

## Reloop's 2022 Global Deposit Book – Social Media Kit

Reloop's latest report, *Global Deposit Book 2022: An Overview of Deposit Return Systems for Single-Use Beverage Containers*, provides a comprehensive summary of over 50 deposit systems that are currently in place—as well as those scheduled to be implemented by the end of this year—in Europe, North America, Central America and the Caribbean, Africa, the Middle East, Asia, and Oceania.

The report shows that global interest in DRS continues to grow, and that by the end of 2026, around 748 million people could live in jurisdictions with DRS, more than double the population covered as of the end of 2022.

“The fact that no other method of collection can effectively recover 90% of beverage containers for closed-loop recycling explains why governments around the world have shown a renewed interest in DRS,” says Clarissa Morawski, CEO and co-founder of Reloop. “By enabling the collection of high volumes of top-quality, colour-sorted material that can be directed into closed-loop recycling applications again and again, these systems deliver bountiful circularity by allowing us to produce new containers from used containers multiple times.”

### Useful Links:

#### **LIVE from 8 November 2022 00.01am CET**

- Final report (English) URL: [https://www.reloopplatform.org/wp-content/uploads/2022/11/RELOOP\\_Global\\_Deposit\\_Book\\_11I2022\\_P1.pdf](https://www.reloopplatform.org/wp-content/uploads/2022/11/RELOOP_Global_Deposit_Book_11I2022_P1.pdf)
- Global Deposit Book 2022 - Explained: <https://www.youtube.com/watch?v=a-AQ3-uz120>
- Deposit Return Systems: Intro to Global Deposit Book 2022: <https://www.youtube.com/watch?v=eDkJqrc2iK0>
- Social media assets: <https://www.reloopplatform.org/global-deposit-book-2022/>

### Social media handles:

**Twitter:** @reloop\_platform @CMConsultinginc @EBalkan\_Reloop @MilletteEnviro @beatrixhume

**LinkedIn:** Reloop | Clarissa Morawski | Samantha Harding | Elizabeth Balkan | Anna Larsson | Jenni Hume | Samantha Millette | Alexis Eisenberg | Robert Kelman

**Hashtags:** #GlobalDepositBook #DRS #DepositReturnSystem

### Asset list:

Provided below are different assets to assist with the launch of the report on social media and/or with internal/external contacts.

1. Image of report cover
2. Image of Clarissa + quote 1
3. Image of Clarissa + quote 2
4. Image of Clarissa + quote 3
5. Image of Elizabeth + quote
6. Image of Robbie + quote




7. Image of Anna + quote
8. Image of Alexis + quote 1
9. Image of Alexis + quote 2
10. Image of Alexis + quote 3
11. Image of Alexis + quote 4
12. Infographic: Higher deposits = higher returns
13. Infographic: Map of Europe
14. Infographic: Global DRS timeline (1970-2026)
15. Infographic: Handling fees
16. Infographic: New programmes 2020-2026
17. Infographic: Return rates by type of redemption system
18. Infographic: Top 3 performing DRS countries in 2021
19. Infographic: Litter reduction
20. Infographic: True or False
21. Infographic: Deposit definition
22. Infographic: Did You Know – Australia
23. Infographic: California expansion
24. Infographic: US average return rate
25. Graph: Global population covered by DRS
26. Graph: Global return rates
27. Video: Global Deposit Book 2022 - Explained
28. Video: Deposit Return Systems - Intro to Global Deposit Book 2022
29. Video: Promo intro video

Most assets can be accessed on our report landing page here:

<https://www.reloopplatform.org/global-deposit-book-2022/>

### Sample posts for social media:

Reloop International	Platform	Graphic
<p>Interested in learning about #DepositReturnSystems and how existing programmes differ in terms of financing mechanisms, collection models, system structure and administration?</p> <p>Check out our new report out today: <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p> <p>Intro video: <a href="https://bit.ly/3FQGcL6">https://bit.ly/3FQGcL6</a></p> <p>#GlobalDepositBook</p>	Twitter/LinkedIn	Report_cover.jpg
<p>#DidYouKnow that by the end of 2022, over 50 jurisdictions will have a #DepositReturn system in place for the recycling of single-use drinks containers? And this number will continue to grow over the next 2-3 years.</p> <p>Read more in our new report: <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a> #GlobalDepositBook</p>	Twitter/LinkedIn	Global_DRS_Timeline.png

