



## Frequently Asked Questions - 'Friends of Glass'

### What is Friends of Glass?

*"Friends of Glass" is a movement of people who believe that glass is good for them, for their families and for the environment. There are at least five good reasons to become a friend of glass and to make a clear choice: to support glass. Join us at [www.friendsofglass.com](http://www.friendsofglass.com).*

### Why choose glass?

*There are at least five very good reasons to choose glass as the clear choice:*

- 1. Glass respects nature - it offers a closed loop recycling system ensuring that a container can be used infinitely – reused or recycled. For example, one of the environmental benefits of using recycled glass is that no new virgin raw materials are extracted as the same materials can be used again and again.*
- 2. Glass recycling also means that for every tonne of glass produced with recycled glass we save nearly half a tonne of CO<sub>2</sub>, and we can make energy savings – for every 10% of recycled glass used to make a new bottle 2% energy is saved.*
- 3. Glass is good for your health – The inert quality of glass makes it the only packaging material where there is no plastic lining between the food or beverage contents and the packaging, therefore reducing harmful effects of migration of harmful substances into food and drinks such as Bisphenol A.*
- 4. Glass has 5000 years of experience – Glass has a fine tradition and is the packaging material that has had the most impact and longest experience in the world.*
- 5. Glass has class – The vast majority of European consumers say that glass adds value to all products.*

### Who has founded the movement Friends of Glass and why?

*The Friends of Glass movement was founded by the European Container Glass Federation – FEVE to raise consciousness among citizens and consumers about the benefits of glass and to activate a movement of people to ask for glass, to use it as a packaging choice and help to increase recycling rates. Glass is 100% recyclable so there is scope to further increase the already high recycling rates that European consumers have helped achieve.*

### **When was Friends of Glass founded?**

*The movement was launched in December 2008.*

### **What is FEVE?**

*FEVE is the European Container Glass Federation. It is based in Brussels.*

*The association brings together the European manufacturers of glass packaging containers and machine-made glass tableware, representing 59 member companies (21 groups) in 22 countries (EU, Switzerland & Turkey) and keeps members up to date on EU related issues and developments.*

*The association also engages with European institutions, relevant stakeholders, as well as with members and national glass associations.*

*More information at [www.feve.org](http://www.feve.org)*

### **Where can I find Friends of Glass?**

- *On the website: [www.friendsofglass.com](http://www.friendsofglass.com)*
- *On our blog which shares worldwide news and views on glass: <http://bloginabottle.com>*
- *On Facebook: <http://www.new.facebook.com/pages/Glass/50983513676>*
- *On Flickr, in 'The Jar Bazaar' group for creative glass hobbyists:  
[www.flickr.com/groups/jarbazaar](http://www.flickr.com/groups/jarbazaar)*

### **Can anyone join Friends of Glass?**

*Yes indeed. All you have to do is support the Friends of Glass Manifesto and sign up. Friends of Glass would be delighted to welcome all new friends whether you are one friend, a company, an association, a retailer, a brand, etc. Everyone is welcome!*

### **How can I join Friends of Glass?**

*Joining is fast and easy: just go to <http://www.friendsofglass.com/join-friends-of-glass>. Please support our campaign by choosing glass wherever possible.*

*If you are interested, we invite you to leave your email address so that we can keep you informed on campaign news and events.*

### **What can you find on the "friends of glass" website, [www.friendsofglass.com](http://www.friendsofglass.com)?**

*On the website, people will find plenty of information on the reasons why glass is the clear choice, but also a number of interactive pages, clear guidelines on how to join the movement, material for the press and for schools.*

### **Who are the glass ambassadors?**

*Glass Ambassadors are springing up all over Europe. They have joined the movement and they actively support it. Some have organized actions like the 'plastics' dinner.*

*Here is the link provided to a map outlining where glass ambassadors are located geographically:  
<http://maps.google.co.uk/maps/ms?ie=UTF8&hl=en&vps=1&jsv=151e&oe=UTF8&msa=0&msid=107822428487718090971.000464ecf1aa8f4b8e4d1>*

### **What is the CHOOSE GLASS WEEK?**

*The Choose Glass Week will be organized from 21-27 September 2009: this is a European level initiative bringing together a number of activities around glass organized by FEVE, national associations, member companies and anyone who has an interest in glass; these events will be organized nationally and locally, and will include retail promotions, street theatre, glass games and online actions.*

*Our aim is to spread the word around the message: "Choose Glass".*

*You can find more information on [www.friendsofglass.com](http://www.friendsofglass.com)*

