



A TOAST TO OCEAN FRIENDLY PACKAGING

3 out of 4 Europeans Choose Glass

Brussels, 7 June 2018 – On the eve of World Oceans Day, [Friends of Glass](#) is inviting everyone to raise a glass to the health of our seas with [the launch of the 'Endless Ocean' campaign](#). According to a recent survey carried out by the Friends of Glass community, three out of four Europeans rate glass as the most ocean-friendly packaging choice. 72% now consider their impact on the ocean as a lifestyle priority, starting with the products they buy and how they are packaged.

Turning the tide on ocean littering

Since the release of BBC's Blue Planet II in 2017, concern over the state of our oceans has exponentially grown, and public attention has increasingly focused on the need to make more sustainable choices in everyday life. Reassuringly, **78% of Europeans have reported a change in their behaviour and are now paying more attention to the environmental impact of their everyday decisions.** A further **78%** of Europeans would rate glass among their top choices for food and drink packaging.

A global movement to celebrate the ocean

For centuries, there's been one shared way humans have wished good health to one another: by raising their glass in a toast. Now it's time to raise a glass to our oceans and recognise that a change in our personal choices and behaviour is necessary to protect our planet for future generations.

Speaking ahead of World Oceans Day, on Friday 8th June, Adeline Farrelly – Secretary General of FEVE, the European Container Glass Federation commented, "When it comes to the environment, conversation about packaging waste usually flows back to one place: the ocean. We all love the ocean, but it's estimated that by 2050, there will be more litter than fish in our seas. This is having an impact on how European consumers are choosing to shop."

"Glass has endless lives; but the oceans and seas will not if we don't take care of them. Our Europe-wide Consumer Barometer generated 6,300 responses in the space of just four weeks so it is clear that this is an issue close to people's hearts. By simply buying and recycling one extra glass bottle each week, you can contribute to protecting our rivers, seas and oceans."

Glass: the ocean friendly packaging choice

Glass possesses unrivalled eco-friendly credentials. It is infinitely recyclable: in Europe, 74% of all glass packaging is collected for recycling. Glass is made from sand, recycled glass and other ingredients found in nature. Because glass is virtually inert, even if a glass container were to end up in our seas, no



harmful chemicals are leached, nor does glass end up as micro particles in our food chain that may also pollute the oceans.

#CheersToTheOcean with Surfrider

This summer, [Friends of Glass](#) is inviting people to come together in a global toast to our seas and oceans. To this end, Friends of Glass [recently announced a partnership](#) with [Surfrider Foundation Europe](#), a marine conservation organisation that seeks to protect the ocean for future generations. This partnership guarantees the preservation of 300,000 m² of beach while highlighting the impact of marine litter.

Danish band [The Bottle Boys](#) and Spanish pro-surfer [Aritz Aranburu](#) joined members of the Friends of Glass community from all over Europe to sing along to Charles Trenet's iconic song 'La Mer,' culminating in a sunset toast to the ocean. Footage can be found on Friends of Glass channels including [YouTube](#), [Twitter](#) and [Facebook](#)

Raise a glass and join the movement on World Oceans Day by sharing your tribute using the hashtag **#CheersToTheOcean**

Choose glass. Never litter. Always recycle.

To view the 'Endless Ocean' video content subtitled in different languages, check out the following links:

In English: <https://youtu.be/0W9UPevkbW0>

In French: <https://youtu.be/I5PkiFvp95o>

In German: <https://youtu.be/-u3D6nNX2Ro>

In Italian: <https://youtu.be/ifGbBB0vLgw>

In Spanish: <https://youtu.be/6rj9Lct2HAE>

In Polish: <https://youtu.be/a9Zxo7Qp2HU>

In Slovak: https://youtu.be/yRnr_I5mwak

In Czech: <https://youtu.be/ywq95uHc7jI>

In Croatian: <https://youtu.be/L31RbJIA9Rg>

-ENDS-

Notes to Editors



About Friends of Glass: Since 2008, Friends of Glass has brought together a community of 220,000 people, in Europe and beyond, all of whom are passionate about their own environmental impact and who pledge to choose glass for a better planet and a healthier lifestyle. Our members know that small daily life choices add up to a big impact, and we engage with consumers and retailers to raise awareness that glass is the ideal packaging material for families and for the environment. Join the growing community of glass advocates on Facebook and Twitter, and add your voice to the Friends of Glass community today at www.friendsofglass.com.

Friends of Glass was created by FEVE (the European Container Glass Federation), an international not-for-profit association representing glass packaging for food and drink, flacons for perfumery, pharmacy and cosmetics and glass tableware makers.

About FEVE: FEVE is the Federation of European manufacturers of glass packaging for food and beverages as well as flacons for perfumery, cosmetics and pharmacy. The association has some 60 corporate members belonging to over 20 independent corporate groups. Its members produce 80 billion glass containers per year, and include major companies working for the world's biggest consumer brands. With its 160 manufacturing plants located across 23 European States, the industry is a key economic partner in Europe, and maintains 125.000 jobs along the total supply chain. See more on www.feve.org - Join us on Twitter @FeveEU

About the Consumer Barometer: This Europe-wide social media survey was targeted at consumers in 12 countries: Germany, France, Italy, UK, Spain, Austria, Croatia, Czech Republic, Poland, Slovakia, Switzerland and Turkey, from 29 March to 27 April 2018, to explore consumers' attitudes toward packaging materials. 6,256 responses were collected.

For further information on the partnership, please contact:

Michael Delle Selve, Senior Communications Manager, FEVE, m.delleselve@feve.org

+32 (0) 2 5360080

Christian Prior, Weber Shandwick Brussels, CPrior@webershandwick.com

+32 (0) 2 8949013