



## BEVERAGE CONTAINER RECYCLING PROJECT

A project of As You Sow and Container Recycling Institute in partnership with Environmental Working Group, Friends of the Earth, Natural Resources Defense Council and Sierra Club

## First Annual Beverage Container Environmental Survey

**Please complete and return survey by June 30, 2005**

American consumers purchase over 500 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. At the same time, the national recycling rate for beverage containers has significantly declined from 54% to 35% between 1992 and 2003.

This survey has been designed to identify and recognize initiatives taken by beverage companies to reduce the use of natural resources in manufacturing beverage containers and to counter declining recycling rates. Information provided will be used to evaluate company performance relative to industry peers, and to establish baseline data for future evaluation of historical trends.

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:**

<b>Material</b>	<b>Percentage</b>
Aluminum Cans	_____
Glass Bottles	_____
PET Plastic Bottles	_____
HDPE Plastic Bottles	_____
Other	_____

**Beverage Container Source Reduction: Achievements and Goals**

According to the US Environmental Protection Agency "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 virgin material used in beverage packaging.

**3. What is the current weight of your empty beverage containers for the following sizes and materials?**

<b>Container Type</b>	<b>Weight (grams)</b>
12 oz. Aluminum Can	_____
12 oz. Glass Bottle	_____
20 oz. PET Plastic Bottle	_____
12 oz. HDPE Plastic Bottle	_____
Other	_____

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

Yes \_\_\_\_\_  
 No \_\_\_\_\_

Please use an additional sheet of paper to describe the goals for source reduction and dates by which they are to be met.

**5. What percentage of your company's beverage containers are refillable glass or plastic bottles?**

<b>Region</b>	<b>Percentage</b>
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. Aluminum and glass beverage containers have generally used recycled content, and some companies now use recycled content resin in their PET plastic beverage containers.

**6. What is the percentage of recycled content in your company's beverage containers, by type?**

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

**7. What are your company's goals for use of recycled content in your beverage containers in 2005 or beyond, by type?**

Material	U.S. Goal (%)	Target (Year)	Worldwide Goal (%)	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 a 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.

**8. 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
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 recycling rate for *plastic PET* soft drink containers has dropped from 46% in 1995 to 30.2% in 2003, the most recent year for which data is available as per the American Plastics Council. Also PET custom bottle recycling rate (water bottles, non-carbonated beverages and other products) was 10.3% in 1995 and rose to 12.1% in 2003 according to the American Plastics Council. The *aluminum* can recycling rate declined from 65% in 1992 to 44.0% in 2003, according to the Container Recycling Institute. The glass bottle recycling rate dropped as well from 27.2% in 1995 to 22.0% in 2001 according to the U.S. Environmental Protection Agency.

**9. Please provide the estimated container recycling rate for your company's beverages, by container type if it is significantly ( $\pm 1\%$ ) different from that of the average recycling rates published by respective sources as mentioned above.**

<b>Material</b>	<b>Recycling rate (%)</b>
Aluminum Cans	_____
Glass Bottles	_____
PET Bottles	_____
HDPE Bottles	_____
Other	_____

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

<b>Programs/Policies</b>	<b>Support</b>	<b>Participate</b>
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 supports or participates in. Please estimate the percentage increase in beverage container recovery and recycling that the company expects to be achieved from the programs that your company supports or participates in and provide these details on an additional sheet of paper.

**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. Thank you again for your co-operation in completing this survey!**

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