



CONTAINER RECYCLING INSTITUTE IMPACT REPORT



2025

*Celebrating 35 years of Research, Education and Advocacy on the
Recycling of Beverage Containers and Other Packaging Materials*

A LETTER TO OUR SUPPORTERS



Dear Friends of CRI:

As we mark our 35th year of research, education and advocacy on the recycling of beverage containers and other packaging materials, we're proud to present CRI's 2025 Impact Report.

Our accomplishments in 2025 included an Oregon beverage container deposit return system (DRS) study tour for legislators to gain DRS program insights; a signature report on aluminum beverage can recycling, with solutions to improve recycling rates; dozens of presentations and testimony letters to share and advance DRS policy best practices; and much more.

We're proud to be an increasingly sought-after resource for our DRS expertise, and know we are contributing to progress: Based on the latest data, we can conclusively say that **2 billion-plus** more beverage containers are on deposit in the U.S. compared to a couple of years ago.

Thank you, as always, for supporting our best-in-class work to help create a circular economy for generations to come.

With gratitude,
Susan Collins, President
Container Recycling Institute

Vision Statement

CRI is the model organization instrumental in bringing about a rapid increase in recycling for a world where no material is wasted, and the environment is protected. We succeed because companies and people collaborate to create a strong, sustainable domestic economy.

Mission Statement

CRI's mission is to make North America a global model for the collection and quality recycling of packaging materials.

2025: BY THE NUMBERS

33 Presentations
Given, Including
Testimony

15 Letters of
Testimony Published

7 Reports and
Factsheets
Published

175,000 Website
Page Views *

76 Mentions in
Media Outlets

221 Million
Media Impressions

3 Press Releases
Issued, including **1**
Opinion Piece

* for both www.container-recycling.org
& www.bottlebill.org

OREGON DRS STUDY TOUR FOR LEGISLATORS



Left to Right: OR State Rep. Court Boice; Kendall Johnson, Chief of Staff to TX State Rep. John Lujan; TX State Rep. Dr. Tom Oliverson; Lorena Robledo, Knauf Industries; Marco Fuentes, Chief of Staff to TX State Rep. Chairman Brooks Landgraf; Alicia Curry; Brad Shields, Texans for Clean Water; Sarah Bass, Legislative Director to TX State Rep John Lujan; Gretchen Hilyard, Board Member, Texans for Clean Water; Mike Garver, Founder & Board Member, Texans for Clean Water; AZ State Sen. David Gowan; Molly Wilson, Chief of Staff to TX State Rep. Dr. Tom Oliverson; Curt Wells, Aluminum Association; TX State Rep. Pat Curry; Maia Corbitt, President, Texans for Clean Water; Tina Bergers, Envipco; TN State Rep. Chris Todd; Bob Hippert, O-I; Susan Collins, President, CRI; Brad Shields II, Texans for Clean Water; Nick Stark, Executive Director, Oregon Freedom Coalition. Photo Credit: Texans for Clean Water.

CRI co-hosted our first-ever study tour, with Texans for Clean Water, in November 2025 for legislators to learn about Oregon's DRS – the first established in the U.S. (enacted in 1971) and the highest performing among the 10 deposit state programs in the nation in 2024.

Participants from across the country took part in the study tour, including four legislators, five legislative staff, five sponsor officials, and representatives from Texans for Clean Water and the Oregon Freedom Foundation. They came from Arizona, Illinois, Texas, Tennessee, Ohio and Washington, D.C. (non-DRS states/jurisdictions), and from California, Connecticut, Oregon and New York (DRS states).

Activities included panel discussions and networking sessions for participants to learn about Oregon's DRS from local legislators, as well as a firsthand look at this successful, industry-led program in action in both urban and rural settings.

The tour showcased the complete beverage container redemption process – from the consumer drop-off and refund experience, to retailer operations, to front-of-house and back-of-house redemption center operations and BottleDrop® sites, to remote processing centers, and to final consolidation of materials at the headquarters of the Oregon Beverage Recycling Cooperative (OBRC) (which operates the state's DRS program).

