



# European platform & action plan

Addressing structural challenges in the  
glass collection & recycling value chain  
to get to 90% glass collection by 2030



**close the  
glass loop**

# close the glass loop vision

Today, 76% of glass packaging placed on the EU market is collected for recycling .

Building on this strong performance, Close the Glass Loop is the vision and ambition of the glass collection recycling value chain to achieve:



+90%

90% average EU collection rate of used glass packaging by 2030



Better quality of recycled glass, so more recycled content can be used in a new production loop

By recycling more and better glass, we can progress on new EU 2030 recycling targets and the UN Sustainable Development Goals, achieving sustainable growth opportunities in the Circular Economy.

Close the Glass Loop is a multi-stakeholder public and private Partnership that demonstrates the commitment of the glass packaging value chain to work together, co-develop solutions within industrial ecosystems and support the European

Commission's ambition to foster Europe's transition towards a circular economy, innovation, and sustainable economic growth.

**Our vision is to achieve full actual recycling of collected glass packaging, by working in partnership with the whole value chain to make sure our Circular Economy works better.** We call upon all stakeholders along the value chain to join the European Platform or the national Platforms!

"Glass is a great example of a circular material. You are already achieving outstanding results in waste collection and recycling. But today you show that you want to do more, that you are determined to bring levels up across the EU and seek the room for improvement all along the chain. I am confident that you will complete your mission and make the Close the Glass Loop Platform the springboard to the higher levels of the waste hierarchy."

*Virginijus Sinkevičius, European Commissioner in charge of the Environment, Oceans and Fisheries*



# founding partners

The European Close the Glass Loop Platform brings together glass manufacturers, glass processors, food & beverage producers, extended producer responsibility schemes and municipalities, which collectively represent all the players involved in the glass collection & recycling circular economy.

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|  | <b>FEVE</b>                                  | Representing European manufacturers of glass containers for food and beverage and flacons for perfumery, cosmetics and pharmacy markets              |
|  | <b>FERVER</b>                                | Representing glass recycling companies   |
|  | <b>Comité Européen des Entreprises Vins</b>  | Representing the EU wine companies in the industry and trade (still wines, aromatised wines, sparkling wines, liqueur wines and other vine products) |
|  | <b>European Federation of Bottled Waters</b> | Representing almost 550 natural mineral and spring water producers in Europe   |
|  | <b>SpiritsEurope</b>                         | Representing producers of spirit drinks, spanning 47 product categories  |

- |  |  |   |
|--|--|---|
|  | <b>EXPRA</b>                                   | Representing packaging and packaging waste recovery and recycling systems which are owned by the obliged industry and work on a not-for-profit or profit not for distribution basis   |
|  | <b>PROsPA, represented by CITEO</b>            | An Alliance for cooperation and exchange between leading packaging recovery organisations (PRO) in Europe   |
|  | <b>ACR+</b>                                    | An international network of cities and regions sharing the aim of promoting sustainable resource management   |
|  | <b>Eurocities</b>                              | Bringing together the local governments of over 140 of Europe's largest cities and over 45 partner cities   |
|  | <b>Municipal Waste Europe</b>                  | Representing national public waste associations and similar national or regional associations from 15 Member States   |
|  | <b>European Fruit Juice Association (AIJN)</b> | Supporting Europe's fruit juice industry  |
|  | <b>UNESDA</b>                                  | Representing the European soft drinks industry, including squashes, still drinks, carbonates, powders, fruit drinks, iced teas, iced coffees, syrups, energy drinks and sports drinks |
|  | <b>PROFEL</b>                                  | The voice of the processed fruit and vegetable sector in Europe   |

## European Close the Glass Loop Action Plan

The European Close the Glass Loop Action Plan will be based on the following pillars:

- **Circularity & Innovation:** to address structural challenges in the glass collection & recycling chain, common to a vast majority of EU countries;
- **Coordination of National Platforms:** to support the development of National Action Plans and facilitate the coordination and exchange of information between the leaders of National Platforms and Action Plans.
- **Communication & Awareness-Raising:** to promote best practices that improve glass collection & recycling at EU Member State level.

### EUROPEAN ACTION PLAN

Circularity  
& Innovation

Coordination  
of National  
Platforms

Communication  
& Awareness-  
Raising

It is an Annual Action Plan and will be reviewed every year by the European Close the Glass Loop Platform Board.

# circularity & innovation

## CIRCULARITY & INNOVATION

### Glass Collection

- Municipalities
- HoReCa
- Promoting source-separated glass collection
- Engage with hospitality sector
- Glass collection for municipalities Roadshow
- Pilot projects in big cities & touristic destinations

### Glass Sorting & Treatment

- Cullet Quality Roadmap
- Uptake of glass micro-fractions in the furnace

### Circular design, consumer communications & digitalisation

- Waste prevention
- Design for collection & recycling guidelines
- Consumer Communications
- Digitalisation
- Repurposing of glass containers by the consumer
- Design for reuse & recycling





### **Glass collection**

The first step of the circular economy value chain, for any packaging material, is collection.

