

Ecovidrio, a unique model

NAME
POSITION
ORGANISATION
DATE, 2019

ecovidrio
ENTIDAD SIN ÁNIMO DE LUCRO

Reciclar hoy, construir el mañana.

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to the future

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About us

01. About us

Glass packaging. Circular economy

01

NATURAL ORIGIN

02

INERT MATERIAL

03

100% RECYCLABLE



04

MANUFACTURED
USING RECYCLED
GLASS

05

GLASS NOT FOUND
IN LITTER

06

REUSED PACKAGING
IN HORECA

01. About us

Recycling chain

Our functions

01. Committed citizen and HORECA professional

We design awareness campaigns aimed at the citizens and the HORECA sector.

02. Collection and transport

We carry out containerization, selective container collection, collection in urban waste plants, additional *ad hoc* collections, intensive collection operations in the HORECA sector.

03. Glass treatment

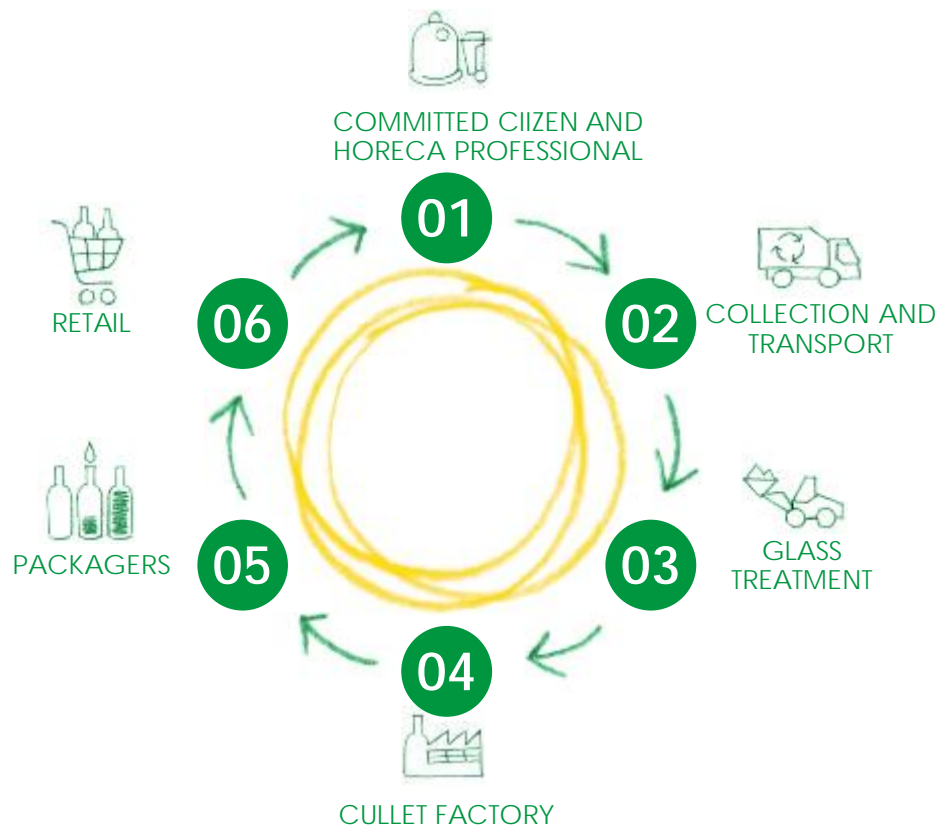
We monitor treatment operations to obtain cullet under the principles of sustainability, efficiency, effectiveness and traceability.

04. Cullet factory

We sell material to glass manufacturers for its reincorporation in the production process as a secondary raw material.

05. Packagers

We guarantee regulatory compliance and design prevention and eco-design programmes.



We manage all single-use
glass packaging waste throughout the country

01. About us

A unique management model

01 Universality

We manage all kinds of packaging throughout the country.

