

CAMPAIGN TO



SINGLE-USE PLASTICS

THE GREAT PACIFIC GARBAGE PATCH IS
617,000
SQUARE MILES



THAT'S THE SIZE OF...

MEXICO



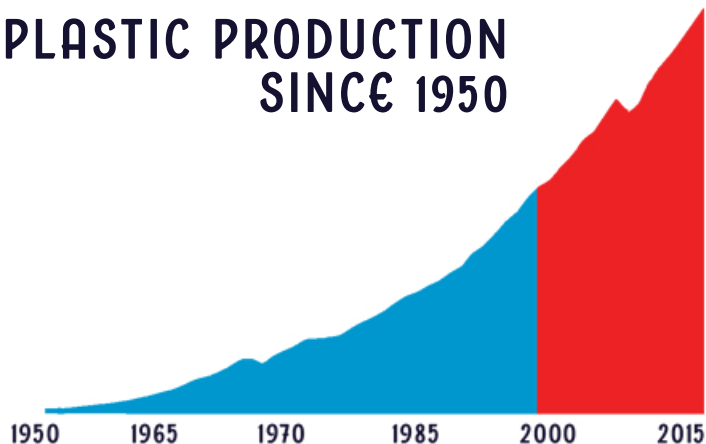
4 CALIFORNIAS



64 VERMONTS



PLASTIC PRODUCTION
SINCE 1950



HALF
OF ALL THE
PLASTIC EVER
MADE WAS
PRODUCED
IN THE LAST
15 YEARS

6.9 BILLION
TONS OF PLASTIC
DISCARDED SINCE
ITS INVENTION

ONLY 9% RECYCLED

**91% IS IN OUR
LANDFILLS OR
POLLUTING OUR
LAND, AIR & WATER**

HOW WILL VPIRG ADDRESS IT?



EDUCATE

Vermonters on **WHY** this is an issue, **WHO** is responsible, and **HOW** we can address it as a state.



ORGANIZE

our members to push corporations to change their practices and political leaders to tackle this issue.



ADVOCATE

for policies that will move boldly toward a **#PlasticFreeVT**.

VPIRG'S CAMPAIGN TO **STOP** SINGLE-USE PLASTICS

TO THE VERMONT SINGLE-USE PRODUCTS WORKING GROUP:

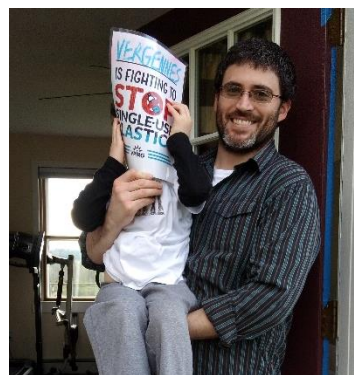
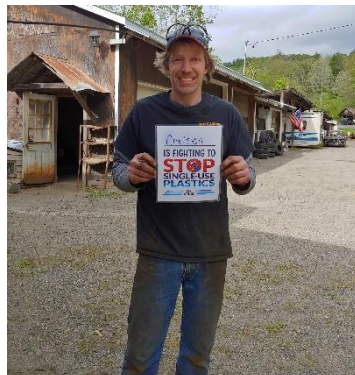
Single-use plastic pollution is choking our waterways, spoiling our environment, killing wildlife, and threatening human health as well.

We can't recycle our way out of this problem and consumers alone can't stop it.

We need policies that dramatically reduce the production of single-use plastics. Vermont can lead the way on this issue.

We the undersigned support:

- Tackling "gateway" single-use plastics like carry-out bags, straws and expanded polystyrene food containers
- Pushing companies to cut the use of unnecessary plastic packaging
- Modernizing Vermont's Bottle Bill by covering more containers and raising the deposit
- Phasing out things like plastic balloons, utensils, glitter and more





Extended Producer Responsibility

POLICY HIGHLIGHTS

Guidance for efficient
waste management

Media Release

Tuesday, 16 April 2019

Coca-Cola Australia and Coca-Cola Amatil announce a major increase in recycled plastic

- *Coca-Cola Amatil in Australia will make 70 per cent of its plastic bottles entirely from recycled plastic by the end of 2019.*
- *The move is part of Coca-Cola's global commitment to a World Without Waste and to increase recycled content and make all of its bottles and cans recyclable; and Coca-Cola Amatil's commitment to Australia's 2025 National Packaging Targets on recyclable and recycled materials.*
- *Globally, by 2030, Coca-Cola is committed to collecting and recycling as many bottles and cans as it sells each year.*

Coca-Cola Australia and Coca-Cola Amatil today announced a major increase in the use of recycled plastic as part of a global commitment to help solve the world's packaging problem.

