

# Oregon's Bottle Bill: A Cooperative Approach

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

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Oregon Beverage Recycling Cooperative

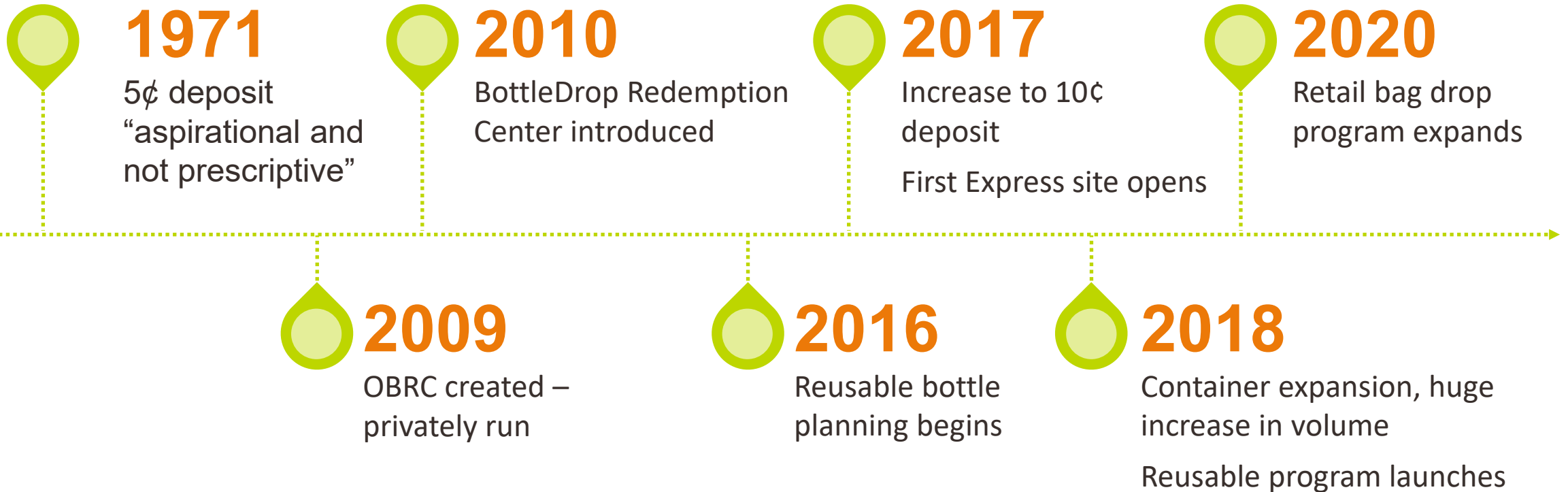


**BottleDrop**<sup>®</sup>  
Oregon Redemption Center

# Bottle Bill: A Brief History



## Oregon leading the way in beverage industry stewardship



# 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 consumer behavior and the beverage market



# Efficiency in Numbers



The Oregon Beverage Recycling Cooperative operates with...

**\$60.2m**

operating budget  
(2023)

**2 billion**

containers/year  
recycled

**85.5%**

Annual  
Redemption  
Rate

**332**

members and  
participants

**500+**

employees  
throughout  
Oregon

**~2,000**

retail redemption  
locations (~450  
total RVMs)

**99**

Green Bag  
drop sites

**27**

Full-Service  
Redemption  
Centers

**5**

processing  
plants

**Zero**

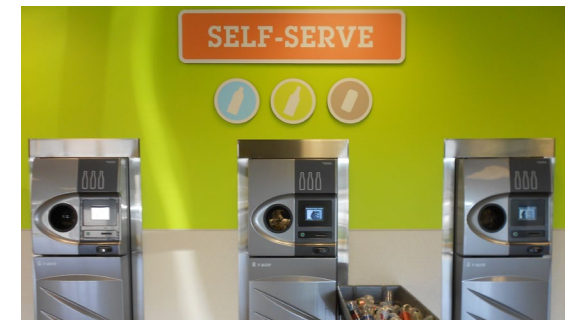
taxpayer  
dollars for  
operations

# BottleDrop Redemption Centers



## Clean, fast and easy returns

- Single-purpose, indoor facilities
- Customers can redeem up to 350 a day
- 27 full-service redemption centers
  - Changes the retail take-back requirement in the nearby “convenience zone”
- Largest center accepts approx. 100 million containers/year
- Paid for and operated by industry



