



Embargoed until 12:01AM March 15

Every year in the US, \$5.1 billion in valuable and reclaimable beverage containers — glass, metal, and plastic — are lost to litter, incinerators, and landfills¹.

In the Northeast region alone, 403 beverage containers per person are wasted every year². In addition to wasted materials, we are also losing investment in infrastructure and technology; suffering supply chain shortages and disruptions; and losing opportunities for local economic development centered on jobs that cannot be outsourced. All of these can be addressed through better collection and use of empty aluminum, glass, and plastic packaging. Curbside recycling has been ineffective in addressing beverage containers. Fortunately, there is a well-developed, cost-effective intervention that already works: the bottle bill.

As part of its three-year Reimagining the Bottle Bill initiative, Reloop North America spearheaded comprehensive research to determine regional and state-specific impacts of a successful deposit return system, and identified a set of 10 high-performance principles to guide the modernization of existing US systems and the establishment of new ones. The data in this report makes a compelling case for immediate legislative action to modernize bottle bills in the Northeast region.