ALUMINUM BEVERAGE CANS

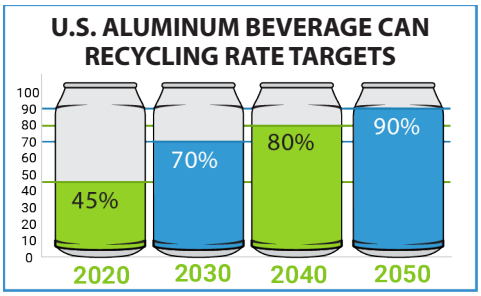
U.S. RECYCLING RATE TARGET UPDATE

December 2024

Can Manufacturers Institute

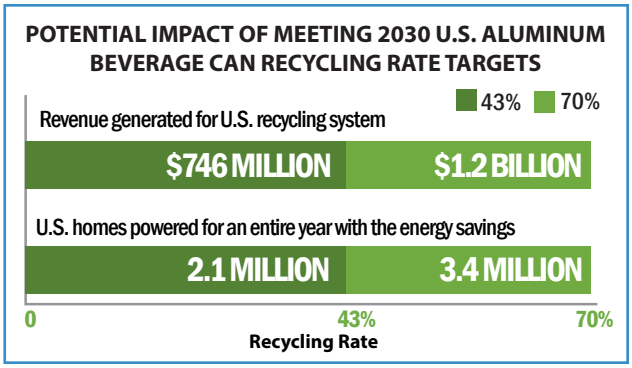
INTRODUCTION

The aluminum beverage can is the most recycled beverage container in the United States, and the aluminum beverage can sector remains committed to reaching new heights in the U.S. aluminum beverage can recycling rate.



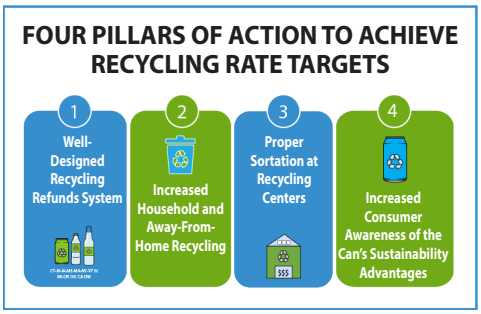
Can Manufacturers Institute (CMI), which represents U.S. metal can makers and their suppliers announced in November 2021 that its aluminum beverage can sector members (Ardagh Metal Packaging, CANPACK, Constellium, Crown Holdings, Envases, Kaiser Aluminum, Novelis, and Tri-Arrows Aluminum) supported setting ambitious U.S. aluminum beverage can recycling rate targets. These targets include a 70 percent rate by 2030, 80 percent by 2040, and at least 90 percent by 2050.

Reaching these targets will have significant environmental and economic impacts. Consider that in 2023 if the recycling rate had been 70 percent instead of 43 percent, there would have been around 28.9 billion more cans recycled. Those additional cans recycled would have generated more than $450 million in revenue to the U.S. recycling system and resulted in energy savings that could power more than 1.3 million U.S. homes for an entire year. These impacts are due to the fact that metal recycles forever, used aluminum beverage cans are consistently one of the most valuable commodities in the recycling system, and producing secondary (i.e., recycled) aluminum is 95 percent less carbon intensive than producing primary (i.e., virgin) aluminum.

