

# EVERY BOTTLE HELPS

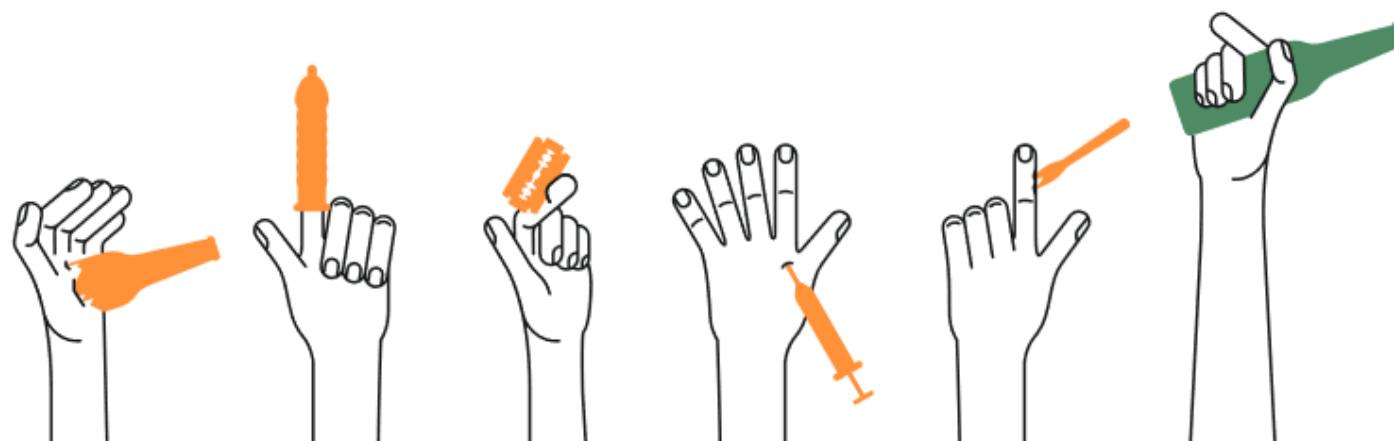


## Our Mission

EVERY BOTTLE HELPS is the answer to an everyday dilemma:

What to do with your empty deposit bottle while out and about? Often, the answer is to just throw it in the trash bin. But there's a better option, one that avoids waste and saves someone in need from the risk of having to dig it out. It's this: Bottles belong beside the bin, not in. Together with our supporters we want to spread this simple message in solidarity with bottle collectors and as a small step toward protecting our environment.

And for that cause "Every Bottle Helps".



## What does EVERY BOTTLE HELPS do?

social

Every bottle helps the people who depend on bottle deposits for their income.



economical

Every bottle helps to bring bottles back into the material cycle.



environmental

Every bottle returned helps to protect our environment.



Don't trash it, someone can cash it!



22.01.2021

## What have we reached so far in Germany?

In Germany the initiative **Pfand Gehört Daneben** was founded in 2011. Since then we have managed to reach the following figures:

- more than 74.000 followers on Facebook
- more than 11.000 followers on Instagram
- more than 85 partners from the beverage industry
- more than **1 million** stickers, flyers and posters handed out

And now, let's spread our message throughout Europe!



## Get involved and become our partner

### Logo integration on reusable bottles

EVERY BOTTLE HELPS gives you as beverage producer the possibility to set a social example.



### Logo integration on advertising material

Support EVERY BOTTLE HELPS by producing stickers, flyers etc. with your logo.



### Individual advertising material

Create individualized posters, postcards, banner and much more with us.



### Social media channels

Support our online channels and spread the message by cross-posting or creating own content.



Do you have your own ideas or concrete suggestions for a collaboration? Then please contact us 😊

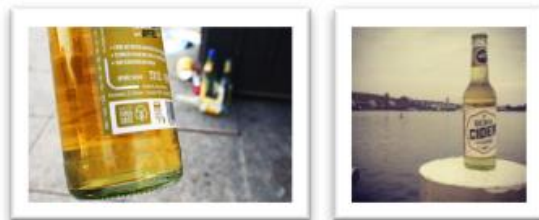
## Examples of cooperations

### Logo integration

fritz-kola®



KIEZBAUM



### Advertising material



FLENSBURGER  
BRAUEREI



ASTRA



# Contact

## EVERY BOTTLE HELPS

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