

# Is One Trip Enough?



# Who is this guy?

- Oregonian
- Loyal Oregon craft beer enthusiast
- Sustainability professional
- Business, government and non-profit experience

# What does he want from me?

- Knowledge
- Perspective
- Guidance

# Why should I listen to him?

- His project could help:
  - Save my company money
  - Make my company and industry more sustainable
  - Give my company a competitive advantage
  - Influence other companies, industries and states to extend sustainable practices

# Phase 1 Study

- Preliminary exploration of opportunities and obstacles
- Many conditions for success exist
- Potential benefits identified
- Obstacles not insurmountable
- Additional research needed

# Project Objective

Establish a basis to determine if further efforts to create a refillable glass bottle system for Oregon breweries are warranted and what the next steps should be.

# Project Scope

- Refresh Phase 1 study
- Research/analyze implementation costs
- Financial break-even analysis
- Market research

# Deliverables

- Phase 2 Study Report
  - Analysis of current situation
  - Analysis of costs
  - Analysis of consumer research
  - Conclusions and Recommendations



# Discussion Questions

- What do you see as the potential benefits/issues of refillables?
- What does your company need to know to consider adoption of refillables?
- Who should be consulted/informed/involved in this project?
- What questions do you have questions about this project?

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