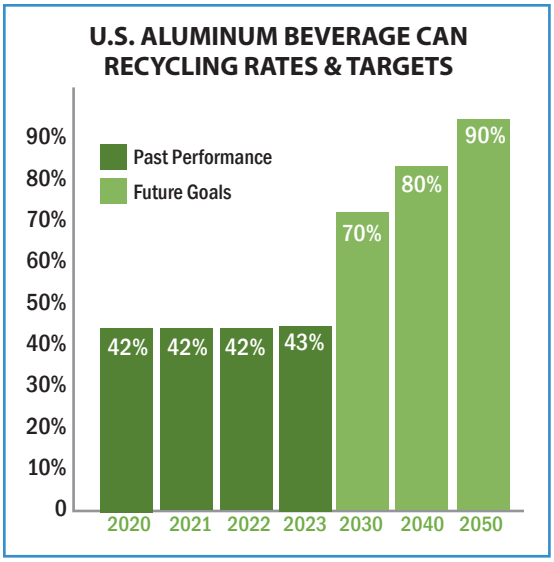


SOURCE: 2024 Aluminum Beverage Can KPI Report, canrecyclingimpact.com

As aluminum beverage cans are recycled, they facilitate domestic manufacturing and jobs. Today there are nearly 90,000 aluminum beverage cans from U.S. consumers recycled every minute in the United States. These cans provide a domestic supply of a critical material, aluminum, creating resilient supply chains and less dependency on foreign imports. These recycled aluminum beverage cans become new cans 97 percent of the time, and this is done by the thousands of Americans directly employed by can sheet producers and aluminum beverage can manufacturing companies.



CMI and its aluminum beverage can sector members want to achieve the targets, so more cans flow through this existing domestic infrastructure that recycles aluminum beverage cans at scale. CMI detailed in the Aluminum Beverage Can Recycling Primer & Roadmap (Primer and Roadmap), published in July 2022, the four pillars of action it identified to make progress toward these targets. That document explains how the aluminum beverage can was invented to be recycled, how it became the most recycled beverage container in the country, and how the targets will be achieved. While this report details a wide range of work the aluminum beverage can industry has spearheaded to make progress, the reality is that the aluminum beverage can recycling rate has decreased slightly since the targets were announced. The industry is hopeful about new recycling refund bills passing in the coming years, and other action to move the needle, but fully meeting the 2030 target is looking increasingly unlikely.



SOURCE: 2024 Aluminum Beverage Can KPI Report

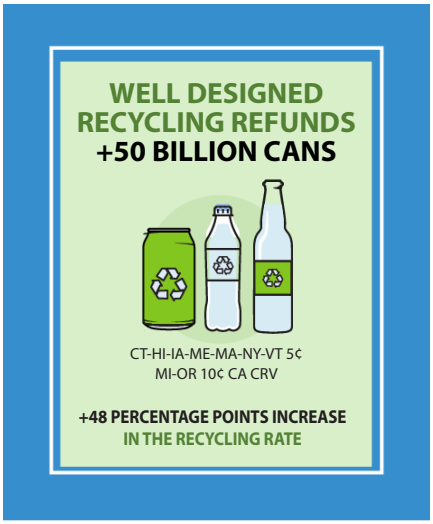
This update details what activities CMI has pursued to-date within the four pillars of action and complements the 2024 Aluminum Beverage Can Sustainability Key Performance Indicator (KPI) document that updates the U.S. aluminum beverage can recycling rates. According to the KPI document, the U.S. aluminum beverage can recycling rate was around 42 percent in 2020[1], 2021, and 2022, and then increased slightly to 43 percent in 2023.

The aluminum beverage can industry and its partners must make positive and rapid progress on the aluminum beverage can recycling rate for the benefit of the environment and the economy. CMI aluminum beverage can sector member companies have invested significant resources into activities within the pillars of action, with some delivering new cans already recycled, and others laying the foundation to recycle a significant amount of aluminum beverage cans that otherwise would not have been recycled.

PILLAR 1

WELL-DESIGNED RECYCLING REFUNDS

Of all four pillars of action, CMI has invested the most in recycling refunds (i.e., beverage container deposit return systems) advocacy since modeling detailed in the Primer and Roadmap showed this pillar is where the most progress can be made, as a national, well-designed deposit program was estimated to deliver a 48-percentage point increase in the U.S. aluminum beverage can recycling rate. That increase would mean that even the industry's most ambitious goal of a 90 percent recycling rate would be achieved. Further, CMI was clear in the roadmap that without more recycling refund programs, even the lowest target will be virtually impossible to achieve.



[1]The 2020 U.S. aluminum beverage can recycling rate was previously reported as 45 percent. The 2020 recycling rate number was revised based on updated information from the U.S. Census Bureau.

CMI works closely with The Aluminum Association via a joint committee of can maker and can sheet producer member companies to lead an aggressive campaign to pass new, well-designed recycling refund systems. This intensive campaign has several components:

LEGISLATIVE ADVOCACY

CMI has in recent years invested in advocating for recycling refund bills in multiple states such as Illinois, Maryland, Minnesota, and Washington. This investment included hiring local advocates, conducting research and polling, making campaign contributions, and communicating online, in traditional media, and with key stakeholders on the need for this legislation.