Upon completion of the study tour, participants shared extremely positive feedback, indicating the value of utilizing their newfound knowledge of DRS programs in the legislative process in their home states.

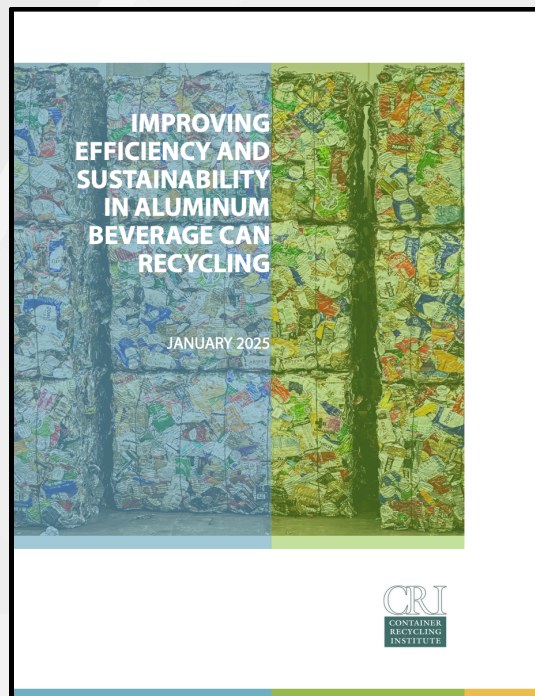
Thank you to OBRC for so generously taking the time to speak with attendees and provide a facility tour!

In other Oregon DRS news, in June 2025 the Oregon Capital Chronicle ran a commentary written by CRI President Susan Collins titled "The bottle bill: An Oregon gem." The commentary is available at www.container-recycling.org under "Media."

REPORT ON ALUMINUM USED BEVERAGE CAN RECYCLING

A report released by CRI in early 2025 – titled “Improving Efficiency and Sustainability in Aluminum Beverage Can Recycling” – is one of the first assessments of losses in the aluminum used beverage can (UBC) recycling process, with solutions to recover greater quantities of high-quality material.

CRI prepared the 40-page report with RTI International using previous industry studies, as well as original research, analysis and CRI’s proprietary data. The report finds that aluminum material losses at curbside recycling, materials recovery facilities (MRFs) and secondary melters are significant enough to warrant discussion on new and expanded methods of aluminum UBC recycling, sorting, processing and even design.



The data in the report conclusively demonstrate that DRS programs are the most impactful way to increase UBC recycling rates, with the ability of a nationwide DRS to **raise the national aluminum UBC recycling rate to 85% – an increase of 48 percentage points over the rate of 37.2% in 2021**. Our extensive research also shows that no other strategy can come close to reaching a rate that high.

An estimated **1 out of every 3** aluminum cans put in curbside bins never get recycled due to improper sorting at materials recovery facilities (MRFs).



© Container Recycling Institute

We know that the global aluminum can industry cannot meet its sustainability goals without higher U.S. aluminum beverage can recycling rates. CRI’s report provides an extraordinarily valuable resource for policy discussions about the critical need for DRS programs to benefit industry, consumers and the environment.

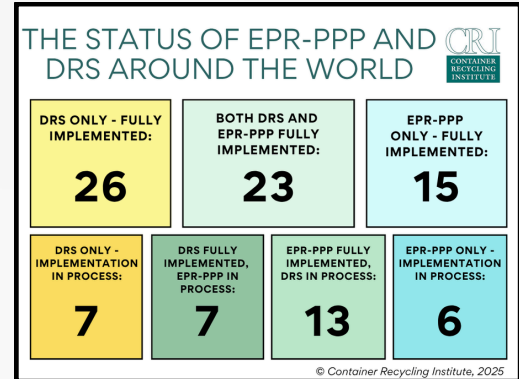
CRI is grateful for the generous support of the Arconic Foundation, without which this report would not have been possible.

The full report and related materials are available on CRI’s [Aluminum UBCs website page](#).

