

Oregon's Bottle Bill: A Cooperative Approach



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

Eric Chambers
External Relations Director
Oregon Beverage Recycling Cooperative



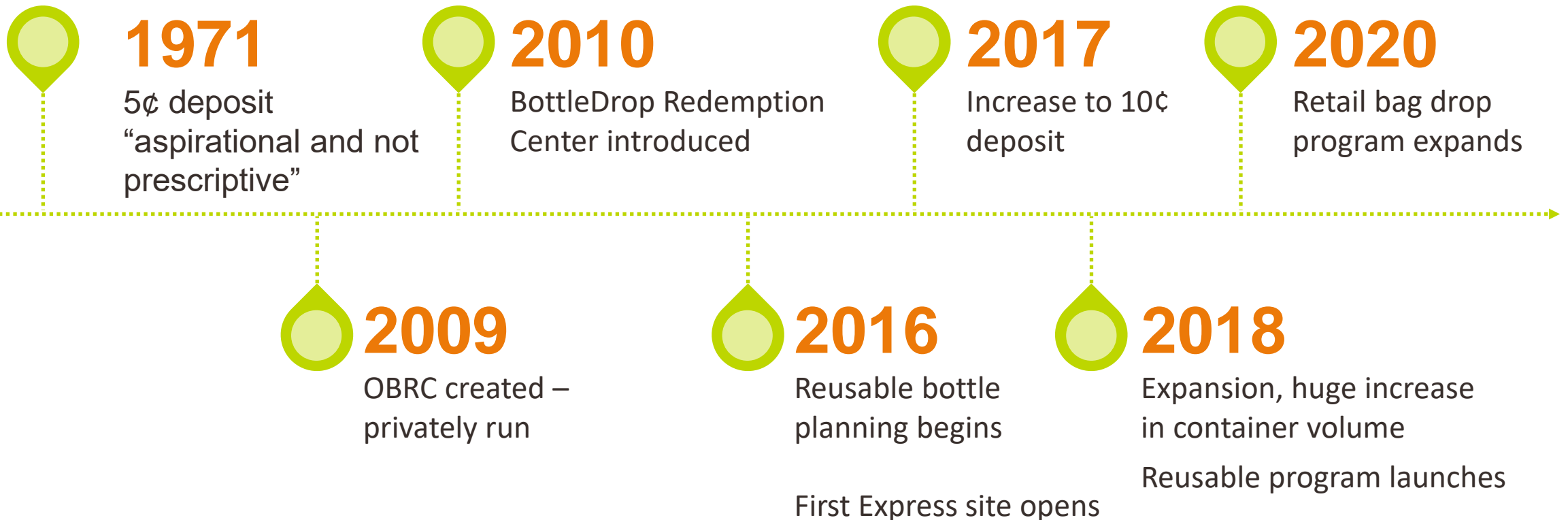
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Bottle Bill: A Brief History



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 went from
64% to over 82%
(now around 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...

\$46.4m

operating budget
(2020)

~2 billion

containers/year
recycled

259

members and
participants

532

employees
throughout Oregon

2,500

retail redemption
locations (~450
total RVMs)

84

Green bag drop
sites (**25** full-
service centers)

5

processing
plants

Zero

taxpayer
dollars



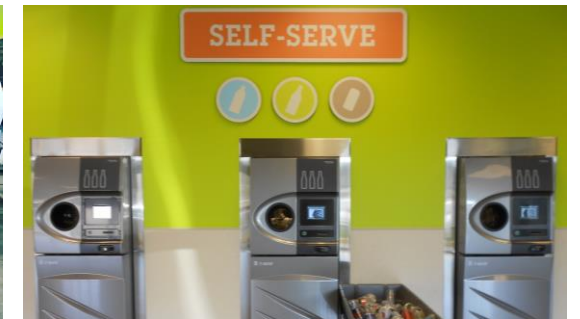
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BottleDrop Redemption Centers

Clean, fast and easy returns

- Single-purpose, indoor facilities
- 25 full-service redemption centers
 - Two currently under development
 - Possible because of return to retail requirement
- Largest center accepts approx. 100 million containers/year
- ZERO taxpayer dollars





