

Oregon's Bottle Bill: A Cooperative Approach



How Oregon's Most Prominent Public-Private-Partnership
Delivers Outstanding Recycling Outcomes

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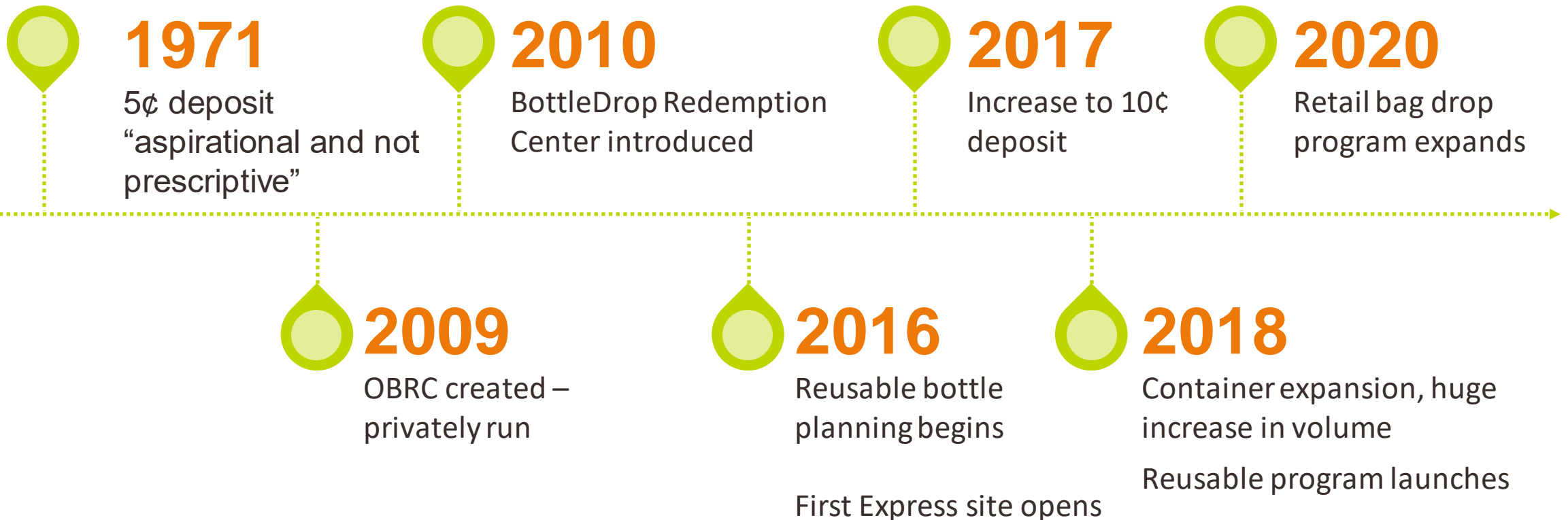
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Bottle Bill: A Brief History



A private system run by distributors, founded on retail returns





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The Power of a Dime

10¢ Sparks Huge Demand

Redemption rate quickly went
from 64% to over 82%

(now between 80% and 90%!) **~35%
increase**



2018 Expansion

Keeping pace with the industry

In 1971 Far fewer beverage and container types in stores

Today Applies bottle bill to reality of beverage market



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Efficiency in Numbers

The Oregon Beverage Recycling Cooperative operates with...