(L to R) Ardagh Metal Packaging's Daniel Rogers, Sen. Cristina Castro, Sen. Laura Murphy (bill sponsor), Sen. Laura Fine and Ardagh's Bryant Haselden.

Illinois: Sen. Laura Murphy introduced the State Beverage Container Recycling Refunds Act (SB 85), which had seven sponsors, and Rep. Hoan Huyhn introduced companion legislation (HB 4205). The Illinois Senate Executive Committee held a hearing on SB 85 on April 26, 2023 and April 17, 2024. The 2023 hearing was the first on recycling refunds in Illinois in many years. In the lead up to those hearings, several hundred individuals submitted witness slips in support of the bill. They included associations like CMI; nonprofits such as the League of Women Voters, Illinois Environmental Council, and Public Interest Research Group; companies from the aluminum beverage can industry and other beverage containers; and municipalities including Village of Gurnee.

(L to R) Delphine Dahan-Kocher (Constellium), Maryland State Rep. Mark Edelson, Mike Smaha (CMI), State Rep. Jen Terrasa

As part of advocating for SB 85, CMI testified at the 2023 and 2024 hearing, and CMI members have hosted two facility tours for several lawmakers to demonstrate the aluminum beverage can making process and the need for more recycled aluminum.

Maryland: Del. Jen Terrasa, along with five co-sponsors, introduced in February 2023 legislation titled the Maryland Beverage Container Recycling Refund and Litter Reduction Program (HB 1089). An informational hearing was held on March 9, 2023 in the Maryland House Environment & Transportation Committee. Delphine Dahan-Kocher from Constellium and Mike Smaha from CMI testified in support of the bill at this hearing. Del. Terrasa reintroduced her bill (HB 735) in 2024, which had a Senate companion bill (SB 642), introduced by Sen. Benjamin Brooks. HB 735 was heard on February 28, 2024, before the House Environment and Transportation Committee. Both Constellium and CMI provided letters of support and suggested amendment language before the hearing.

CMI's Scott Breen testified in the Minnesota House Environment and Natural Resources Finance and Policy Committee regarding beverage container recycling refunds

(L to R) Minnesota State Rep. Luke Frederick and State Sen. Nick Frentz

(L to R) Mike Smaha (CMI), Teresa Compton (Crown Holdings), Rep. Monica Stonier (D-WA) and Donna Kopecky (Kaiser Aluminum)

Minnesota: Four co-authors introduced legislation (HF 3200) in the House of Representatives and four co-authors introduced companion legislation (SF 3260) in the Senate. CMI member Crown Holdings hosted a facility tour for two lawmakers to discuss the aluminum beverage can making process and the need to increase aluminum beverage can recycling rates. CMI testified at the HF 3200 hearing in the House of Representatives Environment and Natural Resources Finance and Policy Committee on February 21, 2024 and many organizations submitted letters of support.

Washington: CMI supported bills in 2023 (HB 2049/SB 6005) and in 2024 (HB 2144) that would have established recycling refund programs in the state. CMI's advocacy in 2024 was part of a named coalition, the Evergreen Recycling Refunds Coalition, that had many organizations supporting it. The 2023 bill passed two committees, and the 2024 bill in a very short session passed one committee. CMI will be active in a 2025 push to pass a bill that would establish a recycling refund program in the state.

While progress to enact a new recycling refunds program has been slower than CMI and its members would like, it is clear that Americans want recycling refund programs according to the voter survey results detailed in the research section (see next page).

In 2025, CMI plans to push for recycling refunds in strategic states where there is political will as part of the newly formed Coalition for High Performance Recycling (CHPR). CHPR is a diverse group of consumer brands, environmental nonprofits, material manufacturers, packaging suppliers, and trade associations. Together, the group is driving the future of recycling with policies that promote both extended producer responsibility (EPR) for packaging and paper products to enhance curbside recycling, along with recycling refunds as the form of EPR for beverage containers. By establishing recycling refunds within a general EPR for packaging bill, recycling rates increase for all packaging, and the bill should have a better chance of success than a recycling refunds-only bill.

