

PRESS RELEASE

CONTAINER GLASS INDUSTRY WELCOMES GREEN CLAIMS PROPOSAL

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The European Container Glass manufacturing industry supports the intention of the European Commission's Green Claims proposal to ensure that consumers and businesses have access to reliable, comparable, and verifiable information to make sustainable decisions and avoid the proliferation of misleading green claims.

We are pleased the European Commission proposes a legal framework to enable companies substantiate their green claims based on reliable assessment. The methods used for calculating sustainable impacts though still have large gaps and it is welcome that the proposal takes an open approach to prescribing methods that can be used to ensure credibility, reliability, transparency, robustness, and clarity of the claims being made.

Even the EU Product Environmental Footprint (PEF)¹ methodology, based on Life-Cycle-Assessment (LCA), has large gaps, which need to be addressed to improve its robustness and reliability. In particular, some environmental impacts of products – such as the circularity of packaging, its infinite recyclability, the avoidance of food waste, littering, biodiversity, toxicity, etc. – are not yet or sufficiently taken into account.

Until now, sustainable packaging assessments have focused mainly on environmental impacts such as CO₂ emissions, but human health effects must not be understated, and should be equally measured.

Sustainability assessments are complicated, and this proposal goes a long way to help consumers know more about what they are buying based on verified claims.

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(1) [Proposal for a Directive on substantiation and communication of explicit environmental claims \(Green Claims Directive\)](#)

About FEVE

FEVE is the association of European manufacturers of glass containers. The glass packaging industry generates 125 000 direct and indirect jobs thanks to 160 Container glass production sites in Europe producing a wide range of glass packaging products for food and beverages, perfumery, cosmetics and pharmacy for European and global customers. FEVE members have plants in 23 European countries. Container glass is one of Europe's best recycled products. See more on www.feve.org.

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¹ FEVE has been an active member of the Product Environmental Footprint (PEF) pilot phase for food and beverages (on Wine, Packed Water, Beer, Olive Oil and Dairy Products).