

**All stakeholders face challenges with understanding what DRS “modernization” really looks like, with creating constructive and collaborative dialogue, and with the desire to tackle even more comprehensive system reform.**

Does reforming DRS create a distraction from “more meaningful” reforms like Extended Producer Responsibility? Can government truly be accountable and effective in its oversight role? Even if the industry does take increased responsibility for their products, can we supply enough high-quality recycled content to meet their commitments? The list of barriers is long but addressable.

Our three-year campaign with partners, Reimagining the Bottle Bill, has four overarching goals to address these barriers:

- 1 Increase targeted audience knowledge of the positive impact of modernized deposit return systems
- 2 Educate key stakeholders and implementers on the value and impact of following Reloop North America’s high-performing principles
- 3 Assist the five northeast states (Connecticut, Massachusetts, Maine, New York, and Vermont) and New York City as they modernize their state-wide deposit return system.
- 4 Use work in the Northeast to encourage harmonization of bottle bill policy and terms at the federal level and in greenfield states with emerging bottle bills.