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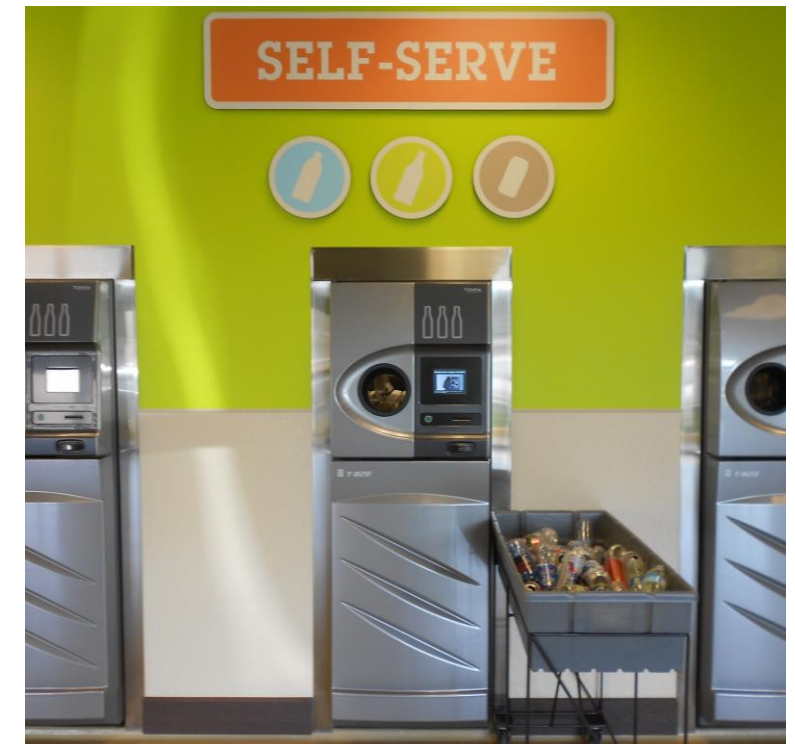


High volume self-service



Majority of containers through RVMs and High-Speed Counting

- Centers can have as many as 15 or more RVMs depending on volume
- Customers can redeem up to 350 container/person/day – more than at stores
- Cash dispensers on site allow for immediate refund access





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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
- 59 locations operating
- New locations added to the network at the pace of one or two per month





BottleDrop EXPRESS

IF BLUE LIGHT IS ON USE OTHER DOOR

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.
- Cash Out**
Get money from your account using BottleDrop app or kiosk located inside the store.

STOP
PLEASE CHECK YOUR BAGS!!

Is your bag securely tied?
Is your bag under 20 lbs?
Is there a barcode sticker on your bag?