The world's largest beverage company said 70 per cent of the plastic bottles manufactured in Australia will be made entirely from recycled plastic by the end of 2019.

This will double Coca-Cola Amatil's use of recycled plastic across its beverage range. It includes all small packages 600ml and under, including brands like Coca-Cola, Sprite, Fanta, Mount Franklin and Pump 750ml.

Vamsi Mohan Thati, President of Coca-Cola Australia said, "As Australia's biggest beverage company, we have a responsibility to help solve the plastic waste crisis.

"That is why we will make 70 per cent of our plastic bottles entirely from recycled plastic by the end of 2019.

"This is a big commitment to recycled plastic – the largest of its kind by a beverage company in Australia – and will significantly reduce the impact of our business on the environment.

"Coca-Cola's goal is to keep plastic packaging out of our oceans and landfills and instead be used over and over again," Mr Thati said.

Peter West, Managing Director of Australian Beverages at Coca-Cola Amatil, said the increase in the use of recycled plastic would reduce the amount of new plastic resin the company uses by an estimated 10,000 tonnes each year from 2020.¹

¹ Compared with 2018 baseline



"We've heard the community message loud and clear - that unnecessary packaging is unacceptable and we need to do our part to reduce it nationwide.

"That's why we've taken this step to make recycled plastic the norm in more than two-thirds of our Australian beverage product range.

"It's the single largest increase in recycled plastic use in our history, and our strongest step forward in reducing packaging waste and the environmental impact of our operations."

Mr West said Amatil's increased use of recycled plastic followed initiatives such as the elimination of plastic straws, support for cost-effective well-run container deposit schemes and the company's support for the 2025 National Packaging Targets.

"Our landmark transition to us 100 per cent recycled plastic in bottles began with Mount Franklin Still Pure Australian Spring Water in 2018^[2]. Following extensive research and development, this will now roll out across other brands in bottles 600ml and under, across Coca-Cola's soft drink, water and juice products."

Coca-Cola Australia and Coca-Cola Amatil support a number of grassroots initiatives to help collect and recycle beverage containers including CitizenBlue, Keep Australia Beautiful, and Eco Barge Clean Seas.

Both companies support The Coca-Cola Company's global goal of reducing waste and by 2030 collecting and recycling as many cans and bottles as it sells each year.

To learn more about this announcement and Coca-Cola's sustainable packaging goals and initiatives, visit coca-colajourney.com.au/sustainability.

[1] Compared with 2018 baseline

[2] Mount Franklin Still 350ml, 400ml, 500ml and 600ml bottles are made from 100% recycled plastic (Excludes Mount Franklin Still Flavours 600ml & Mount Franklin Lightly Sparkling.)

- ENDS -

Plastics News Europe:

Coca-Cola seeking 50% recycled content by 2030

January 25, 2018

By Jim Johnson

Coca-Cola Co. wants to see its plastic bottles contain an average of 50% recycled content by the end of the next decade

The Atlanta-based company, which serves a lot of drinks in PET bottles, admits the world has a packaging problem.

So Coca-Cola also is setting out to recycle the equivalent of 100% of its packaging by 2030 as part of an effort it calls World Without Waste.

"The world has a packaging problem," CEO James Quincey said in statement. "And, like all companies, we have a responsibility to help solve it."

Coca-Cola also will work to make its packaging 100% recyclable.

The company, in revealing the new approach, laid out some key goals.