<p>#DepositReturnSystems provide wide-ranging environmental, social, and economic benefits including:</p> <ul style="list-style-type: none"> <li> reduced litter</li> <li> increased recycling rates</li> <li> a new source of high-quality materials for production</li> </ul> <p>Find out more about #DRS <a href="https://bit.ly/3Wql8zT">→</a></p> <p><a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p> <p>#GlobalDepositBook</p>	Twitter/LinkedIn	Litter_reduction.png
<p>Our CEO's comments on the role of #DRS in addressing the dual crises of waste and climate: "Now is the time to implement proven solutions that will help us meet our climate mitigation and waste prevention objectives. #DepositReturnSystems are a proven solution that are not only good for the environment, but that also create jobs &amp; economic opportunities."</p> <p>Read our #GlobalDepositBook here: <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p>	Twitter / LinkedIn	Clarissa_quote1.png or Clarissa_quote3.png
<p>Clarissa Morawski, our CEO and co-founder, comments on the 2022 #GlobalDepositBook: "It reveals that more and more jurisdictions are realising the need for #DepositReturnSystems to address the massive crisis in waste containers."</p> <p>Read the report here: <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p>	Twitter / LinkedIn	Clarissa_quote2.png
<p>By the end of 2026, it's projected that 748 million people will be able to recycle their empty single-use drinks containers via a #DepositReturnSystem.</p> <p>Find out more in our 2022 Global Deposit Book: <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p>	Twitter/LinkedIn	Global_population_covered_by_DRS.png
<p>Did you know that #DepositReturnSystems are the only way to effectively recover 90% of drinks containers for closed-loop recycling? Want to know how they work?</p> <p>Our 2022 #GlobalDepositBook has all the info you need <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a>. You can also watch our short video here &gt;&gt; <a href="https://bit.ly/3WHlodE">https://bit.ly/3WHlodE</a></p>	Twitter / LinkedIn	Global Deposit Book 2022 - Explained: <a href="https://www.youtube.com/watch?v=a-AQ3-uz120">https://www.youtube.com/watch?v=a-AQ3-uz120</a>
How well do #DepositReturnSystems perform?	Twitter / LinkedIn	Global_return_rates.png