BottleDrop EXPRESS

IF BLUE LIGHT IS ON USE OTHER DOOR

BottleDrop EXPRESS

Limit - 2 Bags Per Day

5AM - 11PM

BottleDrop EXPRESS

Limit - 2 Bags Per Day

5AM - 11PM

Green Bag Volume

Convenience and Results

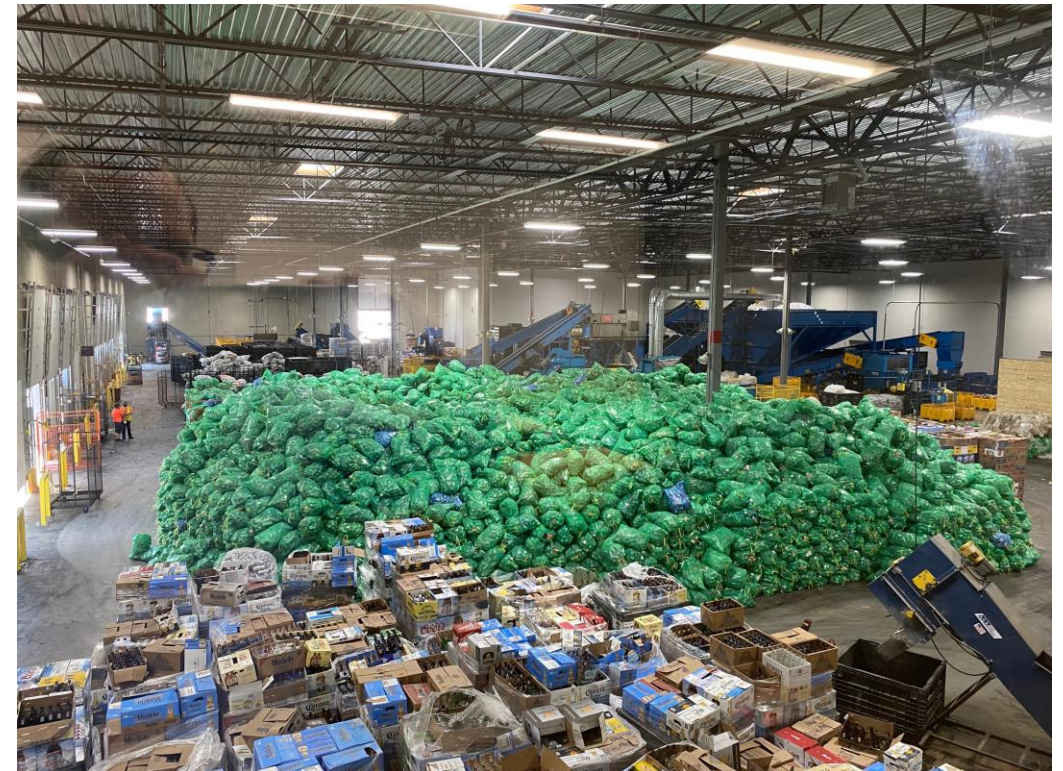


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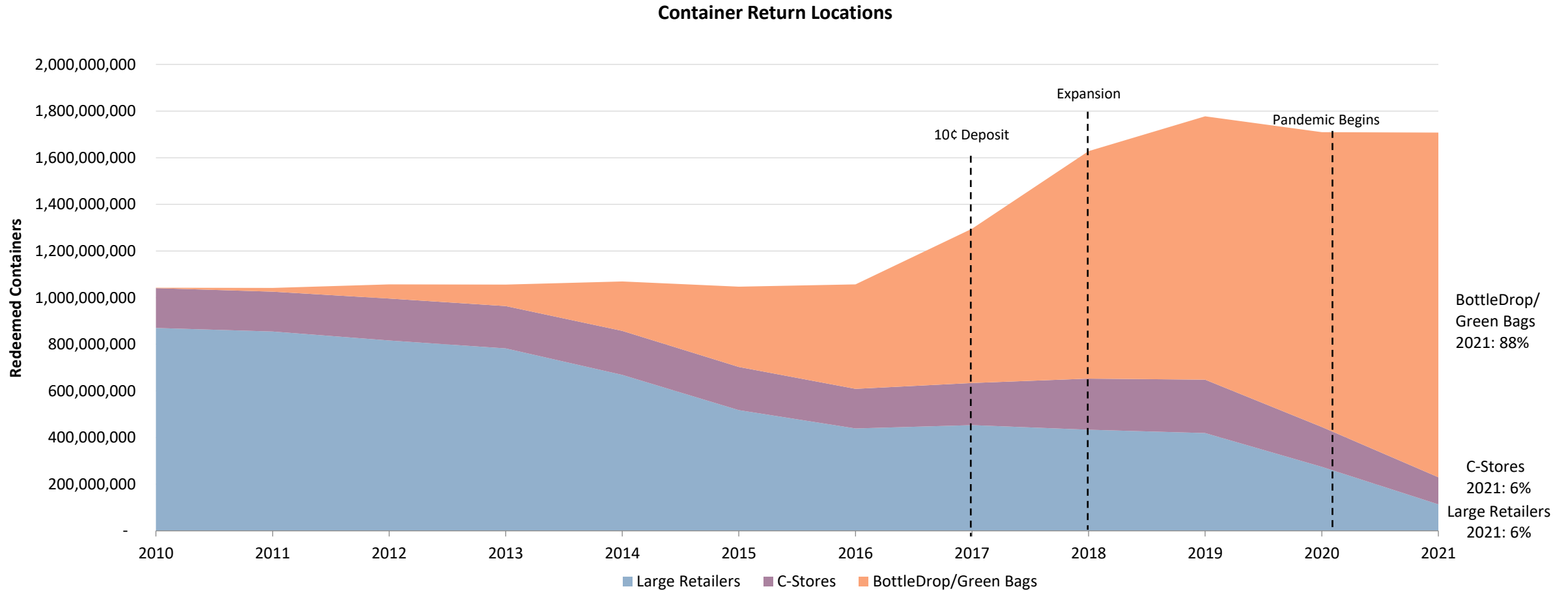