COMMUNICATIONS

CMI and The Aluminum Association helped organize the recycling refund guiding principles on the microsite RecyclingRefundsWork.org. More than 15 organizations and counting have endorsed these principles.

These groups, which span the political spectrum, have championed recycling refund programs publicly through more than a dozen letters, opinion editorials, policy briefs, and webinars over the last 24 months.

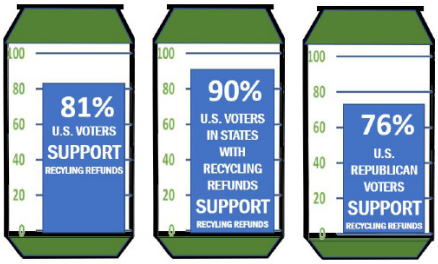
The facility tours for lawmakers mentioned above generated local earned media coverage on television and in print.

CMI produced recycling refund materials (e.g., fact sheets and infographics) and engaged interested national and local media through press releases, exclusive pitches, and one-on-one relationship building meetings.

LEGISLATIVE ADVOCACY

CMI published comprehensive research in 2023 on two key recycling refund topics—1) variable deposits based on packaging size and 2) how to charge responsible parties fair fees—to advance the dialogue on these key topics. Then in 2024, it published additional research showing that businesses that sort and sell single-stream household recyclables can be made whole financially within a recycling refund system.

CMI commissioned a June 2022 U.S. voter survey that found recycling refunds are overwhelmingly popular with an 81 percent support rate generally, a 90 percent support rate in states that already have a recycling refunds program, and above 73 percent support no matter the political affiliation (Democrats, Independents, and Republicans).



SOURCE: Lincoln Park Strategies, June 2022

STAKEHOLDER ENGAGEMENT

CMI conducted one-on-one and group briefings for a wide variety of stakeholders totaling more than 60 different organizations, including consumer advocates, environmental nongovernmental organizations, free market think tanks, labor, packaging associations, progressive policy associations, retailers, and taxpayer watchdogs. The briefings were designed to build a strong, bipartisan base of supporters for recycling refunds and have those who traditionally opposed it to get to support or neutral on the topic.

CMI also engaged Intersectional Environmentalist to convene a dialogue series with leading recycling and equity experts and then use insights from those dialogues to write a report on environmental justice issues within recycling refunds and how to address them. That report was published in March 2024.

The lack of new and reformed recycling refund systems is what's primarily holding back significant increases in the U.S. aluminum beverage can recycling rate. CMI has been devoting, and will continue to devote, significant resources to changing the stagnation on recycling refunds.

PILLAR 2

INCREASED HOUSEHOLD AND AWAY-FROM-HOME RECYCLING

AT HOME RECYCLING

The Aluminum Association and CMI continue to invest in The Recycling Partnership (The Partnership) as funding partners. This funding helps finance the invaluable work The Partnership conducts to increase recycling access at the household level. In fact, The Partnership is approaching 2 million recycling carts granted. As was discussed in the Primer and Roadmap, The Partnership's data shows that as access goes up, more metal cans are collected. More specifically, of the 20 pounds of aluminum beverage cans consumed annually in a typical U.S. household, only three of those 20 pounds are recycled in a household with drop-off access, while 12 of those 20 pounds are recycled in a household with automatic curbside and robust household education. The Aluminum Association and CMI were two of the founding investors in what became The Partnership, and they intend to continue supporting The Partnership's important household recycling access efforts. CMI Senior Vice President of Sustainability Scott Breen was elected as Chair of The Recycling Partnership's board of directors in June 2024.

