



Environmental Review Commission

February 7, 2024

Presenter: Trevor Johnson, President

NCBev Footprint



NCBev Economic Impact



Three Key Takeaways

1. Our support, and the need, for a strong, well performing recycling system in North Carolina.
2. What the non-alcoholic beverage industry is doing across the country to support recycling infrastructure and increase access for consumers.
3. What NCBev member companies are doing at their facilities, and in the marketplace, in North Carolina to decrease virgin plastic usage and educate consumers on the importance of recycling.



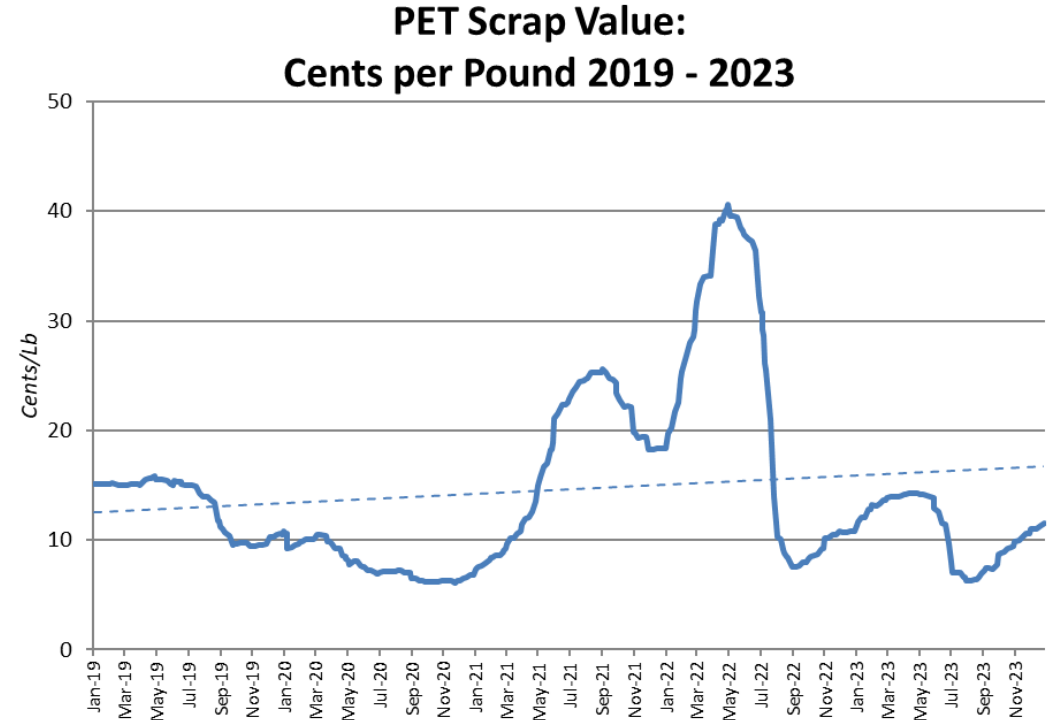
Support of Collaborative Recycling System

- Why?
 - 1) Vast majority of our packaging, including 100% of PET and aluminum offerings, are recyclable
 - 2) Our goals (less use of virgin plastic and higher use of recycled content) depend on an efficient, well performing recycling system
- Key hurdles
 - Consumer misinformation
 - Loss of recycling programs
 - Consumer education
- Opportunities
 - Circular Economy Council
 - Collaboration to raise consumer awareness
 - Private industry input



Marketplace for PET (2019 – 2023)