CRI 2025 HIGHLIGHTS

FACTSHEET: EPR-PPP AND DRS PROGRAMS WORLDWIDE

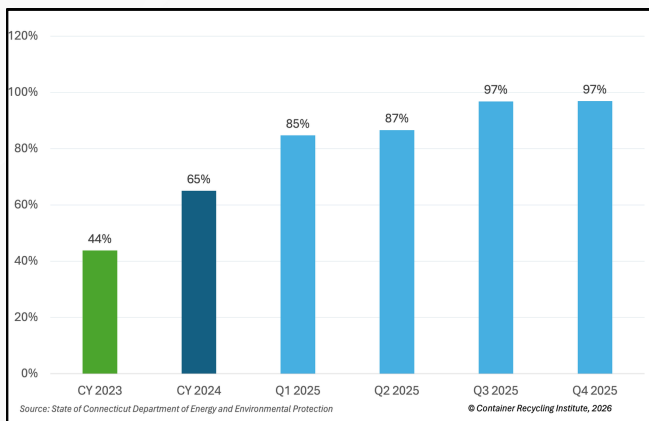
A first of its kind, this one-page fact sheet completed in 2025 compares which of the nearly 100 countries, states, territories and provinces around the world have DRS laws, which have Extended Producer Responsibility for Packaging and/or printed paper laws (EPR-PPP), and which have both. No organization has ever taken an inventory of these programs across the globe, and CRI's comprehensive research has resulted in a resource that is receiving very high marks from legislators, advocacy organizations, media and other stakeholders.



The complete factsheet, which shows the countries, states and other jurisdictions in each category, is available on CRI's Publications [website](#) page.

REPORT BRIEF: CONNECTICUT'S SUCCESSFUL DRS MODERNIZATION

Beverage Container Redemption Rate in Connecticut, CY 2023 & 2024 vs. Quarterly in 2025



The Connecticut report brief is available on CRI's Publications [website](#) page.

Following the phased implementation of substantial upgrades to Connecticut's DRS program – culminating with an increase in the deposit amount from 5¢ to 10¢ effective January 1, 2024 – the state saw its beverage container redemption rate rise significantly. CRI prepared a report brief in 2025 as an all-purpose reference guide on the original DRS modernization law, subsequent legislation, data on redemption rates and points of redemption, and other key information. While the success of the DRS upgrades is clear, CRI strongly recommends fraud detection and enforcement to discover and combat importation of both full and empty containers from neighboring states without deposit-refund programs.

BEVERAGE MARKET DATA ANALYSIS + 10-STATE FILE

In 2025, CRI completed our latest Beverage Market Data Analysis (BMDA), which covers the 2023 data year. The BMDA includes the most thorough information available on U.S. and state-specific beverage container sales, recycling and waste data – providing government, industry and environmental organizations with analytical and predictive tools not available elsewhere. [BMDA website](#) page

We also continued to update our “10-State File,” which provides redemption rates and other features of the beverage container DRS programs in the 10 U.S. deposit states. This document, available at no cost, puts valuable information on state deposit system performance at users' fingertips. [10-State File website](#) page

Testimony & Advocacy

CRI continued to share our expertise in 2025 on beverage container and packaging recycling best practices through testimony across the U.S. As in previous years, our work continued to play a key role in progress on the DRS policy and legislative fronts.

CALIFORNIA



- CA Budget Discrepancies Letters (to Assembly & to Senate) (*letters discuss errors in state financial reports that total \$178 million*)
- SB 633 Letter of Support (*bill would have required manufacturers to report origin of PCR* plastic they use and substantiate third-party validation of their PCR content*)
- Dealer Cooperative Stewardship Plan Comment
- SB 674 Letter of Support (*bill would have reduced deposit amount for wine & spirits in boxes, bladders & pouches*)
- SB 675 Letter of Support (*supported previous version of bill - would have put a 10% reasonable financial return for processing payments in statute*)
- SB 54 Regulations Comment