\$51.9m
operating budget
(2021)

~2 billion
containers/year
recycled

80-90%
Annual
Redemption
Rate

300
members and
participants

532
employees
throughout
Oregon

2,000
retail redemption
locations (~450
total RVMs)

94
Green Bag
drop sites

26
Full-Service
Redemption
Centers

6
processing
plants

Zero
taxpayer
dollars for
operations



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BottleDrop Redemption Centers

Clean, fast and easy returns

- Single-purpose, indoor facilities
- Customers can redeem up to 350 a day
- 25 full-service redemption centers
 - Two currently under development
 - Possible because of return to retail requirement
- Largest center accepts approx. 100 million containers/year
- Paid for and operated by industry





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Green Bags

The easy self-serve account program

- **Gear up.** Customers enroll, get card and tags at kiosk, and buy bags at store
- **Tag & fill it.** Place coded BottleDrop tag on bags and fill with redeemable containers
- **Drop it.** Leave bag at secure drop door
- **Track it.** Check account balance online or with our mobile app





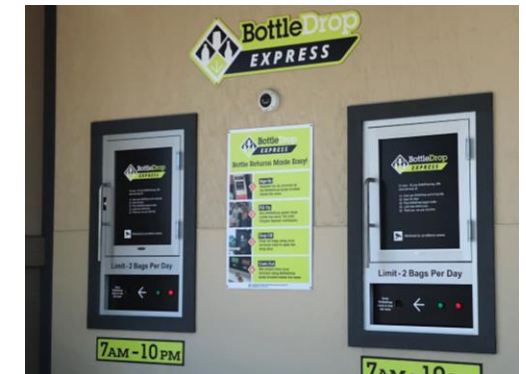
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Express/Dealer Redemption Centers

Expanding access throughout the state

- Smaller volume markets and urban areas
- Expanded access to green bag accounts and no fee for bag drops
- 63 locations operating
- New locations added to the network at the pace of one or two per month





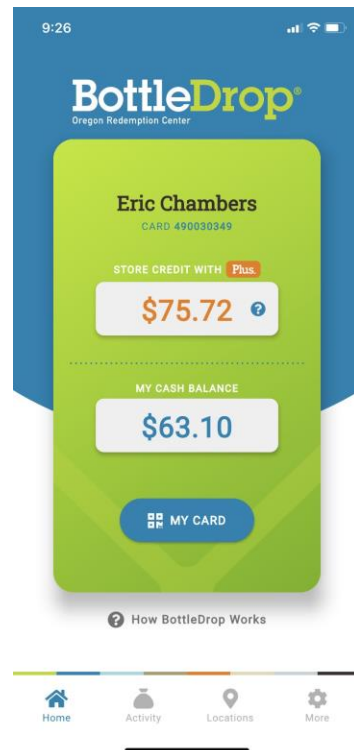
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Easy Access, Heavy Participation

The most convenient container return system in the world

Sign up, get cash, print labels right at the store (or via the mobile app)



Bags are sold for \$2 a box and are conveniently available at retail bag drop locations.

Convenient consumer access, easily deployed network of return locations





BottleDrop
EXPRESS

BottleDrop
EXPRESS

BottleDrop
EXPRESS

Bottle Returns Made Easy

- Sign Up**
Register for an account at [bottledrop.com](#) or inside the store.
- Fill Up**
Buy BottleDrop green bags inside the store. Fill with Oregon deposit containers.
- Drop Off**
Drop all bags using your account card to open the drop door.
- Crash Out**
Get money back on your account using BottleDrop's mobile app.

IF BLUE LIGHT IS ON USE OTHER DOOR

BottleDrop
EXPRESS

Limit - 2 Bags Per Day

5AM - 11PM

STOP

PLEASE CHECK YOUR BAGS!!

Is your bag securely tied?
Is your bag under 20 lbs?
Is there a hardware attached on your bag?

5AM - 11PM

5AM - 11PM

IF BLUE LIGHT IS ON USE OTHER DOOR

BottleDrop
EXPRESS

Limit - 2 Bags Per Day

5AM - 11PM

NEW SEASONS
MARKET

BagDrop

Powered by BottleDrop

Just Fill, Drop & Go with
Green Bags!



How Do I Get Started?

- Sign-up at the kiosk inside the store.
- Get a BottleDrop card, Bag Tags, & buy a box of Green Bags.