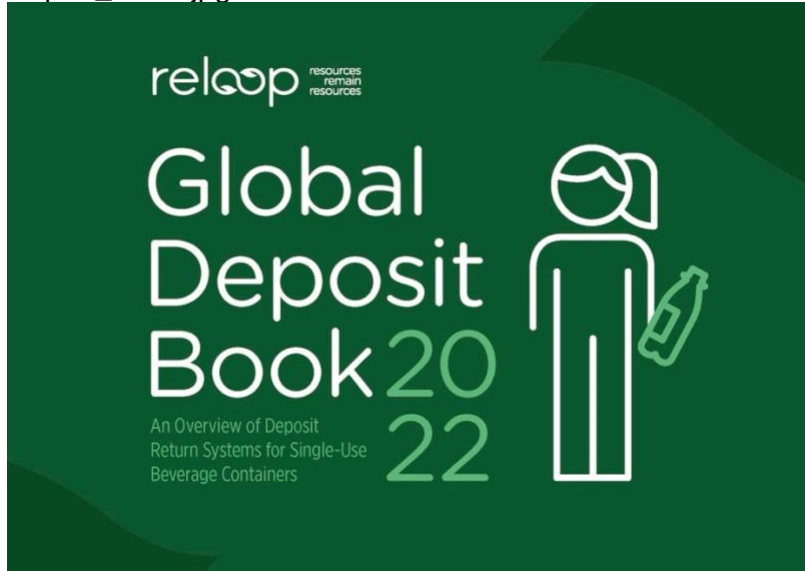
<p>A new report out today by @reloop_platform presents the latest data on return rates for #DRS across the globe.</p> <p>Check it out here → <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p>		
<p>Our new report shows that European countries with #DepositReturnSystems achieve an average beverage container return rate of 90%. This is much higher than the average in North American systems (70%) or Australia (66%).</p> <p>Read our #GlobalDepositBook to learn about the key features that make up each of these systems: <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p>	Twitter / LinkedIn	Europe_map.png
<p>Convenience is key.</p> <p>Our research shows that #DepositReturnSystems based on a return-to-retail model achieve the highest rates of recycling.</p> <p>What other factors impact return rates? Learn more in our new report <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p> <p>#GlobalDepositBook</p>	Twitter/LinkedIn	Return_rates_by_redemption_system.png
<p>In the EU alone, the first half of 2022 saw two countries, Latvia (flag) and Slovakia (flag), establish #DRS for single-use drinks containers. And Malta (flag) is scheduled to launch its system by the end of the year.</p> <p>Wondering which other countries are planning to implement DRS? Check out our 2022 #GlobalDepositBook for more: <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p>	Twitter/LinkedIn	New_programmes_2022-2026.png
<p>Germany (flag), Finland (flag), and Denmark (flag) had the top-performing #DepositReturnSystems in 2021. Want to know how others did in comparison?</p> <p>Our new report presents the latest return rates for DRSs across the globe (insert world icon): <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p> <p>#GlobalDepositBook</p>	Twitter/LinkedIn	top_3_2021.png
<p>Deposit size matters.</p> <p>Our research shows that the average return rate in jurisdictions with a minimum deposit of less</p>	Twitter/LinkedIn	Deposit_vs_returnrate.png

<p>than USD 7-cents was just 68%. Compare this to 89% in jurisdictions with a minimum deposit of 10-14-cents, and 93% in those with a minimum deposit of USD 15-cents or more.</p> <p>Read our 2022 #GlobalDepositBook to learn more: <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p>		
<p>Did you know that in most #DepositReturnSystems, retailers and other redemption point operators receive a handling fee for each empty container returned?</p> <p>To learn more about how deposit systems are financed, check out our latest report at: <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a> #GlobalDepositBook</p>	Twitter/LinkedIn	Handling_fees.png
<p>Since 2016, our #GlobalDepositBook has served as a valuable reference guide for governments and industry, providing a comprehensive overview of #DRS around the world.</p> <p>This fourth edition includes new and revised chapters, including new details on producer fees.</p> <p>Download it here <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p>	Twitter/LinkedIn	Report_cover.jpg or Report_cover2.jpg
<p>As more jurisdictions seek to implement #DRS over the coming years, they may be asking themselves many questions.</p> <p>Our #GlobalDepositBook is a rich source of information and is the most comprehensive summary of DRSs in place around the world.</p> <p>Read it here: <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p>	Twitter/LinkedIn	Questions.mp4
<b>Reloop Asia-Pacific</b>		
<p><i>First part of thread:</i></p> <p>By the end of 2023, every state and territory in Australia will have a #DepositReturnSystem for people to recycle their single-use drinks containers. This will make Australia the first continent in the world to support a comprehensive DRS.</p> <p>Learn more about #DRS in our new #GlobalDepositBook: <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p> <p><i>Second part of thread:</i></p>	Twitter/LinkedIn	<p>Did_you_know_Australia.png</p> <p>And</p> <p>Robbie_quote1.png</p>