**PCR = Postconsumer Recycled*

MARYLAND



- SB 232 Letter of Support & Remote Testimony
- HB 346 Letter of Support

Both bills would have created a new DRS program in the state

TEXAS



- SB 728 Letter of Support
- HB 2048 Letter of Support & In-Person Testimony

Both bills would have created a new DRS program in the state

OREGON



- OR 3940 Neutral Letter (*bill would have used DRS funds for wildfire mitigation*)

VERMONT



- 25-0991 Testimony (*bill would have created an EPR program in the state*)

RHODE ISLAND



- S 997 Letter of Support & In-Person Testimony
- H 6206 Letter of Support & In-Person Testimony

Both bills would have created a new DRS program in the state

CONNECTICUT

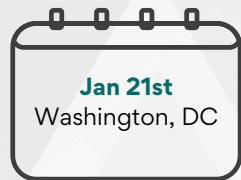
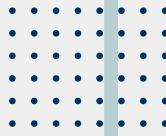


- SB 1115 Letter of Support & Remote Testimony (*bill creates new regulations concerning cross-border redemption fraud*)

You can find all of our letters on our website, under [“Letters and Briefings.”](#)

Presentations & Speaking Engagements

During 2025, CRI President Susan Collins served as a keynote speaker, presenter and/or panelist at conferences and events across the U.S. and Canada. This visibility enhanced CRI's position as a leading authority on beverage container DRS programs and enabled us to share legislative updates, as well as research and analyses, to help shape the conversation on optimal container recycling solutions.

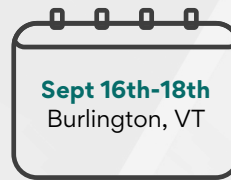


Jan 21st

Washington, DC

- **EPR Roundtable, Talks with Tonko**

- Hosted by Representative Paul Tonko (NY-20)
- Roundtable participant

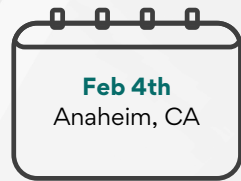


Sept 16th-18th

Burlington, VT

- **CIRCLE EPR Launchpad**

- Hosted by the Ocean Plastics Leadership Network
- Panelist: "Multi-Stakeholder Insights & Debrief: Closing the Loop on U.S. Circular Policies"



Feb 4th

Anaheim, CA

- **Sustainable Manufacturing Expo**

- Invited by RecycleTek
- Panelist: "Policy, Infrastructure, and the Future of Recycling"

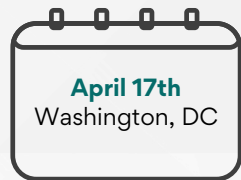


Sept 21st-22nd

Calgary, AB

- **Alberta Depot Conference**

- Hosted by the Alberta Bottle Depot Association
- Keynote: "2025 Update on Beverage Container Recycling in the U.S."
- Panelist: "Beverage Container Recycling and Alberta's Circular Economy"

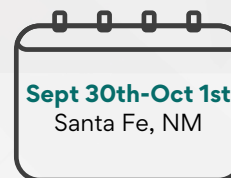


April 17th

Washington, DC

- **WWF Plastic Summit**

- Hosted by the World Wildlife Fund
- Panelist: "Scaling Change: How States are Leading the Way"

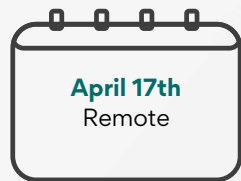


Sept 30th-Oct 1st

Santa Fe, NM

- **New Mexico Recycling & Solid Waste Conference**

- Hosted by the New Mexico Recycling Coalition & New Mexico Roadrunner Chapter of SWANA
- Keynote: "Modernizing/Expanding Beverage Container Recycling: Insights and Opportunities"