02 High quality selective waste collection

We manage recycling through **monomaterial containers**, thereby guaranteeing maximum quality (**only 2% impurities**).

03 Direct management of collection

In **60% of Spanish municipalities**, Ecovidrio is directly responsible for the collection of glass packaging waste (no cost for the municipalities).

04 Versatility

We adapt the collection management model to the needs and characteristics of the municipality.

05 Focusing on horeca sector

We develop specific programmes for the sector, which generates 52% of recyclable glass packaging waste.

06 Governance and transparency

We foster sustainability in the recycling chain.



01. About us

Financing

24%
SALES OF
CULLET



76%
CONTRIBUTION
FROM GREEN DOT
FEES



8,237
packaging
companies

The main financing sectors are:



02

Our results

02. Our results

Key figures 2018

SELECTIVE COLLECTION
AT GREEN CONTAINERS



840,361

TONNES OF
GLASS PACKAGING

▲+6.5%
vs 2017

18
KILOGRAMS
PER INHABITANT

68
PIECES OF
PACKAGING
PER INHABITANT

+9%
HISTORIC
INCREASE
the biggest
in the last 10 years

COLLECTION
THROUGH
17 MBT PLANTS



53,628

TONNES OF
GLASS PACKAGING

▲+76%
vs 2017

(Representing only 5%
of overall tonnage)

