

THE GOB

FEVE Newsletter
Christmas Edition

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Lost in Transition: is the Circular Economy a Multi-Material Strategy?

Two years after the publication of the European Commission's Circular Economy Package, a deal was struck on Monday by the negotiators of the EU waste legislation. While this an important first step in the transition to a more circular economy, which will redefine the way packaging is produced, collected and recycled, it is also clear that the Packaging & Packaging Waste Directive will be undergoing further changes in the near future. As it was argued at our FEVE 40-year event on the 5th of December, the future review of the Directive should uphold a holistic and multi-material view of the packaging sector, and not get detracted by the current focus on plastics.

The event itself gathered over 100 participants to listen to a high-level panel composed of Kestutis Sadauskas (European Commission), Hans van Bochove (Europen & Coca Cola European Partners), Morag Garden (Scotch Whisky Association), Vitaliano Torno (O-I Europe) and Susan Hansen (Rabobank). Adeline Farrelly, FEVE Secretary-General welcomed guests, and Johannes Schick CEO Stolze Glass Group gave the closing remarks. It was an important occasion for the container glass industry to engage with policymakers and stakeholders on how to best address packaging waste and concerns over measures for plastics that could directly impact other materials. Panelists and members of the audience highlighted that any measures to reduce plastic waste or incentivize plastics recycling must be seen in the light of a competitive market for packaging, where some materials are already delivering safe, economically-viable and resource-efficient solutions – such as glass, which can be recycled over and over again without loss of its intrinsic properties.

The event was followed by a celebratory cocktail reception, with the one and only packaging boys band: [The Bottle Boys](#)! A big **thank you** to all those who shared this good moment with us. See event pictures on the [FEVE website](#).



New Food Contact Rules welcome

The industry welcomes the recent Commission roadmap on Food Contact Materials legislation. FEVE supports the harmonization of Food Contact legislation for glass at EU level to ensure a level-playing field and a well-functioning internal market. We are encouraged that the Commission may develop legislation for glass as this will reduce testing costs thanks to harmonized testing adopted across Europe. Glass remains a perfect food contact material even when recycled and we welcome the focus by the Commission to ensure a high level of health and safety for consumers. This must be accompanied by delivering also on the high recycling rates for Food contact materials as part of the Circular Economy package.



Product Environmental Footprint – Final Deadline Approaches

The Commission's ambitious project to agree a harmonised way to compare the environmental footprint of products is coming close to a final deadline. Over the last 3 years, the Glass Packaging industry has been working closely with customers and value chain partners to design Product Environmental Footprint Category Rules (PEFCR) for several food and beverage pilot projects. However, the project has not been without setbacks and has been delayed once more till April 2018. One of the most recent issues has been with the remodelling of data that have uncovered gaps and some fundamental problems with datasets. FEVE appreciates the dialogue within the PEF pilots and continues to provide constructive inputs to deliver the PEFCRs in time for the April deadlines. The PEF is based on LCA methodologies which are themselves not robust enough, so it will mean that this first hurdle will likely not be the end but rather the end of a new beginning.



Glass Unquestioned Leader in the Luxury Packaging Sector

[Luxepack Monaco](#)'s Packaging Fair was the 'place to be' for the perfumery and cosmetics brands to get a direct glimpse of the latest packaging innovations. FEVE's round table explored ways the glass industry can help the luxury sector in today's market. The panel of high level delegates from the leading flaconnage companies such as Groupe Pochet, Bormioli Luigi, Verescence, Verreries Brosse, Heinz and Stolze Masnières was chaired by Michel Fontaine, President of the National Packaging Council. What is clear from the debate is that luxury brands are confronted with a global market driven by digitally connected consumers who want to be well informed about the products they choose, but also get information about the brand behind it. The consumer experience is not just confined to the product use, but also to the brand's Corporate Social Responsibility (CSR) values. In this challenge, the glass industry is supporting customers with innovative and sustainable packaging solutions that embody a strong and transparent corporate social identity anchored in history and design.

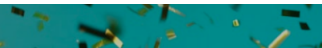
See more on <http://feve.org/luxepack-2017-copy>



'Singing Glass Bottles' Encourage Millennials to Recycle Glass

This Autumn, the Europe-wide [Friends of Glass](#) platform launched the '**Endless Chorus**' campaign to share the story of glass recycling in an engaging and humorous way with millennials, and to encourage them to recycle more. In a well-known bar in Brussels, the '[The Bottle Boys](#)' teamed up with one of the UK's most successful rappers and comedians, [Ben Bailey Smith - aka Doc Brown](#). Doc lent his voice to glass bottles singing a series of iconic hits with adapted lyrics. The 'singing bottles' took over a bar by surprise and asked customers to join in their musical journey revisiting the hits from Louis Armstrong, Fats Domino, Petula Clark, Kool & the Gang, etc. The mashup set out to highlight the different lives of glass and the glass packaging's sustainable benefits. Like these eternal songs, glass has endless lives because it is infinitely recyclable. The '**Endless Chorus**' campaign is part of a wider communications programme building on a recent Europe-wide independent survey.

The study found that 85% of Europeans would recommend glass packaging to their friends and family, while millennials are less aware of the benefits of glass packaging. Hence, the celebrity bid to reinforce awareness on glass packaging environmental assets. See the video on www.friendsofglass.com



Watch here our Best Wishes video!



The Year Starts Best with Glass

Merry Christmas and Happy 2018!