# 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

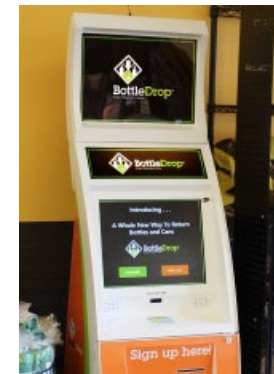


# Express/Dealer Redemption Centers



## Expanding access throughout the state

- Smaller volume markets and urban areas
- Expanded access to Green Bag program
- 72 locations operating (99 total bag drop locations including Redemption Centers)
- New locations added each year



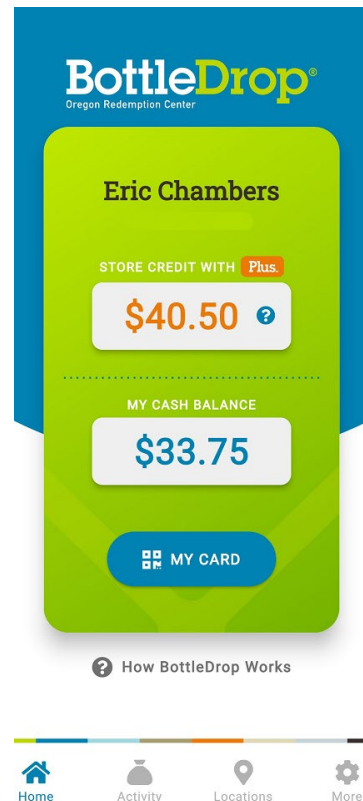


# Easy Access, Heavy Participation



## 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 conveniently available for purchase anywhere bags can be dropped off.

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 the BottleDrop Express website 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 Express.

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 handle attached on your bag?

IF BLUE LIGHT IS ON USE OTHER DOOR

**BottleDrop**  
**EXPRESS**

Limit - 2 Bags Per Day

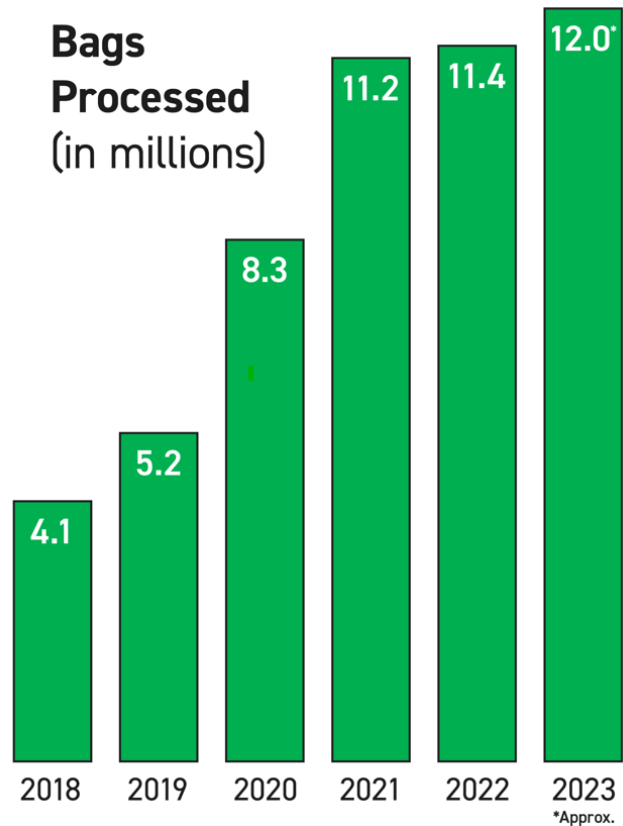
5AM - 11PM

# Green Bag Volume



## Increasing convenience and access for Oregonians

- 1 million+ BottleDrop Account Holders
- Bag volume has nearly tripled since 2018



