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English

العربية

Afrikaans

беларуская мова

български

català

中文 (简体)

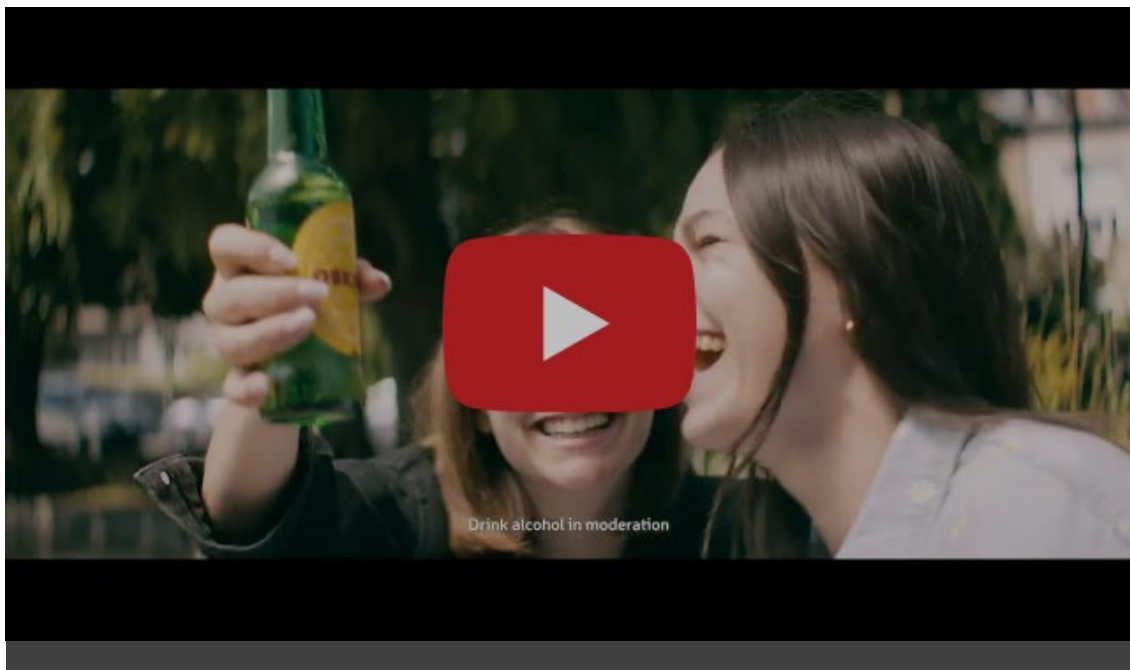
The end of the International Year of Glass marks a new beginning for glass!

What a year! In a single year, we faced countless political, social and economic challenges, from the war in Ukraine and the ensuing energy and inflation crisis, to incoming new legislation on packaging. All of these put a tremendous amount of pressure on our industry. Nonetheless, **2022 was also a unique year where glass could prove its resilience and strength** in overcoming adversity.

We started in February by celebrating the opening of the UN [International Year of Glass 2022](#) – the first in hundreds of events, activities and campaigns across the globe in homage to glass. As FEVE, we also contributed on multiple levels to build awareness on the importance of glass packaging, and its sustainability and health benefits.

The launch of a global video campaign - "[Glass Makes The Moments That Matter](#)" – has reached more than 25 million people so far.





We also produced an [interactive toolkit for brands](#) on the key assets of glass packaging – part of a [series of toolkits](#) available on our B2B platform. We worked on our [Future Made Clear report](#) to delve deep into what consumers are thinking, as well as the [InSites Survey](#) tracking consumers attitudes towards packaging.

