

## Time to Act

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Deposit return systems work, and they work well. But reforming established systems can be complicated: diverse stakeholders who are involved have a varied set of interests, sometimes aligned, sometimes competing, that must be considered in any reform effort. This research, and this report, are just the first step in Reloop's three-year Reimagining the Bottle Bill campaign.

The time for comprehensive waste policy reform is now. The principles presented here offer an immediate opportunity to build on a familiar, successful policy that has been in use for decades; to establish a modernized, replicable model within the US for other states to follow; and to create a springboard for the widespread use of refillable containers, higher recycled content rates, and longer-term policy goals like Extended Producer Responsibility that will operationalize a circular economy.