02. Our results

Glass packaging recycling rate 2018

ECOVIDRIO
ESTIMATION

77%

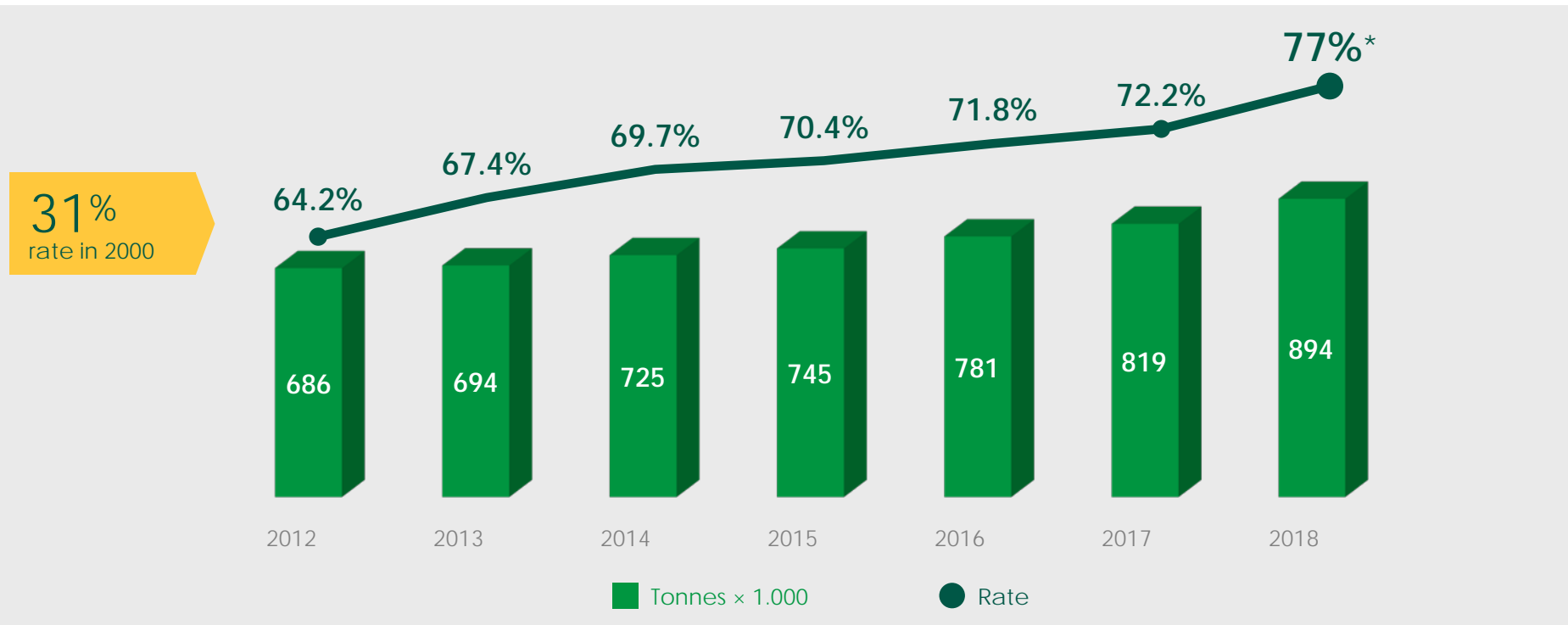
▲ +4.8% INCREASE
IN 1 YEAR

* Official Ministry of
Environment rate in 2017:
72.2%

In Spain, more than 7 in every 10
pieces of single-use glass packaging
on the market are recycled

02. Our results

Trend in glass packaging collection and recycling rate



02. Our results

Why do we recycle?



SUSTAINABLE DEVELOPMENT GOALS

- 8 TRABAJO DECENTE Y CRECIMIENTO ECONÓMICO
- 11 CIUDADES Y COMUNIDADES SOSTENIBLES
- 12 PRODUCCIÓN Y CONSUMO RESPONSABLES
- 13 ACCIÓN POR EL CLIMA
- 15 VIDA DE ECOSISTEMAS TERRESTRES
- 17 ALIANZAS PARA LOGRAR LOS OBJETIVOS

CIRCULAR ECONOMY AND COMBATING OVER-EXPLOITATION OF RESOURCES

PREVENTING EXTRACTION

1,072,787
TONNES OF RAW MATERIALS

Equivalent to

107 TIMES
the weight of the Eiffel Tower

THE FIGHT AGAINST CLIMATE CHANGE

PREVENTING EMISSIONS	ENERGY SAVINGS
518,514 TONNES OF CO ₂ IN THE ATMOSPHERE	1,340,984 MEGAWATT-HOURS OF ENERGY
Equivalent to	Equivalent to
Travelling round the world	Supplying all the hospitals in Spain
120 TIMES	3 MONTHS



Action plans

03. Action plans

Containerization



6,873

NEW
CONTAINERS
IN 2018

225,019

TOTAL
CONTAINERS



EACH
208
INHABITANTS

Spain, one of the most
containerized countries
in Europe

03. Action plans

Selective container collection



We are already working on implementing the 2021 Strategic Collection Plan!

03. Action plans

Selective container collection. Direct management

Trust in our direct collection...

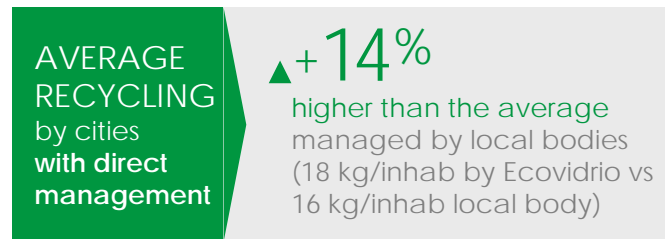


...And almost 5,000 more municipalities

Our results speak for themselves



MORE COMPANIES RECYCLING IN SPAIN HAVE DIRECT MANAGEMENT



03. Action plans

Collection in MBT plants



The collection of glass packaging waste in MBT plants is an innovative and pioneering Ecodivrio project that is unique in Europe



New facilities:
Galicia, Huelva,
Murcia, Toledo, Lorca

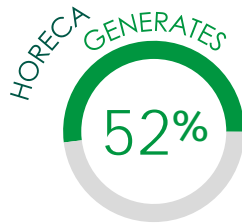


Mataró, Guadassuar,
Manises, Elche

5% OF TOTAL
TONNAGE
RECYCLED
BY ECOVIDRIO

03. Action plans

Intensive operations in the HORECA sector



OF SINGLE-USE
GLASS PACKAGING
on the market

1 establishment
GENERATES
EVERY DAY

23 PIECES OF
PACKAGING
on average



How do we do it?

