



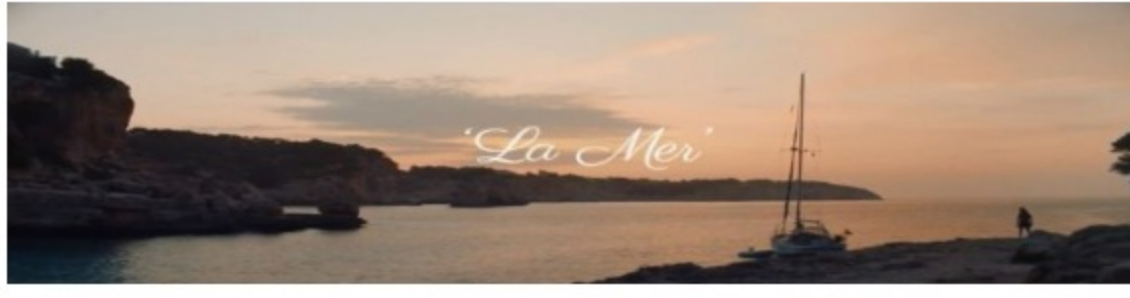
Safe and Circular: Making Food Contact Material Work for Consumers and the Environment

Packaging is essential to preserve the safety and quality of food for consumers all across Europe. But packaging is also an essential component of the Circular Economy, with recycling targets set for every material. More and more effort is therefore being put at European level to use recycled material for new packaging. For example, the EU Plastics Strategy highlights the need to boost demand for recycled plastics, including in food-contact applications. Likewise, more and more companies are taking pledges to increase the recycled content of their packaging. However, packaging that comes into contact with food is also regulated by EU Food Contact Material (FCM) legislation and policies to increase recycling should not come at the expense of consumer or product safety. This issue was debated with Sabine Jülicher, Director for Food and Feed Safety at DG SANTE, during a EURACTIV workshop supported by FEVE on 10 April. [See the video through the link](#).



Food and Beverage Markets Ask for More Glass Packaging

According to latest data gathered by FEVE, glass packaging production in Europe increased by 2% in weight terms and 2.4% in unit terms in 2017, indicating another strong year for the industry. A total volume of 21.5 million tonnes or 78.1 billion units were produced in Europe for the EU and global food and beverage markets. This result confirms the steady growth trends of the last years driven by exports as well as continued demand for glass packaging in food and beverage segments in Europe.



Friends of Glass Invites Consumers to #CheersToTheOcean

When it comes to the environment, today conversation about packaging waste usually flows back to the ocean and marine littering, and not only at a political level. According to a [Consumer Survey](#) carried out by the consumer platform Friends of Glass, 78% of Europeans say in these last months they have been more sensitive to the issue and have paid more attention to the environmental impact of their lifestyle. A striking 72% of them take this impact into account when shopping, and one of the things they would do is to choose their preferred food and beverage products packed in more sustainable sound solutions like glass. Glass packaging is very well known by consumers for its endless recycling unique properties, but they also trust glass as the safest food grade packaging material even when it is recycled.

Following on from this, on 'World Oceans Day' (8th June) Friends of Glass launched the 'Endless Ocean' campaign to invite people to #CheersToTheOcean and do something for it which otherwise will not have endless life. Only two weeks from the launch, the music video '[La Mer](#)' has already reached 500,000 direct views. Friends of Glass is also directly engaged with the environmental NGOs [Surfrider Foundation Europe](#) and [Legambiente](#) to clean beaches and seas from plastics bottles and litter. [Watch the video and join Friends of Glass](#).

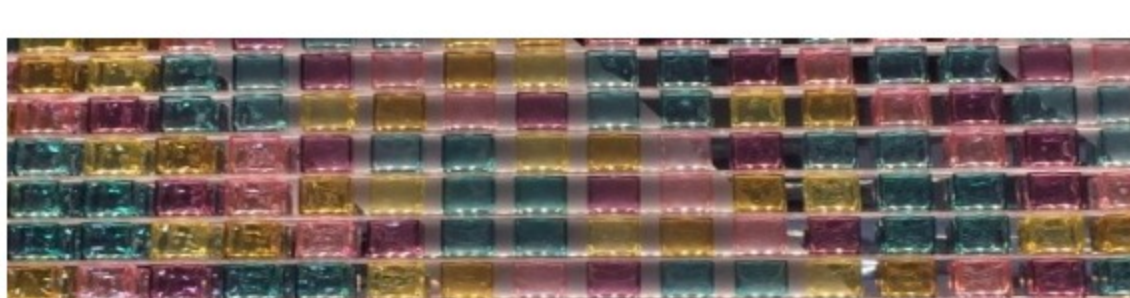
FEVE expert appointed in the new Innovation Fund of the ETS directive



Sven-Roger KAHL – Manager of Furnace Operations and Innovations Group at Ardagh Group (1) – has been appointed as FEVE expert to collaborate with the European Commission to design the operating rules of the Innovation Fund established by [EU ETS Directive](#). This fund will aim to support low-carbon innovation in the energy intensive industrial sectors listed in Annex I of the Directive, including environmentally safe carbon capture and utilisation (CCU) technologies, innovative renewable energy and energy storage technologies.

Our industry is strongly committed to invest in research and innovation and to work in tight partnership with the EU Institutions and the industry stakeholders. To this purpose, FEVE member companies have joined forces and created a FEVE Innovation Working Group.

(1) Ardagh Group is one of the leading FEVE member companies and a major player in the packaging business. See more <https://www.ardaghgroup.com>



FEVE and You: Our Data Privacy Policy

You are receiving this newsletter because you are in our database of business contacts. Aside from the everyday work of organisation management, we address our business contacts to provide them with information about our industry with communications tools such as this newsletter. FEVE is committed to protecting and safeguarding your personal information in accordance with applicable legislation, in particular the EU's General Data Protection Regulation (2016/679), which came into effect on 25 May 2018. [Our updated privacy policy](#) and procedures ensure that your personal data is securely collected, processed and stored by FEVE, and that such data is limited to business information. If you have any questions or if you no longer wish to receive emails from FEVE, please get in touch at: secretariat@feve.org. You can also use the option 'unsubscribe from this list' at the bottom.



Copyright © *2018* *FEVE*, All rights reserved.

The GOB is published by the European Container Glass Federation

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".

Our address is: Avenue Louise 89, 4th Floor - 1050 Brussels - www.feve.org

Want to change how you receive these emails?

You can [update your preferences](#) or [unsubscribe from this list](#).