

# INTRODUCING 'CLOSE THE GLASS LOOP'

The European ambition to collect glass more and better, together

## VISION



We aim to increase the quantity and quality of available recycled glass. By recycling more and better, we can progress on new EU 2030 recycling targets and the UN Sustainable Development Goals, achieving sustainable growth opportunities in the Circular Economy.

## MISSION



'Close the Glass Loop' is an industry platform to unite the glass collection and recycling value chain, and to establish a material stewardship programme that will result in more bottle-to-bottle recycling.

## 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.

## STRUCTURE

The whole value chain is involved in recycling: from the glass producer, to the brand owner and the filler, to the consumer and glass treater, passing by the EPR and Waste Management Schemes, as well as collectors and municipalities.

'Close the Glass Loop' relies on a decentralised structure with two components:

1. A multi-stakeholder European platform that coordinates the projects.
2. A national governance structure to design and drive implementation of National Action Plans.



## OBJECTIVES

This initiative will be developed on three levels:



1.

Promote selective collection of glass packaging to increase the quantity & quality of untreated cullet.



2.

Optimise and develop sorting and treatment systems to increase yields, even from poor collection systems, and generate more furnace-ready cullet.



3.

Exchange of knowledge and best practice in collection, sorting and treatment systems between countries.

## BE PART OF 'CLOSE THE GLASS LOOP'

To reach the objectives, we want all stakeholders along the packaging value chain to join us.



With 'Close the Glass Loop' currently taking shape together we will define a joint approach, design European and national action plans and implement them. We are ambitious about having foundations built in time for a launch in 2020, together with our partners.



We hope to count on your partnership. For more information, please see: [www.feve.org](http://www.feve.org)

# EUROPE'S LEADING PACKAGING MATERIAL

Made from sand, soda, ash and limestone, glass is the leading packaging material for spirits, wines and beer, as well as perfumery, cosmetics and pharmaceutical products. Europe is home to 160 glass manufacturing plants producing 80 billion bottles, jars and flacons each year. For the industry, more availability of good quality cullet means a more resource-efficient and lower emission production process – reducing the usual raw materials, providing a premium and truly recycled packaging material at a competitive cost. The result? Progress on hitting new EU 2030 recycling targets, sustainable growth opportunities in the Circular Economy – and major environmental benefits for the planet.



## AT THE HEART OF A CIRCULAR ECONOMY



Once made, glass can be recycled infinitely in a bottle-to-bottle loop. Glass never loses its intrinsic properties - it is a permanent material which endures no matter how many times it is recycled. Every tonne of recycled glass saves 1.2 tonnes of virgin raw materials, with a 2.5% energy reduction for each 10% of glass recycled in the furnace and a 5% reduction of greenhouse gas emissions.



## GLASS COLLECTION FOR RECYCLING TODAY

Glass is Europe's most recycled food and beverage packaging material – latest figures put the collection rate at 76%. Most of it ends up back in the production loop: the average batch of glass contains 52% recycled content. New glass containers could be technically produced using more recycled glass, and we want to make that happen. Currently the demand for good quality recycled glass, to be used for the production of new glass packaging, exceeds the supply.

Recent EU legislation has set new real recycling targets. The revised Packaging Waste Directive is a major step forward, increasing recycling targets for glass packaging to 70% by 2025 and 75% by 2030 per country. Most importantly, the new EU targets now measure the actual recycling of packaging materials – not just collection rates. This means that to achieve these real recycling targets, we will need to make more effort to increase and improve collection.

### Container glass collection for recycling in Europe (as of November 2019)

- >90%
- >80%
- 60-80%
- 0-60%