01

Starting up door-to-door collection services.

02

Distributing special adapted resources to facilitate and improve the safety of large volume recycling.

03

Working with local agencies in the correct execution of municipal by-laws.

04

Strengthening infrastructures and manufacturing special containers for the sector.

05

With the implementation of intensive programmes at high consumption events.

06

Studying needs for containerization or designing new collection routes.

07

With incentivisation and awareness campaigns.

03. Action plans

Intensive operations in the HORECA sector



Annually:

13%
Total of the HORECA programme

WE VISIT
36,736
stablishments

WE DELIVER
24,928
adapted bins

WE PROVIDE
46
door-to-door services

WE ANSWER
17
daily requests by



DID YOU KNOW THAT...

In Spain there are
9,500
adapted containers



An Ecovidrio innovation, 2005



03. Action plans

Intensive operations in the HORECA sector

3 success stories



DOOR-TO-DOOR MADRID

BIGGEST DOOR-TO-DOOR
FOR HORECA IN SPAIN

Central Zone, Salamanca District and Vallecas

+157%
▲ INCREASE IN
SELECTIVE
COLLECTION

+450
BUSINESSES
SIGNED UP
TO THE PROGRAMME



SUMMER PLAN GREEN FLAG MOVEMENT

INTENSIVE SEASONAL PLAN
REINFORCEMENT FOR CONTAINERIZATION
AND COLLECTION ROUTES

136
coastal
municipalities

40,000
visits in
3 months

15,000
coastal bars and
restaurants

▲ **+11%**
average rise in
collection



JOINT ACTION LOCAL GOVERNMENT

IMPLEMENTATION
MUNICIPAL BY-LAWS

Nearly 100 Spanish local council teams
Information campaign on municipal
legislation, strengthening resources, adapting
routes, compliance audits
in 27,000 businesses.

CONVERSION TO
RECYCLERS **60%** → **98%**

03. Action plans

Awareness campaigns. Strategy

01 Targets

- **Mobilisation** of the citizens and the HORECA sector.
- **Raising awareness** and changing habits.
- **Generating** a quality reputation for Ecovidrio.

02 Strategy

- **Effectiveness** in management.
- **Strategies which emphasise** our uniqueness.
- **Seeking relevance through memorable**, motivating, inspiring and aspirational messages.
- **Using our own resources** (containers, minigloos) and acquiring external resources.
- **Building emotional** connections.
- **Establishing links** with local agencies.
- **Using well-known**, *branded digital content*.
- **Building communities** (Ecólatras/Ecosabios) engaged with the environment to mobilise others.



03. Action plans

Mobilisation

TARGETING

young people, children and the general public

338

AWARENESS-RAISING CAMPAIGNS A YEAR

294

LOCAL CAMPAIGNS at fairs, festivals and times of high consumption

+403,800 CHILDREN EDUCATED IN 2018



+90,000 MINGLOOS IN SPANISH HOMES

+430,000 FOLLOWERS ON SOCIAL MEDIA



#ecólatras
ecovidrio

+400

ENVIRONMENTAL INITIATIVES

created by our followers

22,000

ACTIVE USERS

#ecosabios by ecovidrio
Los mayores RECICLADORES

PROJECT LAUNCH

First sustainable volunteer programme for over 60s

72.7%

SPANIARDS COMMITTED TO RECYCLING (source GFJ tracking)

03. Action plans

Some examples

ARCO
2019



Recycle
for them



NBA recycled-glass
basketball court



Ecomeninas



Glass
for roscón



Callao giant
container



Ecowoman



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04. Action plans

Treatment and sale of material



01 Traceability and transparency

- We monitor and certify input and output flows.

