



CONSCIOUS CONTAINER®

2021
ANNUAL BENEFIT
CORPORATION
REPORT



Letter from the Founder

WE ALL MOVED INTO 2021 WITH SOME ANTICIPATION.

The pandemic presented challenges for reuse but empowered us to open new avenues and demonstrate our collective successes. We did so while maintaining our Benefit Corporation vision, mission, and values to drive reduction in carbon emissions and waste of single-use packaging.

In early 2021, we were in the middle stages of our Anheuser-Busch 100+ Global Sustainability refillable beer bottle collection program pilot. We continued to manage seven collection locations selling and hosting collection sites for two major Anheuser-Busch brands packaged in refillable glass bottles. We witnessed enthusiastic engagement across our social media and consumer survey campaigns over the last four months of the program pilot, closing out with overwhelming strong consumer desire for circular packaging. Both the Anheuser-Busch and Conscious Container teams gained many learnings in regards to consumer insights and refillable beer bottle collection strategies.

Concurrently, Conscious Container launched our campaign to pass legislation to ensure refillable glass beverage bottles circulating within California's bottle redemption program could remain a whole bottle and not be required to be crushed. We knew the passage of this bill was a critical path to enable a refillable beverage containers business in California. In partnership with legislators, progressive non-profits, and our beverage industry partners we successfully moved **Assembly Bill 962** through both the Senate and House and received final signature by Governor Newsom in September 2021. This was a huge win for Conscious Container!

Another highlight of 2021 was winning a competitive grant award from CalRecycle in April. This **GHG Reuse Grant** is the first reuse grant to be awarded anywhere in the United States, and came from the activism of Conscious Container with CalRecycle leadership. This Reuse Grant awarded \$500,000 to Conscious Container specifically for building a refillable wine bottle business in California. The creation of this Reuse Grant and award to Conscious Container further validated our business to bring a refillable glass bottle business solution into the State of California.

Throughout 2021 Conscious Container began to be recognized as a refillable container expert. We were invited to speak at events, were interviewed for articles, and were regular guests on podcasts and webinars. Some event highlights include: an invitation to the Sustainable Packaging Coalition's Impact Panel in March, Politico's "Path to a Lower Carbon Future" webinar in April, and Radically Rural's Refillable Panel webinar in June. Podcasts included Packaging Design Unboxed and The International Exchange's Philippa White podcast focusing on our female founded climate action business journey. Conscious Container was also featured in the first refillable wine bottle cover story for Wine Business Monthly titled: **Reusable Bottles Slowly Gaining Ground**, which further validated our progress into the wine category.

With reflection, looking back on 2021, we held the course through another year navigating a world of challenges and opportunities. This Conscious Container team understands the powerful benefits this business delivers across our community of stakeholders. From reducing CO2 emissions and packaging costs for wine and beverage producers to creating local and regional equitable manufacturing jobs starting in California, all of our partners across beverage, supply chain, glass, recycling, legislators, and non-profits continue to actively engage in bringing this viable and impactful circular business solution into our linear economy.

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 2021 we took extra efforts to hold space for this narrative. Although challenges continued throughout 2021 with pandemic lockdowns and uncertainties around 'reusable' packaging, our team continued to successfully deliver a positive and forward leaning narrative on the benefits of a circular vs linear packaging economy.

With our business mission "to create, deliver and scale a refillable glass bottle ecosystem to reduce CO2 and economic costs of single use glass bottles" we continued to be grateful for the focus our mission provides. Coupled with our Benefit Corporation standing, we have a solid platform to continue to author how we step out and step up our collective efforts to deliver a business solution which will determine cultural and environmental impacts felt for decades to come.

We clearly have the momentum, the partners and the platform to deliver a sustainable and equitable example of a business built on stakeholder benefits.

A FEW HIGHLIGHTS FROM 2021:

- Throughout Q1 Conscious Container and the Anheuser-Busch Accelerator teams worked to complete our refillable glass beer bottle collection program pilot gaining successful critical consumer insights and refillable infrastructure findings
- In April Conscious Container was awarded the first ever \$500,000 CalRecycle GHG Reuse Grant specifically focused on our refillable wine bottle business operations. This award validated refillable glass bottles as an essential avenue to reduce single-use packaging GHG emissions and waste
- September marked the successful work of Conscious Container on the passage of **California Assembly Bill 962 – Returnable Beverage Containers**, ensuring a statutory change to the California Bottle Bill to allow refillable/returnable beverage containers to flow through the statewide redemption system without being crushed
- Throughout 2021 Conscious Container was solicited to participate in industry and sustainability podcasts, webinars, and events, sharing the power of a Benefit Corporation building the most sustainable packaging option in the beverage marketplace
- Conscious Container was featured in the first ever refillable wine bottle cover article in the October 2021 issue of Wine Business Monthly titled: **Reusable Bottles Slowly Gaining Ground**

Here
we go!

As we closed out 2021, we offer congratulations to the Conscious Container team and our partners, whom persistently and patiently navigated the ebbs and flow of an unprecedented second pandemic year.

From delivering and completing our Refillable Beer Bottle Pilot program with the impressive Anheuser-Busch 100+ Global Accelerator team, to the award of a landmark California GHG Reuse Grant, and our purposeful engagement in the passing of landmark California reusable beverage container legislation.

We are excited with the prospects 2022 presents and are excited to continue our journey to create our vision of “a world of reuse cultures and economies” for the benefit of all.



CONSCIOUS CONTAINER®

consciouscontainer.com truckee, ca