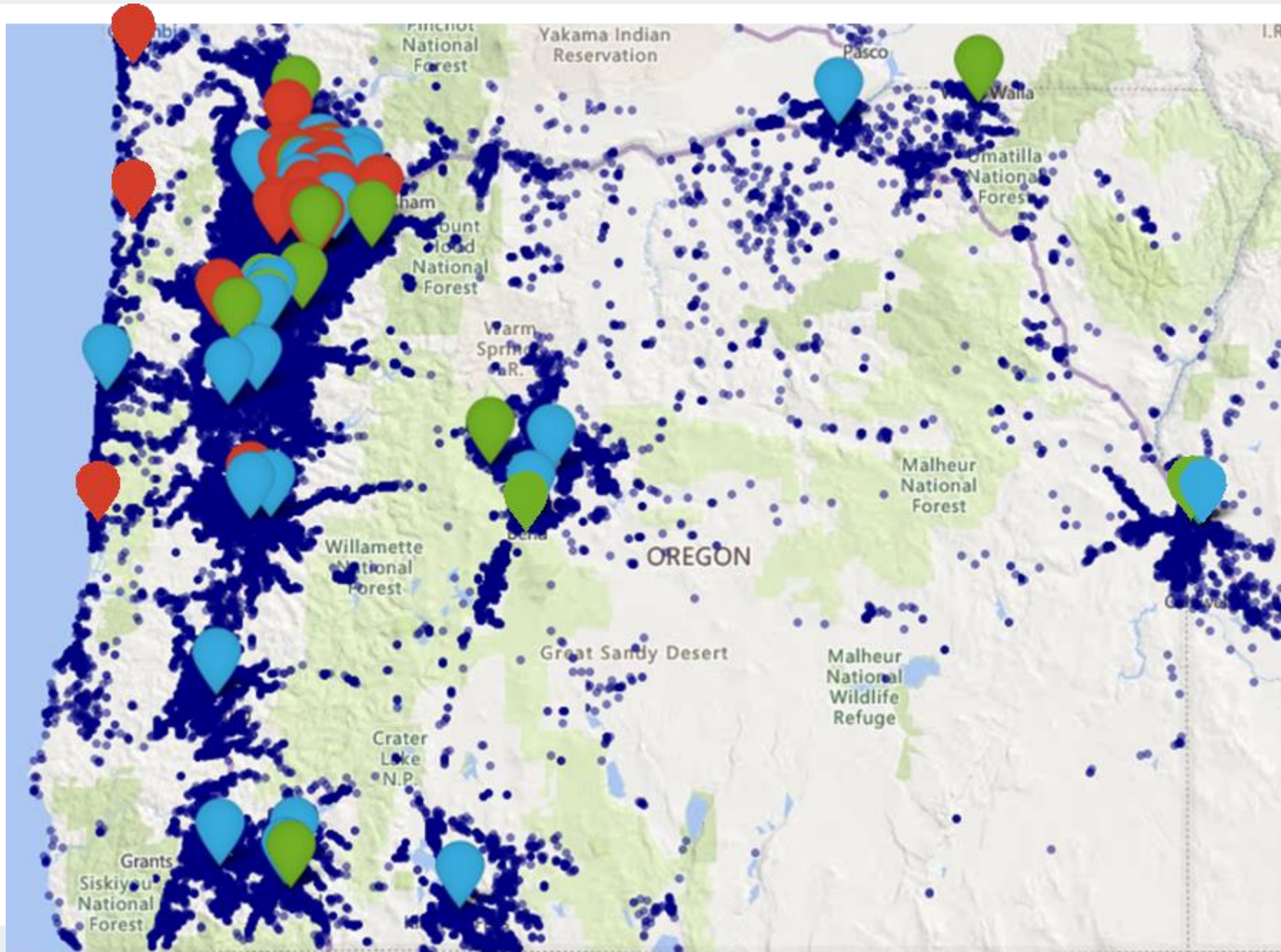
Currently over 800,000 BottleDrop Account Holders