# Blue Bags

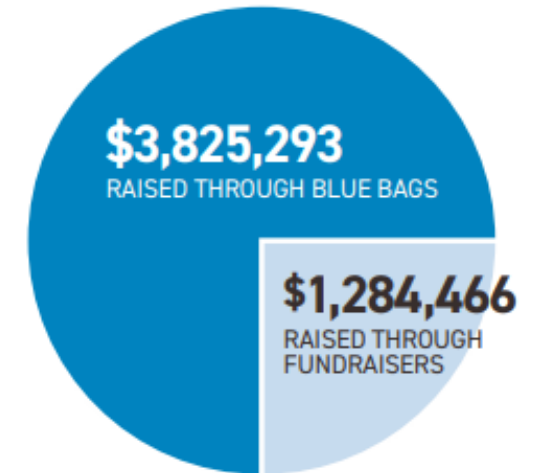


## Redeem yourself, support your cause

- Non-profits:
  - **Enroll** as fundraisers
  - **Distribute** Blue Bags
  - **Drop** full bags at a BottleDrop
  - **Collect** a check
- Around 5,500 nonprofits raise over **\$5 million** each year to support community efforts across Oregon.
- Over **\$25 million** raised to date.



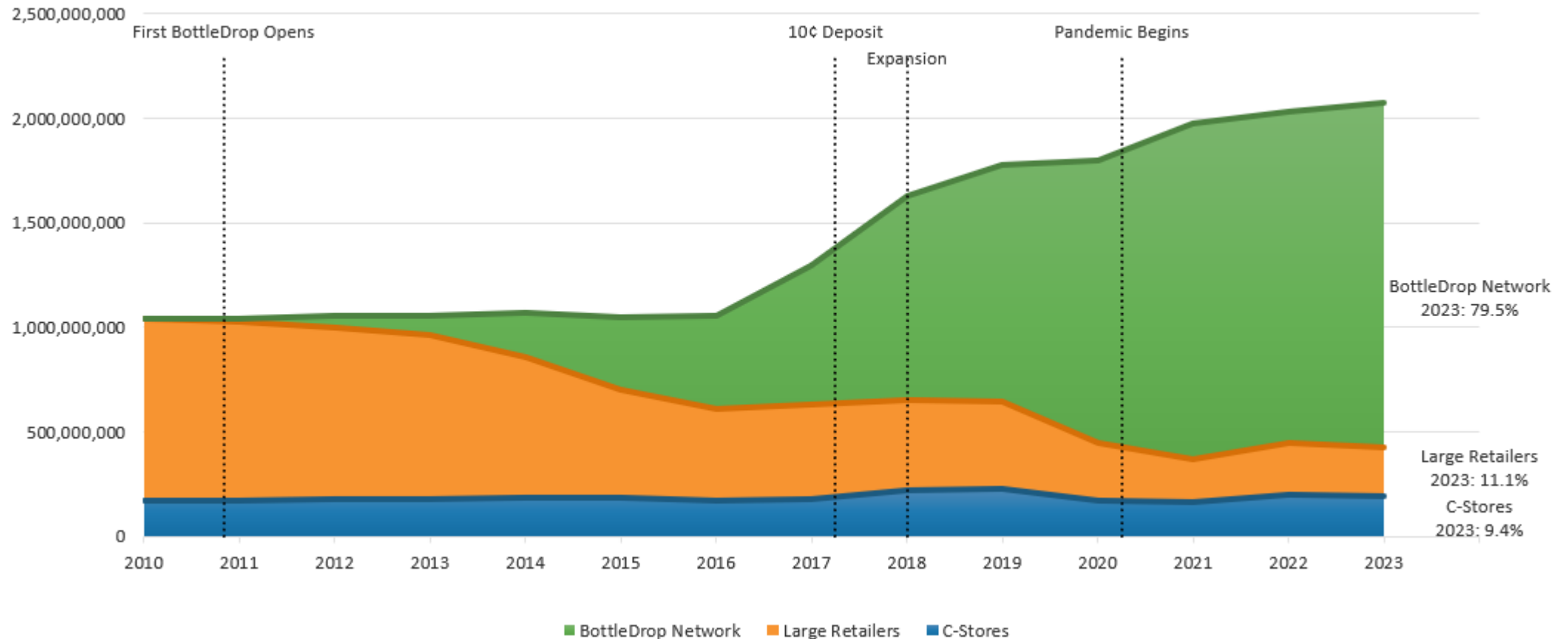
MORE THAN  
**\$5.1 MILLION**  
RAISED FOR NONPROFITS  
IN 2022