TYPE OF ACCESS	POUNDS OF ALUMINUM CANS PER HOUSEHOLD LOST ANNUALLY TO TRASH
NO CURBSIDE OR DROP-OFF AVAILABLE 6% of U.S. Households	All 20 Pounds
DROP-OFF ACCESS ONLY 21% of U.S. Households	17 Pounds
CURBSIDE THROUGH SUBSCRIPTION 20% of U.S Households 30% Service Uptake; 60% Capture/Per Participant	16 Pounds
CURBSIDE IN BINS 9% of U.S. Households	14 Pounds
CURBSIDE IN CARTS-LIMITED EDUCATION 22% of U.S. Households 65% Participation; 60% Capture/Per Participant	12 Pounds
CURBSIDE IN CARTS-ROBUST EDUCATION 22% of U.S. Households 80% Participation; 75% Capture/Per Participant	8 Pounds

SOURCE: The Recycling Partnership

AWAY-FROM-HOME RECYCLING

Most of CMI's focus in this pillar has been on improving access to away-from-home recycling, which is where one-third of beverage containers are consumed. The away-from-home activities have mainly revolved around either engaging recycling activations at events or schools, typically in a way that leverages the fact that used beverage cans are consistently one of the most valuable commodities in the recycling system.

RECYCLING AT EVENTS

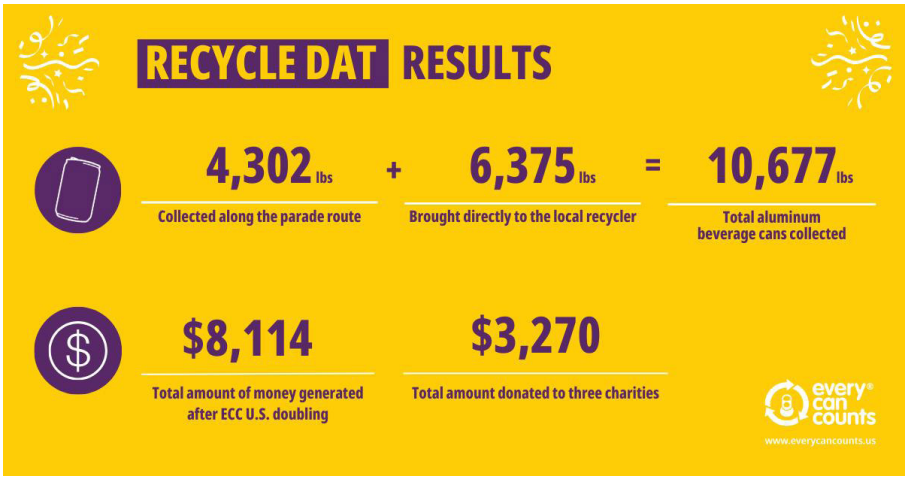
In 2023, CMI piloted several recycling engagement tactics at various large events that sell aluminum beverage cans. It took learnings from those pilots and is now applying them in the activities of the new Every Can Counts (ECC) U.S. chapter that was launched in February 2024. ECC started in Europe and now has 21 chapters around the world.

Mardi Gras: Many aluminum beverage cans are consumed on-the-go during this event since consumption of alcoholic beverages on the street is permitted in New Orleans. CMI partnered with many local groups on an initiative, Recycle Dat!, that offered recycling of aluminum beverage cans, glass bottles, and beads at certain points along the parade route.

CMI elevated the effort for aluminum beverage cans by providing specially designed backpacks with holes for used beverage cans (UBCs) that volunteers wore and walked through the crowds of paradegoers, explaining the importance of recycling and encouraging people to recycle their UBCs. Further, CMI collaborated with the EMR Metal Recycling facility in downtown New Orleans that has a regular service buying UBCs to double its market rate payout around Mardi Gras so that more people are incentivized during the event to collect UBCs to sell to EMR. CMI also doubled the value of the cans collected along the parade route and those proceeds were donated to local charities (Coalition to Restore Coastal Louisiana, Louisiana SPCA, and New Orleans Area Habitat for Humanity in 2023 and NOLACans4Food, Pontchartrain Conservancy, and Zeus' Rescues in 2024).

The first year of Recycle Dat! led to nearly 200,000 aluminum beverage cans recycled from activations during the daytime of two Mardi Gras weekends and two weeks of doubling the normal UBC payout at EMR. About a third of those recycled cans came from collection during the parades. In total, with CMI doubling, $3,854 (UBC market value of $1,927 plus CMI financial match) was paid out to people redeeming UBCs for cash or donated to the three local charities.