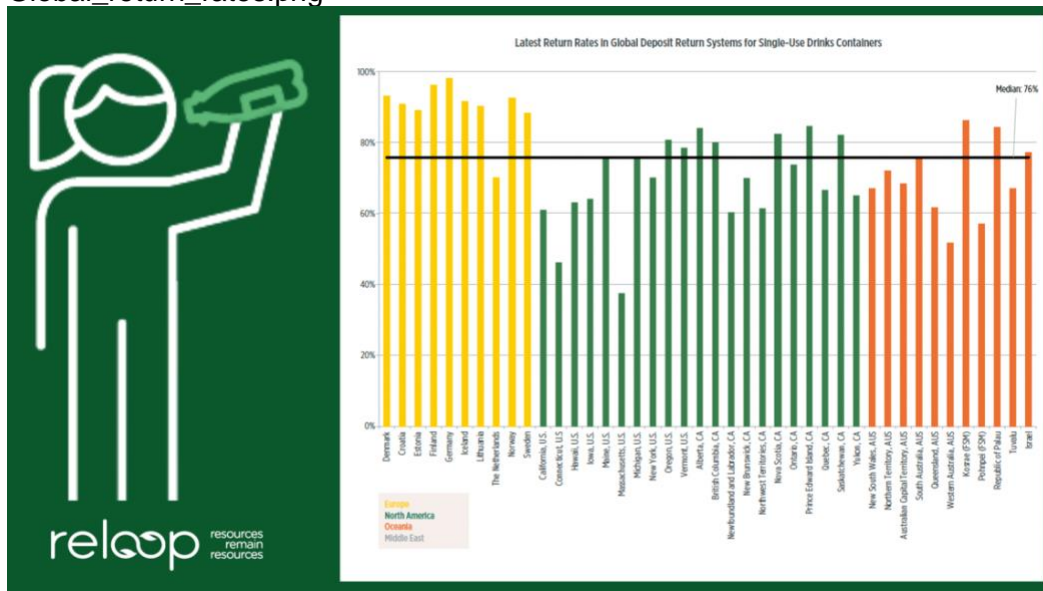
A message from our Director of Reloop Asia-Pacific:		
<b>Reloop North America</b>		
<p>The 10 US states with #DepositReturnSystems show consistently higher beverage container recycling rates than those without, revealing DRS is a critical tool to create cleaner streams of recycled material that can be turned back into bottles and cans.</p> <p>Learn more in our new report  <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a>  #GlobalDepositBook</p>	Twitter/LinkedIn	Elizabeth_quote1.png  Or  RVM video.mp4
<p>Our research shows that countries with a thriving refillable market share are consistently those with #DepositReturnSystems, revealing DRS as a gateway to our reuse future.</p> <p>Learn more in our new report  <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a>  #GlobalDepositBook</p>	Twitter/LinkedIn	
<p>Under California's new bottle bill provision, to come into effect 1 Jan 2024, empty wine and spirits bottles will be worth 10-cents each.</p> <p>Learn more about California's program, and other jurisdictions that have recently expanded their programs, in our new report:  <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a>  #GlobalDepositBook.</p>	Twitter/LinkedIn	California_expansion.png
<p>Why do European countries with DRS achieve significantly higher return rates than US bottle bill states?</p> <p>-&gt;more meaningful deposits  -&gt;more convenient redemption</p> <p>Learn more in our #GlobalDepositBook:  <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p>	Twitter/LinkedIn	US_average_return_rate.png
<b>Reloop Central and Eastern Europe</b>		
<p>A message from our Director of Central &amp; Eastern Europe regarding the release of our latest report:</p> <p>Download it here <a href="https://bit.ly/3Wql8zT">https://bit.ly/3Wql8zT</a></p>	Twitter/LinkedIn	Anna_quote.png