Fill & Tag

- Fill the Green Bags with your bottles & cans.
- Oregon-purchased deposit containers only.
- Put bag tags printed at this location on all bags.

Drop

- Drop all Green Bags using your BottleDrop account barcode to open the drop door.
- No need to stand in line for the machine!

Go

- Get back.

- This store is a Dealer Redemption Center. As defined in ORS 459A.701, this store:
- Accepts up to 24 containers to be returned per person, per day, and
 - Accepts beverage container returns in BottleDrop bags (Green or Blue), and
 - Pays the processing fee for BottleDrop bags dropped at this location.

This drop door can only accommodate up to 15 bags per person, per day. Terms and Conditions apply. Visit BottleDropCenters.com for complete Terms or to find a full-service Redemption Center.



1. Pick up a BottleDrop bag with a bag tag, an ID tag, and a receipt.
2. Scan the BottleDrop Card Digital Card to register.
3. Open the door.
4. Place BottleDrop bags in the machine.
5. Lock the door behind you.
6. Thank you and you're done.

• Identify container types.

For more information, please visit www.bottledrop.com or call 1-800-459-1122.

Watch your head & fingers
Door closes automatically

Use Barcode
on Bag Tag to
Open Door



8AM - 8PM



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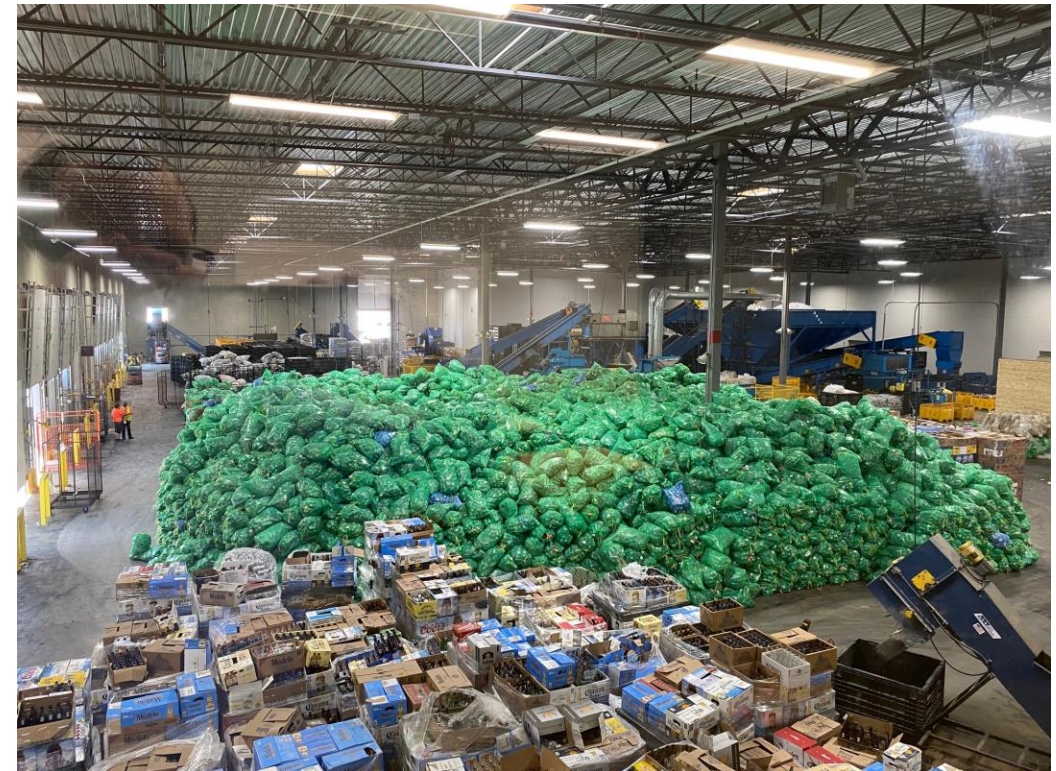
Green Bag Volume



