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# THE GOB

Spring edition

March 2022



 FEVE  
The European Container  
Glass Federation

## INTERNATIONAL YEAR OF GLASS

OPENING CEREMONY

**Welcome to the Age of Glass!**

Back in February, the opening ceremony of the UN [International Year of Glass 2022](#) was held in Geneva to officially celebrate the Age of Glass. Taking place from the 10<sup>th</sup> to the 11<sup>th</sup>, the hybrid event brought together **more than 4300 attendees from 72 countries**. It was just the first of a series of events, activities and milestones that will be taking place throughout this year all around the globe to celebrate the past, present and future of this iconic material. In [his address at the opening ceremony](#), **Vitaliano Torno**, President of the European Container Glass Federation (FEVE) and President of Business Operations at O-I Europe, highlighted all the reasons we have to level up our glass celebrations this year: *“We have a unique opportunity to celebrate glass. Glass is endlessly recyclable, guarantees quality and safety no matter how many times it’s recycled and it’s virtually inert. It’s the healthy choice, it is beautiful, it builds brands, and it is loved by people of all generations. That’s what makes it the perfect choice for brands, retailers and consumers alike,”* he said. The UN’s historic move to declare 2022 as the Year of Glass aligns with **the organisation’s 2030 Agenda for Sustainable Development**, a vision which calls on us all – from citizens to industries to policymakers – to work together to reshape the planet in line with sustainable behaviours. As an example of how the UN is putting this vision into practice, the [UN Environment Assembly recently adopted a new resolution to address global plastic pollution](#). For more information on how you can participate in the International Year of Glass celebrations, please visit: <https://iyog2022.org>.

**FUTURE  
MADE CLEAR**

**WHAT ARE SHOPPERS  
INTERESTED IN NOW?**

FEVE  
The European Container  
Glass Federation

Recycled  
Glass

choose  
tomorrow,  
today

[WWW.GLASSHALLMARK.COM](http://WWW.GLASSHALLMARK.COM)

## Today, tomorrow, what do we want to see on the supermarket shelves?

Looking to answer this question and support our industry customers, we took a deep dive into over 150 trend reports published by global leading research firms. The many insights and conclusions are gathered in the ['Future Made Clear' report](#), which offers a consolidated snapshot of what shoppers are interested in now. The report identifies three key trends around environmental impact, holistic health and conscious consumption which will dictate consumer purchases over the next five years. In short, us shoppers want a planet where we can have a truly healthier and happier lifestyle than today: where the environment around us is safeguarded, the products we eat are safe and well preserved, and ethical consumption comes before unconditional profit. In response to these findings, the **Future Made Clear report** offers clear tips to brands and retailers who are looking to stay ahead. And as a way of confirming these shopping trends, we also launched a [pilot project carried out in collaboration with Carrefour in Spain](#), designed to prove that reminding us shoppers about the sustainability credentials of a product and its packaging can have a real impact on our purchasing behaviour. With the goal of learning how in-store promotions impact sales, **we carried out a marketing and retail activation campaign** in two Carrefour stores in Valencia, Spain in two six-month phases. Alongside various advertising tactics – think posters on buses and advertising on store catwalks – we offered shoppers the opportunity to buy their freshly squeezed orange juice, a category traditionally dominated by plastic, in glass. It's fair to say, the results exceeded all expectations. To see more of the latest research on glass packaging, visit the recently launched [Glass Hallmark website](#), where the Future Made Clear report and results of the retail activation study are both available for download.

# FURNACES FOR THE FUTURE



## Furnace for the Future becomes FurnaceS for the Future: common strategy, common goal, multiple pathways towards climate neutral glass packaging

Last year, a FEVE-led sectoral collaboration began to research and evaluate the future of hybrid furnace technologies, exploring all possible paths to decarbonisation like biomass, hydrogen and electrification. This project, put in place with the goal of securing the future of the European glass industry in a circular and climate neutral economy, came to be known as the 'Furnace for the Future'. Transitioning to climate-neutral production requires huge capital and operational expenditures; public sector support and funding is therefore important to helping industries to deploy the new, break-through technologies to be on track to meet the decarbonisation targets for 2050 set by the EU Climate Law. The industry is disappointed that the 'Furnace for the Future' concept was not awarded a grant by the EU Innovation Fund, despite achieving very high evaluation scores in terms of innovation, sectoral approach and scalability. Without the EU grant, the project cannot be pursued as initially planned. However, **the industry remains committed to climate neutral production and is now evaluating how to proceed with their decarbonisation efforts.** Based on the knowledge and experience gained from preparing the Furnace for the Future application, European glass manufacturers will continue to individually invest in designing breakthrough technology and scaling up electric melting at a commercial scale. **These breakthrough technologies will be the Furnaces of the Future.** Throughout Europe, many individual company initiatives are already launched or taking shape to

design the Furnaces for the Future. This pathway continues to represent one of the strategic paths to securing not only the future of the European glass industry, but the future of the entire glass packaging value chain (food & drinks, pharma, perfumes, glass recyclers) that depend on it. See more on individual companies' initiatives on the [Glass Hallmark website](#).

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The GOB is published by the European Container Glass Federation - [www.feve.org](http://www.feve.org)

#### Why The GOB?

The gob is the drop of molten glass that gives birth to a new bottle or jar.

It is also British or Irish jargon for “mouth”.

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