- 5.2 million bags in 2019
- 8.3 million bags in 2020
- 9.6 million bags through Oct. 2021
- On pace for over 11 million bags in 2021



Container Returns by Location





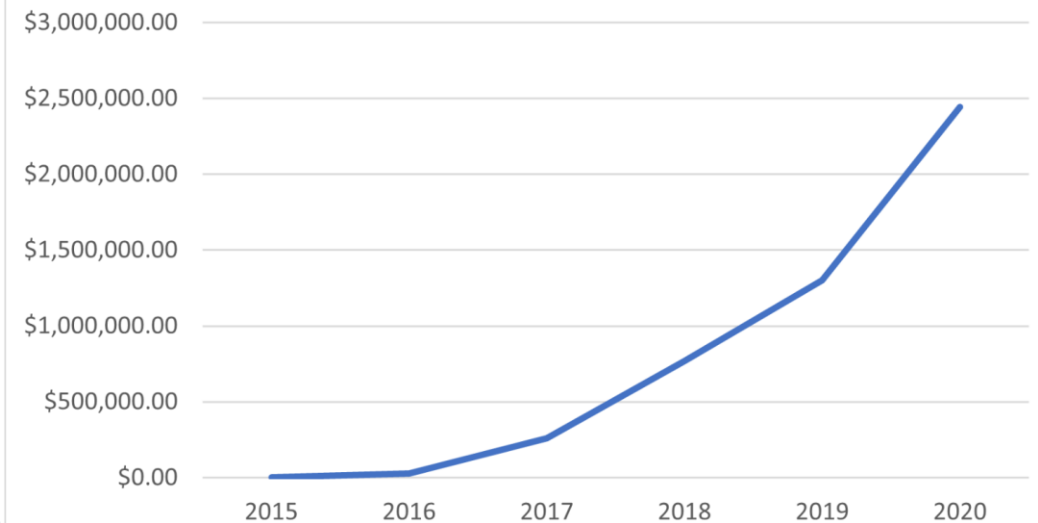
Blue Bags

Redeem yourself, support your cause

- Non-profits:
 - **Enroll** as fundraisers
 - **Distribute** Blue Bags
 - **Drop** full bags at a BottleDrop
 - **Collect** a check
- Over 4,000 nonprofits raise over **\$5 million** each year to support community efforts across Oregon. Over **\$16 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.



Blue Bag Fundraiser Totals by Year





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Fundraising Powerhouse



- Successfully engage supporters in an “evergreen” fundraising campaign
- Raised ~\$50,000 through bottle and can donations in 2020





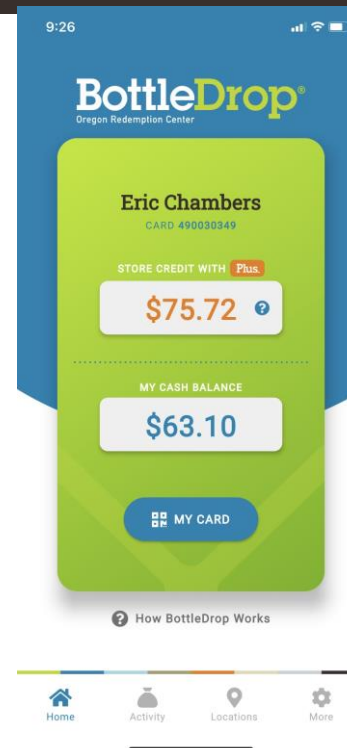
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A Recycling Motivation for Everyone