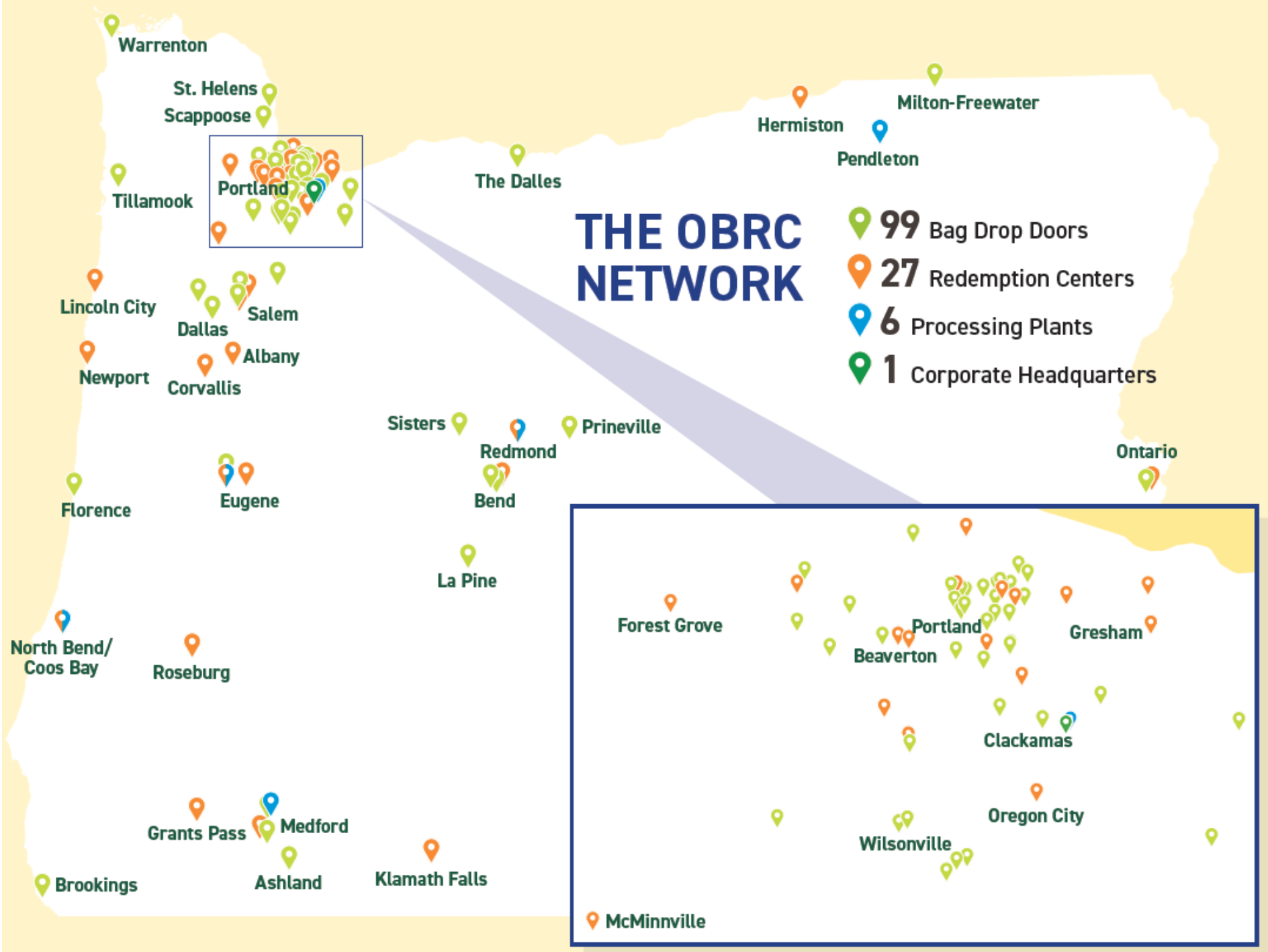


**534,641**  
BLUE BAGS PROCESSED  
*A 4% increase from 2021*

