

# INTRODUCTION FEVE

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**More than 90% of spirit drinks are packed in glass bottles**



# More than just a pretty wrapping: the essential role of packaging for spirits

*#SpiritOfSustainability*

CLOSE THE GLASS LOOP: THE EUROPEAN AMBITION TO COLLECT GLASS MORE AND BETTER, TOGETHER

ADELINE FARRELLY- SECRETARY GENERAL, FEVE –  
the European Container Glass Federation



# Distilling a Sustainable Future The Glass Packaging Recipe

21 September 2021

# THE EUROPEAN CONTAINER GLASS INDUSTRY

## Our industry in numbers:

- **125,000** jobs (40,000 direct)
- **162** plants in 23 countries
- **>80 billion** products
- **>60%** of the total EU glass production
- **€600 million** invested annually in energy efficiency, decarbonisation and upgrades
- Products packed in glass: **€250 billion** contribution to EU trade balance



# FEVE MEMBERS



**ALLIED**  
Trusted by the World's Finest Brands



 **bormioli pharma**



**HRASTNIK1860**



**gerresheimer**



**ArdaghGroup**



**Wiegand-Glas**



**VERESCENCE**



**BORMIOLI LUIGI**  
GLASSMAKER

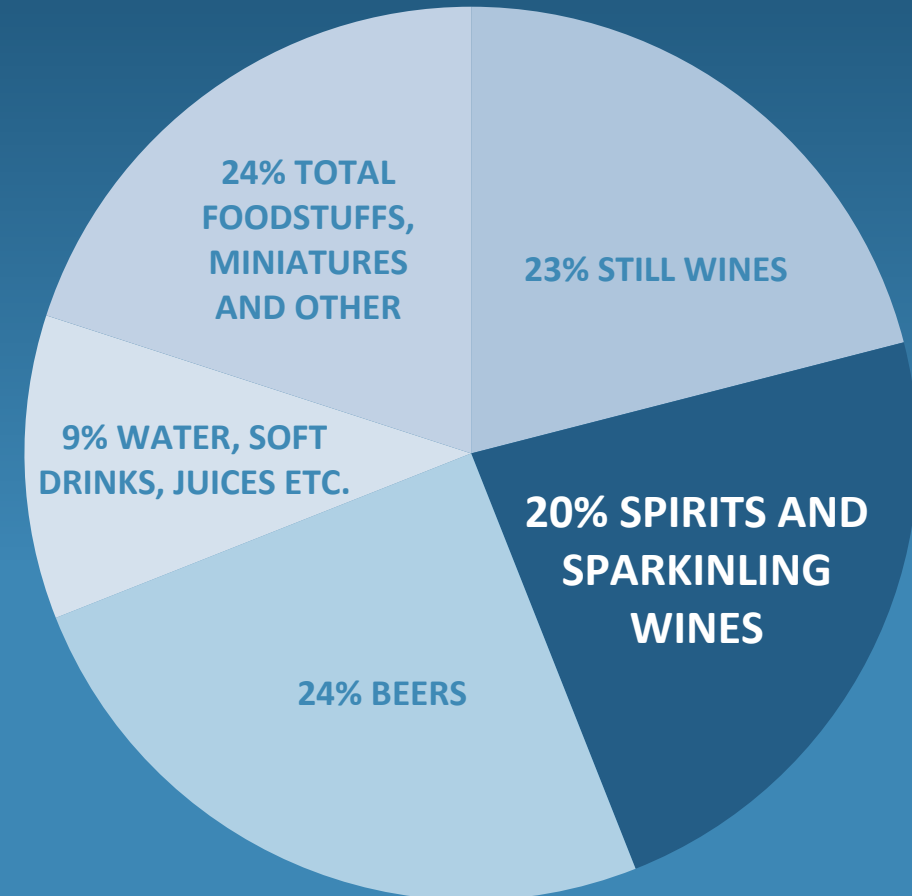


**VCP**



## SPIRITS AND GLASS PACKAGING

- Spirits is one of our leading customers
- **More than 90%** of spirits are packed in glass (*spiritsEUROPE*)
- **84%** of European consumers say they prefer spirits in glass packaging (*InSites Survey 2020*)

