

## **Conscious Container 2018 Annual Benefit Corporation Report**

### **Letter from the Founder**

Wow! What an amazing year. 2018 provided Conscious Container powerful connections, collaborations and confirmation our passion and purpose for refillables is a reality. From presenting 'A Perfect Storm for Refillables' at the annual Craft Brewers Conference to collecting and shipping over 17,000 craft beer bottles for refilling to formalizing our conscious leadership team...we are on our way. The momentum over the past year for this Benefit Corporation's vision and mission is tangible and we are ready to take this start-up into full operation.

I would like to acknowledge this is a big ship to turn and will require the collaboration of many. We need the passionate engagement of consumers, investors, corporations, local businesses and policymakers to shift a packaging and waste system which are imbedded in profit driven decisions. And best of all the tides are turning. Consumer awareness and actions over ocean plastics waste, China's new policy rejecting fiber and plastics recycling shipments and tariffs on aluminum and glass are tipping the scales towards refillables. Business are having to answer challenges consumer questions about their packaging and practices driving opportunities for environmental benefit driven business like Conscious Container.

I love the question Meghan French-Dunbar, CEO and Co-Founder of Conscious Company Media, asks her podcast guests "What are you hopeful about?". I am hopeful because of the serious up-tick I see with consumers engaging and placing pressures on our corporations and policymakers to fix this packaging and waste problem. And whether it be a casual conversation or public forum dialog about our simple refillable solution I am witnessing passionate engagement for more environmental and social corporate transparency and accountability.

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

### **Benefit Corporation**

Conscious Container's public benefit is focused on the environment. We are passionate about the environmental impact refillable glass bottles bring to our beautiful planet. Our expanded proof-of-concept collection pilots, numerous public forums to share the environmental and business benefits of refillables and our successful engagement with California's CalRecycle to move the needle on statewide dialog and financial support for refillables were a few highlights this past year.

Here are a few of Conscious Container's progress:

- Within one year we collected 24,000 craft beer bottles with 17,000 pick-up for washing a refilling by our craft brewing partner Bayern Brewing in Missoula, Montana and the remaining 7,000 bottles deposited into the recycling system. None of these bottles went into landfill.
- Our refillable dialogs with the GHG CalRecycle Grant team produced the first ever \$1M GHG Reuse Pilot grant program
- The Brewers Association accepted our proposal to present a 'Refillables Panel' at the annual 2018 Craft Brewers Conference in Nashville bringing our refillable glass bottles initiative to a national craft brewing audience
- We gained our CalRecycle Processor certification which allows Conscious Container to work with recycling centers to expand our refillable glass bottles collection quantities
- Our Northern Nevada proof of concept launch and Beers 4 Bottles events engaging fundraising for local Northern Nevada environmental non-profits while gaining public awareness and engagement on the benefits of refillable glass bottle systems

As we move into 2019 this Benefit Corporation goal is to raise capital to expand our positive environmental impact refillable glass bottle business for the benefit of all!