



New leadership team elected at the European Container Glass Federation

At its 18th June Annual General Assembly, FEVE appointed its executive team for the 2021-2023 term of office. Vitaliano Torno (in the picture above on the left), O-I Glass President Business Operations & O-I Europe – one of Europe’s leading glass packaging manufacturers for the food and beverage sector – has been elected FEVE President. Commenting on his appointment, Mr. Torno said: *“I look forward to working closely with FEVE members, staff, and the national associations to further strengthen our Circular Economy industry’s business model which is already a leading example”*. He added: *“We have the privilege to work with a material that has unique inherent sustainability benefits: it is endlessly recyclable and ensures quality and safety no matter how many times it is recycled. Glass is virtually inert and preserves the taste of the foods and beverages it protects. It adds prestige and the premium look and feel that supports our customers in nurturing their brands. And we are working towards glass as a climate neutral and fully circular packaging.*

The FEVE members also elected Martin Petersson, CEO Ardagh Glass Packaging - Europe, as Vice-President. Mr Petersson commented: “*This is an exciting time for the glass industry as we undertake one of the most important transitions to secure our future: the path to decarbonising glass packaging. I am looking forward to supporting Vitaliano and the sector over the next two years in the drive to address climate change and the sustainability agenda.*”

For more info see the [full press statement](#) .

#FUTUREMADECLEAR

How can packaging tell a brand's sustainability story?

4 JUNE | 14.30 CET

MICHEL GIANNUZZI
CEO of Verallia and
FEVE's President
verallia

ADELINE FARRELLY
Secretary-General of
FEVE (Moderator)
FEVE
The European Container
Glass Federation

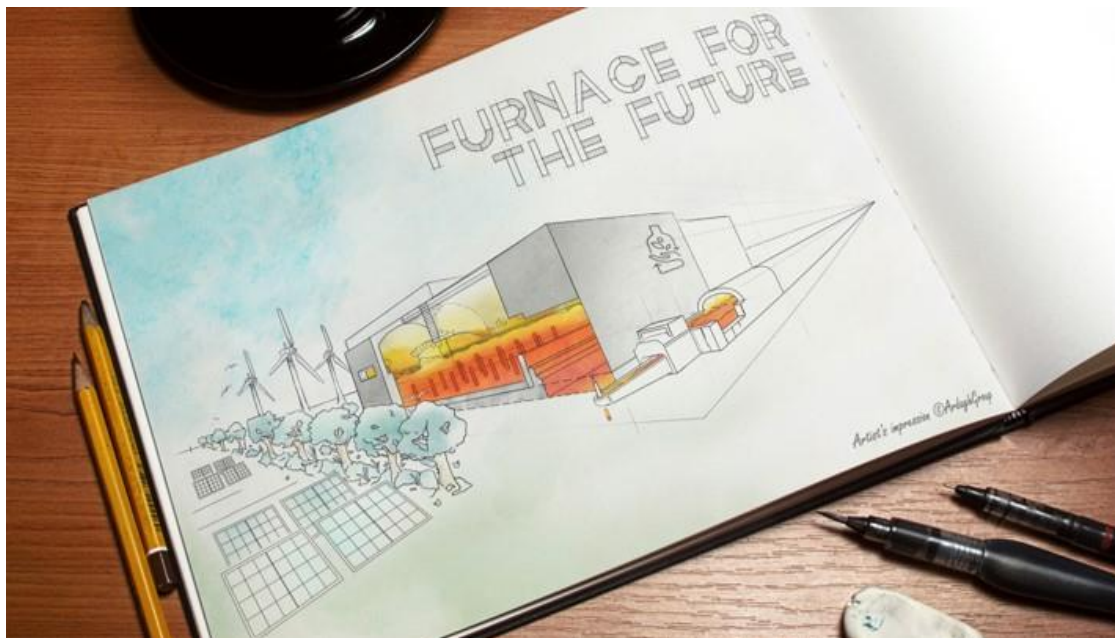
SANDRINE SOMMER
Moët-Hennessy Chief
Sustainability Officer
Moët-Hennessy

choose tomorrow, today

How can packaging tell a brand's sustainability story?