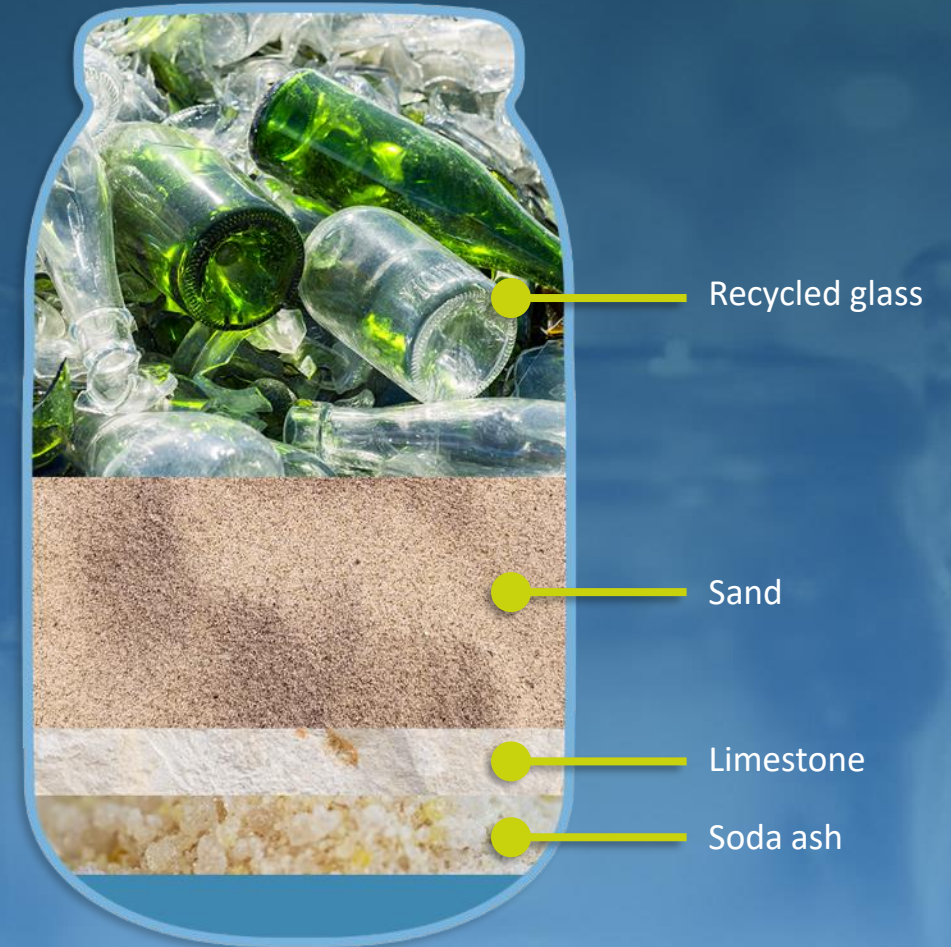


Glass Sales Figures Year 2020 FEVE members data



## WE PRODUCE **GLASS** WHICH IS:

- made from **raw materials** abundant in nature
- **non-toxic** and **inert**
- a **single-layer material**
- one of the most effective packaging materials for **protecting food**
- versatile – it can be a one-way (**Recycled**) or returnable (**Reused**) packaging solution
- 100% and infinitely recyclable in a local closed loop system, making recycled glass a **vital resource for new production**
- on average, a glass container made in Europe contains **52% recycled glass**
- **design, transparency, shapes,** and **colours** often make glass an integral part of the product



