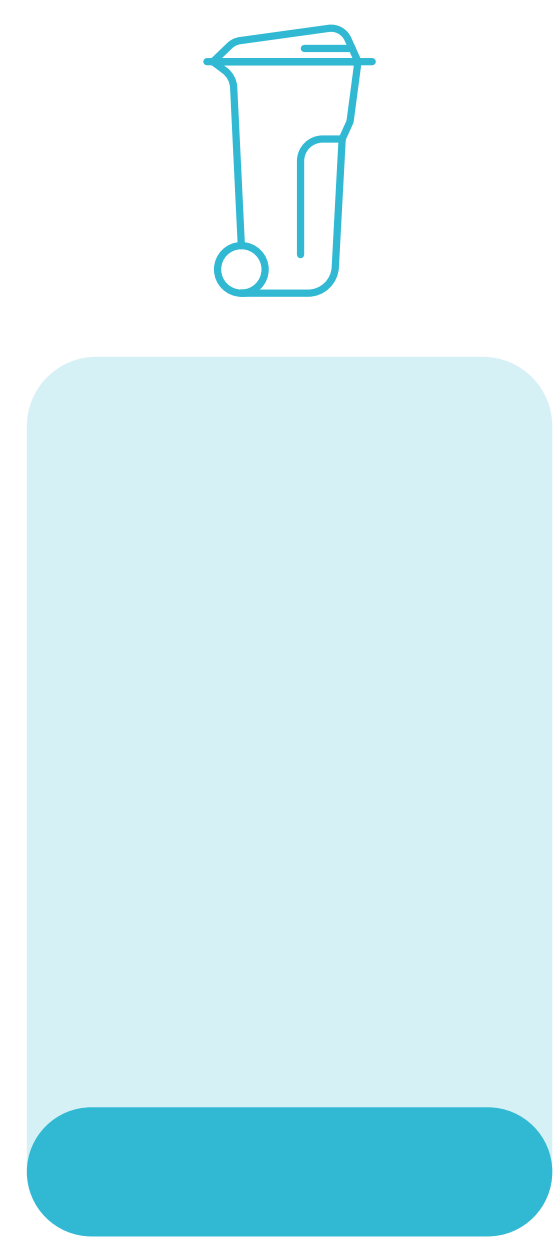


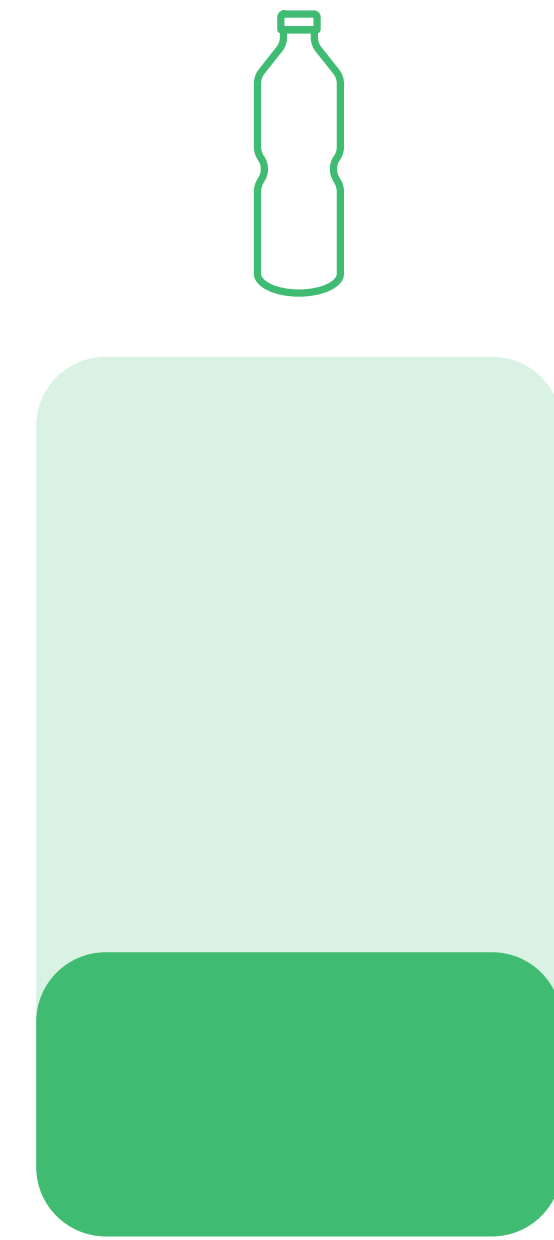
Every year in the US, **\$5.1 billion** in valuable and reclaimable beverage containers — glass, metal, and plastic — **are lost to litter, incinerators, and landfills.**⁴ That amounts to 140 billion individual containers, or the equivalent of a 12-pack of empty soda bottles wasted every second of every day for 370 years. In the Northeast region alone, 403 beverage containers per person are discarded every year.⁵

This unacceptable status quo exists despite widespread efforts to reduce waste: according to official numbers, **more than 73% of the US population had access to curbside recycling** as of 2011 — up from only about 15% in the early 1990s⁶. However, **the percentage of beverage containers that are recycled has hovered at just under 40%** over the same period⁷. By weight and volume, beverage containers are the number one item found littered in coastal areas in the US and around the world. Despite their ready recyclability, curbside recycling is simply not working for beverage containers.



15%

AMERICANS HAVE ACCESS TO RECYCLING



38%

BEVERAGE CONTAINER RECYCLING RATE

1990



73%

AMERICANS HAVE ACCESS TO RECYCLING



37%

BEVERAGE CONTAINER RECYCLING RATE

2017