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2021 - the Sunshine After the Storm?

If we had to choose one word to label the year 2020, we would go for '*storm*'. Like a storm, COVID-19 came along and upended every part of our lives, laid bare our vulnerabilities, and reminded us that health is the only true essential for us and our planet; that everything we do should be meant to protect it. As in many other essential sectors, as the Container Glass Industry we weathered the storm, adapted, and continued to produce packaging that consumers rely on for its unique protective assets of hygiene and inertness. At the same time, we secured supplies of glass vials for a pharmaceutical sector which was coming under intense pressure from the unforeseen sanitary crisis.

The storm didn't stop us from continuing to navigate our way towards a sustainable and circular packaging lighthouse: we will remember 2020 for the kick-off of our groundbreaking sectoral "[Furnace For The Future](#)", a fundamental milestone for our industry transition to climate-neutral glass packaging. At the same time, the multi-stakeholder platform "[Close the Glass Loop](#)" was born to rally our Circular Economy stakeholders around the common objective of recycling more and better glass; and in parallel, we designed the "[Glass Hallmark](#)" to support our customers to achieve their sustainability goals and to remind shoppers that preserving the essential for our lives and the planet also means choosing the right packaging. Will the sun come out in 2021 after the 2020 storm for a Clearer Future? That is all what we hope, and it is what we wish warmly to all of you.



Glass Packaging EU Circular Economy at Work to Secure a Climate-Neutral Future

2021 will hopefully be a key milestone for the implementation of the [“Furnace for the Future”](#) project and our move towards a climate-neutral container glass industry. This industry project aims to demonstrate that by using renewable electricity in container glass production, the industry can halve its CO2 emissions.

This project is the first of its kind in the world. It represents a strategic milestone in securing not only the future of the European container glass industry, but also of the entire glass packaging value chain (food & drinks, pharma, perfumes, glass recyclers) that depends on it and employs more than 125,000 people around Europe.

Ardagh Group, as one of the leading EU container glass producers, heads a coalition of 19 independent companies – together accounting for 98% of the EU glass container sector. This coalition will fund, develop, build, and operate this furnace for commercial production in Obernkirchen in Germany.

Through this unique sectoral and Europe-wide approach, the industry coalition is seeking the support of the European Commission's EU Emissions Trading System (ETS) Innovation Fund Programme. Such public support is fundamental to realise ambition of building the [Furnace For the Future](#) by the end of 2022, with first results in 2023. [A letter of endorsement](#) of the project from the companies and national glass associations was recently published to express their strong commitment and to call on policymakers and stakeholders to support its implementation. More detailed information on the project is available on <https://feve.org/about-glass/furnace-for-the-future>



‘90 Minutes to Close The Loop’ webinar to reflect on the glass packaging value chain’s collection & recycling objectives

With the warm welcome of European Environment Commissioner Virginijus Sinkevičius, last June glass collection and recycling stakeholders launched “Close the Glass Loop”, a major material stewardship programme which connects the entire European glass packaging ecosystem to boost bottle-to-bottle recycling. With 13 European associations and 11 national platforms, ‘Close the Glass Loop’ is a bottom-up, collaborative, public-private partnership that aims to boost glass collection rates to 90% by 2030. See more on www.closestheglassloop.eu

90 Minutes to Close The Loop is the new web series launched by the European Close The Glass Loop Platform. 2020 has been a year like no other, as the COVID-19 pandemic and lockdown measures have shut down entire sections of the economy and society. **The first episode of the 90 Minutes to Close The Loop series (25 February, 14:00-15:30)**, will reflect on the impact of these unprecedented times on the glass packaging value chain, and how it aims to achieve its collection & recycling objectives. **Register [here](#).**



Aluminium, glass and steel packaging industries jointly welcome the European Parliament's vote on the Circular economy action plan in support of permanent materials

The Association of European Producers of Steel for Packaging (APEAL), European Aluminium, the European Container Glass Federation (FEVE) and Metal Packaging Europe, members of the Permanent Materials Coalition, welcomed the plenary adoption of the European Parliament's own-initiative report on the European Commission's Circular Economy Action Plan (CEAP) 2.0. A cornerstone of the European Green Deal, the CEAP 2.0 is designed to strengthen the EU Economy, protect the environment and ensure that the resources used are kept in the EU economy for as long as possible.

As permanent materials, aluminium, glass and steel have the potential to be recycled over and over again without losing their inherent properties and contribute to maintaining circular material loops. The Permanent Materials Coalition is pleased to note that Members of the European Parliament have highlighted four key issues to improve the functioning of the Circular Economy for packaging:

- Recognition of the Permanent materials concept
- Improvement of separate collection
- Essential role of packaging for product safety
- Key role of consumers in waste prevention and waste management

The coalition has taken note of the European Parliament's call on the Commission to propose product-specific binding targets for recycled content but believes that this demand-side driver is not effective for materials such as aluminium, glass and steel, which already have well-functioning markets for high-quality recycled materials. **The full press release is available [here](#).**



Industry Launches New Hallmark to Raise Awareness about Glass Recyclability and Inertness Assets.

A new symbol of protection and recycling, the [Glass Hallmark](#) symbolises the added value of choosing glass. It is endlessly recyclable, protecting and preserving both product quality and people's health. Choosing glass means opting for a sustainable future. The new glass hallmark finds its *raison d'être* in a recent survey of 10,000 European consumers across 13 countries – proving that not only are Europeans increasingly concerned about the environmental impacts of packaging materials, but the majority consider glass to be the safest, healthiest, and most environmentally friendly form of packaging. This perception is increasingly driving their purchasing decisions. **Want to know more about the hallmark? Visit www.glasshallmark.com**



The GOB is published by the European Container Glass Federation - 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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