



**Best in class
deposit systems**

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GOVERNANCE, IMPLEMENTATION & SYSTEM DESIGN: CONSIDERATIONS FOR THE BEVERAGE INDUSTRY

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The Mattoni system



A question of survival and the importance of being responsible

People are becoming more concerned about single-use plastics...

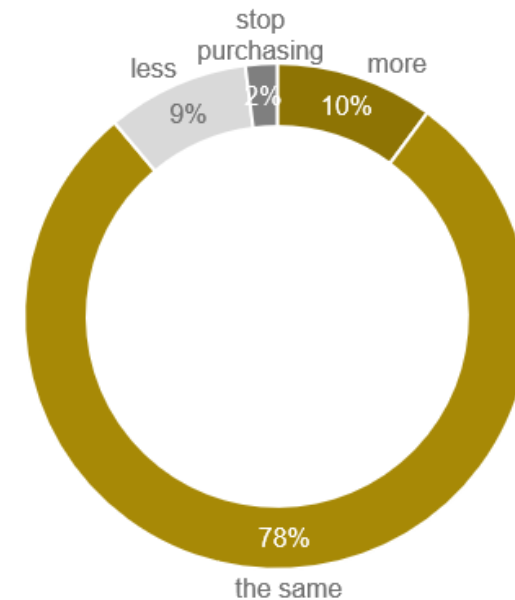


Top 3 items for those who will reduce use

For 3/4 of the Czech population, their purchase of bottled water would stay the same after the introduction of a deposit system.

- 10% would buy it more
← Those are predominantly the people, who purchase bottled water nowadays less often or never;

Would buy water in PET bottles



For most Czechs, all of the affirmations about the impact of a deposit system would be drivers for its introduction.



96%

Would like the introduction of a deposit system to decrease the amount of cans and PET bottles in nature by 95%

95%

Would like the introduction of a deposit system for significantly more bottles to be returned for recycling (in countries where there is a deposit system, the collection rate has increased to 90%, even more in some places)

93%

15,200 more tons of PET bottles and almost 5,300 more tons of cans would be recycled than today

90%

Would like the introduction of a deposit system to reduce carbon dioxide emissions by 39,200 tons

*Kantar, October 2019;
Base: all respondents, N=501*

The Mattoni system

- Ⓜ Centralized DRS
- Ⓜ Color Harmonization
- Ⓜ Ownership of materials
- Ⓜ Complete food grade quality recycling
- Ⓜ Return of material to producer



...and we have circularity



Thank you