



Circular Solutions
A D V I S O R S



CLIENT TOOLKIT



Welcome.

Circular Solutions Advisors (CSA) is pleased to provide this client toolkit, packed with essential resources to help your communications efforts. These drafts are suggestions—designed to inspire you to tell your organization’s circular economy and sustainability story.

Enclosed in this toolkit:

- Press release draft
- CSA fact sheet
- Social media post ideas
- Graphics (upon request), including high-res CSA logo and Certification icons
- Provide consulting services to client’s that wish to create a sustainability video for their website and social channels. (Production at client’s expense).

We are here for you.

As a CSA client, you have access to the CSA team for quotes, speaking opportunities, and validation of certification methodologies, as well as training materials. Plus, we can assist with talking points related to CSA’s services, work with you to revise and edit joint press releases, and send on behalf of your organization over the PR News Wire.

Additional resources.

Many organizations have their own communications teams. If you need additional resources or support above what CSA provides, we recommend Chris Ahearn Strategic Communications. If you wish to engage a communications firm to assist with your own sustainability communications, this team knows our industry and CSA programs and is eager to help.

[CLIENT LOGO]



[NAME OF Organization] Recycling Fact Sheet

[NAME OR ORGANIZATION] is committed to [*organization sustainability statement*]. That's why we have partnered with pioneers in waste ecosystem management, Circular Solutions Advisors (CSA) that designs landfill diversion solutions by creating circular economies for recyclable materials.

Who is Circular Solutions Advisors?

CSA has more than 20 years' experience in the waste ecosystem. Their proprietary process is helping us evaluate our waste and handle it more effectively—recycling plastic beverage bottles, aluminum cans, cardboard, and other commodities, which reduces the amount of waste going to landfill and our carbon footprint.

Why did [Organization Name] choose this path for recycling?

We have had a recycling program in place for years (*confirm*) but have found that much of the material we thought was being recycled actually ended up in landfills. By partnering with CSA, they have validated and certified that our recyclable plastic and aluminum beverage containers are being upcycled, meaning they can be used again and again as recycled bottles and cans. CSA has also worked with us to improve our handling of other recyclable and

compostable materials such as cardboard, and food waste to keep them out of landfills.

Why not just ban single-use plastics?

We support the elimination of single-use plastic wherever possible. We also support recycling, including the recycling of plastics that can legitimately be recycled. As an example, plastic water and soft drink bottles are made of the MOST recyclable types of plastic (types 1 and 2). CSA has validated and certified that at [client name] these plastics are being upcycled to food grade to make new bottles over and over again, and then ultimately downcycled into other long-life plastic products, such as benches, waste bins or clothing.

We believe that eliminating single-use plastics and recycling multi-use plastics instead of banning recyclable plastics is the solution.

[if appropriate] To this end we are continuing to work with CSA on a plan to convert all the sellable plastics at [client name] to recycled, multi-use plastics, or another recyclable or compostable material.

What kind of results are you seeing?

We have reduced the amount of waste going to the landfill, [INSERT %] by certifying our used beverage containers are being upcycled.

How do you know the program is working?

CSA has a proprietary process that analyzes our location's waste from our site to the waste hauler, to the recycling facility and ultimately to the processor, who turns it into a recycled product. They find the gaps/hiccups in the system, and map better ways to ensure material intended for recycling makes it all the way through the process and they obtain validation that it is

working. By directing used beverage containers to the right place, they have helped us ensure our recyclable materials are being recycled.

For more information:

[LINK TO ORGANIZATION SUSTAINABILITY PAGE]

Contact person's information

or

[Circular Solutions Advisors.com](https://CircularSolutionsAdvisors.com)



[CLIENT LOGO]

FOR IMMEDIATE RELEASE

DATE

***[Client Name]* Takes Plastics and Aluminum Recycling to the Next Level**

Announces Partnership with *[Coca-Cola and/or bottler]*, and Circular Solutions Advisors to Advance Sustainability Initiatives

[City, State] - *[Client/Bottler Name]*, a forward-thinking company dedicated to environmental responsibility, is pleased to announce its strategic partnership [alongside The Coca-Cola Company (*if applicable*)] with Circular Solutions Advisors (CSA), a renowned leader in helping organizations create circular economies. This collaboration aims to reinforce our commitment to our sustainability objectives, while we reduce the amount of our recyclable waste material going to landfills.

[QUOTE FROM CLIENT about the partnership]

Through this new partnership [Client Name] will work collaboratively with CSA (and The Coca-Cola Company, if applicable) to analyze our waste stream and enhance recycling practices to effectively achieve our sustainability goals. With CSA's proprietary technology and our hands-on involvement in the process, we are creating a strategy to maximize our positive environmental impact and position [Client Name] to stay on the cutting edge of sustainability trends in the industry.

