

The image features three beer bottles of varying shades of green and brown. A bright green paperclip is positioned vertically, overlapping the necks of the bottles. The text 'CONSCIOUS CONTAINER®' is written in a light green, sans-serif font across the middle of the bottles.

CONSCIOUS CONTAINER®

2020
ANNUAL BENEFIT
CORPORATION
REPORT



Letter from the Founder

WHAT A YEAR 2020 WAS FOR ALL OF US!

For Conscious Container it was a year of moving forward - navigating ebbs and flows, maintaining balance and achieving results all while holding close our Benefit Corporation vision, mission and values.

In early 2020, we attended the kick-off of the Anheuser-Busch 100+ Global Sustainability Accelerator in New York City, just before the pandemic shut down NYC. It was an amazing gathering of fourteen start-up companies from around the world, all selected for their business proposals to reduce environmental impacts across four categories: water, energy, soil and circular packaging. Conscious Container's proposal to bring refillable bottles back into our US infrastructure and economy received strong reception from Anheuser-Busch business and sustainability leadership, as packaging is typically the largest CO2 impact of a beverage product in a container. Scheduled for an April launch, the pandemic paused our plans but not our goals.

Concurrently, Conscious Container was awarded a membership into the Ellen MacArthur Foundation (EMF), the world's leading circular economy Non- Government Organization (NGO). This award was a powerful validation of our benefit- driven resilient circular economy business model along with our alignment with EMF's commitment to enabling resilient, regenerative business. This membership gave Conscious Container a seat at the table with global beverage, retailer and food producers, all focused on creating business solutions to reduce CO2 through circular economy resilience. Although impacted by the pandemic, we were able to put forward our proposals of reuse resulting in on-going solution dialogs with several of the world's largest corporations. Who all are seeking innovators like Conscious Container to help them achieve aggressive sustainability goals, often targeted for 2025.

Throughout 2020 our team worked on various initiatives to move this Benefit Corporation forward. With two of the world's largest glass manufacturers, we began the critical path effort to design industry standard beer and wine bottles for our 2021 marketplace, gaining input from beverage producers on designs and market adoption. We also put forward proposed 2021 legislation making statutory changes to the California Bottle Bill to allow returnable/refillable redemption bottles to be processed for washing and refilling. Finally, our team applied for a California CalRecycle GHG Reuse Grant to support the 2021 launch of our refillable wine bottle program in California.

Our biggest accomplishments came in November, with the launch of our refillable glass bottle collection pilot in partnership with Anheuser-Busch. After numerous challenges launching a public & retail-based program during the pandemic, we successfully launched our refillable glass program pilot in Northern California. This program kicked-off just before the holiday season to impressive market response and press, with 7.6 million PR impressions and over 80 thousand social media impression in the first few weeks, followed by an in-depth article in the highly respected North Bay Business Journal. We know this program pilot is well positioned for positive results and learnings on how we all create sustainable and impactful marketplaces for the benefit of all.

With reflection, looking back on 2020, business, government and individuals across the world experienced challenges and opportunities. We feel this Benefit Corporation is building a refillable bottle marketplace strategically positioned in the 'benefit category'. We are building more resilience into our supply chain. Keeping materials in circulation, reducing packaging CO2 footprint, and reducing single-use packaging waste going to landfill. We do this while creating equitable local and regional jobs, adding up to tangible benefits which impact our economy, our communities and our environment.

With Gratitude,

Caren McNamara

Caren McNamara, Founder/CEO of
Conscious Container

BENEFIT CORPORATION

From the beginning, Conscious Container was incorporated as a Benefit Corporation to ensure our desire to allow for balanced business leadership decision-making within a transparent and accountable culture.

We wanted this 'benefit' intent to be visible and possible, and through 2020 we took extra efforts to hold space for this narrative. Challenges with the early unknowns around the spread of COVID 19 moved us all into a state of necessity, for many this translated into leaving behind many of those 'benefit' actions and momentum.

But, we feel the benefits a refillable glass bottle system delivers to business, consumers and our planet are essential more now than ever before. How we step out and step up our collective efforts to deliver these benefits will determine cultural and environmental impacts felt for decades to come.

We know this regenerative business model delivers powerful benefits across the value chain. We also know the momentum for sustainable and equitable systems remains strong, even after the affects of this past year.

A FEW HIGHLIGHTS FROM 2020:

- Early February 2020 three Conscious Container team members attend the kick-off of the Anheuser-Busch 100+ Accelerator 2020 Cohort program in New York City
- In March 2020 Conscious Container became an invited Innovation Member into the worlds leading circular economy NGO the Ellen MacArthur Foundation.
- Submitted landmark 'returnable beverage container' legislative language to the California Recycling Commission proposing a statutory change to the California Bottle Bill to allow refillable/returnable beverage containers to flow through the statewide redemption system
- With two of the worlds largest glass manufacturers we initiated the design of industry standard refillable beer and wine bottles
- Set-up our first refillable bottle processing center in Northern California
- Submitted our Conscious Container refillable wine program proposal for a \$500,000 CalRecycle GHG Reuse Grant
- Launched our ABInBev Refillable Bottle pilot in late November, exceeding expectations with 7.6 million PR impressions and over 80 thousand social media impression in the first few weeks

Here
we go!

As we closed out 2020, hats off to the Conscious Container team, and our partners, who persistently and patiently navigated the ebbs and flow of an unprecedented pandemic year.

From launching a refillable collection pilot during lockdown in partnership with our amazing Anheuser-Busch 100+ Global Sustainability Accelerator team, to two global glass manufacturers who said 'yes' to working with Conscious Container on the design of industry standard refillable beer and wine bottles, to independent craft Bear Republic Brewing's continued deep commitment to supporting our journey since 2016.

We are forever grateful to these partners, and others, who are joining Conscious Container in truly 'flipping the script' on delivering a marketplace that is truly redefining sustainable packaging.

We are excited with the prospects 2021 presents and continue our journey to create our vision of 'a world of reuse cultures and economies' for the benefit of all.



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