

To: House Environment and Transportation Committee
House Economic Matters Committee

From: Ellen Valentino

Date: February 26, 2020

Re: HB 824 Beverage Container Deposit Program – Establishment and Advisory Commission

Thank you for the opportunity to make comments on HB 824. The legislation requires the establishment of a minimum 10 cents mandatory bottle deposit program to be implemented September 1, 2021.

The policy conversation around recycling, plastic reduction and solid waste disposal is an important one and one taking place around the country. Our industry recognizes the seriousness of this issue and we welcome the opportunity to work with communities on ideas that get back more of our plastic bottles so they can be remade into new bottles.

Our companies believe that to be effective, a collection system for recyclables needs to be convenient to consumers, efficient, financially stable, and help companies gain increased access to recycled material so it can be remade into new products.

Late last year our industry made local and national news when announcing our ‘Every Bottle Back’ Initiative, which is investing in recycling infrastructure and community education nationally to improve the collection and remaking of recyclables. Enclosed are materials that outline our commitment and this initiative.

In closing, you have our commitment to be at the table and to participate in best practices discussion or new direction conversation taking place – particularly when talking about our packaging.



OUR 100% RECYCLABLE BOTTLES ARE MADE TO BE REMADE. AND WE WANT EVERY BOTTLE BACK.

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

OUR COMMITMENT

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

OUR PLASTIC BOTTLES ARE UNIQUE

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

We make our bottles from PET because it's strong, light, valuable, and most importantly, easy to recycle and make into new products, including new bottles.



RAISING AWARENESS & INSPIRING ACTION

We're investing in awareness campaigns to reinforce and promote the value of our 100% recyclable plastic bottles with consumers and stakeholders, inspiring audiences to recycle them.



MEASURING OUR PLASTIC FOOTPRINT

World Wildlife Fund is providing strategic, scientific advice to help measure our industry's efforts to reduce our plastic footprint.



ADDING MESSAGE ON PACKAGING

Our companies will place a message on packaging about the 100% recyclability of our plastic bottles and caps beginning in late 2020.



IMPROVING RECYCLING INFRASTRUCTURE

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

AMERICA'S LEADING BEVERAGE COMPANIES ARE MAKING

100%

RECYCLABLE PLASTIC BOTTLES INCLUDING THE CAPS

We are carefully designing them this way for a simple reason: so our plastic bottles can be used again and again.

It's why we want them back. Plastic beverage bottles are unique. Because if our bottle is disposed of, collected and recycled properly, we can turn that bottle into a new bottle. That means we're using less new plastic.

Our bottles can also be made into other products like coats, shirts, shoes and furniture. This means less new plastic is being used to make these products too, and it all adds up to making a real difference in reducing the amount of new plastic in the environment.

Through innovation we have already removed millions of pounds of packaging materials from the market in recent years.

By working together we can make sure that every bottle does what we designed it to do: be recycled and made into something new.



PLASTIC BOTTLES CAN BE MADE INTO PRODUCTS SUCH AS...



**NEW PLASTIC
BOTTLES**



JACKETS



SHOES



FURNITURE



PLAYGROUNDS



DOG BEDS



SHIRTS

INNOVATING AND INVESTING IN OUR ENVIRONMENT

Beverage companies are working with local leaders and environmental groups nationally to reduce plastic, cut our carbon footprint, conserve vital resources and keep the places we live and work litter-free. Industry and government can work together on the environment.

It helps two bottom lines: the Earth's, and our own.



WATER

We've **REDUCED** our water use by

14%

PER UNIT
OVER FIVE YEARS.



ENERGY

We've **VOLUNTARILY PHASED OUT HFCs** equal to taking

15M

CARS OFF THE ROAD.



FLEETS

We've **IMPROVED** average fleet **MILES PER GALLON** by

13%

SINCE 2010.



PACKAGING

Through lightweighting and packaging reduction we've **SAVED**

100s

of **MILLIONS OF POUNDS** of raw materials industry-wide.



America's leading beverage companies are members of

THE RECYCLING PARTNERSHIP

which has helped improve recycling in

50M

HOUSEHOLDS to date.

THE COCA-COLA COMPANY is saving annual emissions of **315,000 METRIC TONS of CO₂** thanks to its PlantBottle™ packaging.

KEURIG DR PEPPER has given **5,200 RECYCLING BINS** to communities to expand recycling in public places.

PEPSICO removed **100 MILLION POUNDS of PACKAGING** from the market **IN A SINGLE YEAR.**