"When it comes to managing the waste ecosystem with our clients, we believe in practicality, authenticity and transparency, and we know a circular economy must make economic sense," explained CSA CEO J.T. Marburger. "We look forward to working with [Client Name] to help it continue to do good for the planet and their bottom line."

Specifically, [Client Name] will focus on these key initiatives:

- X
- X
- X

We selected CSA because of its commitment to transparent reporting, relying on credible and neutral sources to eliminate biases often associated with packaging manufacturers. By doing so, we will receive accurate information to make informed decisions about our waste management program.

At [Client Name] we are committed to reducing the amount of our waste that goes to landfill and to reducing our carbon footprint [customize as appropriate]. On our journey to making a positive impact, we are proud to announce that we have taken a step forward in achieving our sustainability objectives. [Client name] has successfully implemented changes that ensure that all our used plastic bottles and aluminum cans are part of a circular

economy where they can be recycled again and again, ultimately contributing to a more sustainable future for our location and our community. CSA has validated and certified that [client name]'s aluminum and plastic beverage containers are part of a circular economy. Meaning that at [client name] you can be assured that when you place a used beverage container in one of our recycling bins it will be recycled.

For more information about our sustainability visit [enter company website] or to learn more about CSA visit www.circularsolutionsadvisors.com.

About [Enter Company/Bottler Name]

Boilerplate

Coca-Cola Boilerplate *[if applicable]*

About Circular Solutions Advisors

With more than 20 years of experience in the waste ecosystem, Circular Solutions Advisors is committed to helping organizations navigate the complexities of recycling and sustainability with their specialized expertise. CSA's core principles are practicality, authenticity, and transparency, and is founded on the premise that organizations can simultaneously do good for the planet and their business. CSA empowers businesses to make informed decisions and contribute positively to a circular and regenerative economy. For more information visit circularsolutionsadvisors.com.

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Social Media Posts

Always include handles for, The Coca-Cola Company, Coca-Cola Bottler and Circular Solutions Advisors

Announcement Posts:

1. Exciting News! We're recycling smarter thanks to a new partnership with Circular Solution Advisors! Join us as we work towards making an even more positive impact on the environment. #RecycleWithCSA
#CircularSolutionsAdvisors
2. Join us in a movement towards a greener future at [X]! We have begun working with Circular Solution Advisors' on a new recycling program. It is now live, and we can show you how to work to create a circular economy.
#RecycleWithCSA #CircularSolutionsAdvisors
3. We're committed to a sustainable future! Discover the reasons behind our recycling program launch with Circular Solution Advisors and learn how you can get involved. Together, we can make a difference! #RecycleWithCSA
#CircularSolutionsAdvisors
4. Wondering why a circular economy is important? Find out the environmental benefits and how it contributes to a cleaner planet. It's time to

take action and we are doing so with Circular Solutions Advisors. Learn more [website]. #RecycleWithCSA #CircularSolutionsAdvisors

5. We have launched a new program here at [X] as we began working with Circular Solution Advisors to revamp our recycling program. Stay tuned for more details and get ready to be a part of the change with us!

#RecycleWithCSA #CircularSolutionsAdvisors

Why Posts:

1. Why did we choose Circular Solutions Advisors for our recycling needs?

Because together, we can reduce landfill waste, conserve valuable resources, and take a stand against climate change. Join us in protecting our planet for future generations!

2. Ever wondered why Circular Solutions Advisors' recycling program was the right choice for us? Learn more and discover the environmental impact of a circular economy. Read here [website] how you can be a part of this sustainable solution. Let's work together!

3. Recycling is not just a trend; it's an essential need. Explore the compelling reasons why we selected Circular Solutions Advisors' recycling program. It is a game-changer for the environment. Let's make informed choices for a greener future! [website link]

4. Did you know 95% of commercial sites *think* they're recycling but their material is actually going into a landfill? Learn how [Organization name] is bucking that trend through our new [name or program] recycling program. Join us on our journey to make an even more positive impact on the environment. #RecycleWithCSA #CircularSolutionsAdvisors

5. Do you know what a circular economy is? Learn more about our "why" behind recycling and get inspired to join our partner Circular Solutions Advisors' program. Let's embrace green living and learn more [website link].

6. Join us in the fight against plastic pollution, resource depletion, and learn how you can help shift to a circular economy. Circular Solutions Advisors' recycling program offers a real chance to make an impact. Discover why we chose to work with them and how it has impacted [business].

