



AN INITIATIVE OF



REASONS TO SUPPORT **THE EVERY BOTTLE BACK INITIATIVE**



Every Bottle Back is an integrated and comprehensive initiative by Florida and America's leading beverage companies – The Coca-Cola Company, Keurig, Dr. Pepper, and PepsiCo – alongside sustainability leaders World Wildlife Fund, Closed Loop Partners, and the Recycling Partnership to improve recycling of beverage containers and reduce the use of new plastic.

The Every Bottle Back initiative aims to reclaim beverage containers, especially our plastic bottles so they can be remade into new bottles and not end up as waste on our beaches, oceans, waterways or landfills. We are doing this by educating consumers, reinforcing the value of our 100% recyclable bottles and caps to consumers, and making significant investments to support the circular plastics economy. The initiative is working to improve the collection of our plastic bottles and increase the amount of recycled plastic available to be remade into beverage bottles.

Raising Awareness & Supporting Recycling Efforts

We are investing in awareness campaigns to reinforce and promote the value of our 100% recyclable plastic bottles and supporting communities across Florida in its efforts to improve recycling.

Investing in Recycling Infrastructure

We are working to improve the quality and availability of recycled plastics in key regions of the country, including Florida 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 grant investors. This includes investments in Jacksonville with additional Sunshine State projects in the pipeline.





✓ **Measuring our Plastic Footprint**

Working with World Wildlife Fund, we are measuring and tracking progress toward reducing the industry's plastic footprint. World Wildlife Fund is providing strategic, scientific advice to help measure our industry's efforts.

✓ **Making 100% Recyclable Bottles**

Our plastic bottles are being meticulously crafted to ensure that they are 100% recyclable, including the caps. Our distinct plastic bottles are produced using PET, which is known for its strength, lightweight, and high value. Most importantly, it is effortlessly recycled and can be transformed into new bottles with ease.



✓ **Investing In Community Recycling Programs**

The Florida Beverage Association has invested in programs to improve recycling across the State including projects at Bill Baggs Cape State Park, Orange County Public Schools, Coral Gables, City of Miami, City of Orlando, and the University of Florida Sea Grant Program.

✓ **Improving Recycling Infrastructure**

Since launching, we have invested more than \$22 million across the US to support recycling infrastructure and education improvements projected to help collect 650 million new pounds of PET over ten years, including the City of Jacksonville's "Feet on the Street" Anti-Contamination Education program which received a total of \$1.2 million.

✓ **Supported by Community Leaders**

We are partnering with local governments, national organizations, and community leaders to ensure our investments meet the needs of each community.