With additional financial support from CMI and other partners, Recycle Dat expanded its efforts in 2024 to have more recycling points along the parade route and more robust staffing. As a result, the cans recycled along the parade route tripled to nearly 150,000 cans. Further, the total from the activations during the two Mardi Gras weekend daytime parades and the doubling of the normal UBC payout at EMR was roughly twice that of the previous year at more than 350,000 cans. Accordingly, the total money generated was $8,114 (UBC market value of $4,057 plus CMI financial match) with $3,270 donated to the three charities. ECC U.S. was launched with the 2024 Mardi Gras activation. It utilized its new social media handles on Instagram and Facebook to promote Recycle Dat and also to run a contest where people took photos of recycling along the parade route and tagged the handle for a chance to win prizes.



Indianapolis Speedway: CMI partnered with Coca-Cola Consolidated and the City of Speedway to engage race fans in the tailgate fields. The tailgate fields were an opportunity to collect UBCs that otherwise would have gone to landfill since there is not widespread recycling infrastructure in this area where many beverage cans are consumed in the days leading up to and on race day. The specially designed backpacks for people to put empty cans into for recycling were deployed here, as well as games that people could play with empty cans to win Coke products. Between the engagement teams and strategically placed recycling bins, more than 11,000 UBCs were collected during 10 hours of active interaction with fans at the 2023 race. These UBCs were later sold to a local metal recycler to raise money for RecycleForce, a social enterprise based in Indianapolis.

Farm Aid: In a partnership with beverage company Spindrift, a pixelcan installation encouraged attendees to provide their aluminum beverage can for upcycling via painting the bottom of the can to become part of a mosaic and then later recycling after the event. In keeping with the theme of Farm Aid, the picture created was of a farm mosaic. Beyond the upcycling of used cans, there was educational signage at the installation on the impact of aluminum beverage can recycling. In addition, this pixelcan and the signage is now a permanent structure at the Ruoff Music Center, a large outdoor venue in Noblesville, IN.

In future years, in addition to being involved in Mardi Gras, CMI intends to engage in a variety of events under the ECC U.S. brand using the following criteria to decide where to get involved:

- Number of additional aluminum beverage cans that would be recycled.
- Clear pathway to scale rather than a one-time collection event.
- Funded collection and engagement infrastructure will be fixed/used long-term.
- Location primarily or only sells aluminum beverage cans and is near CMI member facilities.
- Potential for media coverage to build consumer awareness of the activation and the importance of recycling cans.
- Engages young, sustainability-minded consumers.
- Willingness of the event organizer and venue to actively participate and support the effort.

Please reach out to CMI at info@cancentral.com with opportunities to support events and venues that would score well on the ECC U.S. criteria.

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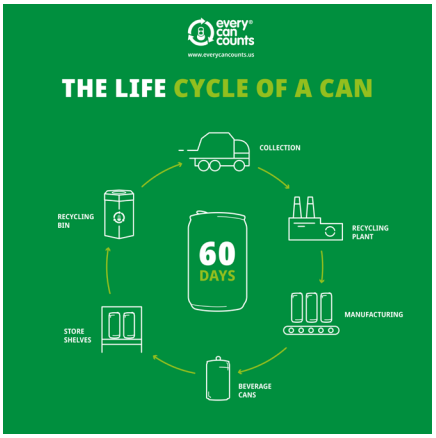


ENGAGING SCHOOLS AND COMMUNITIES USING THE HIGH MARKET VALUE OF UBCs

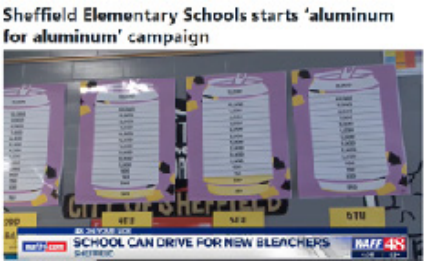
CMI engaged schools and communities that lack robust recycling access to leverage the relatively high market value of UBCs.

