



The GOB

Glass Recycling increases in Europe Welcome to the second edition of *The GOB*

The Gob is a journal of FEVE, The European Container Glass Federation, focusing on glass container issues for a broader audience. We are trying to keep you up-to-date about the latest issues and news of the container glass industry and try to shed some light on the most pressing issues of the industry. In the second edition of *The GOB* we want to highlight the latest container glass recycling figures”.



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FEVE
The European Container
Glass Federation

COLLECTION OF GLASS PACKAGING FOR RECYCLING STEADILY INCREASES IN EUROPE

More and more Hank followers!

In 2008, an estimated 25.5 billion glass bottles and jars⁽¹⁾ whistled Hank's refrain "I'll be back"⁽²⁾ as they were dropped into bottle banks ready to be recycled. This corresponds to an average collection recycling rate of 65% for the EU27 countries⁽³⁾ and nearly 11.5 million tonnes of glass packaging collected all over Europe (including Norway, Switzerland and Turkey).

"This data confirms the clear positive trend over the last year when, thanks to the collaboration of citizens, a number of EU countries have reached the ambitious 60% collection target fixed by the EU Packaging and Packaging Waste Directive," says Dominique Tombeur, President of FEVE – the EU association for container glass. In countries like Austria, Denmark, Finland, Ireland and Spain efforts were made to further increase the already good results, while the Czech Republic and Slovakia saw a steady improvement in the Eastern Region where collection and recycling systems can still be enhanced.

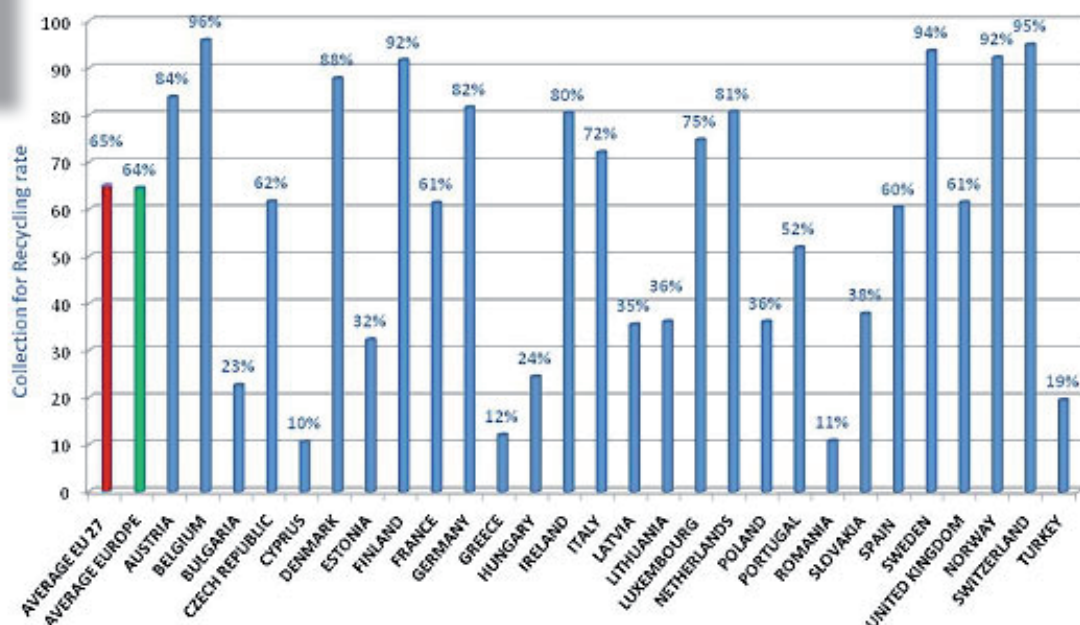
In Belgium and Sweden close to 100% of glass bottles and jars put on the market were collected, making the vision of a zero waste packaging material an ambitious objective which has to rely on the strong cooperation of all stakeholders starting from the citizens, the policy makers and the industry.

At EU level, taking the EU15 countries as a reference, national consumption increased by 8% over the last ten years while glass packaging waste destined to other uses and to landfill decreased by 26%, showing a clear decoupling between consumption and recycling.

