



OUR 100% RECYCLABLE BOTTLES ARE MADE TO BE REMADE. AND WE WANT EVERY BOTTLE BACK.

The Coca-Cola Company, Keurig Dr Pepper and PepsiCo are working together to reduce our industry's plastic footprint through our new Every Bottle Back initiative. We're using less new plastic and investing in efforts to get our bottles back so we can remake them into new ones.

OUR INVESTMENT IN BALTIMORE, MARYLAND

As part of this sustained initiative, we are investing in the city of Baltimore to help residents upgrade from small recycling bins to lidded recycling carts and launch a recycling campaign to help areas of the community most impacted by litter.

INVESTING \$1.65 MILLION TO UPGRADE THE CURRENT RECYCLING SYSTEM

We're making investments to help more than 205,000 households upgrade from small recycling bins to lidded recycling carts to help collect and process more recyclable materials. Lidded recycling carts will limit contact between sanitation workers and the materials inside, making the recycling process safer.



LAUNCHING A PUBLIC AWARENESS CAMPAIGN TO REDUCE LITTER

This effort will raise awareness in areas of the community most impacted by litter to prevent valuable recyclable materials, like plastic beverage bottles, from ending up where they do not belong.



ENGAGING WITH RESIDENTS IN BALTIMORE TO INCREASE RECYCLING

We're teaming up with The Recycling Partnership to educate residents on how to recycle and cut down on contamination of recyclable materials by door-to-door outreach and best-in-class educational materials.



INCREASING RECYCLABLE MATERIALS COLLECTED

Overall, the project will result in 40 million new pounds of all recyclables per year, which is an 80% increase of recyclables per household. The program will deliver 29.6 million new pounds of recycled plastic over 10 years. That includes 16 million new pounds of polyethylene terephthalate (PET), which can be made into new bottles and reduces our use of new plastic.