

# THE GOB

## FEVE Newsletter Christmas Edition



### **Deposits on single-use packaging, an unnecessary evolution?**

The UK just released its [Our Waste, Our Resources](#) strategy paper, echoing the work being done by the European Commission on its Circular Economy Package and more recently, its EU Plastics Strategy. When it comes to food packaging, one word keeps coming up: deposits. Does it help to include all materials in a deposit-return scheme (DRS)? FEVE commissioned a study to Oakdene Hollins to understand the impact of DRS on glass recycling and on the packaging market in general. The study clearly shows that **glass recycling happens outside of any deposit-return scheme**. And, more interestingly, the study dispels the myth that a DRS on single-use beverage packaging favours the use of refillable packaging materials. The evidence shows the exact opposite trend: where a DRS on single-use packaging has been introduced, **there are no examples of refillable packaging market share increasing**. If the UK were to introduce a deposit, it would be a first, in a country where refillable glass has long since disappeared. Find out more in the links below.

**Executive Summary:** [here](#)

**Full Study:** [here](#)



### **Euractiv Report on “The Nitty-Gritty of Recycling”**

These days we hear a lot about recycling, recyclability, recycled content, effectively recycled etc... It's easy to get lost, and terms are often interchanged, misused and misunderstood. FEVE was proud to support a Euractiv Special Report on the topic, looking at various issues with regard to waste management and recycling practices. It includes - among others - an interview with Joachim Quoden from EXPRA (Extended Producer Responsibility Alliance), an article on the measurement point for recycling and an Opinion Piece from FEVE on deposit-return schemes.

**Euractiv Special Report:** [here](#)

**FEVE Opinion Piece:** [here](#)



### **What's the point when recycling?**

When the co-legislators agreed on a final text for the revised EU Waste legislation, they decided to move away from current practice of accounting for what is "collected for recycling" (minus significant losses) and move towards measuring what is "effectively recycled", i.e. the amount of waste materials entering the recycling process whereby waste materials are effectively transformed. The European Commission has a very tight deadline by the end of March 2019 to put forward a number of implementing and delegated acts to give guidelines to Member States on harmonised reporting rules for recycling. The glass value chain (FEVE, FERVER, EXPRA, EuRIC) with the support of individual EPR schemes such as Austria Glas Recycling (AT), CITEO (FR), DerGrünePunkt (DE), EcoVidrio (ES) and SvenskGlasAtervinning (SE), came together and proposed a measurement methodology that will allow to account for the glass that is effectively recycled, and promote bottle-to-bottle recycling.

**See joint position paper: [here](#)**



### **Act for the Ocean, Cheers to the Ocean**

With public concern over packaging waste reaching tipping point, it's time to act for the health of our oceans. On World Oceans Day 2018, the Friends of Glass platform launched the 'Endless Ocean' campaign to encourage consumers to take action, even with simple and small things like choosing the favorite food and beverage products in fully recyclable and actually recycled packaging such as glass. Six months in, the campaign has encouraged passionate social media users to join us in sharing their own #CheersToTheOcean online. To date, we've seen **7.5 million engagements** on social media, [5.8 million+ video views](#) for the video 'La Mer' and **260 media clippings** across Europe. The industry itself committed to take action and forged lasting partnerships with NGOs such as Surfrider Foundation Europe, France and Spain, Legambiente in Italy and the UK's National Marine Aquarium, working in partnership to protect our seas and coasts. As a broader societal conversation plays out around the impact of packaging on our oceans, we're proud to be playing our part in driving the sustainability movement forward.

**See more on [www.friendsofglass.com](http://www.friendsofglass.com)**

**Watch here our Best Wishes video!**



The Year Starts Best with Glass  
**Merry Christmas and Happy 2019 from the FEVE Team!**



The GOB is published by the European Container Glass Federation - [www.feve.org](http://www.feve.org)

#### 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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#### **FEVE and You: Our Data Privacy Policy**

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