



# 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 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 ROCKFORD, ILLINOIS

As part of this sustained initiative, we are investing in Rockford to modernize the collection, recycling and processing of recyclable material in the region. Additionally, we are partnering with The Recycling Partnership to help educate consumers on how to recycle better and decrease contamination.

### INVESTING \$225,000 TO UPGRADE RECYCLING PROGRAMS

We're making investments to upgrade the curbside recycling system from 32-gallon bins to universally provided and standardized 64-gallon recycling carts. This upgraded collection infrastructure will increase the capacity of recyclables collected, improve recycling rates and help prevent plastic from ending up in the environment. The community is also investing in carted trash collection, modernizing its entire collection infrastructure.



### EXPANDING CURBSIDE RECYCLING ACCESS TO 50,000 HOUSEHOLDS

We're making recycling accessible and convenient by providing 50,000 households with upgraded, high-capacity curbside carts.



### ENGAGING WITH RESIDENTS 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 through best-in-class educational materials.



### INCREASING RECYCLABLE MATERIALS COLLECTED IN THE REGION

The new curbside carts and modernized recycling program are estimated to collect more than 46 million new pounds of recyclable materials over 10 years, of which nearly two million pounds will be polyethylene terephthalate (PET) and more than 600,000 pounds will be aluminum, both of which are used to make our 100% recyclable cans and bottles.