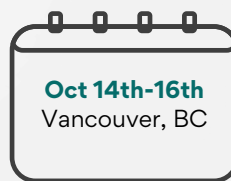


April 17th

Remote

- **City of Berkeley Zero Waste Commission Monthly Meeting**

- Speaker: DRS updates in CA

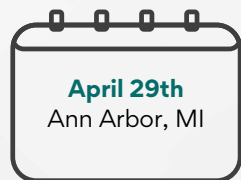


Oct 14th-16th

Vancouver, BC

- **CIRCLE Expeditionary Summit**

- Hosted by the Ocean Plastics Leadership Network
- Presenter: "Expert Snapshot 2: Deposit Return Systems (DRS) for Beverage Containers"

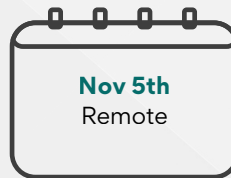


April 29th

Ann Arbor, MI

- **Evaluating Michigan's Bottle Deposit Law: Stakeholder Workshop**

- Hosted by the University of Michigan
- Workshop participant

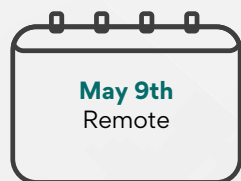


Nov 5th

Remote

- **CRRA Legislative Policy Webinar: "Capitol Update: 2025 Recap and 2026 Forecast"**

- Hosted by the California Resource Recovery Association
- Presenter: California DRS legislation

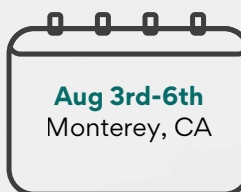


May 9th

Remote

- **Maryland Bottle Bill Coalition Retreat**

- Hosted by the Maryland Sierra Club Zero Waste Team
- Speaker: DRS updates in the U.S.



Aug 3rd-6th

Monterey, CA

- **California Resource Recovery Association Conference**

- Speaker: Policy Roundtable
- Panel Moderator: "Piloting CRV Redemption Solutions in CA Jurisdictions"



Nov 12th-14th

Chicago, IL

- **Informing State Policy: Plastics Learning Summit**

- Hosted by the National Caucus of Environmental Legislators
- Presenter: "DRS Successes, Challenges and Fresh Approaches"

Education & Collaboration

CRI serves as a go-to resource by providing container recycling policy information, consultation, and technical and legislative support to governmental officials, agencies, industry, environmental organizations, the public and other stakeholders. In addition to our numerous reports, presentations and other communications, here are some highlights of our 2025 work in these areas.

Business Advisory Council (BAC)

CRI's BAC consists of 61 representatives from 26 businesses that support CRI's mission. Our BAC meetings cover DRS legislative developments in the United States, and globally, as well as CRI updates and work products.

Deposit State Working Group (DSWG)

CRI's DSWG includes state government administrators of beverage container deposit laws in most DRS states, along with Washington state. Our quarterly DSWG meetings provide updates on U.S. and global legislative developments.

Conference Attendance & Booth

In addition to speaking at the conferences listed on page 7, CRI also attended the Plastics Recycling Conference, the CIRCLE Expeditionary Summit to Montreal, and the Reloop Global Conference of Experts. In addition, we hosted a booth at the California Resource Recovery Association (CRRA) conference in August 2025. The event drew about 910 attendees.

Technical Assistance

In 2025, we provided technical assistance to stakeholders in California, Connecticut, Iowa, Maryland, Massachusetts, Michigan, New York, Oregon, Rhode Island and Texas.

If you are interested in purchasing data from CRI, email us at info@container-recycling.org.

Webinar

Updates to Beverage Container Recycling Laws in 2025

In this webinar, we had speakers from Texas, Maryland and Rhode Island give updates to DRS legislation in their respective states, and CRI President Susan Collins provided updates on multiple other states, including California, Oregon and New York. A total of 50 people attended this webinar.

CRI webinars are free for Associate supporters and above. If you are interested in becoming a CRI supporter, please visit [CRI's memberships page](#) or email info@container-recycling.org for more information!

If you are interested in collaborating with CRI, or having CRI speak on a webinar or at a conference, please email us at info@container-recycling.org.



Thank you to our supporters!



 info@container-recycling.org

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