"By 2030, for every bottle or can the Coca-Cola system sells globally, we aim to take one back so it has more than one life. The company is investing its marketing dollars and skills behind this 100% collection goal to help people understand what, how and where to recycle," the company said. "We will support collection of packaging across the industry, including bottles and cans from other companies."

The company also said it will invest in packaging to help achieve the recycling goal.

"The company is building better bottles, whether through more recycled content, by developing plant-based resins, or by reducing the amount of plastic in each container.

"Bottles and cans shouldn't harm our planet, and a litter-free world is possible," Quincey said in his statement.

Coca-Cola said it will work with the Ellen MacArthur Foundation, the Ocean Conservancy/Trash Free Seas Alliance and the World Wildlife Fund.

Greenpeace has been critical of Coca-Cola's "plastic footprint" and had mixed reactions to the company's announcement.

Greenpeace applauded plans for increased recycled content, but criticized the lack of specific reduction targets.

"Although Coca-Cola's announcement falls short of what is needed from one of the world's biggest brands, together we have achieved a huge amount — in less than a year, we got the world's largest soft drinks company to admit their role in ocean plastic pollution, pressured them into developing a global bottle strategy, led them to increase the amount of recycled plastic content they use globally and got them to come out in support of deposit return schemes in the [United Kingdom]. That is huge," said Greenpeace's Tisha Brown said on the group's website. Brown is a campaigner on Greenpeace's oceans team.

Coca-Cola's announcement "falls far short of what's needed," Brown said in the post.

Coca-Cola has garnered plenty of attention for years now regarding its PlantBottle, a PET container made partially from renewable material.

The company uses plant-based monoethylene glycol, which constitutes 30% of a PET bottle, as part of the formula to make the containers. The remaining 70% is purified terephthalic and comes from fossil fuel-based sources.

Plastics News

<https://www.plasticsnews.com/article/20190206/BLOG03/190209938?template=printthis>

Do big plans for recycled content PET mean bottle bills?

By: **Steve Toloken**

February 6, 2019



If we want to achieve the kind of environmental gains major brands have been talking about for plastic bottles — like Coca-Cola Co.'s plans for 50 percent recycled content in its plastic containers by 2030 — the United States will need a herculean effort to more than double its recycling rate for PET bottles.

And that could be a reality check for the public amid all the talk about how to make plastics more sustainable.

That analysis of needing to double PET bottle recycling is not mine. It comes from longtime plastics recycling expert David Cornell, who has been making the rounds with the message that the demand for so many more recycled bottles to feed Coke and others will threaten to overwhelm our recycling systems, and lead to much more pressure for national deposit laws.

In talks at conferences and in this podcast from packaging maker Amcor Ltd., Cornell, the former technical director for the Association of Plastic Recyclers, goes through the math and estimates what will need to happen if all the big announcements from Coke, Pepsi and others around using more recycled content become reality. If you follow recycling policy around plastic bottles and how we can make it better, and I put myself in that small group, it's really worth listening to, and I want to use my blog here to dive in.

A big jump

Basically, Cornell calculates that to pull in enough recycled PET soda and water bottles for recycling, the U.S. recycling rate for PET containers will need to jump to at least 70 percent. That would be more than double the 30 percent range it's been stuck at for years.

It'll require, in Cornell's words, a "change in theology" around recycling and deposit laws.

To me, it shows the reality of what will need to happen to achieve sustainability (or at least something closer than we are now) for soft drinks, water and other products in PET bottles.

Cornell is something of an elder statesman for PET recycling. He was voted into the Plastics Hall of Fame last year, and in his several decades at Eastman Chemical Co., had a front row seat on both the commercialization of PET and the growth of its recycling.

Cornell's analysis suggests to me that bottle bills are the only way to realistically collect enough containers to meet those huge plans from beverage companies for recycled content.

It would mean that in the United States, every PET container would require a deposit. Right now, 10 states have returnable deposits, typically set at 5 or

10 cents. Those bottle bill systems typically have recycling rates of between 65 and 95 percent. For those of us who can geek out on recycling policy, Cornell provides a very valuable estimate of the PET recycling rate for curbside systems. He pegs it at 20 percent, meaning that curbside systems probably only collect about one in five of the bottles available to them.