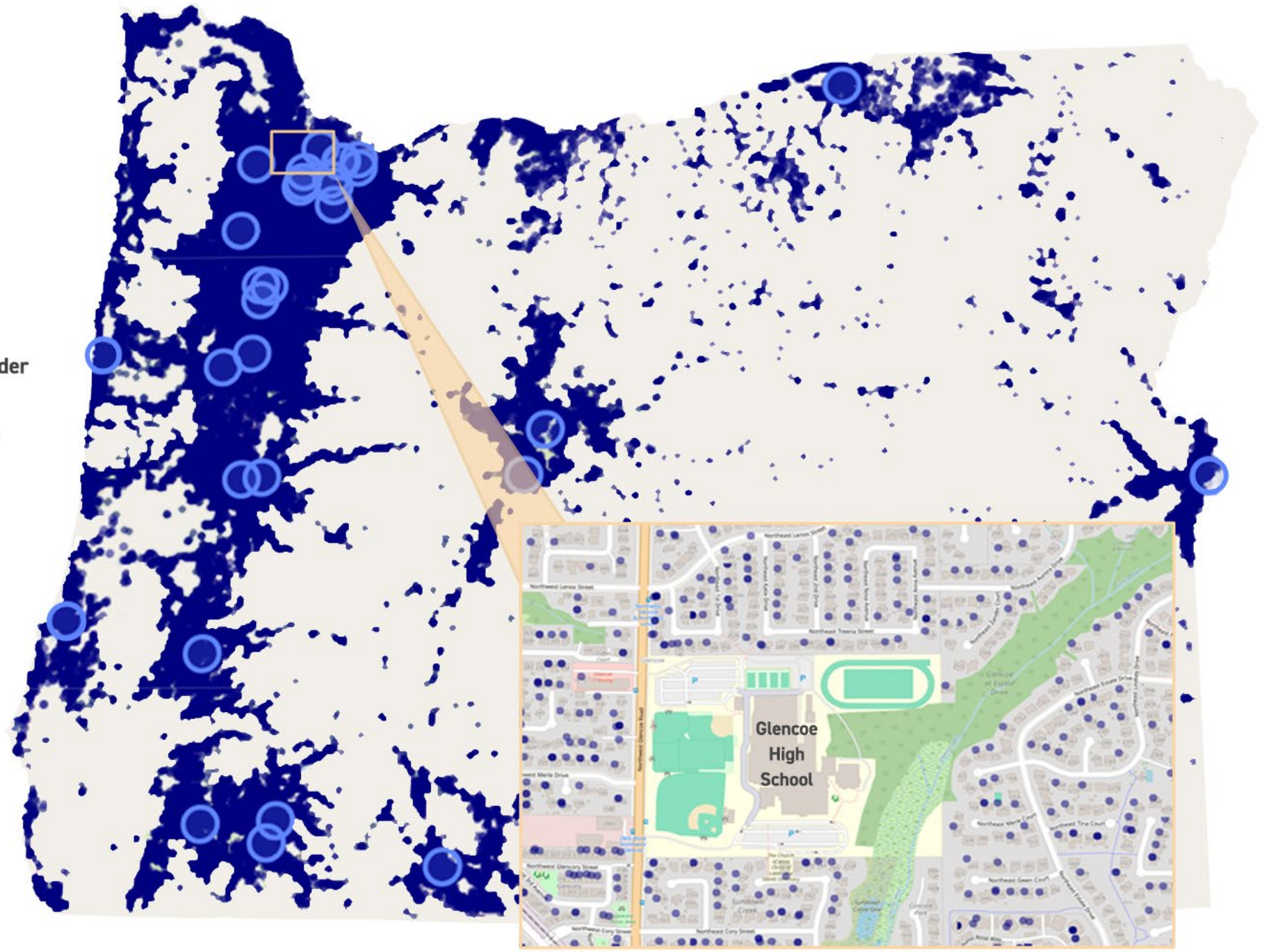
**5,565** PARTICIPATING  
NONPROFITS ACROSS OREGON  
*An 18% increase from 2021*