Million Cans Recycling Contest: The school engagement program, in partnership with Recycling Is Like Magic! (formerly Scrap University Kids), challenged second and third graders at eight schools in seven states to collect UBCs as a way to raise money for their schools. CMI provided each second or third grader a copy of the book The Girl Who Recycled One Million Cans as an educational resource. Beyond the money the school gets from selling the UBCs to a nearby metal recycler, CMI provided more than $15,000 in financial incentives for schools to collect more UBCs (e.g., the school that collects the most UBCs per participating student in each month of the contest received $500). The Contest ran from October 2023 to May 2024. During that time, the schools collectively met the challenge collecting more than 1.3 million cans! This program is even bigger in the 2024-2025 school year with the start of the Two Million Cans Recycling Contest in October 2024 with 18 schools participating.

Aluminum Beverage Cans Recycled Between October 2023 and May 2024

School	State	Grade	Students	Cans	Cans/Students	Ranking
Yankeetown Elementary	Newburgh, IN	3rd	46	163,590	3556	1
Lewisburg Elementary	Lewisburg, KY	3rd	65	177,800	2735	2
Rich Pond Elementary	Bowling Green, KY	2nd	134	241,010	1799	3
Our Mother of Perpetual Help	Ephrata, PA	3rd	23	39,620	1723	4
La Vega Elementary	Waco, TX	3rd	267	429,380	1608	5
L.E. Willson Elementary	Sheffield, AL	3rd	55	71,750	1305	6
Pleasant Hill Elementary	Olive Branch, MS	3rd	177	204,750	1157	7
William M. Reeves Elementary	Summerville, SC	3rd	151	46,200	306	8
				1,374,100	**Total**	

Students at Rich Pond Elementary School in Bowling Green, KY, participated in the Million Can Recycling Contest with support from Crown Holdings, Inc. and Parrish Recycling.



L.E. Willson Elementary School in Alabama participated in the Million Cans Recycling Contest with support from Constellium and S.A. Recycling. Their campaign is called, "Aluminum for Aluminum" because they are hoping to raise enough funds from the can collection and prize money to pay for badly needed new aluminum bleachers. (Click on the photo to watch the full story.)

USED ALUMINUM CAN BUYBACK PROGRAM

CMI partnered in 2023 with Replenysh, an enterprise circularity platform, to bring can collection to Jackson, Mississippi in a way that generates cash. While Jackson is a capital city with more than 140,000 residents, it only has drop-off recycling access. Further, Mississippi has one of the lowest aluminum beverage can recycling rates at 12 percent. With CMI's support, Replenysh set up 15 can collection sites around Jackson including at schools and community organizations as a way for them to raise money from the sale of UBCs. Building off this pilot, CMI and Replenysh opened the first Cans for Cash Circularity Center in Blytheville, Arkansas on America Recycles Day, November 15, 2024. In total, five Circularity Centers will be established in areas with no or low recycling access. They are a modern way to bring back the cans for cash points that were prevalent in the United States in the 1970s and 1980s.

PILLAR 3

CAPTURING MISSORTED CANS AT MATERIAL RECOVERY FACILITIES

CMI modeling in the Primer and Roadmap found that if every missorted aluminum beverage can at Material Recover Facilities (MRFs), which sort single-stream recyclables, was captured, 3.5 billion additional UBCs would be recycled, increasing the national recycling rate 3 percent. It's an incremental increase relative to other major pillars of action, but still a significant opportunity, and it provides a means by which to capture millions of UBCs in the immediate term.

CMI's comprehensive effort to capture missorted cans at MRFs started with research in 2020 that found while most MRFs wouldn't be able to operate without the revenue from UBCs, up to one in four UBCs are missorted at a typical MRF. In 2021, CMI started a grant program in collaboration with The Recycling Partnership with funding from CMI members Ardagh Metal Packaging and Crown Holdings that would give money to MRFs for can capture equipment. This was followed by testing in 2022 at several MRFs proving the number of UBCs that are being missorted and the return on investment (ROI) to capture them, as well as a free online ROI calculator for MRFs to use. This testing at five loss points across three diverse MRFs found an average loss of seven to 36 UBCs per minute, which represents an annual average revenue loss of $71,900 with a payback period of three years, according to the ROI calculator.

