



British Glass

End of Year Review  
2020 — 2021



# Welcome from Dave



Dave Dalton, British Glass CEO

Little could any of us have anticipated that at this point 12 months ago, we would still be embroiled in this relentless battle with Covid-19 and the depth of impact continuing across the globe. In July 2020 we were but three months into the first imposed UK lockdown and probably thought normality would resume by the Autumn.

More than a year on, we still occupy uncertain ground, though we believe that collectively British Glass and our members have navigated these unprecedented times commendably well, staying operational throughout and, despite early fears in certain sub-sectors through reduced market pull, we have ultimately maintained production and supplied consistently into the market throughout.

As your representative body we have made sure of a positive and progressive dialogue with all pertinent government departments and have successfully fed back our experience to those making decisions on the path we have plotted through these most difficult times.

Our regular exchange sessions with BEIS and updates to DEFRA and the Treasury have served the glass sector well and have helped shape emergency policy allowing for EU workers to attend furnace repair and rebuilds, smoothing some of the less-welcome experiences of post-brexite logistics with our EU neighbours and working closely with Department of International Trade,

shaping trade defence architecture to protect our own businesses here in the UK from potential exposure under new trading rules.

Our team has expanded and, under the leadership of Federation Manager Jenni Richards, continues to do sterling work on behalf of the sector and wider supply chain. Great relationships have been built and glass is now well positioned with a strong voice.

We are now leading on behalf of the newly named Foundation Industries sector encompassing steel, ceramics, cement, glass, paper and chemicals manufacture, and have key positions on strategic bodies reviewing environmental policy, waste and resource strategy and the future of technology and manufacturing.

Taking the optimistic path as I believe we should, the UK now has a pathway to escape from lockdown and a route to rapid regrowth of the economy through our manufacturing excellence, where glass is a leading exponent.

I believe we have much to look forward to and that together we can achieve great things for the UK economy and the sustained future of glass.

# Meet the team



**Dr Nick Kirk**  
Technical Director



**Jenni Richards**  
Federation Manager



**Paul Pearcy**  
Senior EHS Adviser



**Mark Pudner**  
Senior Technical Adviser



**Theresa Green**  
Information Officer



**Phillip Fenton**  
Lead Packaging and  
Recycling Adviser



**Holly Feeny**  
EHS Adviser



**Joe Cadman**  
Communications Officer



**Meg Grattidge**  
Events and Training  
Coordinator



**Victoria Adams**  
Communications  
Manager



**Tom Armes**  
Content Marketing Lead



**Gareth Jones**  
Operations and  
Commercial Director



**Callum Hawksworth**  
Administrative Assistant



**Alistair Craig**  
Policy Officer  
(Maternity Cover)

# Brexit and Trade

On 31 December 2020 the UK left the EU Customs Union and the reality of Brexit started to make itself clear. We had, of course, kept the membership up to date with those changes which were already confirmed during the latter part of 2020, signposting business transition guidance and ensuring that British Glass was properly represented at new stakeholder groups that were set up within the Department of International Trade and BEIS.

During 2020 the UK Government published the new UK Global Tariff rates for imports to the UK from nations where there is no free trade agreement in place. Compared to the previous EU common external tariffs many glass products were 'liberalised' (reduced to 0%) or 'standardised' (rounded down). British Glass commissioned an analysis of the impacts which identified that the glass products most likely to be affected were container glass and confirmed our understanding that the main threat was from the EU if a free trade deal could not be agreed. Whilst a trade deal was eventually agreed, British Glass has now set up new regular analysis of trade data to monitor whether there have been any changes to the flows of glass products as a result of the new trading conditions and these will be made available to members in due course.

The crucial trade deal that everyone was waiting for, the Trade and Cooperation Agreement was signed last minute on Christmas Eve 2020. Although the agreement was a great relief to the UK Glass sector, the agreement included a number of new elements for British Glass to understand and act upon.

The immediate concern was in dealing with the new practicalities of trading from 1 January 2021. British Glass worked with members to identify issues and communicate them to government. We held a membership exchange forum in February to allow members to discuss their challenges and look for solutions. At the session, we also heard from a government expert on the new rules of origin which is the mechanism to access tariff free trade between the UK and the EU from 2021.

