



As You Sow

Planting Seeds for Social Change

311 California St, Suite 510
San Francisco, CA 94104
T 415-391-3212
F 415-391-3245
www.asyousow.org

BEVERAGE CONTAINER RECYCLING PROJECT

Second Annual Beverage Container Environmental Survey

Please complete and return survey by July 31, 2008

U.S. consumers purchase nearly 600 million beverage bottles and cans, on average, every day. Nearly two out of every three of those containers end up landfilled, incinerated or littered. Replacing them with new containers made from virgin materials consumes substantive amounts of energy, water and other natural resources and creates greenhouse gases and other pollutants. Moreover, the national recycling rate for beverage containers has significantly declined from 53% to 33% between 1992 and 2005.

This survey has been designed to identify and recognize initiatives taken by beverage companies to reduce the use of natural resources in beverage containers and to counter declining recycling rates. Information provided will be used to evaluate company performance relative to industry peers, and relative to last year's performance.

We appreciate your efforts in completing this survey. Contact information is provided at the end of the survey. Thank you!

General

Company: _____

Name, email address and phone number of responding official: _____

Name(s) of major brand(s): _____

Please attach additional sheet if required.

1. Does your company have environmental information relating to your beverage products, company policies and/or company practices on your website? Please provide web page url and details.

Yes _____
No _____

2. What is your company's beverage packaging mix? Please provide percentage amounts below

for following material type:

Material	Percentage
Aluminum Cans	_____
Glass Bottles	_____
PET Plastic Bottles	_____
HDPE Plastic Bottles	_____
Fountain	_____
Other (Aseptic, Polycarbonate, etc.)	_____

3. Do you use any kind of metric or analysis to determine packaging efficiency such as carbon footprint, Life Cycle Analysis or product to packaging ratio, etc.? Please attach details if so.

Beverage Container Source Reduction: Achievements and Goals

According to the US Environmental Protection Agency (USEPA) "source reduction" refers to "any change in the design, manufacture, purchase, or use of materials or products (including packaging) to reduce their amount or toxicity before they become municipal solid waste." For the purpose of this survey, source reduction refers to reduction of material used in beverage packaging.

4. What is the current weight of your empty beverage containers for the following sizes and materials? Please list all container types

Container Type	Weight (grams)
_____	12 oz. Aluminum Can
12 oz. Glass Bottle	_____
0.5 liter PET Plastic Bottle	_____
20 oz. PET Plastic Bottles	_____
12 oz. HDPE Plastic Bottle	_____
Other (5 gallon containers, etc.)	_____

5. Does your company have source reduction goals for its beverage containers?

Yes	_____
No	_____

Please describe the goals for source reduction and dates by which they are to be met.

6. What percentage of your company's beverage containers are refillable bottles?

	Glass	Plastic
United States	_____	_____
Worldwide	_____	_____

Beverage Container Recycled Content: Achievements and Goals

Beverage containers composed of a percentage of post-consumer material reduce the amount of virgin material consumed.

7. What is the percentage of post consumer recycled content in your company’s beverage containers, by type?

Material	U.S. (%)	Worldwide (%)
Aluminum Cans	_____	_____
Glass Bottles	_____	_____
PET Bottles	_____	_____
HDPE Bottles	_____	_____
Other	_____	_____

8. What are your company’s goals for use of post consumer recycled content in your beverage containers in 2008 or beyond, by type?

Material	U.S. (%)	Target (Year)	Worldwide (%)	Target (Year)
Aluminum Cans	_____	_____	_____	_____
Glass Bottles	_____	_____	_____	_____
PET Bottles	_____	_____	_____	_____
HDPE Bottles	_____	_____	_____	_____
Other	_____	_____	_____	_____

Beverage Container Recyclability: Achievements and Goals

A number of contaminants are known to impede the recycling process. For example, according to the report prepared for the State of California's Integrated Waste Management Board (IWMB) one PVC container mixed with 100,000 PET containers can contaminate a bale of PET and make recycling uneconomical given that at PET’s melt temperature in the recycling process, PVC burns, thus destroying the surrounding PET and damaging processing equipment.

9. Do any of your company’s beverage containers, labels or transport packaging material contain any potential contaminants to the recycling process? Please answer yes or no.

Contaminants	Containers	Labels	Transport Packaging
Resin (e.g. PVC)	_____	_____	_____
Color tinting/dyes	_____	_____	_____
Barrier coating	_____	_____	_____
Other	_____	_____	_____

If you answered yes to any of the above questions, please estimate percentage of your beverage containers containing the contaminant as compared to your entire stock. Please also identify brand and beverage

containers on an additional sheet of paper if necessary.

Beverage Container Recycling: Achievements and Goals

The gross recycling rate for PET bottles has dropped from 40% in 1995 to 23.1% in 2005, the most recent year for which data is available, according to NAPCOR. The aluminum can recycling rate declined from 58% in 1996 to 45% in 2005, according to the Container Recycling Institute. The glass bottle recycling rate dropped as well from 32.6% in 1995 to 25.3% in 2005 according to the USEPA. A number of efforts have been undertaken by companies, local governments and other entities to address this problem.

10. What programs and/or policies does your company support/or participate in that could lead to increased recovery and recycling of beverage containers?

	Support	Participate
Recycling at stadium and sporting events	_____	_____
College campus take-back programs	_____	_____
Convenience store take-back programs	_____	_____
Point of sale non-deposit take-back programs	_____	_____
Voluntary container deposits	_____	_____
Container Deposit legislation	_____	_____
Curbside recycling	_____	_____
Company specific container recycling goals	_____	_____
Industry wide container recycling goals	_____	_____
Litter tax	_____	_____
Other	_____	_____

Please provide details of the programs that your company participates in or financially supports. Please estimate the percentage increase in beverage container recovery and recycling that the company expects to achieve from these programs.

Please add any additional information that you would like to share with us about your company's source reduction, reuse or recycling efforts with regard to beverage container recycling that may not have been covered in the survey above.

<p>Contact: Conrad MacKerron Beverage Container Recycling Project c/o As You Sow Foundation 311 California Street, # 510 San Francisco, CA 94104 Tel: (415) 391-3212 Fax: (415) 391-3245 Email: mack@asyousow.org</p>
--