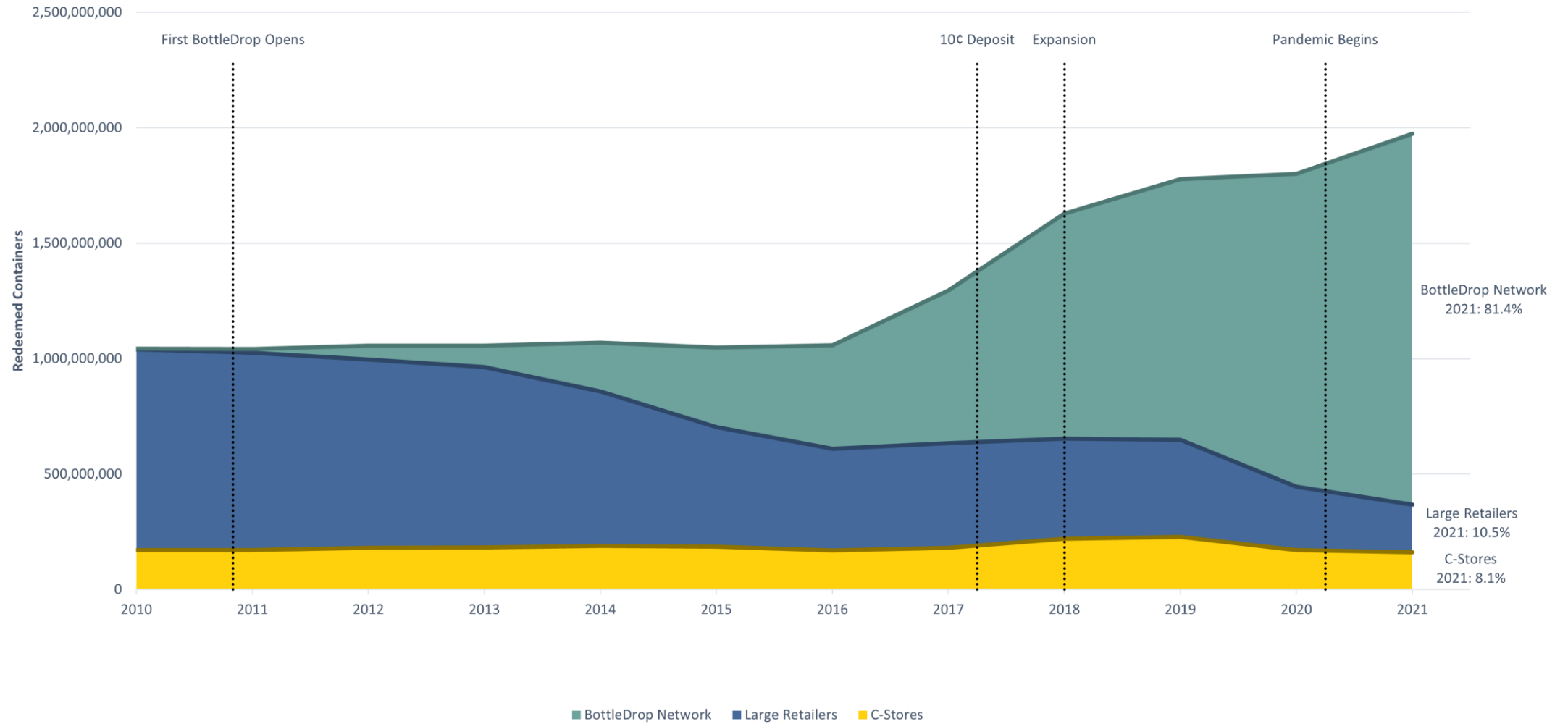
Convenience and Results

Currently around 930,000
BottleDrop Account Holders