Subsequently British Glass has published guidance on using the rules of origin for glass products which was checked and approved by our BEIS contacts.

Some elements entered a transitional period eg the free movement of people from the EU to the UK ends at the beginning of July 2021 and the transition from the CE to the UKCA safety mark will take place in stages up to the end of 2022. Both of these have unforeseen impacts on the UK glass sector and British Glass has been working with members to overcome these challenges.

The new UK Trade Remedies Authority (TRA) will now assess whether imports of certain subsidised products are damaging to UK producers, rather than this being assessed at the EU Commission. British Glass supported the case to transition a number of glass fibre trade remedies into UK law. However, one review was not completed in time and will now become one of the first cases for the TRA to assess, in consultation with UK industry.

The UK has also initiated a review of subsidy control with a view to moving away from the EU's state aid rules. These rules cover any financial assistance from government to companies and the UK glass sector already benefits from a number of energy reliefs and R&D projects that are subject to state aid, so we have inputted into the initial consultation and will continue to follow this area for members.

We now look to the future of the new trading landscape and how we can best support our members in these changing times.

# Glass Focus 2020

Our annual Glass Focus Awards were a virtual affair in 2020, with attendees logging in on 12 November to see the awards presented on Zoom.

**British Glass CEO Dave Dalton said:**

*"While the last year has been an extremely challenging one for businesses and individuals alike across the whole supply chain, we were delighted to still be able to celebrate the very best of what the glass sector has to offer at an albeit very different Glass Focus awards.*

*"Despite everything 2020 has thrown at us, this year saw the highest amount of entries we have ever had for the awards across all the categories which is a testament to our industry and how durable, innovative and vital it remains to be.*

*"We're proud of the achievements of everyone, whether they have created incredible innovative solutions, invested in reducing our environmental footprint, created beautiful designs or nurtured the future talent of our industry and we look forward to seeing what our sector can do across the next year."*



**Glass Focus  
Awards 2020**



**British Glass**

Nine award winners were crowned on the night including:

**Design of the year – container** (sponsored by Packaging News)

**Carbon Sake by Stoelzle Flaconnage**

**Design of the year – flat** (sponsored by Glass International)

**SaniTise by Pilkington UK**

**Innovative solution** (sponsored by Glass Technology Services)

**New generation glass antenna by Stealth Case Oy**

**Health and safety action** (sponsored by Arco)

**Wellbeing kiosks by Pilkington UK**

**Strengthening business through people** (sponsored by Glass Worldwide)

**In It Together by Encirc**

**Rising Star** (sponsored by the Worshipful Company of Glass Sellers)

**Erin Miller of Encirc**

**Marketing Impact** (sponsored by FEVE)

**Beauty, Artistry, Cherish Forever by Allister Malcolm Glass**

**Sustainable Practice** (sponsored by Glass Futures)

**Briquettes project by Ardagh Glass**

**British Glass Company of the Year**

**Encirc**



# Environment & energy

Work in the environment and energy area over the last 12 months has been extensive due to the Brexit transition which has seen all members move from EU Emissions Trading Scheme (ETS) into a UK ETS scheme from January 2021, as well as the transitioning of a number of other EU environmental requirements. We continued to support members with site compliance for ETS and applications for free allocations, including working with the Environment Agency to ensure that the current methods used for monitoring of production levels could continue. The government has now stepped-up policy announcements from Q1 2021 mainly focused on carbon reduction in line with their net zero target.

Domestically, the government has committed to introducing a new scheme called the Green Gas Levy which looks to place levies on natural gas use in order to incentivise the use of low carbon gases. Whilst the scheme is due to begin in April 2022 with a relatively small impact to the industrial user, the government has indicated they intend to switch to charging on volumetric basis as soon as possible and British Glass has been working to understand the potential impact and cost mitigation options.

On environmental permitting we are working with the Environment Agency to look at emissions of SO<sub>x</sub>. This year a UK system for setting emissions limits will be introduced and we are working with DEFRA to help shape this.