02 Efficiency and quality

- We conduct technical studies and propose measures for reducing losses.
- We implement material quality protocols.

03 Innovation in sources and processes

- We conduct studies on other sources of recycling for other uses when the waste quality is not suitable for new packaging.

04 Sustainability

- We study and promote the implementation of available technical improvements and good market practices in Europe.
- We propose programmes and work towards the minimum possible waste in glass recycling.

05 Sale

- We are responsible for ensuring a transparent, public and open sale process.

WE WORK
with **13**
GLASS
TREATMENT
PLANTS

located throughout Spain

03. Action plans

Prevention

- 01** We promote the production of more sustainable packaging and reduction of waste generated.
- 02** We produce prevention and eco-design programmes adapted to the packaging industry.
- 03** Over 100 measures proposed to improve packaging, such as: reuse of packaging, waste reduction and increased use of recycled material.
- 04** We help companies improve the eco-design of their packaging, thanks to visits to their facilities by a technical expert.
- 05** In drafting new programmes for 2020-22 in line with new European demands.

2017-2019
THREE-YEAR
PREVENTION PLAN

..... 266
COMPANIES
SIGNED UP



03. Action plans

Sustainability



01

We implement transparency, traceability and information programmes for all target publics.

02

We establish compulsory codes of ethics, both internally and for suppliers. We provide reporting channels.

03

We include ESG sustainability criteria in our outsourcing terms and conditions, for both collection and manufacture of containers.

04

We promote the best available techniques for the glass packaging treatment and recycling phase.

05

We have commitments in reuse, eco-design and recycling of containers and infrastructures.

06

We have ISO 27000 certification and renewed policies for: corporate responsibility, quality, safety and the environment, responsible communication, and fund management.

07

We carry out analysis and improvement in corporate governance.

08

We associate our awareness campaigns with local community development programmes.

03. Action plans

Innovation



CENTRE FOR INNOVATION IN WASTE MANAGEMENT

- We have set up an **observatory of initiatives and trends** in waste collection.
- We share these new ideas with local agencies through **specialist conferences** and **web platforms** offering the best practices.



BUSINESS INTELLIGENCE

- We implement pilot programmes with **technological applications for weighing and data transmission scales** per container and container geolocation.



NEW SOURCES OF RECYCLING

- We **collect packaging waste** in 17 automatic MBT plants.
- We **promote micronisation in the process** as an additional source.
- We develop **applications for construction from the recovery** of glass packaging waste when the material is not suitable for packaging.



CONTAINERS

- We **study eco-design measures for containers** using natural resins to minimise their environmental impact at source.
- We **carry out reuse, repair and recycling programmes for unused** containers.
- We **innovate with new industrial applications** for recycled material from containers.
- We **seek applications** for CO₂ absorption.