## Social media assets:

Report\_cover.jpg

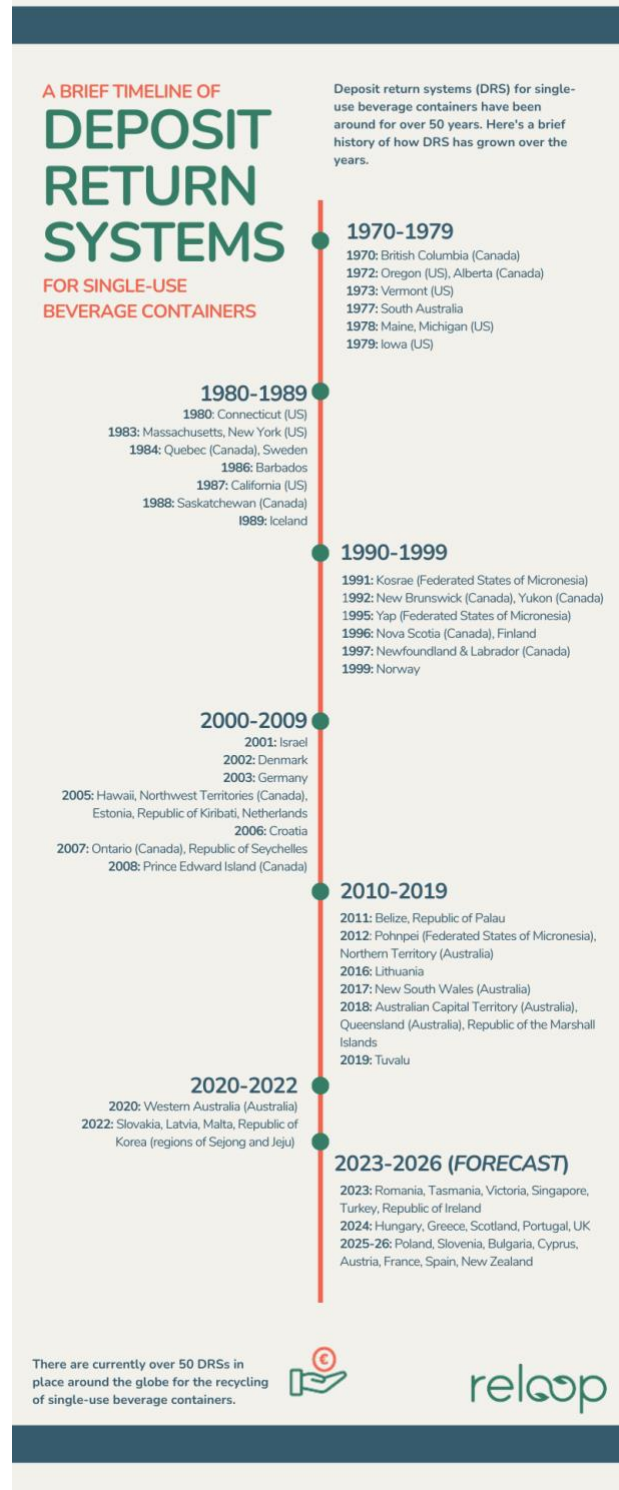


Global\_return\_rates.png



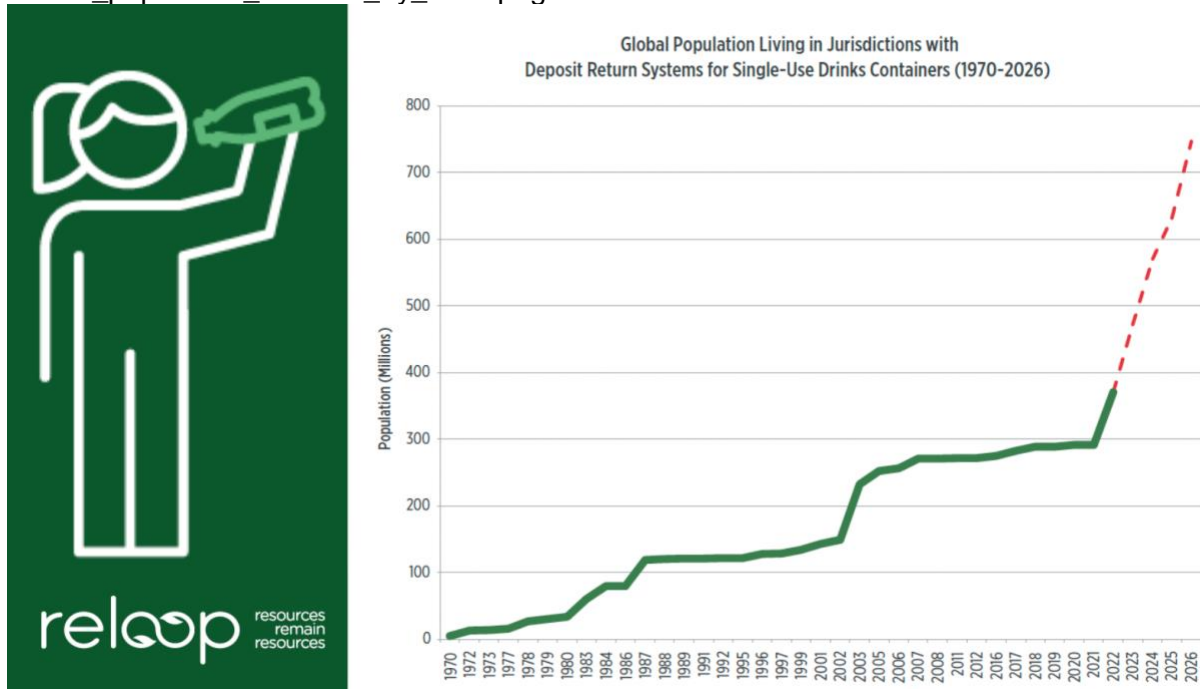


Global\_DRS\_Timeline.png

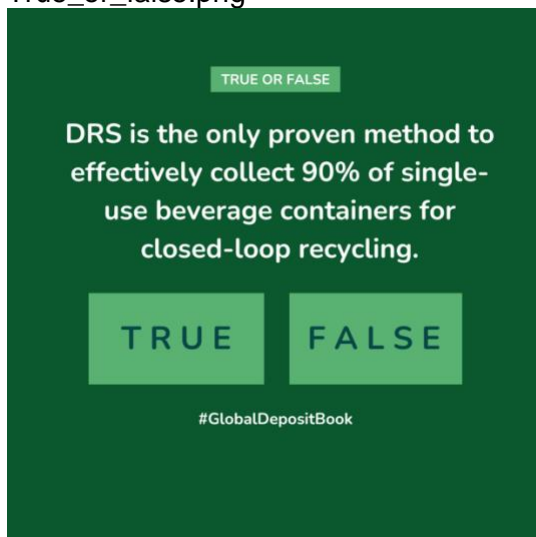




Global\_population\_covered\_by\_DRS.png



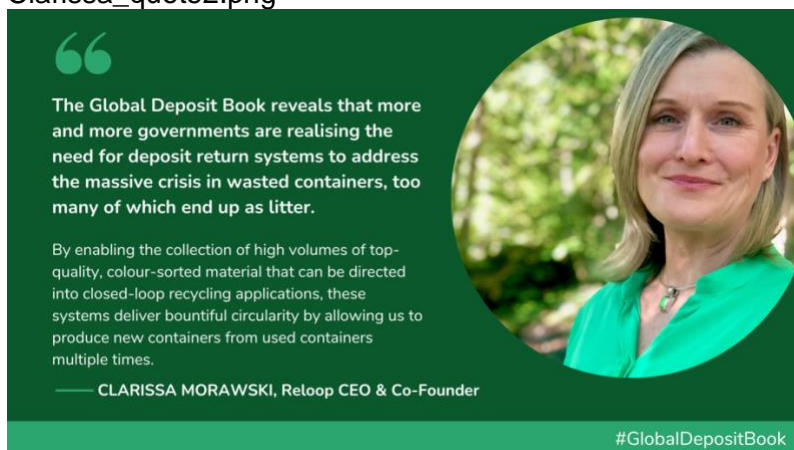
True\_or\_false.png



Clarissa\_quote1.png



Clarissa\_quote2.png



Clarissa\_quote3.png



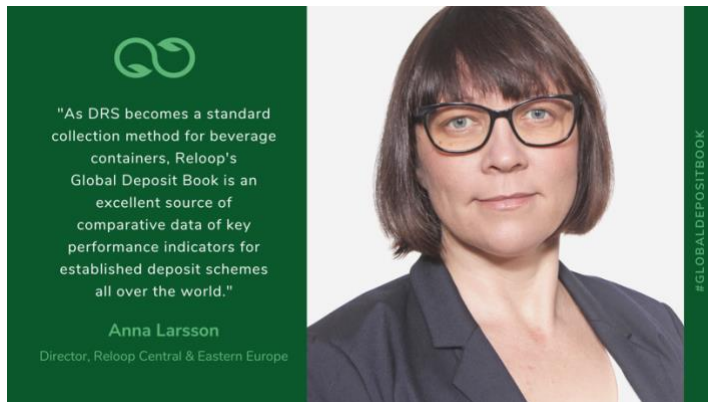
