

Fortunately, there is a well-developed, cost-effective intervention that already works: the bottle bill. Bottle bills establish deposit return systems that incentivize both producers and consumers to recycle containers, and have been used for decades in multiple states and countries all over the world.

Reloop has researched deposit return systems across the world to understand the elements common to successful systems. This analysis has enabled Reloop North America to identify a set of **10 high-performance principles to guide the modernization of existing US systems** and the establishment of new ones. The goal is simply to lay the groundwork for a vastly improved materials management system, where resources remain resources rather than becoming waste that fills our neighborhoods, our landfills, and our oceans.

What is Reloop North America?

Reloop's vision is a world free of pollution, where an ambitious and integrated circular economy allows our precious resources to remain resources, so that people, businesses, and nature can flourish.

The organization has been active in Europe since 2015, and launched in the US as a 501(c)(3) / 501(c)(4) in 2020. Reloop uses research and multi-stakeholder education to drive public policy and accelerate the transition to a circular economy.

Reloop believes a thriving circular economy is built on policy that:

- Supports the waste hierarchy
- Encourages existing best practices and fosters innovation
- Applies economic instruments when necessary
- Strives for continuous improvement

For more information, see www.reloopplatform.org