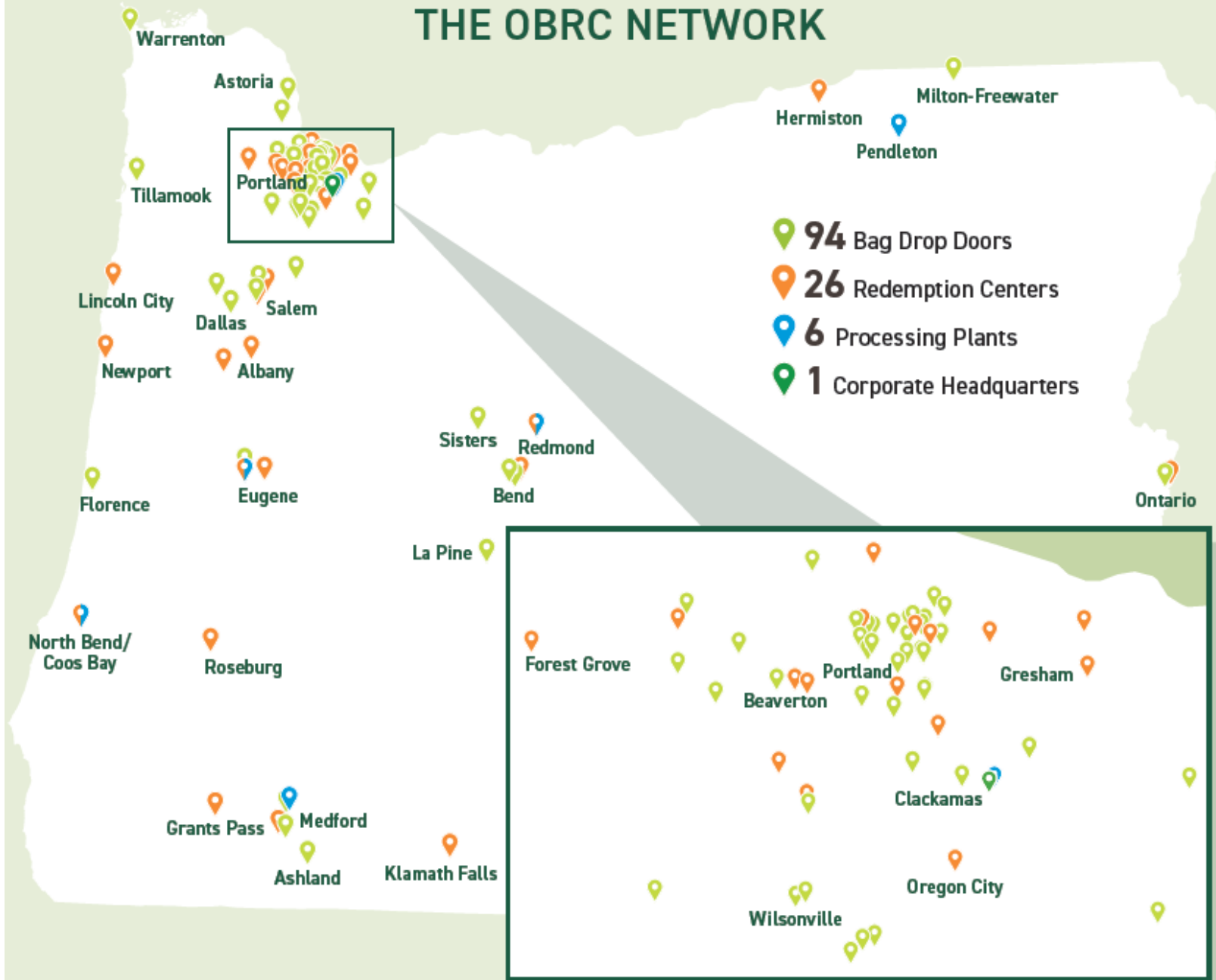
- 5.2 million bags in 2019
- 8.3 million bags in 2020
- 11.2 million bags in 2021