Data is essential for us to lobby government, provide evidence and give understanding to our members. Over the last year we have been working on and implemented a new data procedure. This has allowed us to collect vital data from members with the addition of a password protected spreadsheet and a designated data contact.

British Glass engages with policy makers to help them understand the challenges facing the glass industry to ensure we remain competitive with the rest of the world. We held a series of roundtable discussions with E&E members and BEIS officials on UK ETS and funding to ensure our members are involved.



# Net Zero/ Health & safety overview

## Net Zero

In 2017, British glass published a decarbonisation roadmap in conjunction with BEIS, which mapped out a 80% carbon reduction by 2050. Following the UK Government's announcement in 2019 to reach Net Zero by 2050, British Glass has undertaken a review of what this means for the glass sector and how it can be achieved.

To this end, we have produced a Net Zero Strategy which updates the previous work and sets out the technology options the glass industry could use to meet Net Zero by 2050. The strategy also identifies policy requirements so that British Glass can communicate these to Government and advocate for the support that the sector will need to reach Net Zero.

To initiate the process, British Glass held two successful and well attended Net Zero webinars in October 2020, bringing together those with an interest in glass sector decarbonisation and to hear from some great speakers including the Chair of the Climate Change Committee Adaption Committee, Baroness Brown. British Glass has been working on a model and report to underpin the strategy before consulting with manufacturing members and expect to publish in early summer.

British Glass continues to work on the fuel switching programme alongside Glass Futures,

with our aim to understand the cost implications of fuel switching options for members so that it can be recognised in government policy.

During this year, the UK Government has published the Energy White Paper and the Industrial Decarbonisation Strategy, both wide-ranging policy documents which will seed many areas of work for British Glass on behalf of the sector over the next few years.



## Health & safety

Now in its fourth year, the British Glass 'Health and Safety Forward' scheme unites members around the common goal of health and safety improvement. Participating members submit annual data which allows the Health and Safety Committee to design an annual action plan targeted at the help members need most. British Glass represents the industry at the HSE's CHARGE Group, where we can feed back activities, address wider mineral industry issues, and raise sector concerns for discussion.

Most of the support during the last 12 months has been Covid related, ensuring members are receiving the Covid secure workplace guidance, providing a forum to discuss best practice and advising on any specific queries. We have also supported members to implement new requirements for chemical regulation to transition from EU REACH to UK REACH to ensure continued supply of chemicals.

The top 3 RIDDOR accident types from 2020 include contact with moving machinery, injured while handling, lifting, or carrying and slips, trips and falls on the same level. We will use these top occurring accidents to guide our strategy for the year.





# Technical Committee and Flat glass

## Technical Committee

The work of the Technical Committee covers design standards and test methods for glass containers and legislation such as food contact and heavy metals requirements.

This year the committee worked on an update to the BRCGS Guideline for the Glass Container Manufacturing Industry to address the changes in Issue 6 of the Global Standard for Packaging Materials which was published by BRCGS in April. This is a useful resource which helps manufacturers with certification to the standard.

Work on the update to TEC7 is in progress and the new version should be available later in 2021. TEC 3 (Specifications for Glass Container Finishes) has now been transferred to Cetie, who will gradually adopt the drawings into their system.

Members of the committee and British Glass attended relevant working group meetings at Cetie, contributing to the update and development of a wide range of data sheets and specifications which are published on the Cetie website. Many of the specifications produced by Cetie go on to become CEN or ISO standards. British Glass' representation at BSI ensures that we have representation at CEN and ISO to continue this work.

Later this year we hope to host the Cetie Glass Plenary in Sheffield.

## Flat glass

The opportunities for decarbonisation via improved glazing products and by capturing more waste construction glass are exciting areas where British Glass can engage stakeholders with a positive message from the glass industry.

This year we implemented an engagement campaign to discuss how these areas could be explored to the benefit of our flat glass members and the wider glass industry by association.

