

## PRESS RELEASE

### Two in a row for FEVE as *Friends of Glass* takes home another International & European Association Award

#### 'Endless Lives of Glass' Campaign wins award for Best Social Media Campaign

**Brussels, Tuesday, 9 May 2017:** FEVE, the European Container Glass Federation, and communications agency Weber Shandwick have won the 2017 **International & European Association Award** for **Best Social Media Campaign** – for the pan-European [Friends of Glass 'Endless Lives of Glass'](#) campaign which ran in 11 countries\* last year.

This is the second year running that **Friends of Glass** has won this prize, having previously been awarded the same accolade for its '*Taste of Europe*' campaign. Commenting on the award win, **Michael Delle Selve, Senior Communications Manager at FEVE** said: "*We are delighted with this level of recognition for our Friends of Glass campaign. Winning this prize for a second year running is testament to the work our national and central teams do to drive awareness of the positive and sustainable benefits of glass packaging. Glass is endlessly recyclable, giving it endless lives – and who better to tell this story than the glass itself!*"

**Annick Boyen, CEO, Weber Shandwick Benelux** said: "*Winning a second International & European Association Award marks a significant achievement for the Friends of Glass campaign. As an agency, we are very honoured to have been part of this success story for over three years, and are proud to have assisted in delivering award-winning campaigns for FEVE.*"

The Association Awards were established to recognise excellence in leadership, development and service within membership organisations. The jury includes influential association leaders, all focused on the continuous improvement of associations internationally and European-wide. The awards are organised by the Associations Network, the largest community of associations in Europe, which has been recognising and promoting excellence within its 15,000 members since 2006.

The fourth year of the **Friends of Glass** campaign, **Endless Chorus**, is now underway. This year's efforts will highlight the environmental and sustainable benefits of glass packaging in a new and engaging way. More to follow soon! [#chooseglass](#) [#endlesslivesofglass](#)

**-ENDS-**

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*\*Friends of Glass is active in the following countries: Germany, France, Italy, Spain, UK, Czech Republic, Croatia, Austria, Switzerland, Slovakia, Poland*



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**About Friends of Glass:**

**Friends of Glass** is an influential European consumer forum that supports and promotes the right of consumers everywhere to choose food and drink products in glass packaging. It unites all those who believe glass is the clear choice for taste preservation, personal health and the environment. Friends of Glass was initiated in 2009 by the European Container Glass Federation (FEVE) in response to a pan-European survey, commissioned by FEVE in September 2008, in conjunction with the research agency, InSites; which found that 74% of European consumers prefer glass packaging for their food and drinks. Today, this figure has increased to 87%.

**About FEVE:**

FEVE, the European Container Glass Federation, is the association of European manufacturers of glass packaging containers and machine-made glass tableware. The federation represents the glass container industry at an international and European level, serving as a forum for examining common questions. FEVE maintains a dialogue with the European institutions and agencies on environmental, trade and other important issues relevant to the industry. The federation promotes glass packaging and glass recycling, complementing the activities of the glass industry at a national level.

**About Weber Shandwick:**

Weber Shandwick is a leading global communications and engagement firm in 75 cities across 34 countries and operations extending to 123 cities in 81 countries. The firm's diverse team of strategists, analysts, producers, designers, developers and campaign activators has won the most prestigious awards in the world for innovative, creative approaches and impactful work, including being honoured as an Ad Age A-List Agency in 2014 and 2015, PRWeek's 2015 Global Agency of the Year and The Holmes Report's 2014 Global Agency of the Year. Weber Shandwick and its Prime unit have won a combined 25 Cannes Lions since 2009. Weber Shandwick was also named a Best Place to Work by Ad Age in 2014 and PRWeek in 2013 and 2014. The firm deploys deep expertise across sectors and specialty areas, including consumer marketing, corporate reputation, healthcare, technology, public affairs, financial services, corporate social responsibility, financial communications and crisis management, using proprietary social, digital and analytics methodologies. Weber Shandwick is part of the Interpublic Group (NYSE: IPG).

For more information, visit <http://www.webershandwick.com>.