Container Returns by Location

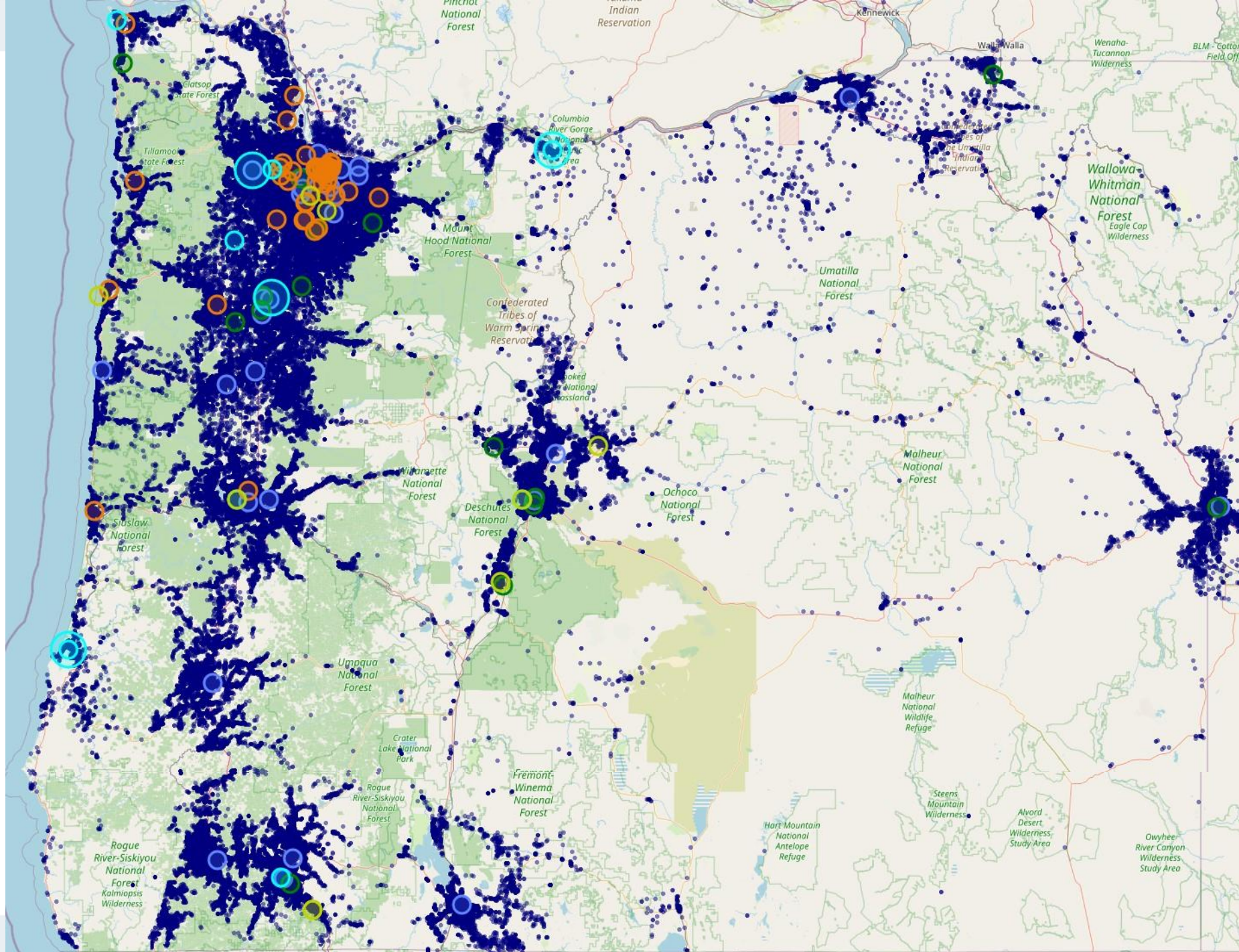


THE OBRC NETWORK



NEW 2022 LOCATIONS INCLUDE:

Aloha • Ashland • Bend • Hillsboro • La Pine • Lincoln City • North Bend/Coos Bay • Portland (5) • Tualatin



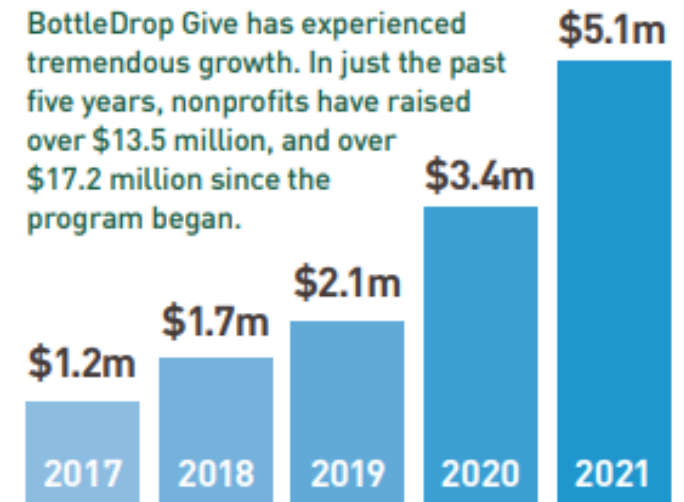
Blue Bags

Redeem yourself, support your cause

- Non-profits:
 - **Enroll** as fundraisers
 - **Distribute** Blue Bags
 - **Drop** full bags at a BottleDrop
 - **Collect** a check
- Around 5,000 nonprofits raise over **\$5 million** each year to support community efforts across Oregon. Over **\$18.5 million** raised to date.
- Growth has been exponential. In just the first 9 months of 2021, nonprofits raised over \$4m, fully a third of the amount that had previously been raised in the program's 11-year history.



BottleDrop Give has experienced tremendous growth. In just the past five years, nonprofits have raised over \$13.5 million, and over \$17.2 million since the program began.





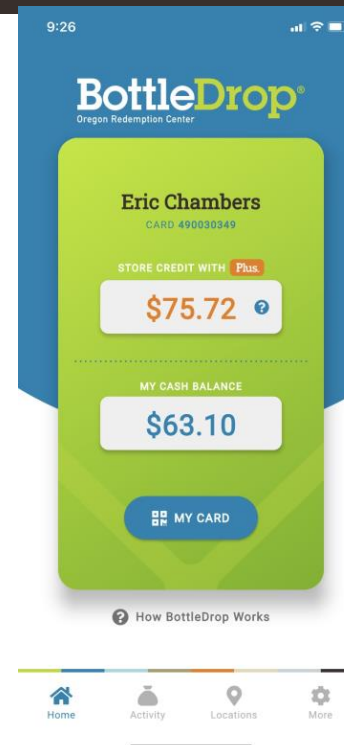
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A Recycling Motivation for Everyone

