



**2030**  
**Global Recycling Goals**  
**Aluminum Beverage Cans**

**Twentyby30 : Optimum Circularity**



# Optimum Circularity Aluminum Beverage Cans

When Crown launched its **Twentyby30** sustainability program, we committed to strengthening the Circular Economy by working to increase the recycled content and the recycling rates of our products. While these are just two of the goals of our **Twentyby30** program, they are a focal point of the work we do here at Crown to promote the sustainability benefits of the infinitely recyclable aluminum beverage can.

The aluminum beverage can is the most recycled drinks package in the world, yet there is still much work to be done to achieve what we at Crown call “Optimum Circularity.” Our global recycling rate goals strengthen our existing **Twentyby30** sustainability commitment toward achieving increased recycling rates, which will ultimately boost recycled content and lower the carbon footprint of our aluminum cans. We are excited to share these goals with you and continue our work to achieve a more circular, sustainable future.



# 2030

## Global Recycling Goals Aluminum Beverage Cans



Work with industry partners to establish **country-wide recycling rates** in the three major markets in which we operate: Cambodia, Thailand and Vietnam. Establish 2030 recycling rate **goals by the end of 2025**.



**U.S.:** In line with our industry partners, strive to achieve: **70% by 2030**, 80% by 2040 and 90% by 2050.

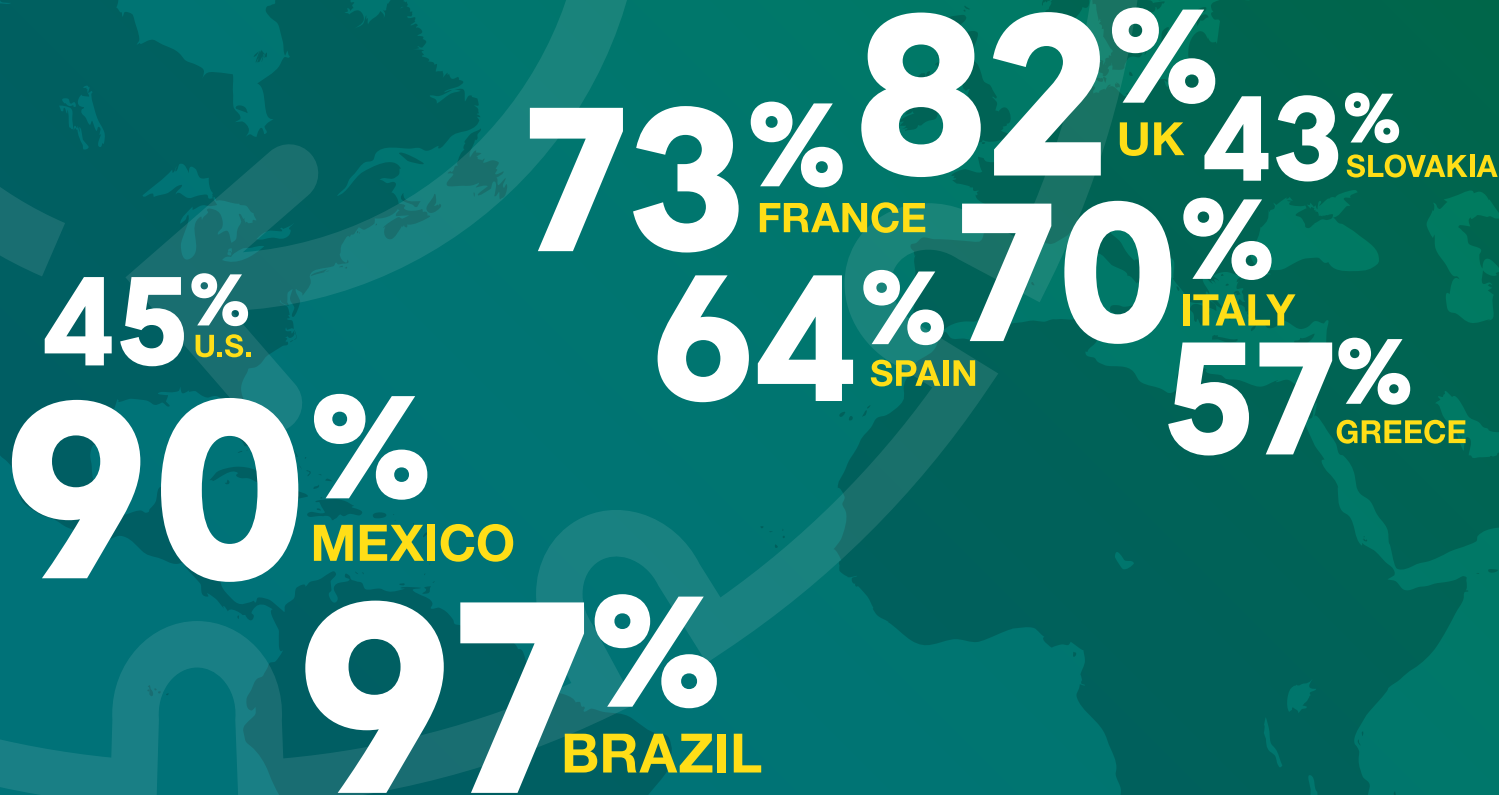
**MEXICO:** Continue to **maintain >90%** through 2030. Work with industry partners to establish a country-wide recycling rate.