1st Episode of the #FutureMadeClear Live Q&A

Ahead of World Environment Day, on 4th June, we hosted [our first LinkedIn Live Q&A](#) to address the question every brand wants to be answered: with companies committing to ambitious sustainability targets over the coming decade, how can packaging help brands tell their sustainability story? As we strive for a more sustainable future, consumers are demanding that brands make lasting changes to protect the planet. According to Michel Giannuzzi, “*companies face real reputational risks if they fail to meet their public sustainability goals and help consumers live in line with their values*”. The European Container Glass Industry's path to the future is clear, and there is a strong commitment to helping brands, retailers and businesses alike meet the sustainability call. As one symbol of this commitment, the [Glass Hallmark](#) has been created. By using the Glass Hallmark, brands can communicate to the end consumers on the added value of glass as endlessly recyclable packaging material which maintains product quality and protects the health of the planet, people, and society. Sandrine Sommer agreed with Michel Giannuzzi on the fact that “*it is a duty to meet consumer expectations on sustainability, but also a clear business opportunity*”. Did you miss the session? Tune in [here](#) – or read our rundown on the top four themes that emerged.



Furnace for the Future Project: Final Application Submitted

The European Container Glass Industry submitted the final application to the EU Innovation Fund on 23rd June 2021. A decision is expected by the end of November. The Furnace for the Future was selected in March 2021 as one of the top 70 projects from 311 applications submitted for the EU Innovation Fund ⁽¹⁾, one of the world's largest funding programs for the demonstration of innovative, low-carbon technologies. As part of the process, the industry has now submitted a more detailed second-stage application. *“As we enter the second phase of the Innovation Fund application, we remain convinced that this project will greatly contribute to further expanding the leading role of sustainable glass packaging. The support from public institutions and from our value chain partners has been much appreciated in this process”*, comments Vitaliano Torno, FEVE President. *“Excellent collaboration across the industry and a broad level of expertise from all partner companies have further advanced the project. Glass is endlessly recyclable and ensures quality no matter how many times it is recycled. It preserves the taste and safety of the foods and beverages it protects”*, adds the FEVE President. The Furnace for the Future project is a breakthrough technology, which will enable the industry to switch to renewable electricity and cut CO₂ emissions by up to 60% in the furnace (50% across the whole factory). More details on the Furnace for the Future project are available on the [the FEVE website](https://feve.org).

(1) The EU Innovation Fund will provide EUR 10 billion of support over 2020-2030 for the commercial demonstration of innovative low-carbon technologies, aiming to bring industrial solutions to decarbonise Europe to the market, and support its transition to climate neutrality.

(2) You can find more information on the Furnace for the Future on the FEVE website <https://feve.org/about-glass/furnace-for-the-future/>



Close the Glass Loop – One Year After

Crossing the whole of Europe, from Portugal in the west to Poland in the east, and involving the whole value chain – 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 represents a unique common European ambition to collect more and better glass, together. This bottom-up, collaborative, public-private partnership aims to boost glass collection rates to 90%, as well as the quality of collected glass, by 2030.

On June 30, we marked the first anniversary of the Close the Glass Loop platform with a special edition of 90 Minutes and asked: How can the glass value chain best support the HORECA sector's sustainable recovery? The hospitality sector has been particularly hard-hit during the COVID-19 pandemic. Closures, curfews, and limited service have exerted huge amounts of pressure and uncertainty on Hotels, Cafés, and Restaurants. As a major consumption channel for products packed in glass, this episode of 90 Minutes aimed to discuss the outlook for the HORECA sector, assess the overall impact of the crisis for brands, HORECA operators, and the glass packaging collection & recycling value chain, and identify what measures need to be put in place to ensure the sustainable recovery of the HORECA sector. We were thrilled to be joined by Marie Audren, Director General of HOTREC Europe, as our keynote speaker, representing the voice of the hospitality industry in Europe, as well as our panelists Alessandro Pasquale from Mattoni 1873, Luis Medina-Montoya Hellgren from the City of Málaga and João Letras, Director of Waste Management at Portugal's Sociedade Ponto Verde.

And that's not all... on 30 June 2021, we marked the first anniversary of Close the Glass Loop! The Best Practice Presentation took us on a journey through the 11 National Platforms of Close the Glass Loop, ending with a European platform's celebratory message.

Did you miss the episode? Relive the experience [here!](#)



The GOB is published by the European Container Glass Federation - 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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