Over the course of this years exercise, we have met with MPs and other stakeholders to discuss opportunities and present a positive, proactive approach from the glass industry. This has resulted in a number of new relationships with key MPs, some useful Parliamentary Questions, and an improved presence for the glass sector at Westminster.

We are now working on DEFRA's Waste Prevention Programme which proposes new measures to decrease the amount of waste from the construction sector.





# Recycling Committee

## Container recycling – Upcoming regulatory changes

Over the last 12 months, British Glass has been preparing the ground for the UK Government's regulatory consultations on a deposit return scheme (DRS), extended producer responsibility (EPR) and consistency of collections across local authorities in England. These are the most significant changes to recycling in the UK for decades and will set the scene for glass recycling for a generation.

British Glass strongly support reforms to producer responsibility to drive investment into recycling infrastructure, boost public and education campaigns and incentivise producers to move from harder to recycle packaging to recyclable containers like glass. Consistency of collections are also vital to ensure every council in England collects glass separately at the kerbside to make household recycling convenient and easy.

Upcoming reforms to consistency and EPR will significantly improve glass recycling rates from an already excellent 71%. However, British Glass have been working hard to persuade policymakers and stakeholders that rather than benefiting

glass recycling, a deposit return scheme will be highly detrimental to closed loop bottle-to-bottle recycling.

Supported by political affairs specialists, the British Glass team have engaged with stakeholders and policy makers including Ministers, MPs and Lords. Following successful engagement our concerns have been raised via numerous parliamentary questions as well as during an Environment Bill debate in the House of Commons. Significantly, following engagement with members of the Parliamentary Environmental Audit Committee, an inquiry was announced to understand the unintended consequences of a DRS and the materials in scope of the scheme. British Glass submitted written evidence and were pleased to be able to give oral evidence to the committee in March.

British Glass will be working closely with members to respond to the consultations.

## Recycling – Closing the Glass Loop

As UK lead for the Close the Glass Loop project, British Glass hosted the first of what will become an annual glass recycling summit. The inaugural summit launched the container glass industry's

commitment to achieving a 90% collected for recycling rate and improving the quality of glass cullet by 2030. This target underpins the industry's ambition to drive up glass recycling rates and increase the recycled content in glass packaging. The UK is already achieving a 76.5% collection rate from households and this event was the launch pad to driving collaboration across the entire glass supply chain, from recyclers, manufactures, local government, brands and retailers to close the glass loop and build on the circularity of glass. During the virtual conference we heard from the Minister responsible for recycling, Rebecca Pow MP, Head of Waste Strategy in Wales, Andy Rees OBE, Philip Dunne MP, Chair of the Environmental Audit Committee, and many other key stakeholders such as Paul Vanston, INCPEN, Claire Shrewsbury, WRAP, Adam Read, Suez and Niall Walker who works on sustainable packaging at Diageo.

We are seeking to maintain momentum from the successful event and are launching industry working groups to tackle some of the big issues that came out of the summit including building education and communications campaigns to increase understanding on what happens to your recycled glass and help consumers do the right thing.



# Friends of glass

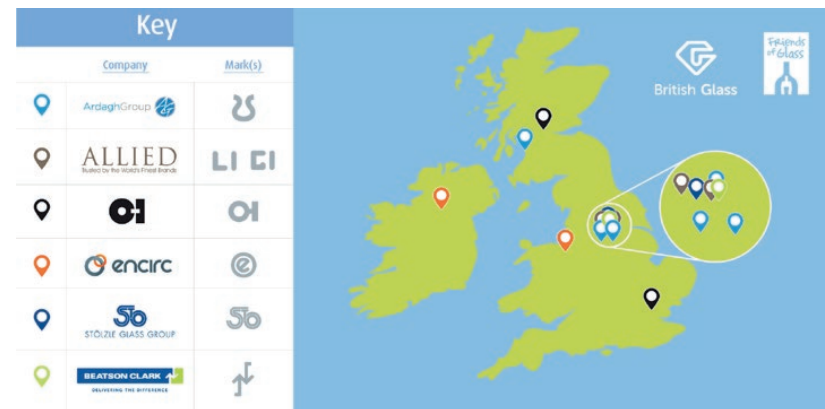
Despite the restrictions of the last year, British Glass has successfully run a number of campaigns sharing the benefits of glass packaging to consumers using the Friends of Glass platform.