Client Focused Posts: [Tag CSA]

1. Joining the recycling movement isn't just about trash; it's about contributing to a sustainable future! Every time we recycle, we are taking a step towards a circular economy that reduces waste and conserves resources. Let's be the change we want to see!

2. Recycling is more than just a habit; it's a mindset shift. By participating in recycling efforts, we are investing in a future where our resources are reused, and waste becomes a thing of the past. Let's close the loop together!

3. Recycling sparks innovation and creativity! By supporting recycling initiatives at [X], we are contributing to a circular economy that encourages sustainable practices and new eco-friendly solutions. Let's nurture a world where waste is a thing of the past!

4. Recycling isn't just a task; it's an opportunity to make a positive impact on our planet. We recycle to help create a circular economy that values sustainability, minimizes pollution, and fosters a greener future for generations to come!

5. Recycling isn't just about 'us'; it's about 'we' and the world we share. Join us in the journey to a circular economy where we reduce waste, conserve resources, and build a better future for all! Let's be stewards of our planet, together!

How Posts:

1. Wondering how we worked with Circular Solutions Advisors for our recycling program? It's as easy as scheduling a meeting with them – they will handle the rest. Let's all work towards creating a circular economy.

2. You don't need to be a recycling expert to make a difference. Circular Solutions Advisors is the preeminent partner to design a fully circular program so that your plastics, cardboard, composting, and waste are going to the right places. Discover the straightforward steps to creating a more circular economy together.

3. Don't worry about the "how" with recycling – we didn't! By working with Circular Solutions Advisors, they helped redesign our recycling program by access to resources, support, and a community of like-minded individuals. Let's do this together! [website link]

Amount Saved Per Month Posts:

1. We have worked with Circular Solutions Advisors to update our recycling program and discovered how much more we have saved each month by helping to create a circular economy. Learn more here [X].

2. Going green doesn't mean spending more green – it can mean getting more green back! Find out how we have saved with a new waste stream plan and are re-investing in our sustainability initiatives.

3. We are helping to create a circular economy and are saving money at the same time! Discover the financial benefits of recycling programs with Circular Solutions Advisors.

Photo Posts (College-Education Focus):

1. College life just got greener! Check out how students at [University Name] are actively participating in our new recycling program from Circular Solution Advisors. Join the movement for a more sustainable campus!

2. Game Day at [University Name] means not only cheering for the team but also recycling for a cleaner planet! Learn how we're educating students about the importance of recycling from Circular Solutions Advisors during sporting events.

3. Knowledge is power, and at [University Name], we're empowering students with the tools to make a difference. Explore our recycling initiatives from Circular Solutions Advisors on campus and be inspired to take action!

4. At [University Name], we're shaping the leaders of tomorrow to be environmentally conscious today. See how our recycling program in partnership with Circular Solution Advisors is contributing to a sustainable college experience. #GreenLeadership #CSASustainability

5. Join us around campus as we educate the next generation about the importance of recycling and sustainability with our partners Circular Solution Advisors. Together, we're creating a brighter future!

Lighthearted Posts:

1. Wondering why a circular economy is cooler than a penguin in shades? Dive into the eco-friendly facts with Circular Solution Advisors! Let's recycle like rock stars.
2. Did you know 95% of commercial sites are secretly landfill lovers? Not us! Join our mission to save the planet with Circular Solution Advisors.
3. How did we team up with Circular Solution Advisors? It's as easy as ordering pizza! They handle the recycling; we handle the high-fives.
4. Don't be a trash-talker! Join Circular Solution Advisors and be a part of the solution. Let's make the world a cleaner, greener place together.
5. Did you know that recycling can be as fun as a rollercoaster ride? Join us and Circular Solution Advisors on this thrilling eco-journey. Let's loop the loop and reduce, reuse, and recycle!
6. Trash is so last season! Upgrade your eco-style with Circular Solution Advisors and say goodbye to landfill love.

Hashtag Options

1. #CoolerThanAPenguinInShades
2. #RecycleLikeRockstars

3. #SecretLandfillLoversNoMore
4. #RecyclingIsAsEasyAsPizza
5. #TrashTalkNoMore
6. #ThrillingEcoJourney
7. #LoopTheLoopForRecycling
- 8.. #GoodbyeLandfillLove
9. #CircularRevolutionaries
10. #EcoChampionsUnite
11. #TrashToTreasureHunters
12. #GreenDreamTeam
13. #RecycleAndRoll
14. #PlanetSaversUnite
15. #WasteWarriors
16. #EcoEuphoria
17. #SustainabilitySquadGoals
18. #TalkTrashToMe