### **What partnerships can Friends of Glass offer brand owners, retailers, and media?**

*Friends of glass have several propositions for stakeholders to get involved in the campaign. You're most welcome to contact the FEVE office to find out more. FEVE would be delighted to share ideas for future cooperation with you: Contact Michael Delle Selve ([m.delleselve@feve.org](mailto:m.delleselve@feve.org)) or call +32/2 536 0080.*

### **Why a movement to support glass?**

*We are strongly convinced that glass has inherent equity. It is healthy and fundamentally contributes to well-being. It is good for nature. It is genuine, honest and real. It is innovative and "design-able". And it is a matter of good taste.*

*Historically, it has been part of everyday life for 5000 years. Today all these qualities are taken for granted and we believe not appreciated enough.*

*The campaign is aimed at making the consumer aware of the benefits of choosing glass not only for him/her but for the world in which we are living.*

*The Friends of Glass movement connects people across Europe who feel the same way.*

### **Are you interested in my opinions about glass?**

*Of course we are: sharing is caring. Feel free to post your comments on our blog at <http://bloginabottle.com>, or on our Facebook page.*

### **I am a blogger and would like to collaborate – how can I?**

*It would be good to have you on board! Here's how you can help the movement:*

- *Send us an email [secretariat@feve.org](mailto:secretariat@feve.org) or call +32/2 536 00 80.*
  - *Link your blog to [www.friendsofglass.com](http://www.friendsofglass.com)*
  - *Add the Friends of Glass badge to your blog (<http://www.friendsofglass.com/presskit>)*
- Have any other ideas? Post a comment on the blog (<http://bloginabottle.com>) and we will contact you as soon as possible.*

### **Is glass better than other materials?**

*That's up to you to decide. The movement "Friends of Glass" only focuses on the many benefits of glass: we invite you to fully explore the benefits you already know about and to discover new benefits (see: why is glass the clear choice)*

*<http://www.friendsofglass.com/five-good-reasons>*

### **How can I unsubscribe from Friends of Glass?**

All you have to do is click on this link [www.friendsofglass.com/leave](http://www.friendsofglass.com/leave) or if you joined our page at Facebook, simply select "Leave Group".

### **Does Friends of Glass have job opportunities?**

*"Friends of Glass" is a world wide movement but has no permanent secretariat. You might want to work for the glass industry, contacts to member firms and the organisation that set up Friends of Glass can be found on [www.feve.org](http://www.feve.org)*

### **I can't see movies or hear audio on your website. What do I do?**

*Our website uses a number of plug-ins to allow you to see and hear video and audio. For some sections you'll need Macromedia Flash and Shockwave, both of which you can download for free from [www.adobe.com](http://www.adobe.com).*

### **I can't open a document on your site. What do I do?**

*Some of our documents are stored in a PDF-format. This requires the Adobe Acrobat Reader. You can download the reader for free at [www.adobe.com](http://www.adobe.com).*

### **What free materials do you have for teachers?**

*We have produced free resources for both teachers and scholars. You can download them at <http://www.friendsofglass.com/pdf-toolkit>.*

### **I'm still at school. How can I get involved?**

*This is great news for us. We welcome fans of all ages! You can join Friends of Glass at [www.friendsofglass.com](http://www.friendsofglass.com). And you can encourage your friends and schoolmates to do the same. Why don't you write your next assignment on glass or recycling? We've put up a ready-made info kit for you at <http://www.friendsofglass.com/pdf-toolkit>.*

### **I'd like to reproduce text from your website. Do I need permission?**

*We encourage you to spread the message! That is why we've produced free materials for schools and press. In case you have questions regarding copyright, feel free to contact us at [secretariat@feve.org](mailto:secretariat@feve.org).*

### **Where can I recycle glass in my area?**

*Smart thinking: recycling is indeed a key action to respect the environment and to improve the world where you live. There's probably a bottle bank in your neighborhood. And if not: take action and request one! Fill out the form on our website (<http://www.friendsofglass.com/bottle-bank-request-new>).*

### **Does the production of glass cause any environmental impact?**

*Glass is 100% recyclable - over and over again. This sets glass apart from other packaging materials. As a result, fewer natural resources are needed and less landfill is used. For every tonne of glass we can save nearly half tonne of CO<sub>2</sub>, and make energy savings - for every 10% of recycled glass used to make a new bottle 2% energy is saved.*

### **Still need your question answered?**

*Send us an email [secretariat@feve.org](mailto:secretariat@feve.org) or call +32 2 536 00 80.*