



PRESS RELEASE

EUROPEAN NATURAL MINERAL WATER SECTOR PLEDGES 90% GLASS PACKAGING COLLECTION TARGET

Brussels, Tuesday, 2nd June 2020

EFBW – representing the European natural mineral and spring water producers ⁽¹⁾ – joins “Close the Glass Loop” – the industry stewardship programme for glass packaging ⁽²⁾ initiated by FEVE – EU Federation of the container glass. The platform has the objective to achieve a post-consumer glass container collection target of 90%, and to ensure that this is recycled into the container glass production loop to come back as a new packaging.

*“We are proud to be joining the Close the Glass Loop platform. Natural mineral waters packed in glass are an important component of our members’ offer to European consumers, especially in the HORECA sector”, comments **Patricia Fosselard, EFBW Secretary General.** “For decades, natural mineral and spring water producers have led the way, protecting their sources and carefully packaging their product so that it reaches consumers as nature intended. The packaging used by the industry is fully recyclable and already achieves high recycling rate (76% for glass). Producers are committed to further improve their environmental performance. We believe that it is crucial that every bottle is collected, recycled, and given a second life. That’s why we support the Close the Glass Loop pledge to achieve a 90% collection target.” **adds Patricia Fosselard***

EFBW joins alongside EXPRA, FERVER, UNESDA, MWE, EuroCities, SpiritsEurope, ACR+, CEEV and FEVE as founding partners at European level of the “Close the Glass Loop” platform. The mission of the platform is to gather the container glass circular economy value chain under a multi-stakeholder European programme with national, regional, and local roots. The platform will be officially launched on 30 June.

Packaging plays a key role in preserving the unique qualities of natural mineral and spring waters. EFBW national trade associations and member companies will cooperate with the national glass value chains across Europe to raise awareness about the endless recycling characteristics of glass and encourage more efforts in collection and recycling at different levels. The “Close the Glass Loop” platform will greatly benefit from the involvement of EFBW members, many of which were among the first to help set-up and finance national Green Dot schemes for the recovery, sorting and recycling of packaging.

*“Glass and water have so many commonalities: sourced by nature, inherent components of the European cultural heritage, symbols of the European Circular Economy.”, **stated Adeline Farrelly, FEVE Secretary General** “We are keen to collaborate with the European natural mineral water industry and look forward to working with EFBW to engage consumers, retailers and the hospitality sector to recycle more glass bottles in the best way possible.”.*



FEVE The European Container Glass Federation



END NOTES

- (1) <https://www.efbw.org>
- (2) <https://feve.org/about-glass/introducing-close-the-glass-loop/>

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About EFBW

The European Federation of Bottled Waters (EFBW) is the voice of the bottled water industry. We are dedicated to promoting the unique qualities of natural mineral and spring waters as well as sustainable use of water resources and circular economy. EFBW represents almost 550 natural mineral and spring water producers in Europe, most of them small- and medium sized companies located in rural areas.

About FEVE

FEVE is the Federation of European manufacturers of glass containers for food and beverage and flacons for perfumery, cosmetics and pharmacy markets. Its members produce over 80 billion glass containers per year. The association has some 60 corporate members belonging to approximately 20 independent corporate groups. Their 150 manufacturing plants are located across 23 European States and maintain 125.000 direct and indirect jobs along the total supply chain. See more at www.feve.org.