The point of collection must be as close and accessible as possible to the point of consumption, while ensuring that the responsible disposal of empty containers by the consumer provides the necessary secondary raw materials for the circular economy to function.

When it comes to products in glass bottles and jars, such as food & beverages or cosmetics, they are usually consumed in households or in the hospitality sector (hotels, cafés and restaurants – HoReCa). Both household waste and HoReCa waste will therefore be a major focus for Close the Glass Loop.

### **Promoting source-separated glass collection towards municipalities**

For household waste, municipalities are a key stakeholder in the closed loop, acting directly on consumer behaviour and awareness. The return of empty glass containers is heavily reliant on effective municipal waste infrastructure and management.

All municipalities will benefit from increased awareness of the mechanisms available to improve glass collection & recycling, in relation to the collection system in place (bottle bank, kerbside, mixed waste etc...), population size and density, geographic location (coastal, mountain, urban area), type (touristic, residential); but equally recognising the relative autonomy of the municipality in designing its own collection system (ownership of collected material, outsourcing of operations, collection designed by EPR schemes, etc.).

The goal is to establish a strong partnership between municipalities and Close the Glass Loop, to support municipalities in their investment decisions towards quality collection systems for glass. Based on sound analysis and a best practice guide, Close the Glass Loop will organise a **Glass Collection for Municipalities Roadshow**, in order to engage with local decision-makers.

### **Improving glass collection in big cities and touristic areas**

Densely populated areas represent a significant challenge in collecting more glass, and it is where some of the biggest losses for glass can occur. This is a common problem, from Paris to Madrid, from Lisbon to Warsaw, from Rome to Berlin. Likewise, touristic destinations also face very significant challenges to collect more glass, with big seasonal variations that put pressure on the waste collection systems.

The goal is to exchange knowledge and best practices across European countries in order to carry out pilot projects addressing these very specific challenges. These pilot projects will test innovative solutions and share knowledge.

### **Improve reverse logistics for recycling in the hospitality sector**

Hotels, Cafés and Restaurants are important markets for glass-packed products. Reverse logistics need to be improved in order to ensure the return of empty containers, for refill or for recycling.

The Close the Glass Loop Platform will be reaching out to the HoReCa sector to engage on joint projects.



### **Glass sorting & treatment**

Once the glass bottles and jars have been collected, the next step in the chain is to remove the non-targeted materials (i.e. all that is not glass) and to prepare the sorted glass (also known as “cullet”) for re-melt, in a bottle-to-bottle recycling loop. This process occurs in a Cullet Treatment Plant (CTP) and transforms the incoming collected glass from a waste to end-of-waste.

According to the revised Packaging & Packaging Waste Directive, the glass recycling rates in EU Member States will no longer be measured at the point of collection (“collection for recycling”), but at the point where cullet is effectively used in the glass furnace or in other applications (“real recycling”). In order to achieve the new targets set by the Directive, the whole glass loop must work together to limit the losses at each step of the chain.

### **Roadmap for cullet quality**

The whole chain relies heavily on the quality of the collected material: the more glass is separately collected, the fewer contaminants and non-targeted materials to be removed, the fewer the losses. However, the development of sorting & treatment techniques does play a key role in improving the quality of cullet for manufacturing in a bottle-to-bottle closed loop and reduce the leakage of cullet going to backfill or, worse still, landfill.

The Roadmap for Cullet Quality will address improvements and innovation in collection systems to optimise cullet quality, with the goal of maximising the uptake of cullet into the glass furnace. A project will be launched between container glass manufacturers and cullet treatment plant operators to increase the use of glass micro-fractions in furnace-ready cullet.

### **Circular design, consumer communications and digitalisation**

To ensure a holistic view of the glass collection & recycling chain, this section will address innovation and measures that can enhance the circularity of glass, favouring bottle-to-bottle recycling.

#### **Waste prevention**

In line with the objectives of the Circular Economy Action Plan, the Platform will address waste prevention measures to reduce (over)packaging and packaging waste. For glass, this will include the repurposing of glass containers by consumers, re-use, design for re-use and recyclability.

#### **Design for collection and recycling guidelines**

Bringing together the glass value chain in this European platform will enable progress on knowledge and design of glass-packed products being placed on the market to ensure they can be 100% recyclable thanks to effective collection, sorting, recycling and design.

### **Consumer Communications**

Information to consumers on how to recycle well and efficiently is crucial. Many examples of good effective communication exist and sharing ideas on effective campaigns will encourage the uptake of new ideas on how to best reach and engage with the consumer.

#### **Digitalisation**

Digitalisation is an enabler of the circular economy, with a huge potential for tracking, tracing, and mapping resources and ensuring enhanced product information. This platform will explore how digitalisation can, for instance:

- Improve waste sorting and recycling processes;
- Enable more efficient information sharing between producers and recyclers;
- Help consumers better sort and recycle glass products and reward them to nudge behaviour change.