# Container Returns by Location





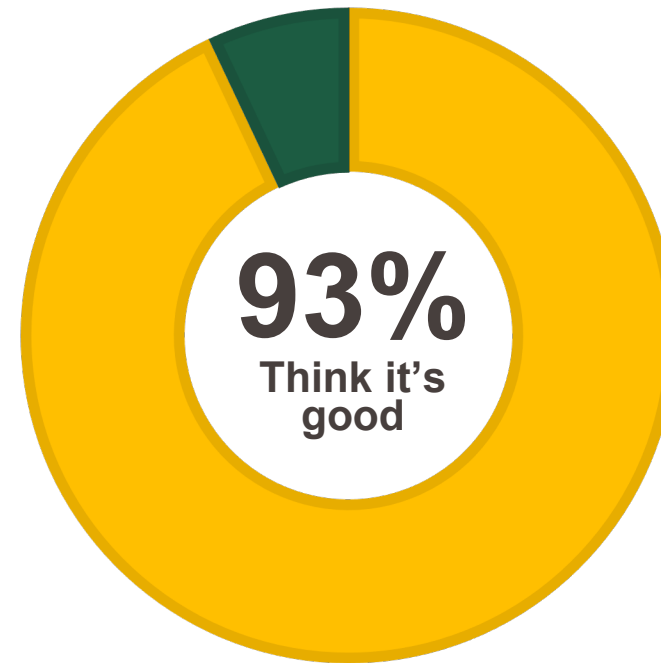
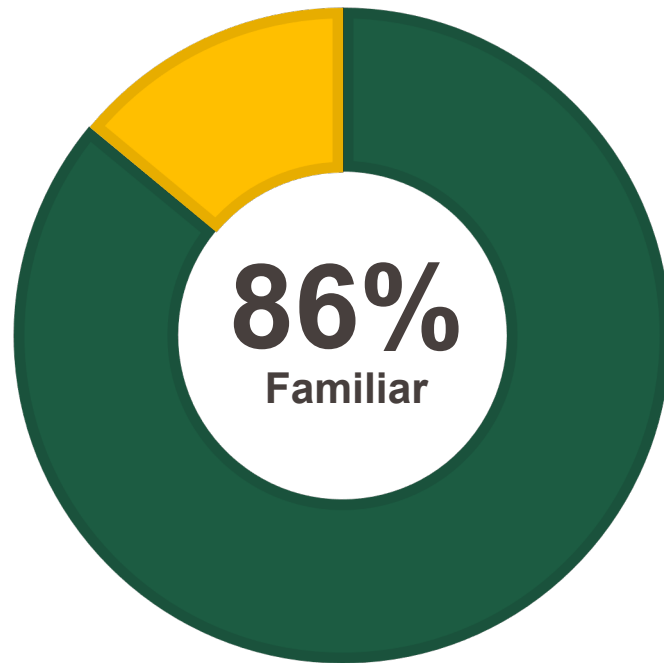
- Key**
- Individual Account Holder
  - Redemption Center



# Bottle Deposit and Return Program



Oregonians are familiar with the bottle deposit and return program. And they agree that it is good. (Dec. 2023 DHM Research)

