



The Optimum Circularity pillar of our Twentyby30 Program is defined by the following:

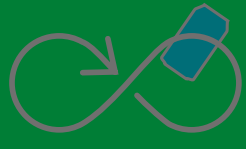
- Utilizing design and innovation to decrease the footprint of our products (Twentyby30)
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Driven by design

To help our customers remind consumers about the circularity of metal, we include the Metal Packaging Europe (MPE) Metal Recycles Forever and similar iconography logos on their packaging.

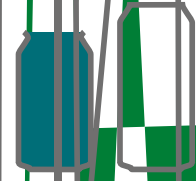
# The Circular Economy for the Aluminum Beverage Can



Recycling

Aluminum Production

Can Production



Filling

Sorting

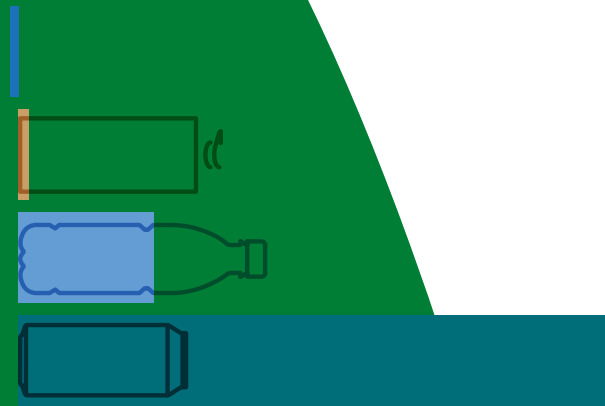
Collection

Distribution

Consumption

## How does the aluminum can's circularity compare with other packaging formats?

**Value Per Ton of Recyclable Material**  
(The Aluminum Association 2021 data)



## U.S. Closed-Loop Circularity Rates for competing Packaging Types

Source: [https://www.aluminum.org/sites/default/files/2021-10/KPI\\_Report\\_2021.pdf](https://www.aluminum.org/sites/default/files/2021-10/KPI_Report_2021.pdf)

## Life Cycle Assessment

Life Cycle Assessment (LCA) is a method of examining all the environmental impacts directly attributable to any one product or service throughout its full life cycle, from cradle to cradle, and how it impacts the environment (ISO 14040:2006). The boundary conditions and assessed aspects of the LCA account for the key areas where impact can be directly influenced. Depending on the boundary conditions utilized, it can consider every phase of the product's life, including raw material extraction, hazardous substances, greenhouse gas (GHG) emissions, energy use, water use, material use, waste generation and recycled material usage, manufacturing process,



## What is Crown Doing to Support Circularity?

### Circular Economy in Practice

A Circular Economy is a resilient system, underpinned by a transition to renewable energy and materials, that is good for people, the environment and business.

Crown Supports Global Recycling Research and in collaboration with industry groups such as the [Can Manufacturers Institute](#) (CMI), where we support the funding of improvement technologies at Material Recycling Facilities (MRF) in partnerships across the value chain. Per CMI, "up to 25% of cans are missorted at the MRF into the bales of other commodities such as plastic PET bottles and mixed paper." The funding of improvement technologies at MRFs increases can capture, which helps boost recycling rates of aluminum cans, which in turn can boost the recycled content of our products.



**Sources:**

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