



BINBIN

From bottle deposit to ESG-impact

How organizations in 2026 structurally contribute to ESG objectives with bottle deposit bins



binbingroup.com

Whitepaper - BINBIN

Bottle deposit as a strategic theme

The bottle deposit system affects your organization and requires active management

In 2026, bottle deposit is no longer a logistical side issue. It has evolved into a policy dossier, an ESG indicator, and a reputational risk.

The Netherlands has legally committed to a collection target of 90% for bottle deposit packaging. This standard forms a fixed pillar of national waste and circular economy policy. Increasingly, the focus is on demonstrable commitment: showing where and how organizations take responsibility within their ESG policy.

For those responsible for ESG, facilities, and operations, this means that deposit return requires concrete implementation within the organization.

Current figures show why the urgency is increasing



↑ 80%

The collection rate of plastic bottles is around 80%



↓ 80%

The collection rate of cans is just over 80%



× 2

Without additional measures, a nationwide doubling of the deposit amount comes into view.



The bottle deposit system in practice

BINBIN does not see bottle deposit as a waste problem, but as an underutilized system for societal value, especially within organizations.

Practice shows

- existing solutions are often expensive, complex, or limited in scalability
- collection points are lacking precisely in the places where deposit return packaging is consumed
- user motivation increases when impact is visible and positive

To ensure that bottle deposit structurally contributes to policy and ESG objectives, more is needed than additional collection capacity. It requires a solution that guides behavior, makes impact visible, and is scalable within organizations.

That is why BINBIN developed “**Drink Drop Donate,**” a low-threshold bottle deposit bin in the form of a barrel that transforms deposit return into a strategic ESG instrument. Each Drink Drop Donate barrel can be personalized with a chosen charity, making impact visible and measurable.

Drink Drop Donate

Designed from behavioral science principles
Based on actionable perspective, proximity, and positive feedback

Positive impact as a driving force
The action is directly linked to visible societal value, which increases participation



Cost-effective to purchase, scalable in use
Designed to easily realize multiple collection points

International concept, locally recognizable
One global campaign with local adaptation, aligned with existing national deposit return communication

3x How Drink Drop Donate contributes to your ESG objectives

1 Environmental More collection points = less litter

Visible and conveniently placed collection points demonstrably increase collection rates. The affordable Drink Drop Donate barrel makes it possible to scalably install multiple bottle deposit points at strategic locations where consumption takes place. This results in less litter and a measurable contribution to Environmental objectives.

2 Social Visibly donating to a cause that aligns with your organization

Drink Drop Donate directly links bottle deposit to a visible charitable cause, making social engagement tangible. When people see where their contribution goes, their willingness to actively separate increases. Organizations can choose both national charities and local or personal initiatives, such as employee-sponsored fundraising actions.

This social impact is tangible, recognizable, and easy to communicate, without additional campaigns or complexity, and directly aligns with Social objectives within ESG reporting.

3 Governance Actively organizing bottle deposit as part of responsible governance

The national collection target of 90% also makes bottle deposit a governance responsibility. If this standard remains structurally out of reach, additional policy measures are likely, such as stricter regulations or financial incentives.

Active and visible organization of bottle deposit demonstrates that organizations are anticipating policy developments and taking responsibility within the system. As a result, bottle deposit becomes an explainable and manageable component of governance within ESG accountability.





Is your organization ready to make an impact?

From empty packaging to social value.

Contribute to a higher collection rate and achieve social and sustainable impact. Explore the different configurations, determine the number of collection points and choose a cause that aligns with your organization. This way, bottle deposit becomes a direct part of your ESG approach.

Order your Drink Drop Donate barrels here

[Start with impact](#)