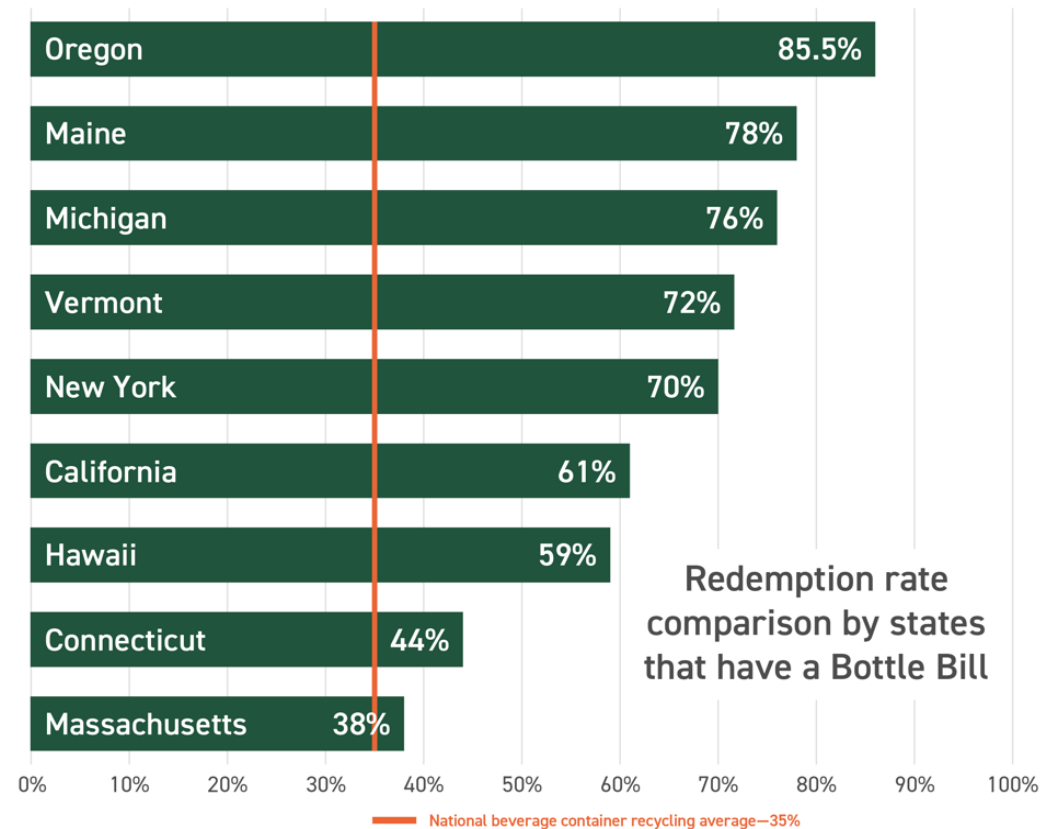
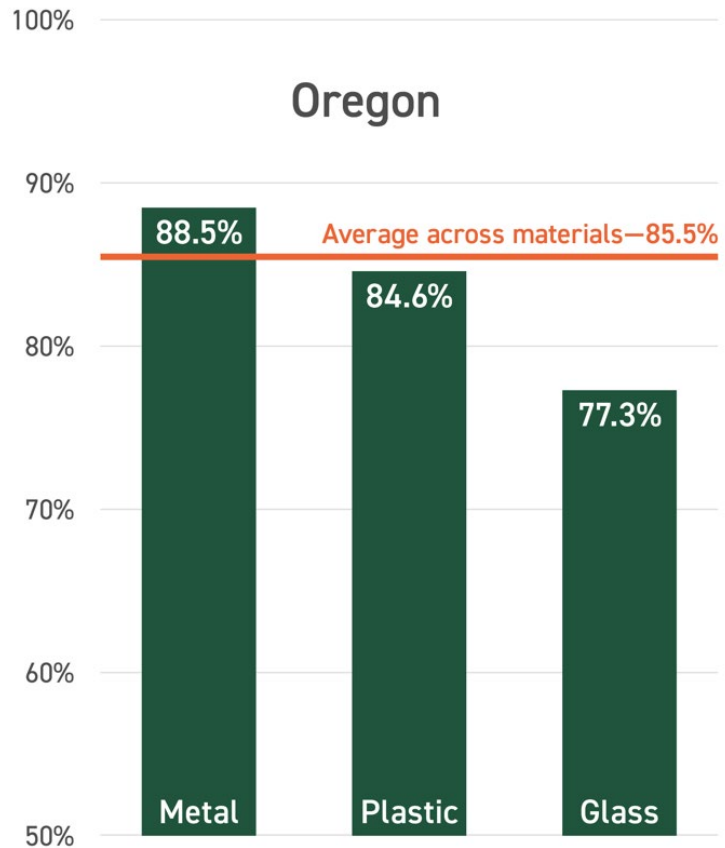




# A System that Gets Results



## Redemption rates in Oregon and nationally



# Where Does the Material Go?



## Oregon beverage industry: producer responsibility in action

**Plastic:** 100% processed at ORPET facility located in St. Helens

**Glass:** 100% goes to Glass-to-Glass in Portland and becomes new bottles

**Aluminum:** 100% processed domestically



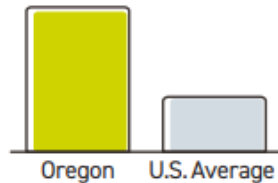
# Why Have a Bottle Bill?



## Prevent litter, boost recovery rates, improve quality of recyclables

### WE GET A LOT MORE BACK

Around **88%** of beverages sold in Oregon are redeemable, and the redemption rate is regularly between **80-90%**. Nationally, the beverage container recycling average is around 35%.



### CLEANER MATERIAL MEANS BETTER RECYCLING

Beverage containers have their own recycling pathway in Oregon, making them cleaner and easier to recycle. Unlike curbside, this means they can remain **Grade-A materials** and be recycled into food-grade packaging again.

### WE KEEP THINGS CLOSE TO HOME

**Not all recycling is the same.** While there are plenty of stories about recyclable material being shipped overseas or ending up in a landfill, because of our Bottle Bill and OBRC's system, Oregonians can have confidence that:



Our beverage containers **ARE** being recycled.



Glass and plastic are recycled **right here in Oregon.**



All recycling takes place **in the U.S.**



# Thank you.

Learn more at [obrc.com](http://obrc.com) and [bottledrop.com](http://bottledrop.com).

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