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.
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**ASIA PACIFIC**
Goals by 2025

- Vietnam
- Cambodia
- Thailand

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.

**AMERICAS**

- 70% >90%
- >97%

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.

**EMEA**

- 80%

In the countries in which we operate

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

73% FRANCE
64% SPAIN
90% MEXICO
97% BRAZIL
82% UK
70% ITALY
57% GREECE
43% SLOVAKIA
45% U.S.
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
2020 Recycling Sources

45% U.S.:
Aluminium Association: www.aluminum.org/canadvantage

90% Mexico:
Analysis and estimation of the generation and final disposal of metal containers in Mexico - 2021 update
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)

97% Brazil:
Abralatas: 2020 recycling rates
www.abralatas.org.br/industria-do-aluminio-dribla-desafios-para-garantir-
indice-de-reciclagem-de-latinhas-em-2020/ [abralatas.org.br]

82% UK:
Alupro, the aluminium packaging recycling organisation: 2020 recycling rates
https://alupro.org.uk/uk-aluminium-beverage-can-recycling-hits-record-breaking-82-in-2020/

73% France:
European Aluminium: 2019 recycling rates
www.european-aluminium.eu/media/3401/european-aluminium-mpe-

57% Greece:
70% Italy:
43% Slovakia:
64% Spain: