



1-11-23



For the month of November Auckland households are being invited to sign up to a new **Drink Different** campaign that promotes reuse over recycling of used beverage containers. Social enterprise 'Green Bottle' are promoting the change in partnership with Auckland Council. www.drinkdifferent.co.nz

We want people to 'think different' about how they dispose of their single use drink containers as Aucklanders consume close to 1 billion of them each year. If we 'Choose to Reuse' instead of sticking to recycling we can quickly reduce the harmful emissions associated with recycling glass by up to 95%

When a glass bottle is recycled its collected then melted down to form a new bottle at very high temperatures. When you wash it you use about 5% of the energy. Its pretty simple really just like we wash our glasses at home.

About 50% of beverages are sold in single use glass bottles here are not recycled.* Single use aluminium cans & plastic bottles are also responsible for similar carbon footprints but these containers are mostly shipped offshore for recycling or disposal.

New Zealand imports a high percentage of empty glass bottles for local filling so by reusing more of our glass we can begin to lower import payments and focus more on local glass production which helps reduce our import costs. Our only glass factory in Penrose is said to be the largest single emitter of greenhouse gases in Auckland *

We are asking people to consider the beverages they currently drink in single use bottles or cans and choose which ones they would like to see reused in future. They place up to 12 bottles or cans in a refillable crate and return it to us by November 30.

Aucklanders have a real chance to send a message to beverage companies about how their drinks are packaged in future just by filling a crate. They can also fill in our online survey. We will communicate the results back to the beverage manufacturers.

All participants will go into the draw to win one of 35 prizes from our supporting beverage sponsors who are right behind this challenge. The sponsors are Barkers Cordials, Chia Sisters Juices, Sawmill Brewery and Good Buzz Kombucha.

* <https://www.newsroom.co.nz/sustainable-future/the-more-you-know-about-waste-the-less-you-sleep-at-night>

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