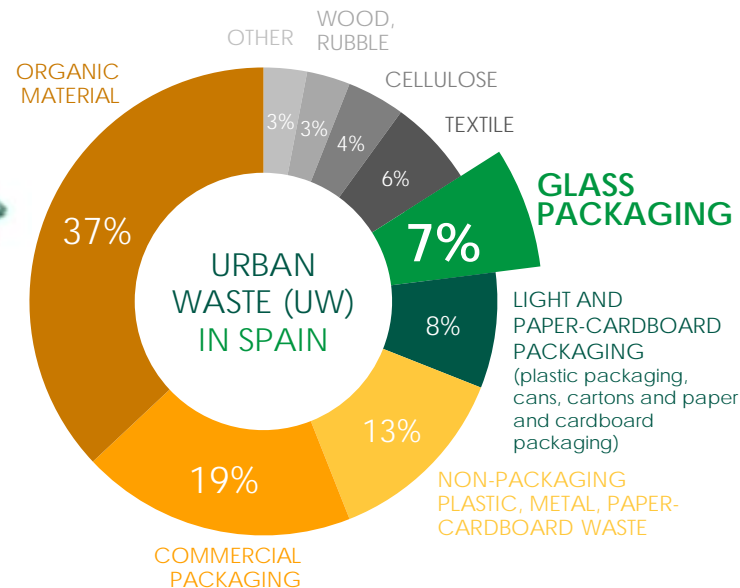
04

Commitment to the future

04. Commitment to the future

Europe sets the direction

	2020	2025	2030	2035
RECYCLING OF MUNICIPAL WASTE	50%	55%	-	65%
RECYCLING OF GLASS PACKAGING	-	70%	75%	-
INTERNAL ECOVIDRIO TARGETS	82.8%	+85%	+90%	+95%



04. Commitment to the future

And what about us? What we work on



INVESTMENT
2019

70.5

MILLION
EUROS

Levers

- 01** Intensive support for HORECA.
- 02** Continuing to donate containers.
- 03** Continuing to foster social awareness campaigns.
- 04** Encouraging direct management.
- 05** Highlighting areas with the least implementation: Andalusia and Extremadura.
- 06** Improving gathering and analysis of information on collection management.
- 07** Improving sustainability of collection and the recycling chain.

04. Commitment to the future

But we can't do it alone. Demands for the government



01 Strong legal basis.

02 **Mandatory recycling** in large generators, landfill levy and transparency and equal treatment in charges (pay as you throw).

03 **Shared responsibility** among all agents involved in the recycling chain.

04 **Funding of EPR** in accordance with our competencies and earmarked for selective collection.

05 **Encouragement of** environmental education.

06 **Generalisation of the collection** of other types of urban waste. Such as organic material (37%).

35

Conclusions

05. Conclusions



01

The ECOVIDRIO public-private partnership model works.

17% accumulated growth in the last 4 years.

02

Glass packaging management is a versatile model.

04

Awareness-raising to generate habits.

ECOVIDRIO continually runs campaigns.

05

We need direct involvement by government.

With measures that encourage local councils and ensure correct waste management.

03

Responsible HORECA, a key lever.

ECOVIDRIO finances collection and awareness campaigns.

THANK YOU

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Annexes

06. Annexes

Deposit Refund System (DRS)



Single-use glass packaging

01

The deposit-refund system is not necessary. Glass containers have shown their effectiveness for over 20 years, with a constant rise in recycling rates.

High-quality and 100% recyclable collection. We also have programmes to continue improving.

02

A deposit-refund system is not appropriate. It means maintaining two systems.

The cost of managing glass packaging through a deposit-return system is 201% higher. Joint management would mean 111% higher costs.

03

It does not provide environmental benefits, according to life-cycle analysis studies.

It is proven that it would be harmful to the environment (increased carbon footprint, increased consumption of materials, electricity, fuel and emissions).

06. Annexes

Deposit Refund System (DRS)



Single-use glass packaging

04

Experience in Europe shows that glass recycling rates close to 100% can be reached using containers.

The Ecovidrio model is used in the four countries with the highest rates: Belgium, Slovenia, Luxembourg and Sweden.

05

DRS use for single-use glass packaging in the EU represents a minority of cases.

It has been implemented for glass in Denmark (there is no EPR scheme), Finland (implemented before EPR), Estonia and Croatia (implemented before EPR), Lithuania (introduced in 2016 and no subsequent data available) and marginally in Germany.

06

Complications for HORECA, who generate 50% of glass packaging waste.

They become waste managers and require space to store and manage it.

06. Annexes

Deposit Refund System (DRS)



Single-use glass packaging

07

Complications for the packaging industry.

Possible loss of consumption and increase in management fees for all packaging, even when not covered by the deposit-return system (overheads remain the same).

08

Complications for trade distribution. Impractical for small businesses.

And no establishment can be left out of the circuit.

09

Complications for local municipalities. Direct Ecovidrio management would be compromised.

Losses for local agencies of up to 16.5 million euros in the collection of glass packaging.