One of the main objectives of the last year was to work with local authorities on communications campaigns to both combat their problems with and improve glass collections in the hope of also improving the quality of cullet received by our members.

We ran a successful campaign with Cheshire West and Chester council during February and March 2021 that saw 998 tonnes and 1,228 tonnes of glass collected in the local area in February and March respectively. These figures are the highest monthly tonnages the council has collected in the last five years and, while taking into account uplift in glass collected caused by lockdowns in the UK, we believe there was a 62% uplift versus March 2020 and March 2021.

As well as working with Cheshire West and Chester, Friends of Glass updated the resources available on the WRAP website to allow local authorities and businesses to create their own communications campaigns on glass recycling. The updated resources included social media infographics, video, leaflets, web copy and guidance on how to use the resources.

On the back of successful work with WRAP and Cheshire West and Chester, British Glass will look to expand the work completed in 2020 by working with a number of councils across the UK to address their problems with glass recycling. We will look to develop communications campaigns to address these specific problems, increase knowledge on glass recycling among residents and hopefully boost the amount of glass collected for recycling in these areas.



Cheshire West and Chester Council

## let's aim for every last one

Did you know .....

...it takes only 30 days for your glass recycling to go from your green box to back on the shelves of your local shops? That's why we're aiming for every last one.





## Friends of glass (cont.)

Away from working with councils, a social media campaign educating consumers on punt marks and how they could be used to locate where their bottles and jars were made in the UK was a resounding success.

The campaign saw 78,433 impressions, 8,358 engagements, a 10.66% engagement rate and 62 competition entries with the winner receiving a £50 M&S voucher. Following this success, we will be looking to repeat the punt mark campaign again in 2021.

Continuing into its third year, the Glass Guardians educational programme had to adapt to lockdowns and the subsequent emphasis on home schooling throughout 2020 with a new parents' portal. Despite a reduction in the number of pupils reached due to the pandemic's effect on education, the campaign will continue into its fourth year with the introduction of an online interactive experiment to sit alongside the existing recycling resources as we look to expand the reach of the programme into schools once again.

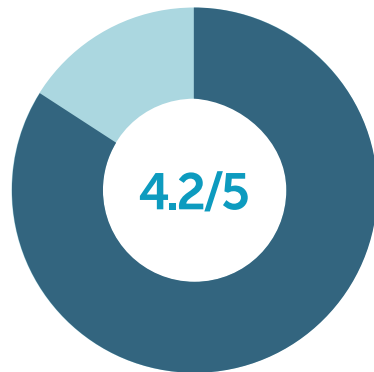
Our Speak up for Glass campaign tackled some of the negative press on wine packaged in glass and showed that glass bottles are still the best option when it comes to wine with help from renowned wine expert Olly Smith, Dr Jamie Goode and Lucy Siegle. In 2021, we will look to expand our Speak up for Glass campaign by looking to other markets such as beer.

Looking forward to 2021 we have partnered with Zero Waste Leeds, Allied Glass, the Ardagh Group and URM for a joint campaign looking to capitalise on a 26% increase in glass recycling in Leeds during the Covid-19 enforced lockdowns. By bringing together local businesses from across the glass supply chain to promote a renewed recycling effort and look at improving glass bank sites in the city, we hope to see a continuation of the recycling boom in the city.

