Industry Tactics and Broken Promises

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Protecting New England's
environment for all people

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Blame the
Consumer
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Blame the Consumer

- "People start pollution. People can stop it." Keep America Beautiful, Earth Day, 1971
- Fund local clean-up efforts, without addressing where litter originates
- Blaming the collapse of system on poor sorting

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Lobby Against Deposit Return Systems

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Beverage Industry Money

- $14 M Campaign Contributions to Defeat National Bottle Bill 1989-1994
- 2004 NY Bottle Bill opponents spent 99 times more
- $9 M to defeat 2014 Massachusetts Ballot Initiative

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Fund Local Recycling to Stymie Widespread Policy Changes
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Investing in Recycling Infrastructure?

- Keep America Beautiful, The Recycling Partnership, The Closed Loop Fund
- *Leaked Audio Reveals How Coca-Cola Undermines Plastic Recycling Efforts* Sharon Lerner
- Georgia Bottle Bill "Big No."

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Set and Abandon "Green Goals"

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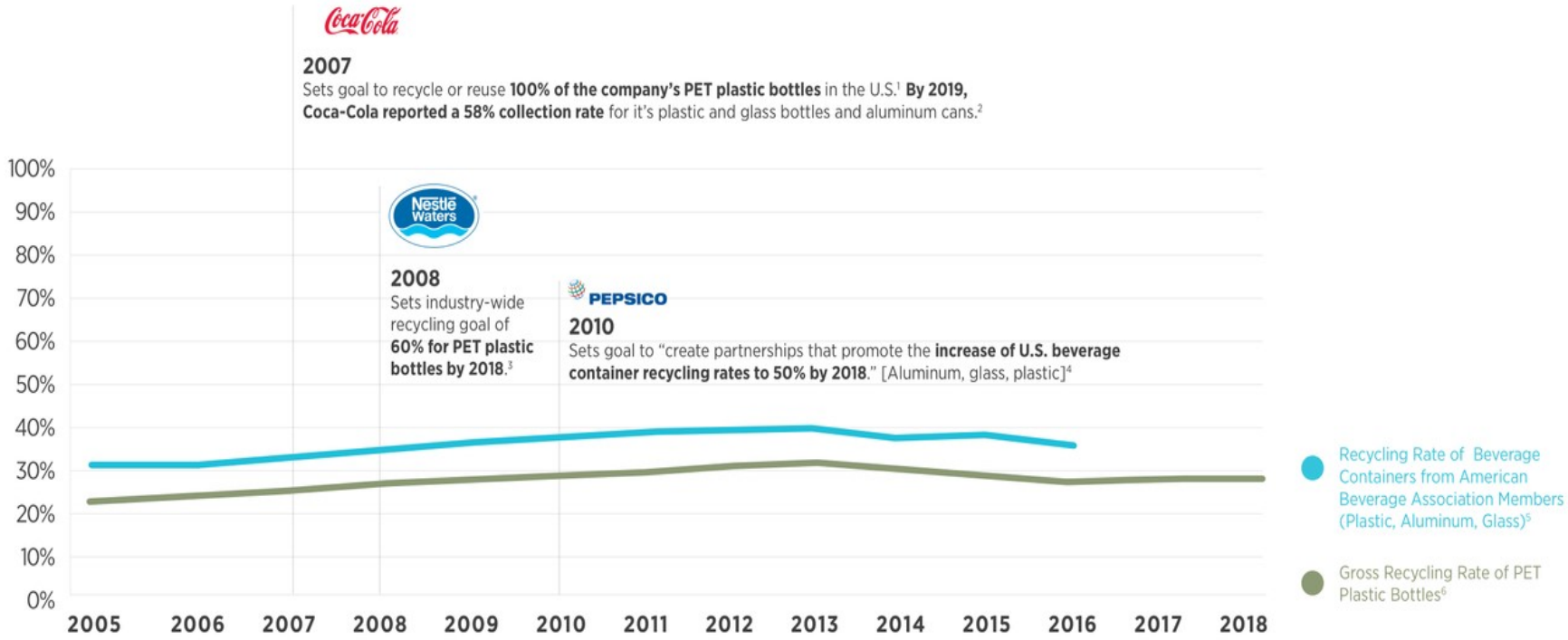
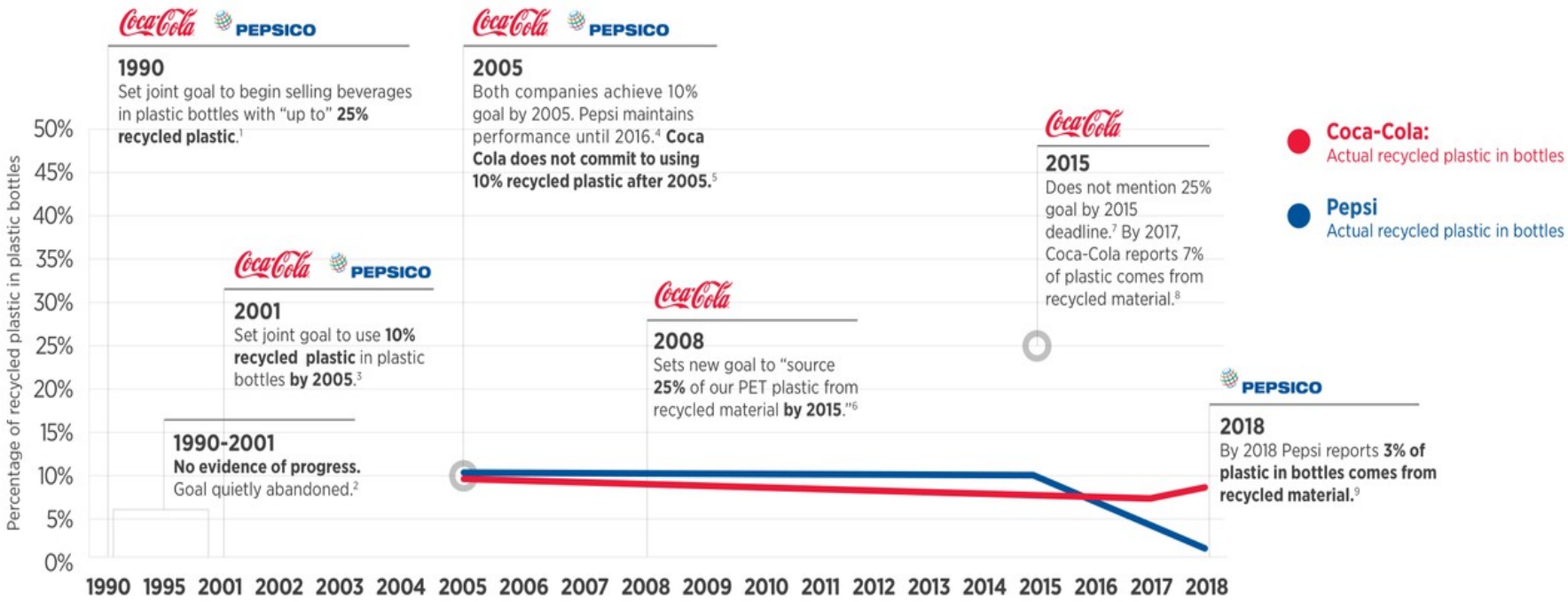
BROKEN PROMISES OF THE BEVERAGE INDUSTRY:
RAISING THE RECYCLING RATE