Elizabeth\_quote1.png



Robbie\_quote.png



Anna\_quote.png



Alexis Quote-1.png



Alexis Quote-2.png



Alexis Quote-3.png

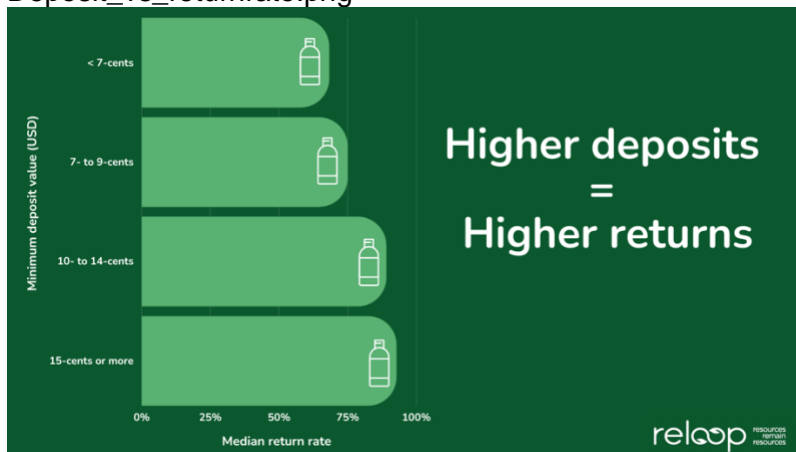


Alexis Quote-4.png

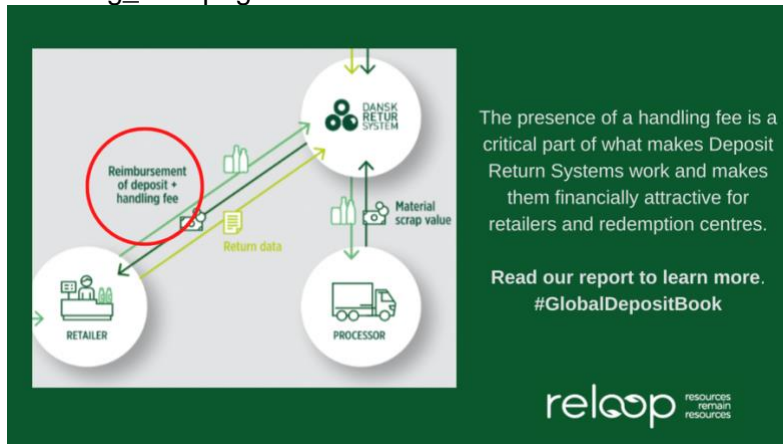




Deposit\_vs\_returnrate.png



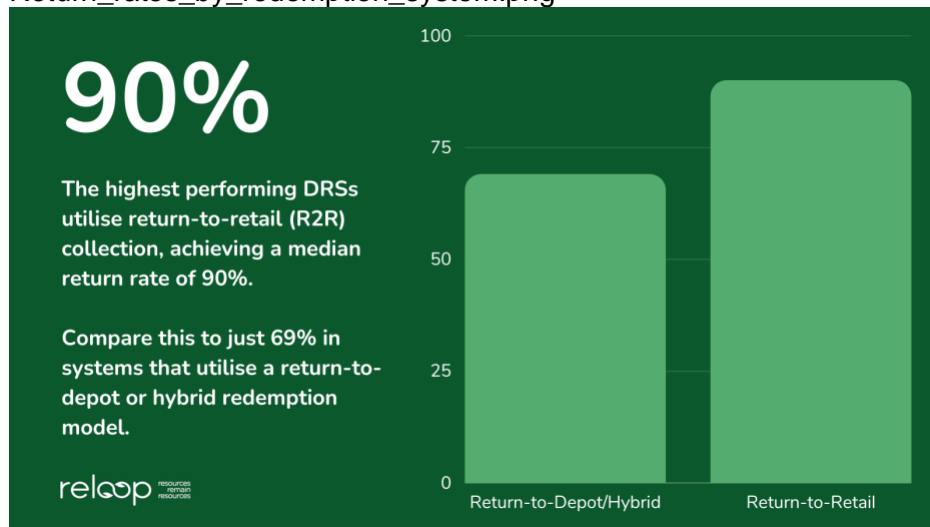
Handling\_fees.png



Europe\_map.png



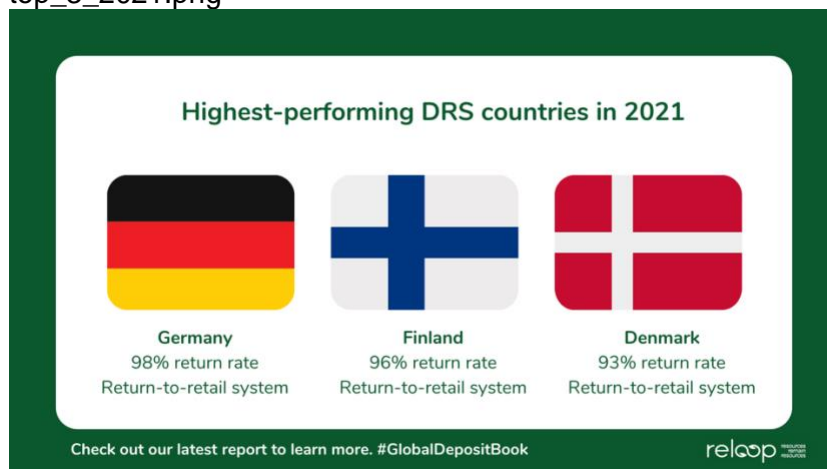
Return\_rates\_by\_redemption\_system.png



