

Cans for Cash

CITY RECYCLING CHALLENGE



Aluminum Recycling Facts

An Amazing Infinitely Recyclable Metal

- Aluminum is 100% recyclable
- Aluminum can be used over and over and over again
- Aluminum recycling is energy-conserving
- Aluminum is recycled quickly – recyclable aluminum cans are recycled and back on store shelves in as few as 60 days

NEARLY \$1 BILLION DOLLARS PAID FOR RECYCLABLE ALUMINUM ANNUALLY

Novelis is the largest aluminum can recycler in the world. The company recycled over 30 billion cans, over 30% of all cans recycled in the world in 2004.

WORLDWIDE RECYCLING RATES



Recycling Rates (2003)		Beverage Cans Recycled
Brazil	89%	9 bn
Asia	81%	27 bn
North America	54%	60 bn
Europe	48%	11 bn

Social, Economic and Environmental Benefits of Recycling Aluminum

SAVES ENERGY

It takes 95% less energy to recycle aluminum than create it from raw materials.

CONSERVES NATURAL RESOURCES

Recycling aluminum helps conserve and preserve natural resources, such as bauxite and water.

MORE THAN PAYS FOR ITSELF

Aluminum is the only packaging material that more than covers the cost of collection and re-processing for itself and subsidizes other containers.

THINK OF IT THIS WAY

In 2004, worldwide, the energy equivalent of over 30 million barrels of crude oil was conserved through the recycling of aluminum beverage cans.

Recycling one aluminum beverage can saves enough electricity to power a TV for three hours, or a 100-watt lightbulb for four hours.

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