



AN INITIATIVE OF



SAMPLE RESOLUTION

SUPPORTING THE EVERY BOTTLE BACK INITIATIVE



WHEREAS, the issue of litter in our environment is a growing concern, and the improper disposal of litter and recyclables impacts our world-renowned oceans, rivers, and waterways impacting Florida’s environment, tourism and economy;

WHEREAS, go it alone strategies will not have a substantial impact or improve recycling rates, making it imperative that we shape the solution with collective action;

WHEREAS, the beverage industry is committed to creating a circular economy and improving the recycling rates of packaging through projects such as the Every Bottle Back initiative;

WHEREAS, the Every Bottle Back initiative is committed to educating consumers about the value of recycling and investing in state-of-the-art infrastructure upgrades to expand access to curbside recycling and support community education efforts;

WHEREAS, The Coca-Cola Company, Keurig, Dr. Pepper, and PepsiCo have launched the Every Bottle Back initiative, which aims to improve the recycling of beverage containers and reduce the industry’s use of new plastic by partnering with environment and sustainability leaders: World Wildlife Fund, Closed Loop Partners, and The Recycling Partnership;

WHEREAS, the Every Bottle Back initiative is committed to educating consumers about the value of recycling and investing in state-of-the-art infrastructure upgrades to expand access to curbside recycling and support community education efforts;

WHEREAS, the Every Bottle Back initiative is 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 to improve the collection of plastic bottles for recycling;

WHEREAS, the Every Bottle Back initiative is working with World Wildlife Fund to measure and track progress toward reducing the industry’s plastic footprint and improve the quality and availability of recycled plastic in key regions of the country, including Florida;

WHEREAS, the Every Bottle Back initiative is committed to producing 100% recyclable bottles and caps using PET, a material that is strong, lightweight, high value, and easily recycled;

NOW, THEREFORE, BE IT RESOLVED that **[Organization/Business/Governmental institution]** supports efforts to improve the recycling of beverage containers and reduce the use of new plastic through initiatives such as Every Bottle Back by partnering with environment and sustainability leaders, investing in awareness campaigns, and making significant investments to support the circular plastics economy;

BE IT FURTHER RESOLVED that **[Organization/Business/Governmental institution]** encourages other organizations, businesses, and individuals to join us in supporting efforts to increase the recycling of plastic containers and decrease litter to ensure that Florida’s precious natural resources are protected. Together, we can make a difference in protecting our planet and preserving it for future generations.

PASSED AND ADOPTED, by **[Organization/Business/Governmental institution]**.

Approved: **[Date]**

[Name]
[Title]

[Name]
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