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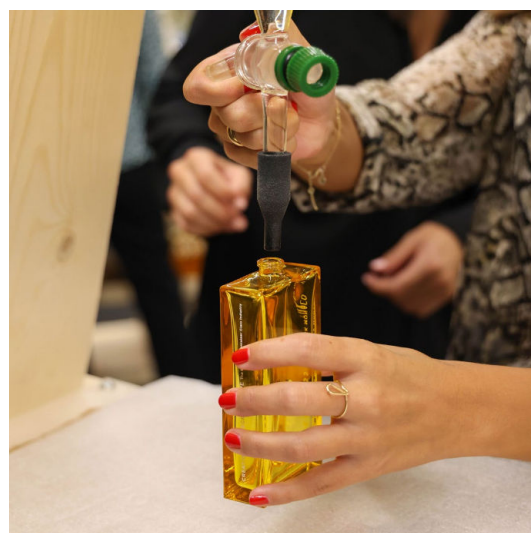
We created opportunities for industry to engage with policymakers, opinion makers, brands, retailers, and suppliers:

- monthly episodes of the [#FutureMadeClear LinkedIn Q&As](#)
- showcasing glass at LUXEPACK Monaco, the world’s biggest luxury packaging trade fair
- industry policy event – [“Glass, the hidden gem of a carbon-neutral future”](#) – in Brussels, with participation of FEVE President Vitaliano Torno
- daily social media conversation with consumers through our ‘Friends of Glass’ digital platform.



In honour of the International Year of Glass, LUXEPACK Monaco launched the ['Age of Glass' initiative](#) in October 2022, supported by FEVE. The event received 9,000+ visitors (50% from international markets) and counted on 36+ conferences with 100+ speakers. At the booth, visitors could find a capsule of the finest European glass-making companies specialising in beauty, perfumery, or spirits.

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#PPWR: Material based targets key to achieve true waste reduction

Like many other players involved in the debate on the proposal for a [Packaging and Packaging Waste Regulation](#), we welcome the ambition to promote effective recyclability and reuse of packaging. Yet our industry is not entirely satisfied with proposed measures. Particularly, we are concerned that these measures are not underpinned by material-specific reduction targets to **ensure all packaging materials contribute individually, equally and fairly to waste reduction.**

“The best way to achieve this objective is to switch as much packaging as possible to materials that can be reused and infinitely recycled in a closed loop. Unfortunately, the current proposal might lead to the exact opposite as it

incentivises the wrong behaviour and does not fully acknowledge assets of closed loop recycling of permanent materials such as glass packaging. Reduction targets should be by material, otherwise there are significant risks of shifting the market from heavier but circular, to lighter but difficult to recycle or reuse packaging materials,” commented Adeline Farrelly – Secretary General of FEVE.

The proposed rules will no longer permit ‘marketing’ and ‘consumer acceptance’ as legitimate packaging performance criteria if they add weight and this **will drastically impact possibilities in terms of packaging design**. *“The overly restrictive approach to the branding role of packaging will lead to the standardization of packaging, with far-reaching negative consequences on consumer-choice, product value, and brand identity.”*

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New survey on EU consumers packaging attitudes revealed

In November, FEVE released results of an [independent research survey](#) carried out among more than 4,000 consumers across 13 European countries, focused on consumers’ attitudes towards many packaging materials, including glass. The results are encouraging: **8 out of 10 consumers believe in glass as a packaging material fit for the future**, recognising its recyclability, reusability and health benefits as unique assets.

Against a backdrop of consumers trying to cut back on packaging, glass is the only packaging material that consumers use more of (up 8% in three years) – while bag-in-box, metal, and plastic have all seen drops of 24%-41%. Consumers trust glass recycling, with 8 out of 10 respondents saying they recycle their glass packaging and 82% stating they have a good understanding of how to recycle. Half even said they buy more in glass specifically because it can be recycled more effectively than other packaging materials. Moreover, health and product preservation remain high on the agenda for shoppers.

As people become more
conscious consumers,
our trust in glass
remains strong.

Glass is the only packaging material that shows increased usage in the last 3 years (+8%). 50% of Europeans are buying more in glass for its recycling credentials.

Source: InSites Consulting/FEVE, Packaging & Recycling Flaconnage Survey 2022



[DISCOVER THE RESULTS](#)

We wish you a merry Christmas and a glassy New Year!

As the year comes to an end, we want to celebrate our achievements with all the glass industry's members and supporters – without whom none of this would have been possible.





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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