# Membership survey

We asked our members what they thought of us and this is what they said:

## Service satisfaction

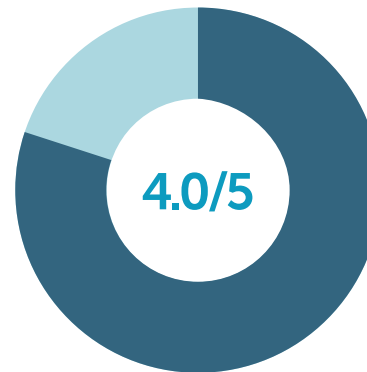


"BGMC are covering a wide range of topics during a complex time for the industry"

"I attend regular meetings which I find very useful"

"Experienced, friendly staff"

## Quality of information

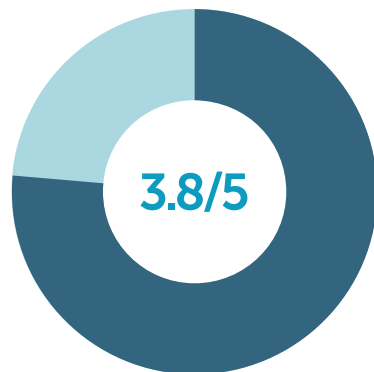


"Always very quick to respond with relevant information and advice"

"Attention to detail and focus on important issues"

"Useful summaries of latest policies"

## Website information



"Always makes very interesting reading on varied topics"

"Easy access and just the right amount of info available"

## Membership value



"Professional with high integrity"

"A lot of good work is being done on behalf of the industry"

"Good organisation, works hard for the sector"



# You asked, we did

We asked you how we could improve our services. Considering the responses we identified 5 areas for improvement.

Identified improvement	What we did
<b>Wider provision to better engage and represent smaller members</b>	Introduction of more interactive quarterly membership exchange events. We improved communication with smaller members to understand needs and asks.
<b>Increased and improve liaison with supply chain stakeholders</b>	Introduced an annual recycling summit to engage with the glass packaging supply chain. Are now working more closely with the Glass and Glazing Federation on glazing issues.
<b>Standardisation of email and meeting practice</b>	Held internal best practice sessions which were agreed and written into our new quality (9001) procedures.
<b>Improve alignment of container committees</b>	Container committee leads now have a standing quarterly session to discuss potential crossover and conflicts.
<b>Social event</b>	We hope to host a social event during the next membership year, pending restrictions.

# HR Forum and Information services

## HR Forum

We have re-established the HR forum in the last 12 months to talk about the issues facing the industry and how we can attract a younger, more diverse workforce. We are developing proposals for a series of videos to showcase careers in the glass industry specifically focused on young people. We have also fed into government's calls on green jobs and HR representatives were invited to feed into a government study on Future Skills in a workshop run by Innovate UK in February 2021.

As part of the work with the HR forum and the Senior Executive group we have also launched a 'Future Forum' which is a collection of people starting promising careers in the industry from member companies who come together to share ideas on how the industry can improve. In the last 12 months they have proposed options for attracting younger people to the glass industry and also shared their thoughts on diversity for consideration.

## Information services

British Glass has the only dedicated library on glass and glass technology in the UK. Each year we answer over 1,000 enquiries from companies and individuals wanting specific glass products and services or materials. Our team find out exactly what is required and refer them to the most appropriate member to suit their needs.

Our dedicated library not only covers trade and technical journals but also worldwide industry standards, conference proceedings and other material such as reports, legislation and statistics – all backed up by a team of technical experts in the background should they be needed. During the current membership year-to-date (2020-2021) Information services has answered some 200 direct requests from our members for information. There was also around 400 requests from individuals or companies looking for a supplier of glass (or associated products) in the UK (which were forwarded to members) and, as industry ambassadors, for the benefit of the glass sector we also answered around 200 requests from non-members and stakeholders looking for technical information.

Our website receives around 11,000 visits every month and consistently ranks highly in glass-related searches – meaning entries in our company directory, events listings and news pages generate leads, sales and publicity.

British Glass members can now search our new [online database](#) of tens of thousands of abstracts free of charge, and even order copies using the search function. This data collection contains over 100 years of information on everything you ever needed to know about glass, technical or not. From its history and old glassmaking processes to state-of-the-art production as it is today, covering all glass sectors. Major works, primary papers, conference proceedings are all included.





**Glass Focus**  
Awards 2021

We can't wait to celebrate with you in person at this year's Glass Focus Awards on 18 November.

For the latest updates and announcements, go to:  
[www.britglass.org.uk/glass-focus-2021](http://www.britglass.org.uk/glass-focus-2021)



**British Glass**



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