The reason curbside is less efficient is easy to understand. At-home curbside recycling depends on the goodwill of people to throw it in the bin, while bottle bills create a financial incentive to recycle.

Cornell believes there are real limits to how much we can pull from voluntary curbside programs.

If we spent a lot more to educate the public and improve infrastructure, he believes that nationwide, we could get to about a 40 percent PET bottle curbside recycling rate.

That's not a one-time expense. Maintaining that 40 percent would require constant educational booster shots to keep voluntary curbside recycling at that higher level, he said.

He said his analysis assumes that other uses of recycled PET, like fibers and strapping, would continue, even as recycled content in bottles ramps up.

Recycling as infrastructure

There are real world implications to these numbers. Some industry associations have lobbied in Washington to include recycling programs in any new federal infrastructure spending.

That's a good idea, and it will surely help. But if federal infrastructure programs are tied to curbside programs — and those programs struggle to be efficient — Cornell's analysis raises questions about whether that would be enough.

He estimates that getting to a 40 percent curbside recycling rate would translate to providing enough recycled PET for about 15 percent recycled content in PET bottles, across the industry.

But if all the plans from the beverage brands become reality, he calculates that the industry would need enough material to hit about 40 percent recycled content in bottles, on average, which is obviously several times what curbside could top out at.

So, you can see the dilemma is how to collect material.

Cornell suggests that over time, the gap between those commitments and the ability to pull material from recycling systems will ratchet up pressure for deposit legislation nationwide.

But bottle bills have been a tough sell politically in the United States for several decades, in part because beverage companies and grocery chains oppose them. Other countries, like Germany, have nationwide deposits, and the United Kingdom is considering it.

New technologies like chemical recycling/depolymerization are getting more attention as a way to make recycling more economical. But Cornell said their success will still depend on getting enough material cheaply.

We're facing a situation where the recycled content commitments from the beverage industry are setting up tension.

I think everyone would agree Coke, Pepsi and others should use more recycled content. To me it's one of those no brainer, "of course I agree" type of questions. But would as many people be willing to have deposits on bottles to make PET bottles truly circular?

Speaking for me, yes, I would, and Plastics News has editorialized in favor of bottle deposits to boost plastic recycling. But, frankly, I can see others questioning whether new deposits are worth it. And as for getting Congress or 40 state legislatures to pass new bottle bills, that's the more important question.

NAPCOR: US lacks recycled PET to meet consumer brands' pledges

JIM JOHNSON

Plastics News Staff



America simply does not have enough recycled PET supply or processing capacity to satisfy commitments being made by brand owners to increase recaptured resin content in their bottles, new data shows.

As program director for the National Association for PET Container Resources, or NAPCOR, Alasdair Carmichael has been looking at the issue for the past year or so.

With a PET recycling rate of a little less than 30 percent in the United States, and much of that material being used for nonbottle applications, NAPCOR said the numbers just don't add up.

Brand owners, under increasing pressure regarding single-use plastic packaging, are making more and more commitments to use recycled PET for a percentage of their plastic packaging needs.

"We've got a problem and we're not going to be able to meet those commitments easily," Carmichael said.

Just about half of all recycled PET capacity, 48 percent, is dedicated to non-bottle applications such as carpet fiber, strapping and textiles, NAPCOR reports.

Another 46 percent is dedicated to bottle production, and the remaining 6 percent is operated by what NAPCOR calls market sellers — processors that provide material for any use.

Even if all remaining 52 percent all goes to bottles, that still will not be enough.

"We're trying to make the point if we stay as we are, those commitments are not really going to be achievable," Carmichael said. "Given the status quo, we can't get there."

Companies have, for years, been making recycled PET content commitments. But the pace of those promises recently has increased significantly, NAPCOR said.

A flurry of commitments came out earlier this year at the World Economic Forum in Davos, Switzerland, and have continued since. It soon became clear to NAPCOR that market conditions and existing infrastructure will not be adequate to meet the brand owner commitments.