Thanks to the proven and longstanding closed loop bottle-to-bottle recycling system, recycled glass stands out as real renewable material. As Hank tells in his now famous refrain, glass packaging is 100% and endlessly recyclable: it always comes back to life in a new bottle or jar without any loss of quality.

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information please
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Glass Collection for Recycling in Europe - Year 2008*



This means that, when glass reaches its 'end of life', most glass bottles or jars go back to the production cycle as substitutes for raw materials in a unique "cradle-to-cradle" recycling loop.

"The results reached in glass collection for recycling prove that glass packaging is a fully sustainable resource" says Dominique Tombeur. Unlike other materials a very high rate of collected glass is actually recycled in a new production cycle with an extremely positive impact on raw materials savings, energy savings and emissions saving."

Recycling glass preserves natural resources: 1 tonne of recycled glass saves 1.2 tonnes of natural raw materials. And recycling glass saves energy too: for every 10% of recycled glass added in the production cycle, about 3% of energy is saved.

Consumers know about the environmental benefits of glass. When asked, 86% of consumers say they recycle their glass bottles and jars. If given the choice, a big majority of consumers (about 74%) state they would prefer glass packed products in almost all food and beverage categories. Made from some of the most abundant raw materials in nature – sand, soda ash and limestone – consumers also appreciate glass for its ability to preserve original taste and its impermeability, making it one of the safest and healthiest ways to store products with the least harmful impact on the environment.

1. <http://www.friendsofglass.com/nature>

Based on an indicative weight of 450gms per bottle. This is a very conservative reference as nowadays bottles can achieve a weight of about 300 gms

2. Hank – the singing bottle – is a cartoon character who tells his life story of recycling.

See www.friendsofglass.com – "Meet Hank"

3. Published on www.feve.org – "Statistics".

York Recyclers brave the snow to earn Friends of Glass bags



Snow and ice have not prevented hardy glass recyclers from finding their nearest bottle bank, and for this intrepid couple there was a reward for their efforts.

Jeff and Jan Glover from York, one of the UK's most historic cities, are regular recyclers, but even they were forced to think carefully before venturing out on the treacherously icy roads.

But as Friend of Glass, Nigel Keenlyside, happened to be in the same bottle bank recycling his bottles and jars, and as he had a couple of spare Friend of Glass bags for life, he was happy to give them to this green couple for their dedication.

The UK has experienced one of its coldest and whitest winters in many years, but Nigel reports brisk activity on this and other bottle bank sites.

Keep them coming in, and let's hear any stories about your glass recycling.





**CAMPAIGN
OF THE YEAR**

HANK the Singing Bottle

Hank the Singing Bottle has won the British magazine's "Packaging News" most innovative and creative campaign award of the Year 2009.

This new cartoon character emerged mid 2009 as the spokesperson of the "Friends of Glass" campaign.

The campaign was started by the European Container Glass Federation (FEVE) but quickly evolved into a self-fed, third party forum of consumers who think that glass packaging is the best option for products they love.

The parody on the 1980's movie "The Terminator" - which introduces Hank claiming ownership of the line 'I'll be back' as a title for his song to a puzzled Arnold Schwarzenegger - has been a great success: more than 540,000 people viewed the

clip on online networks such as Youtube, Kontraband, and Facebook in Europe as well as in the United States. As Hank tells us on www.friendsofglass.com in several languages, glass packaging is 100% and endlessly recyclable: it always comes back to life in a new bottle or jar without any loss of quality in a unique "bottle-to-bottle" recycling loop.

Hank's cartoon adventures encourage consumers to endlessly recycle bottles and jars once they get to their end of life. He posts letters to the Governor of California, H.R.H. Prince Charles and the celebrity blogger Perez Hilton.

"Friends of Glass" is now inviting consumers to make a "Glass New Year's Resolution" on www.ipetitions.com/petition/friendsofglass by choosing to buy their favourite food and beverages packed in glass.



FEVE
The European Container
Glass Federation

FEVE – Fédération Européenne du Verre d’Emballage - is the Federation of European manufacturers of glass packaging containers and machine-made glass tableware. The member companies manufacture glass bottles, jars and/or tableware items such as drinking glasses in the European Union, Switzerland and Turkey. Europe is the largest producer of glass containers world-wide.

For more information please visit www.feve.org