**BRAZIL:** Continue to **maintain >97%** through 2030.



Crown will **work with industry partners** throughout the EMEA region to strive for an **80% recycling rate** in the countries in which we operate.

# 2020 Recycling Rates Aluminum Beverage Cans



\* Official recycling rates for aluminum cans not yet available



## Improved Recycling Access

Engage with industry partners to support increased public, “on the go” and at-home recycling access

## Education

Support consumer education about the importance of recycling aluminum beverage cans

## Can Capture

Support equipment advancements at recycling centers to improve sorting efficiencies to capture more aluminum cans for recycling

## Recycling Policy Support

Engage with industry associations and partners to influence policies that support circularity, such as Voluntary Collection Points, Smart Recycling Bins and Deposit Refund Systems

# Crown's Roadmap Toward Our Industry Goal

Work together with our supply chain partners to realize an **80% recycled content global average** in aluminum beverage cans **by 2030**



**Twenty**by30

Accelerating Sustainability



**CROWN**

Brand-Building Packaging™

[www.crowncork.com/sustainability](http://www.crowncork.com/sustainability)

## 2020 Recycling Sources

<b>45% U.S.:</b>	Aluminium Association : <a href="http://www.aluminum.org/canadvantage">www.aluminum.org/canadvantage</a>
<b>90% Mexico:</b>	<i>Analysis and estimation of the generation and final disposal of metal containers in Mexico - 2021 update</i> A study carried out by the National School of Biological Sciences of the National Polytechnic Institute for Crown Mexico and the National Chamber of Metal Containers Manufacturers (CANAFEM)
<b>97% Brazil:</b>	Abralatas : <b>2020 recycling rates</b> <a href="http://www.abralatas.org.br/industria-do-aluminio-dribla-desafios-para-garantir-indice-de-reciclagem-de-latinhas-em-2020/">www.abralatas.org.br/industria-do-aluminio-dribla-desafios-para-garantir-indice-de-reciclagem-de-latinhas-em-2020/</a> [abralatas.org.br]
<b>82% UK:</b>	Alupro, the aluminium packaging recycling organisation : <b>2020 recycling rates</b> <a href="https://alupro.org.uk/uk-aluminium-beverage-can-recycling-hits-record-breaking-82-in-2020/">https://alupro.org.uk/uk-aluminium-beverage-can-recycling-hits-record-breaking-82-in-2020/</a>
<b>73% France:</b>	European Aluminium: <b>2019 recycling rates</b> <a href="http://www.european-aluminium.eu/media/3401/european-aluminium-mpe-alubevcn-2019-recycling-rate_press-release-16-december.pdf">www.european-aluminium.eu/media/3401/european-aluminium-mpe-alubevcn-2019-recycling-rate_press-release-16-december.pdf</a>
<b>57% Greece:</b>	
<b>70% Italy:</b>	
<b>43% Slovakia:</b>	
<b>64% Spain:</b>	