

# KPI Report

Member Digital Toolkit



Choose  
Aluminum

# Key Performance Indicators

- The Aluminum Association and Can Manufacturers Institute (CMI) has released an annual report on key sustainability performance indicators (KPI) for the aluminum can.
- Using recycled aluminum in making a beverage can is economically efficient and saves more than 90% of the energy needed to produce a beverage can with primary aluminum.
- The KPIs provide a complete picture of the aluminum beverage can's sustainability performance.



## The Aluminum Can Advantage Sustainability Key Performance Indicators

NOVEMBER 2021



# 2021 KPI Comparison Chart

	ALUMINUM CANS	GLASS BOTTLES	PLASTIC BOTTLES (PET)
Consumer Recycling Rate	45.2%	39.6%	20.3%
Industry Recycling Rate	59.7%	N/A	N/A
Closed-Loop Circularity Rate	92.6%	30-60%	26.8%
Recycled Content	73%	23%	3-10%
Value of Material	\$991/ton	-\$23/ton	\$205/ton

- The aluminum beverage can out-performs competitor packaging types on virtually every measure.

# Consumer Recycling Rate

Aluminum cans are recycled at **higher rates** than any other beverage container — and at **more than twice the rate** of PET bottles.



- The consumer recycling rate measures the amount of aluminum scrap recycled domestically as a percentage of all cans available for recycling in the United States. This provides a snapshot of how well municipal recycling programs are performing nationwide.

# Industry Recycling Rate

The aluminum industry's recycling rate for aluminum cans was just **15.4% in 1972**.

In **2020**, the rate measured at **59.7%**.



- The industry recycling rate measures the amount of aluminum can scrap recycled by U.S. aluminum producers as a percentage of finished cans shipped by the industry.
- The rate was just 15.4% when it was first recorded in 1972. In 2020, the rate dramatically improved and measured at 59.7%.

# Industry Recycling Rate

The U.S. aluminum industry  
recycles more than **40 billion  
cans** each year.

That's nearly **90,000  
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# Closed-Loop Circularity Rate

Closed-loop recycling **saves critical natural resources.**

More than **92%** of recycled aluminum can material is made back into a new aluminum can.



- The closed-loop circularity rate reflects the percentage of recycled material used to re-make aluminum beverage containers.
- Closed-loop recycling saves energy and resources and can be repeated over and over again.

# Recycled Content

Aluminum cans contain **73%** recycled content on average.

This is up to **20X** the recycled content of plastic bottles.



- The recycled content data measures the proportion of recycled aluminum versus new aluminum used in the production of an average aluminum can.
- Aluminum can contain up to 20 times the amount of recycled content of other beverage containers such as glass or plastic bottles.



# Value of Material

The U.S. could save around **\$800 million** each year by recycling aluminum cans that currently end up in landfills.



- The value of material data measures the dollar value of aluminum can scrap. Because of aluminum's high value in the scrap stream, municipal recycling programs rely on aluminum to operate curbside pick up programs.
- Valued at \$991 per ton, aluminum can would have saved the U.S. additional \$800 million each year if all cans that ended up in landfills were recycled




# Value of Material

According to the Recycling Partnership, aluminum packaging represents only **3% of the weight** but nearly **half of the economic value** of recyclable material generated by a single-family home.



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# Social Media: Twitter

- We collaborated with @CansRecyclable to create a new report outlining key sustainability performance indicators for aluminum cans. #KPI [LINK](#)
- Aluminum cans make our planet greener through the closed-loop recycling process, where recovered materials are used repeatedly in the can production process.   #ChooseAluminum #KPI
- Did you know that using recycled aluminum to make a new beverage can is not only economically efficient, but also saves more than 90% of the energy needed to make a can with new aluminum? Learn more here! [LINK](#)
- The Aluminum Association endorses our industry's target to achieve a 70% aluminum can recycling rate by 2030. We can achieve this through continued support of municipal recycling programs nationwide.  #RecycleAluminum #KPI

# Social Media: LinkedIn

- The Aluminum Association and Can Manufacturers Institute have released an updated report on key sustainability performance indicators (KPI) for aluminum cans. This report outlines industry sustainability, including updates on consumer, industry and closed-loop circularity recycling rates, improvements on recycled content in aluminum cans and the value of aluminum can scrap. #ChooseAluminum #KPI [LINK](#)
- The aluminum beverage can is vital to the nation's recycling system and economy. The updated sustainability key performance indicator (KPI) report provides a comprehensive update on the economic and environmental impact of aluminum can recycling and production. #KPI #ChooseAluminum [LINK](#)

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