Options bring Outcomes

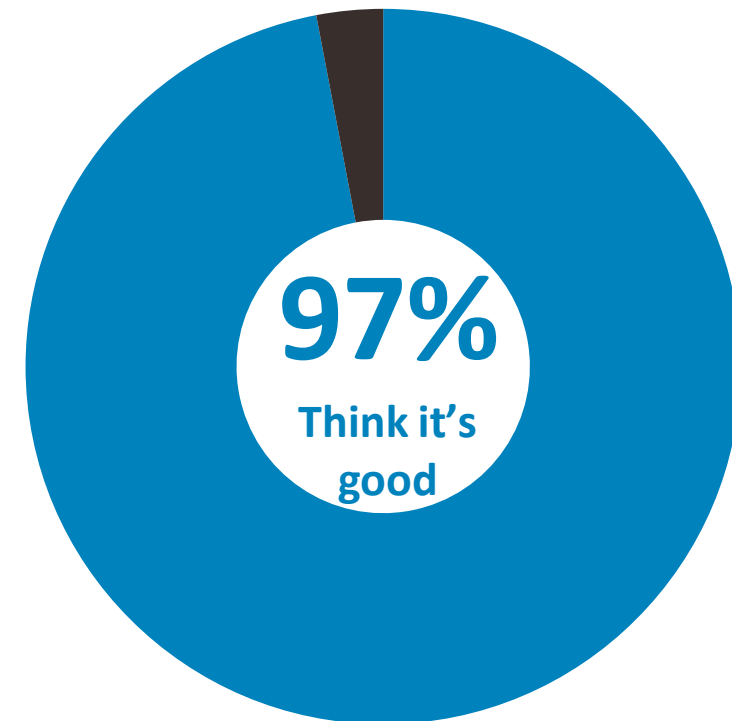
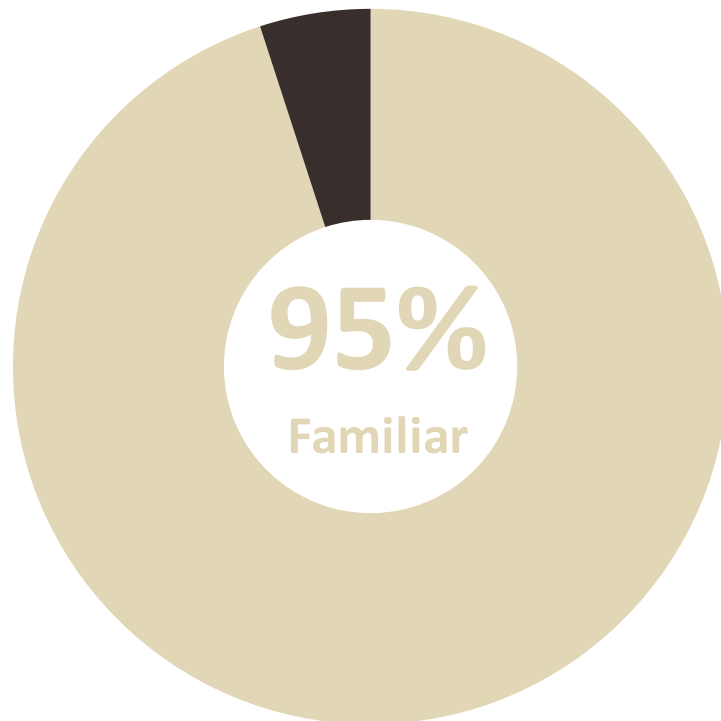
- Litter remediation and recycling outcomes: Grade-A clean stream of materials for domestic recycling
- Financial: Immediate Cash at an RC or store
- More affordable groceries: 20% more in store credit through BottleDrop Plus
- Tenacious nonprofits: Donate to charity or fill Blue Bags
- Saving for College: Directly link your BottleDrop account to an Oregon College Savings Plan account



Oregonians are familiar with the bottle deposit and return program.



And they agree that it is good (Jan. 2022 DHM Research)



Where Does the Material Go?



Keeping the cycle close

Plastic: 100% processed at ORPET facility located in St. Helens (~30 million lbs. of plastic last year)

Glass: 100% processed in Oregon and made into new bottles (including refillables!)

Aluminum: 100% processed domestically





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Refillables/Reusables



Building on the infrastructure

11 participating breweries, cideries and wineries so far

Affordable for producers

Fraction of the carbon footprint of even recycled glass

About **2 million** units in circulation





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Oregon Redemption Center



Refillables Participants

Off to a strong start with some of the Northwest's best



Thank you.



Learn more at obrc.com and BottleDropCenters.com

Eric Chambers
VP of Strategy and Outreach
Oregon Beverage Recycling Cooperative



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