## coordination of national platforms

### COORDINATION OF NATIONAL PLATFORMS

#### National Action Plans

Workshop  
in all EU  
Member States

#### National Platforms Council

Exchange  
of best  
practice

#### Data & Statistics

Annual  
Performance  
Report



We work hand-in-hand with a network of national partners across Europe to develop and implement tailored solutions for glass collection which work in the local context. As the platform launches, we count 11 national partners among our founding members, each co-led by a national association or company. Of course, this is just the first step on the journey - our ultimate goal is to scale up, to see active and impactful Close the Glass Loop National Action Plans in every European country.



**Leader:** Austria Glas Recycling  
[www.agr.at](http://www.agr.at)



**Leader:** Fost Plus  
[www.fostplus.be/en](http://www.fostplus.be/en)



**Leader:** Verre 100% solutions  
[www.fedeverre.fr](http://www.fedeverre.fr)



**Leader:** BV Glas  
[www.bvglas.de/en](http://www.bvglas.de/en)



**Leader:** REPAK  
[www.repak.ie](http://www.repak.ie)



**Leader:** CoReVe  
[www.coreve.it](http://www.coreve.it)

**Co-leader:** ASSOJETRO  
[www.assovetro.it](http://www.assovetro.it)



**Leader:** Polish Glass Manufacturers' Federation  
[www.polish-glass.pl/index.php](http://www.polish-glass.pl/index.php)



**Leader:** AIVE  
[www.aive.pt](http://www.aive.pt)

**Co-leader:** Sociedade Ponto Verde  
[www.pontoverde.pt](http://www.pontoverde.pt)



**Leader:** EcoVidrio  
[www.ecovidrio.es/en/home](http://www.ecovidrio.es/en/home)

**Co-leader:** ANFEVI  
[www.anfevi.com](http://www.anfevi.com)



**Leader:** Svensk Glasåtervinning  
[www.glasatervinning.se](http://www.glasatervinning.se)



**Leader:** British Glass  
[www.britglass.org.uk](http://www.britglass.org.uk)



Close the Glass Loop is a decentralised programme, where all activities need to be made relevant for the national, regional and local level. Therefore, the European Action Plan will support National Platforms and stakeholders to develop National Action Plans in all EU Member States.

#### **Supporting the development of national action plans**

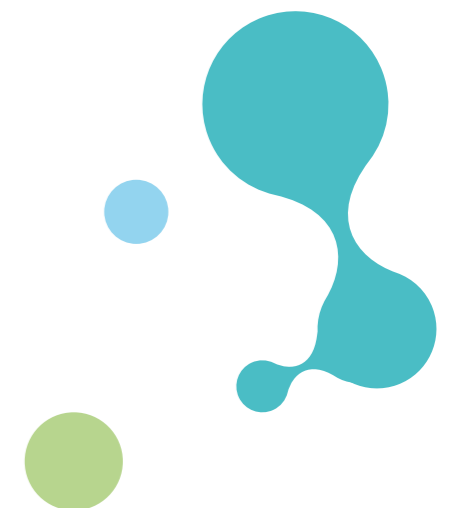
The goal is to have a National Action Plan in every EU Member State and to support its development by providing additional expertise and mobilising networks of stakeholders through the European level. Where there is no such National Platform, the European Action Plan foresees to organise workshops to raise awareness on the importance of glass collection & recycling, and to mobilise partnerships and stakeholders on local level.

#### **Exchanging best practice between national platforms**

Within the European Action Plan, there will be a National Platforms Council that brings together the leaders & co-leaders of each National Platform. Through this forum, the stakeholders directly involved in glass collection & recycling will be able to exchange views and best practice on the main challenges for the closed loop. This would include the effective transposition of the Waste Framework Directive and the Packaging & Packaging Waste Directive into national law, supporting measures and policies that can increase collection & recycling of glass packaging, and increase the quality of collected and recycled glass. It will also be a forum to react to day-to-day developments, such as the impact of the COVID-19 crisis on consumer engagement with recycling.

#### **Providing quality Data & Statistics**

Clarifying and improving data & statistics on glass collection & recycling, as well as the figures for glass placed on the market, will be key to assess the progress of the Platform, as well as of Member States in the light of their recycling targets under the Packaging & Packaging Waste Directive. To support the benchmarking and progress of activities, an Annual Performance Report will be developed, including the glass recycling rates per country and review of actions taken.



## communication & awareness-raising

### COMMUNICATION & AWARENESS RAISING

#### Annual Public Event

Communications and awareness-raising activities, including the Platform's Annual Public Event, at EU level will help promote best practices and share knowledge that enhance glass collection improve cullet quality. They will also play a key role in building a sense of community for Close the Glass Loop, which will facilitate cooperation across the glass packaging value chain, and the co-development of solutions to deliver on the Close the Glass Loop vision & ambition.





For further information,

please contact [info@closetheglassloop.eu](mailto:info@closetheglassloop.eu)

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