"I don't know if anyone has quite said it like that before," NAPCOR Communications Director Laura Stewart said. NAPCOR decided to tackle the issue as a way to start educating brand owners about the challenges they face in making recycled-content promises in today's market.

"I feel that some decisions need to be made based on fact. But some of it is education. NAPCOR has always been known as a data-driven organization. We take pride in that. I think this information needs to be shared," Stewart said.

Current collection volumes could support a 10 percent, across-the-board commitment, but anything beyond that is problematic at this point, the trade group said.

"People don't realize how far away we are currently in being able to achieve the levels that are potentially talked about," Carmichael said.

Carmichael said NAPCOR is uniquely positioned to examine the recycled PET market because of its sole focus on that resin. Members of the trade group are located throughout the business, from resin makers to processors to recyclers.

Brand owners often have looked at financial considerations when deciding whether to use recycled resin, which is typically more expensive than virgin resin. As public pressure mounts on plastics, more and more companies are willing to no longer fret as much about price difference. y will now have to contend with a supply issue, NAPCOR believes. Europe, with its much higher PET recycling rate of 58 percent, is better positioned to meet commitments being made by brand owners, Carmichael said.

But the United States, as people on both sides of the Atlantic are quick to point out, is not Europe.

"If we stay as we are, these commitments are not really going to be achievable. Something has to change on the collection end, not just at the production end," Carmichael said.

NAPCOR's message is not new. Longtime plastics recycling expert David Cornell made the same point in a November podcast hosted by NAPCOR member Amcor Rigid Packaging USA LLC.

Cornell, a member of the Plastics Hall of Fame and the former technical director for the Association of Plastic Recyclers, estimated that to meet future demand, the U.S. recycling rate for PET containers will need to jump to at least 70 percent. He said that would require a "change in theology" around recycling and deposit laws.

Cornell pointed out that growing demand would overwhelm recyclers and lead to pressure for national deposit laws..

Ten states currently have bottle deposit programs, which typically have recycling rates of between 65 and 95 percent..

Coca-Cola: Bottle return scheme is a 'once-in-a-generation opportunity'

The drinks giant hailed the plastic bottle return scheme as a "historic" move that will help tackle the blight of plastic litter.

22:06, UK, Wednesday 28 March 2018

By Adam Parsons, Business Correspondent

The world's biggest soft drinks company has told Sky News that plans to introduce a deposit return scheme are a "once-in-a-generation opportunity".

The scheme, due to be trialled in England subject to consultation, is likely to cover glass, plastic and metal containers - and is expected to be in place by the end of this Parliament.

Julian Hunt, vice president of Coca-Cola in Europe, told Sky News that he was "really pleased" to hear the plans, and backed them as part of a response to growing worries about plastics.

"We want to play a positive role in recovering the cans and bottles that we put on the market," said Mr Hunt. "That includes the deposit return scheme and also changes to the present recovery systems.

"Today we have a number of significant policy interventions in Westminster and also in Scotland and Wales.

"Internally in our business, we talk about this as a once-in-a-generation opportunity to work with Government to change the packaging recovery and recycling system for good. It is as historic as that."

Return schemes in other countries have produced a sharp increase in the number of bottles being recycled.

However, there is some fear that kerbside recycling collections in the UK will be less

commercially viable if the number of bottles falls dramatically - given the fact they are, on average, among the most valuable constituents of a recycling collection.

"We could see that current recovery systems had got us to a certain level of between 60% and 70% of plastic bottles being recovered, but that's not high enough," said Mr Hunt.

"We recognise that something needs to be done and it's important that businesses like ours ensure that products are designed with recycling in mind. But there is also a role for Government and industry to play, working together to find solutions."

Mr Hunt said that his company's "one ask" was that work to improve recycling rates should be "done consistently" across England, Scotland and Wales to "reduce complexity for business and minimise confusion for customers".

Coca-Cola's backing - after it initially appeared sceptical about a similar scheme in Scotland - is part of a growing wave of corporate giants who have thrown their weight behind the campaign to cut the use of single-use plastics.



Better Together

**How a Deposit Return System Will
Complement Ontario's Blue Box Program
and Enhance the Circular Economy**

June 2019