Options bring Outcomes

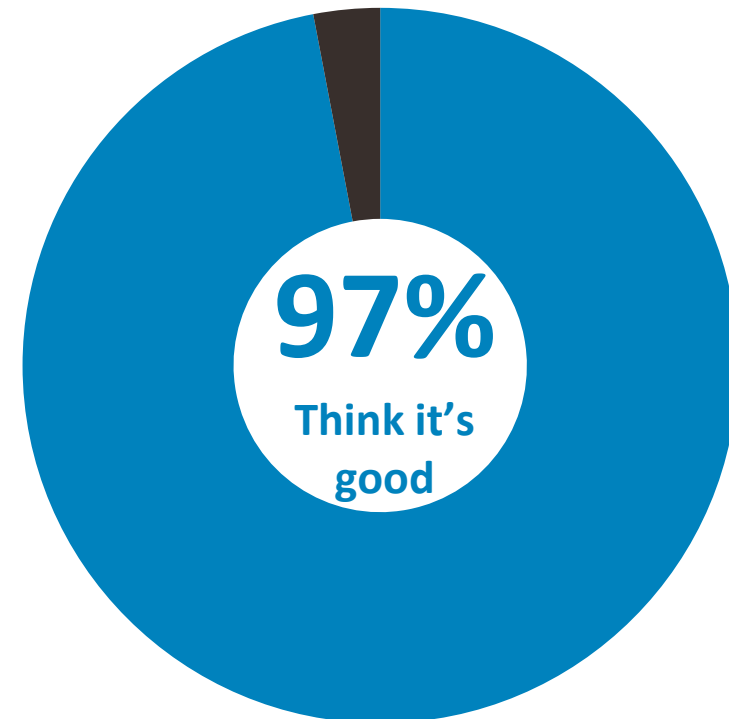
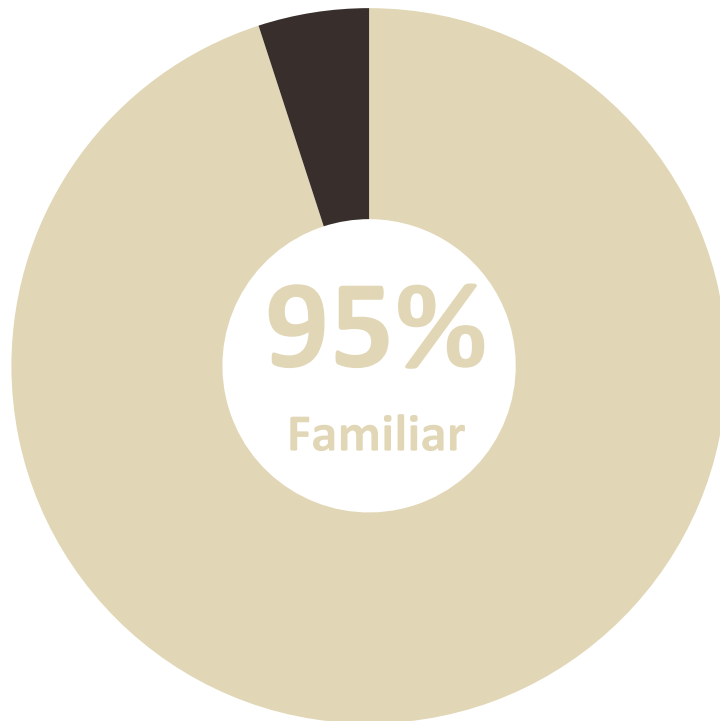
- Litter remediation and recycling outcomes: Grade-A uncontaminated stream of materials for domestic recycling
- Financial: Immediate Cash at an RC or store
- More affordable groceries: 20% more in store credit through BottleDrop Plus
- Tenacious nonprofits: Donate to charity or fill Blue Bags
- Saving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



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

12 participating breweries, cideries and wineries so far

Lower cost for producers

Fraction of the carbon footprint of even recycled glass

About **1.5 million** units in circulation



Refillables Participants



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



Thank you.



Learn more at obrc.com and BottleDropCenters.com

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