## WHAT HAS BEEN DONE COLLECTIVELY SO FAR?

Shift to more environmentally friendly sources of energy

CO2 emissions reduced by **50%** in the last 50 years

Weight of glass bottles reduced by **30%** on average in the last 20 years

Recycled glass content increased to **52%** on average in Europe

**76%** of glass packaging is collected to be recycled





### The EU Green Deal



Achieving a climate neutral and circular economy

### The Furnace for the Future



A vision for climate-neutral packaging

### 'Close the Glass Loop'



The European ambition to collect glass more and better, together

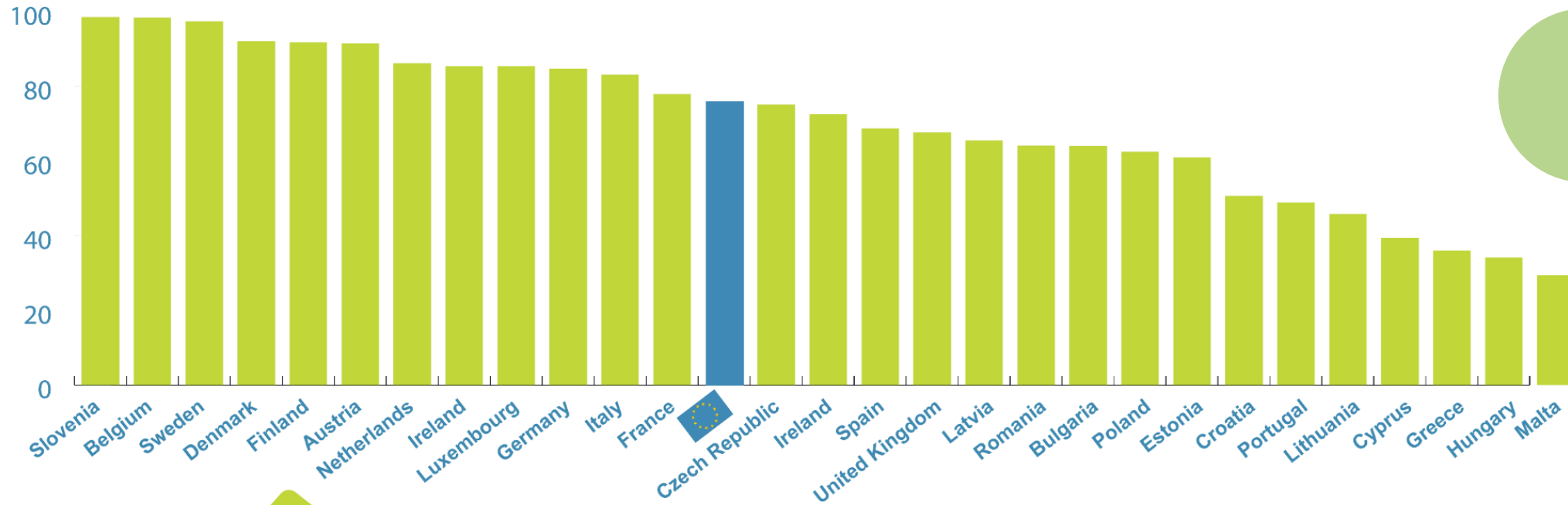


choose tomorrow today

A Glass Hallmark to help raise awareness among consumers



# CLOSE THE GLASS LOOP: TOWARDS FULL CIRCULARITY



24%  
NOT COLLECTED





## close the glass loop

“ Glass is a great example of a circular material. You are already achieving outstanding results in waste collection and recycling. But today you show that you want to do more, that you are determined to bring levels up across the EU and seek the room for improvement all along the chain.

*I am confident that you will complete your mission and make the Close the Glass Loop Platform the springboard to the higher levels of the waste hierarchy.*

Virginijus Sinkevičius  
European Commissioner in charge  
of Environment, Oceans and Fisheries



LEARN  
MORE

### VISION

Our vision is to achieve full actual recycling of collected glass packaging, by uniting the glass collection and recycling value chain to make sure our Circular Economy works better.

### GOALS

- 90% collection rate of used glass packaging in the EU by 2030 (up from the current average of 76%).
- Better quality of recycled glass, so more recycled content can be used in a new production loop.

[www.closestheglassloop.eu](http://www.closestheglassloop.eu)  
[info@closestheglassloop.eu](mailto:info@closestheglassloop.eu)



- 1 Addressing common challenges in **circularity and innovation**
- 2 Promote exchanges of best practices & knowledge between **National Platforms**
- 3 **Communication and awareness-raising**, to promote best practices



## THE F4F PROJECT HAS SEVERAL UNIQUE FEATURES:

Will be **developed by and benefit the whole European container glass sector**, as a collaboration between 19 companies (>90% EU production). Co-financing vs knowledge sharing.

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BA

BEATSON CLARK   
DELIVERING THE DIFFERENCE

 FEVE  
The European Container  
Glass Federation

vetropack 

gerresheimer

GCA

OH

VERESCENCE

SAVERGLASS

  
POCHET DU COURVAL

SGD  
PHARMA

HRASTNIK1860

Sto

verallia  
Forever Glass

vidrala

vetreria  
etrusca 

VCP

  
Wiegand-Glas



## FURNACE FOR THE FUTURE: A FUNDAMENTAL MILESTONE TOWARDS CLIMATE NEUTRALITY

1

Will be **developed by and benefit the whole European container glass sector**.  
Co-financing vs knowledge sharing.

2

Will **significantly reduce CO<sub>2</sub> emissions**, by replacing 80% natural gas with renewable electricity.

3

Will be the world's **first large scale hybrid furnace for reduced glass** using **recycled glass** – built by Ardagh in Obernkirchen, Germany.

4

Will directly produce glass containers for the **commercial markets from 2023**.



# THE NEW GLASS HALLMARK: ENGAGING WITH CONSUMERS



choose  
tomorrow,  
today



Glass is natural



Glass is infinitely  
recyclable



Glass preserves product  
quality



Glass is caring

## CONCLUSIONS

- The container glass industry is committed to enabling the transition to a **resource-efficient and low-carbon** economy
- We launched major sustainability projects: **Furnace for the Future, Close the Glass Loop, the Glass Hallmark**
- To enable our industry to make this transition, we need the **cooperation along the value chain** and the support of **policy-makers**

### Circular Economy Action Plan and upcoming review of the Packaging & Packaging Waste Directive

*“All packaging on the EU market is reusable or recyclable in an economically viable way by 2030”*





# THANK YOU