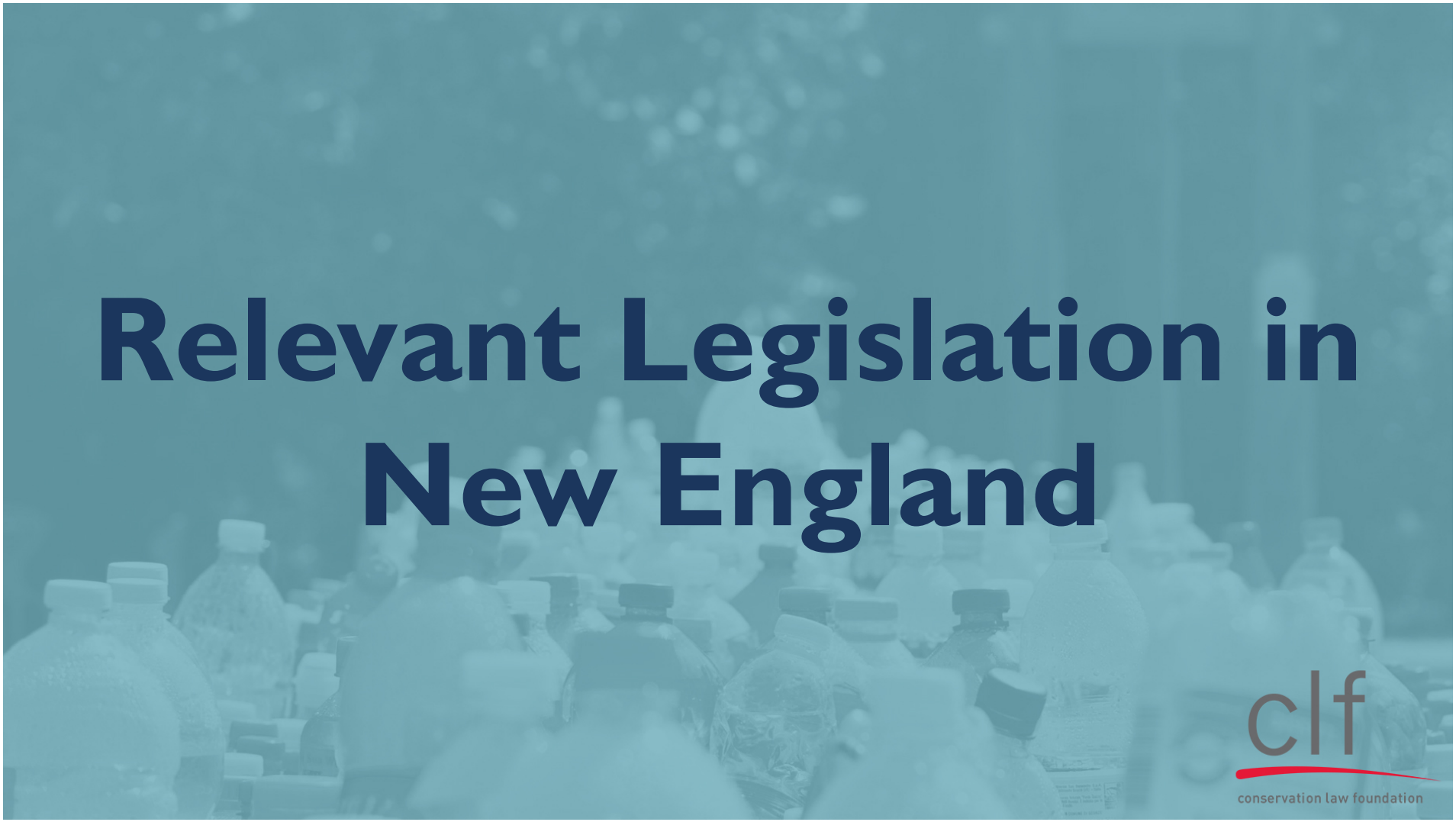


1 "Coke's Message in a Bottle," Greenbiz. 2007. **2** Global Commitment 2019 Progress Report," Ellen MacArthur Foundation. October 2019. **3** "Beverage Container Recycling," As You Sow. Accessed on December 6, 2019 via https://www.asyousow.org/our-work/waste/beverage-container-recycling **4** "PepsiCo Publishes Commitment to Raise U.S. Beverage Container Recycling Rates," PR Newswire – PepsiCo. March 25, 2010 "**5** "ABA 2016 Beverage Container Recycling Rate Summary," The American Beverage Association. 2018. **6** "Postconsumer PET Container Recycling Activity," NAPCOR. 2017. Note: Coca-Cola and Pepsi have achieved or made progress against additional recycling-related goals. This graphic identifies the company's continual failures to meet concrete goals.

BROKEN PROMISES OF THE BEVERAGE INDUSTRY:
MAKING PLASTIC BOTTLES OUT OF RECYCLED PLASTIC



1 "Coke's Message in a Bottle," Greenbiz. 2007. **2** "Unfinished Business, As You Sow. 2015. **3** "Waste and Opportunity," Container Recycling Institute. 2006. **4** "Unfinished Business" (above). **5** "Waste and Opportunity" (above). **6** "2008-2009 Sustainability Review," The Coca-Cola Company. 2008.. **7** "2015/16 Sustainability Update," The Coca-Cola Company. 2016. **8** "Almost no plastic bottles get recycled into new bottles," CNBC.com 2017. 2018 rPET performance for Coca-Cola and PepsiCo: "Global Commitment 2019 Progress Report," Ellen MacArthur Foundation. October 2019. Note: Coca-Cola and Pepsi have achieved or made progress against additional recycling-related goals. This graphic identifies the company's continual failures to meet concrete goals. **9** "Global Commitment 2019 Progress Report," Ellen MacArthur New Plastics Economy. October 2019.


Relevant Legislation in New England
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Pending Bottle Bill Legislation in New England:

MA S.2481 – adds glass liquor and wine bottles to program
MA H.2881 – adds nip bottles to program
CT H.B. No. 5340 – increases fee from 5 to 10 cents
RI H.7611 – creates bottle bill with 10 cent fee on all beverages

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Pending Producer Responsibility Legislation in New England:

MA H. 750 –residential packaging
ME LD 2014 – residential packaging (voted favorably out of committee)
VT – Potential resolution to require DEC to draft bill

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Thank You!

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