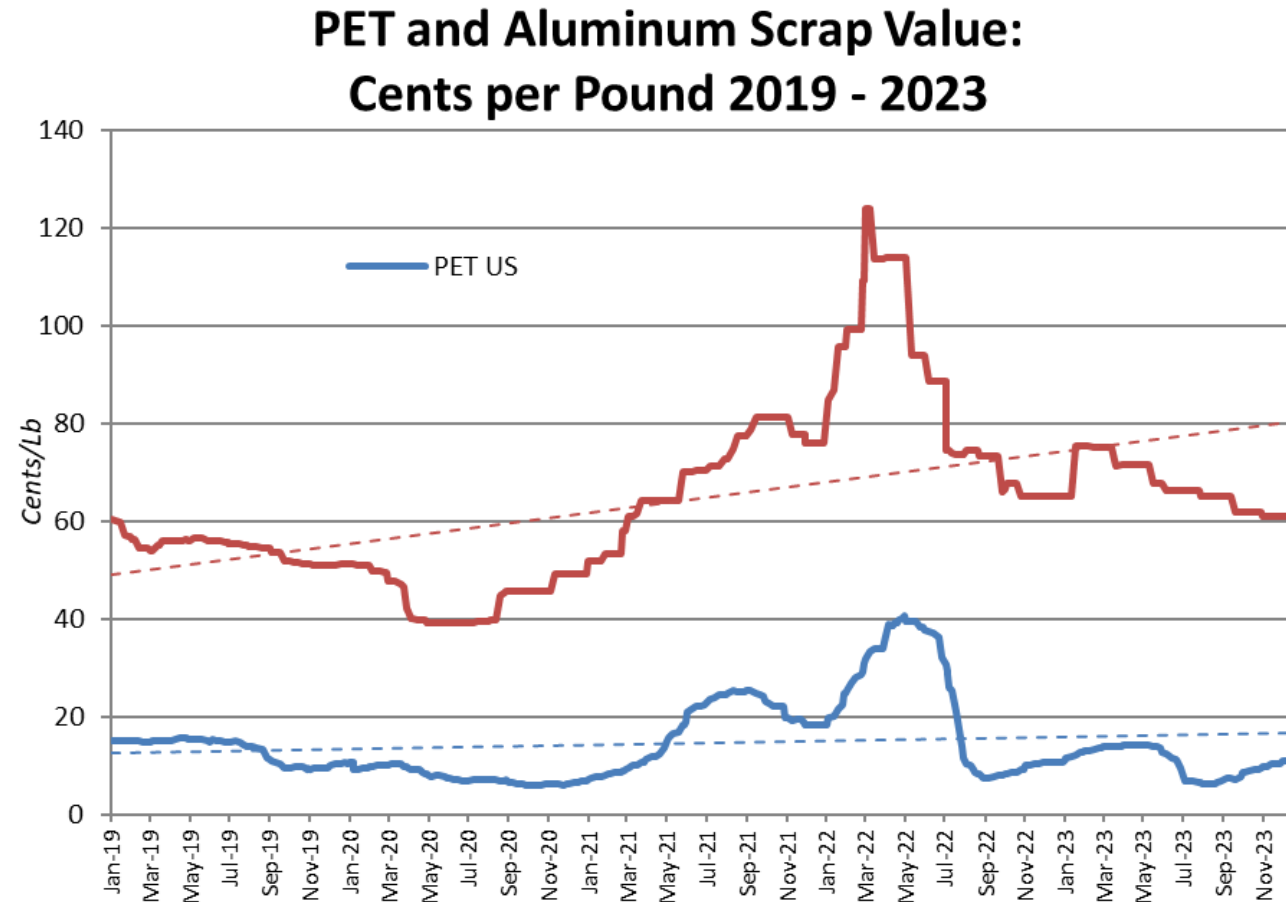
- Approximately, 93% of refreshment beverages (non-alcoholic, non-dairy) are packaged in PET bottles or aluminum
- Key factors impacting commodity prices:
 - Global economic and political trends
 - Energy prices
 - Fluctuations in production and inventory
 - Normal domestic supply and demand factors



Note: data based on routine weekly surveys of commodity buyers



Marketplace for PET and Aluminum (2019 – 2023)



Tracking Progress

- Since partnering with the World Wildlife Fund (WWF) in 2019 to track plastic usage and trends, the beverage industry has found:
 - Collectively, our plastic footprint decreased by 8%
 - The use of new plastic decreased by 15%
 - The amount of rPET (recycled PET) in our bottles nearly tripled during the same time
 - About two-thirds (65%) of bottles included rPET in 2022, up from 41% in 2018
- In 2022, rPet in bottles accounted for approximately 54% of all rPET usage



THE *Coca-Cola* COMPANY

Keurig
DrPepper™

PEPSICO

AMERICAN
BEVERAGE



**EVERY
BOTTLE
BACK**

*Working Together to
Reduce our Plastic
Footprint*

Our Commitment

We're working together to help ensure our 100% recyclable plastic bottles become new bottles, and they don't end up in our oceans, rivers and beaches.