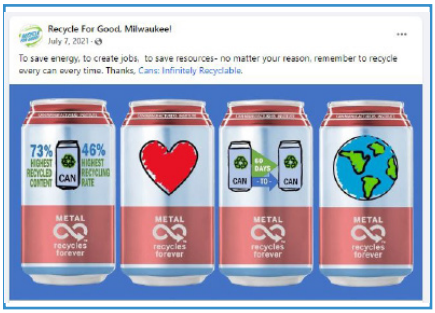
Grant Program: As of publication, the grant program has funded equipment in six MRFs that will capture more than 115.5 million aluminum beverage cans each year they are operating. The aggregate aluminum beverage cans captured with these six grants are worth more than $1.8 million and when recycled will result in energy savings equivalent to powering more than 5,000 U.S. homes for an entire year.

Lease Program: CMI has also innovated in how it finances the equipment with a revenue sharing model that is made possible by the aluminum beverage can's relatively high economic value. In September 2023, CMI announced that with funding from Ardagh Metal Packaging and Crown Holdings it was financing a two-year lease of a robot from the artificial intelligence and robotics company EverestLabs to a California MRF owned by Caglia Environmental. According to Corey Stone, plant maintenance manager at CARTS, "We have [the robot] focusing on aluminum beverage cans so that it's picking 'gold' out of the trash." The robot is expected to capture a little more than 1 million UBCs a year and initial data from the robot showed it was capturing more than 1,500 UBCs a day. In exchange for fully financing the two-year equipment lease, Caglia Environmental will share with CMI 50 percent of all revenue from the UBCs captured with the leased equipment. In May 2024, CMI announced, with funding from Ardagh Metal Packaging and Crown, it was financing a second can capture robot at LRS' MRF in Chicago with a revenue share. Performance reports from the robots show the LRS robot is capturing even more UBCs off the last chance line than the robot at the Caglia Environmental MRF.

PILLAR 4

INCREASED CONSUMER AWARENESS OF THE CAN'S SUSTAINABILITY ADVANTAGE

CMI continues to regularly communicate on its social media channels about the importance of aluminum beverage can recycling and shares its aluminum beverage can recycling sustainability communications toolkit with partners to amplify aluminum beverage can recycling messaging. The toolkit makes it easy for partners to convey the need to recycle aluminum beverage cans with statistics and graphics organized by category that anyone can freely use. Examples of partners using this toolkit are Milwaukee Recycles and Recycle Smart Massachusetts.



One tactic that CMI is pursuing to reach more consumers on the need to recycle cans is more effective recycling messaging on beverage cans. On-can recycling messaging is important since it precisely targets aluminum beverage can users who will be making the choice to put the can in the recycling. Academic research found that emphasizing the transformational nature of the material leads to higher recycling rates. The most common recycling messaging on cans—"please recycle"—doesn't do this. In contrast, the Metal Recycles Forever™ logo connects to the transformational nature of metal. This logo is on a notable portion of beverage cans in Europe. At present, its use is limited to a couple small brands in the United States. CMI is hopeful more beverage brands will choose to use Metal Recycles Forever or other messaging that is in line with what research shows leads to higher aluminum beverage can recycling.

CMI continues to build out the Facebook and Instagram channels for Every Can Counts U.S. to generate awareness of the importance of recycling aluminum beverage cans. Your engagement will be critical in helping us to spread the word. Check out those social media pages for the latest on ECC U.S. on-the-ground activations, messaging on the importance of aluminum beverage can recycling, and exciting contests and giveaways to spur additional aluminum beverage can recycling.

SOURCE: CMI Survey in March-April 2020 of 1,200 Medium/Heavy Beverage Can Users that are Primary Grocery Shoppers for the Household and Ages 21-54.

CONCLUSION

CMI and its beverage can sector members are committed to annually investing financial and other resources toward tactics within the pillars of action to make progress toward the aluminum beverage can recycling rate targets. The plan is to continue putting most of the resources toward recycling refunds advocacy since that is vital to reaching the targets, and it is the only mechanism that gets the U.S. aluminum beverage can recycling rate into the 70 percent, 80 percent, and 90 percent range the can industry is striving to reach. The industry also intends to publish status update reports similar to this one alongside future Sustainability Key Performance Indicator Reports. Every can counts toward reaching the target. CMI, its members, and partners will continue investing in recycling and counting every can until the targets are reached.