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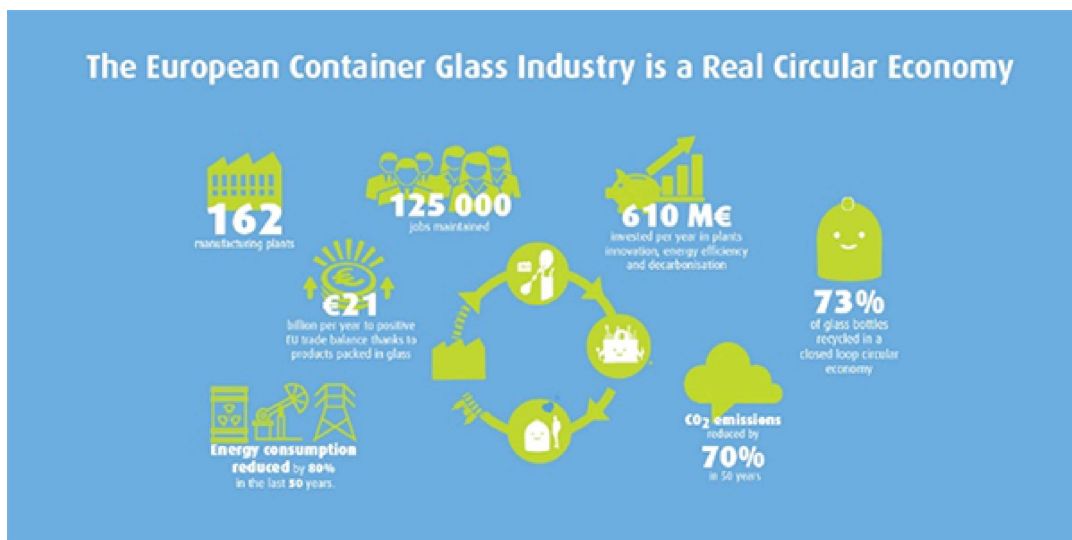
# THE GOB



## News from the European Container Glass Industry



### Circular Economy : A sound solution to climate change challenges



Today, over 50% of the worldwide greenhouse gas emissions are linked to the extraction and management of virgin raw materials. Some 60 billion tons of raw materials are extracted each year or 22 kilograms per person per day <sup>(1)</sup>. Addressing climate change is not just about making production technologies **energy efficient**, but also optimizing material use along the whole value chain, from their extraction to their end of life. This can be achieved by developing genuine circular business models.

In such a context, the currently debated post-2020 EU Emissions Trading Scheme should be designed as a key component of a global circular economy; it should support manufacturing industries that can incorporate waste as input to their processes and turn it into valuable products. According to a [report recently published by Ecofys](#): "... if globally we are able to reduce the emissions related to material extraction of virgin raw materials with about 20-30% with circular economy strategies, we are already closing half of the emission gap between current Climate Change commitments and the 1.5 °C pathway in 2030."

However, some proposed measures in the future EU ETS post 2020 (i.e. the so-called "tiered approach") go in the opposite direction as they don't incentivize investments in recycling while increasing the risk of exposure to carbon leakage of such industries. [The European container glass industry calls for a more future oriented and dynamic ETS system that supports resource efficient industries](#). Materials like glass can be recycled infinitely and its recycling goes along with several environmental benefits. One ton of recycled glass replaces 1.2 tons of virgin raw materials and avoids 670 Kg of CO<sub>2</sub> emissions. [See more about glass on www.feve.org](#)

### Safe & Circular: boosting recycling rates and ensuring food safety



The Circular economy aims at achieving a real decoupling of economic growth from virgin raw material consumption and waste generation. This means using resources in more efficient ways and upgrading waste to secondary raw materials, which, very often, makes perfect sense from an economic and environmental points of view. But, not less important, a future circular economy must also ensure increased safety of materials, especially those in contact with food.

This was the main take-away message of a debate organised on the 3rd of May by FEVE and co-hosted by MEPs Birgit Collin-Langen (EPP, DE) and MEP Christel Schaldemose (S&D, DK) in the European Parliament, on the links between the Circular Economy and Food Contact Material legislation. At this event, FEVE pointed out that harmonized EU legislation for food contact materials can help remove internal market barriers to the circulation of safe recycled packaging. It should also incentivize the use of permanent materials that can be endlessly recycled and, when recycled, do not lose any of their intrinsic properties

The Report on the "Implementation of the Food Contact Materials Regulation" adopted in the ENVI Committee on the 12th of July, confirms that for the circular economy to be effective, it would need to be accompanied by measures to phase-out substances in Food Contact Materials which could pose a threat to public health. In particular, the Report calls for adequate control measures to ensure the safety of materials entering into contact with food in the context of the increased in recycling targets under the Commission proposal for the Packaging & Packaging Waste Directive

See more on the Safe & Circular Debate on [www.feve.org](http://www.feve.org)

Did you ever talk with a bottle?...



**ENDLESS LIVES  
OF GLASS**

...This is one of the questions addressed by **"talking bottles"** to puzzled consumers in retailer spaces some weeks ago when a new Europe-wide **Friends of Glass** initiative was launched. These talking glass bottles were eager to tell more about their **'Endless Lives'** and about the story of glass recycling and sustainability in an engaging, educational and humorous way.

**'Endless Lives of Glass'** saw well-known comedians from across Europe give life to a glass bottle on retailer shelves and talk with shoppers, in a bid to reinforce awareness of the unique environmental and recycling assets of glass packaging.

From Sally Phillip's witty humour in the UK to Christophe Beaugrand's charming French persona, and Diego Abatantuono's unique voice in Italy, the 'talking bottles' took ordinary local shoppers by surprise, to highlight the many sustainable benefits of glass.

The **'Endless Lives of Glass'** builds on [a recent Europe-wide independent survey](#) by ResponDi, which found that 82% of respondents claim to always recycle their glass packaging. When investigated in more detail, over 94% of participants recycle their household packaging material, including glass and other items.

[Take a few seconds to have a laugh with the talking bottle candid camera videos](#)

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**The GOB is published by the European Container Glass Federation – FEVE AISBL**

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**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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