We're making 100% recyclable plastic bottles and caps



We're raising awareness through multimedia communications and advertising that our bottles are made to be remade into new ones, if properly collected and recycled.

We're partnering with World Wildlife Fund to measure our efforts to reduce our plastic footprint



We're voluntarily adding on-pack messages that remind consumers to recycle their bottles and caps



We're improving collection of our plastic bottles by investing in recycling infrastructure in partnership with Closed Loop Partners and The Recycling Partnership

Every Bottle Back Investment Examples

- **Clyde (OH): MRF Infrastructure Upgrades**
 - Invested \$2.5 million to expand facility operations
 - Expected to produce 600 million new pounds of food-grade rPET pellets
- **Ann Arbor (MI): MRF Safety and Infrastructure Upgrades**
 - Invested \$800,000 to reequip and reopen facility that closed in 2016
 - Upgraded machinery for enhanced sorting capability
- **Baltimore (MD): High-Capacity Recycling Carts**
 - Invested \$1.6 million to provide higher capacity recycling carts for 205,000 households
 - Expected to produce 16 million new pounds of rPET
- **Gwinnett County (GA): Recycling Awareness Education Campaign**
 - Launched outreach effort to encourage households to apply for free recycling carts
 - Goal of producing 1.3 million new pounds of rPET



Evergreen MRF in Clyde (OH)



Ann Arbor MRF



Cart Distribution in Baltimore City





North Carolina Focused Efforts

Focus #1: Packaging

FROM
PLASTIC
RINGS



TO 100%
RECYCLED
PAPER



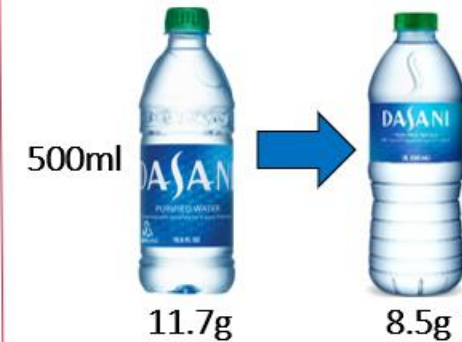
Increasing Recycled Content

Paving the way to a closed loop future



Reducing Use of Plastic

Rethinking our packaging to use less material



Increasing the value of recyclable material

Going from green to clear



Focus #2: Pursuing Zero Waste Facilities

- Diverted from production and distribution facilities across the state and processed at internal “Recycling Centers”
- Main material sources
 - “Pre-forms” and beverage containers damaged during production process
 - Out-of-date products
 - Shipment and warehouse supplies
- Material recipients
 - Internal rPET projects
 - External “Postconsumer Material” customers



Focus #3: Partnering with Communities

Coca-Cola Consolidated Mobile MRF

- On-site, self contained mobile sorter that can be transported without a CDL
- Material agnostic and needs 2,000 sq. ft. to operate
- Key details
 - 40% more efficient compared to traditional sorter
 - Continual, circular stream of material flowing
 - Automatic removal of remaining trash at end of conveyor



Focus #4: Partnering with Customers



Closing the Loop at the Coca-Cola 600

- Hundreds of recycling containers placed around the racetrack
- Produced approximately 60,000 bottles and cans for recycling
- Volunteers helped sort material that was then baled and sold to processors



Key Customer Accounts

- Branded recycling bins provided to customers
- Marketing collaborations to encourage recycling
- Impact of special events versus point-of-sale





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