



## REASONS TO SUPPORT

### Made to be Remade

*Made to be Remade* is a new initiative by Georgia's leading beverage companies to improve recycling of beverage containers.

The *Made to be Remade* initiative aims to reclaim beverage containers, especially our plastic bottles so they can be remade into new containers and not end up as waste on our beaches, oceans, waterways or landfills. We are doing this by educating consumers, reinforcing the value of our 100% recyclable cans, bottles and caps to consumers, and making significant investments to support the circular economy. The initiative is working to improve the collection of our beverage containers and increase the amount of recycled materials available to be remade into new beverage containers.

#### **Raising Awareness & Supporting Recycling Efforts**

We are investing in awareness campaigns to reinforce and promote the value of our 100% recyclable beverage containers and supporting communities across Georgia in its efforts to improve recycling.

#### **Investing in Recycling Infrastructure**

We are working to improve the quality and availability of recycled materials in key regions of the country, including Georgia by directing the equivalent of \$400 million to The Recycling Partnership and Closed Loop Partners through a new \$100 million industry fund that will be matched three-to-one by other grant investors. This includes investments Gwinnett and DeKalb Counties with additional Peach State projects in the pipeline.

#### **Measuring our Plastic Footprint**

Working with World Wildlife Fund, we are measuring and tracking progress toward reducing the industry's plastic footprint. World Wildlife Fund is providing strategic, scientific advice to help measure our industry's efforts.

#### **Making 100% Recyclable Bottles and Cans**

Our plastic bottles and cans are being meticulously crafted to ensure that they are 100% recyclable, including the caps. Our distinct plastic bottles are produced using PET, which is known for its strength, lightweight, and high value. Most importantly, it is effortlessly recycled and can be transformed into new bottles with ease.

#### **Investing In Community Recycling Programs**

The Georgia Beverage Association has invested in programs to improve recycling across the State including projects in Gwinnett and DeKalb Counties with additional projects on the way.

#### **Improving Recycling Infrastructure**

Since launching, America's leading beverage companies have invested more than \$22 million across the US to support recycling infrastructure and education improvements projected to help collect 650 million new pounds of PET over ten years.

#### **Supported by Community Leaders**

We are partnering with local governments, national organizations, and community leaders to ensure our investments meet the needs of each community.