New\_programmes\_2022-2026.png



top\_3\_2021.png



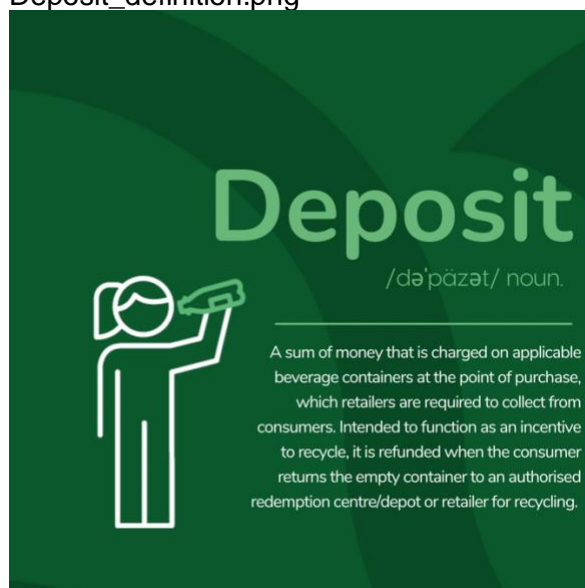


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# Global Deposit Book 2022

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Deposit\_definition.png



Did\_you\_know\_Australia.png



US\_average\_return\_rate.png



California\_expansion.png



Litter\_reduction.png



“

One of the main benefits of deposit return systems—and one that cannot be accomplished without them—is litter reduction.

Attaching a monetary value to beverage containers, in the form of a refundable deposit, decreases the likelihood that they will be littered in the environment, as consumers will be motivated to return them for recycling to claim the refund.

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Learn more about the benefits of deposit return systems in our latest report. #GlobalDepositBook.

reloop