

Conscious Container 2017 Annual Benefit Corporation Report

Letter from the Founder

This year marked the formal incorporation of Conscious Container. And with great pride and purpose we incorporated as a California Benefit Corporation. During my twenty years working in and around large corporations it became clear the need to approach and conduct business differently. By differently I mean with a more holistic view of how our impacts and influence can create positive outcomes for all.

After spending 2016 on marketplace due diligence our formal 'coming out' event was a booth at Squaw Valley's April 'Earth Day' celebration. It was a cold Spring day but the amazing positive reception we received was the start of consumer confirmation of the deep need for a refillable glass bottle infrastructure and marketplace. But we knew our first challenge was creating a system to collect glass bottles for washing and refilling, but how to do this as a bootstrapping one woman operation.

With the gracious support of local businesses, our amazing volunteer team and a craft brewer willing to purchase our dirty bottles for refilling we set up seven collection locations across our mountain town, published a website and stood up booths at every at every possible event as well as a weekly booth at the local farmer's market. We gained the attention of local media and the amazing Respectful Revolution video crew, who produced a [lovely story](#) about Conscious Container's origin and purpose. Through summer, fall and early winter the number of craft beer bottles dropped-off increased monthly, confirming the possibility for this refillables business.

We closed out this year with continued connections, insights and a few days spent digging out our collection bins from heavy snowfall. All I can say is the momentum behind this refillable initiative and business continues to say 'yes'. The continued partnership from the craft brewing industry, local businesses and policymakers we feel confident in our passion, mission and vision to create a world of reuse economies and cultures.

With Gratitude - Caren McNamara, Founder/CEO of Conscious Container

Benefit Corporation

Conscious Container's desire to conduct 'business for good' aligns beautifully with BLabs and the entire Benefit Corporation vision. Our core business promoting, collecting, washing and selling refillable glass bottles speaks directly to the impressive environmental benefits of refillables gained through reduced CO₂, energy and water usage as well as waste deviation compared to single-use bottles. Because refillable glass bottle infrastructures and data exist across every continent, including Canada for North America, we know the prospects of Conscious Container's environmental benefit can be profound.

We also understand there is a larger scope and responsibility as a Benefit Corporation. The Impact Assessment categories to become a 'Certified BCorp' is our next step once we become operational. In the meantime, as a boot-strapping startup we are mindful of these impact categories and doing our best to bring these categories of benefit into our daily practices, starting with establishing our core vision, mission, purpose and core values statements posted on our website.

This past year our environmental benefit included over 7,350 bottles dropped-off at our collection locations, with 50% stored for refilling and 50% brought to our local recycling center. As our goal is 'proof of concept' we did not track the actual CO₂ impacts yet but we know none of our collected glass bottles ended up landfill. We also know our marketing and booths provided insights and knowledge to our communities about the public and environmental benefits of refillable glass bottles over single-use glass bottles.