our progress, **World Wildlife Fund** is partnering with Every Bottle Back to quantify and track reductions in our use of new plastic.



“We see business as a really important player. We have to work with partners, with government, with communities, with other NGOs, but importantly with business to drive the impact that we need.”

- **Sheila Bonini,**
SVP, Private Sector Engagement
World Wildlife Fund

Improving Recycling Infrastructure

We're working to improve the quality and availability of recycled materials in key regions of the country through a new \$100 million industry fund with **The Recycling Partnership** and **Closed Loop Partners** that will be matched three-to-one by other grants and investors — the equivalent of \$400 million to improve recycling infrastructure across the country.



Improving Recycling Infrastructure

Since launching, we have committed more than \$11.5 million for infrastructure and education improvements in 14 communities, which together are projected to help collect **656 million new pounds of PET** and **34 million new pounds of aluminum** over ten years



We Want Every Bottle Back

Reducing plastic waste is a priority for the environment and our businesses. That's why our industry is working together and in collaboration with sustainability leaders to ensure every bottle is recycled and remade into a new one.

Learn more at EveryBottleBack.org



[*EveryBottleBack.org*](https://EveryBottleBack.org)

