

# **SOUTHEAST RECYCLING DEVELOPMENT COUNCIL**

**GLASS RECYCLING COALITION**

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Purveyor of The Good Life











## TERRITORIES







**IT'S THE RIGHT  
THING TO DO.**

**AND IT MAKES BUSINESS SENSE.**







NEW BELGIUM

# RECYCLING CENTER

U.S. **zerowaste**<sup>™</sup>  
BUSINESS COUNCIL

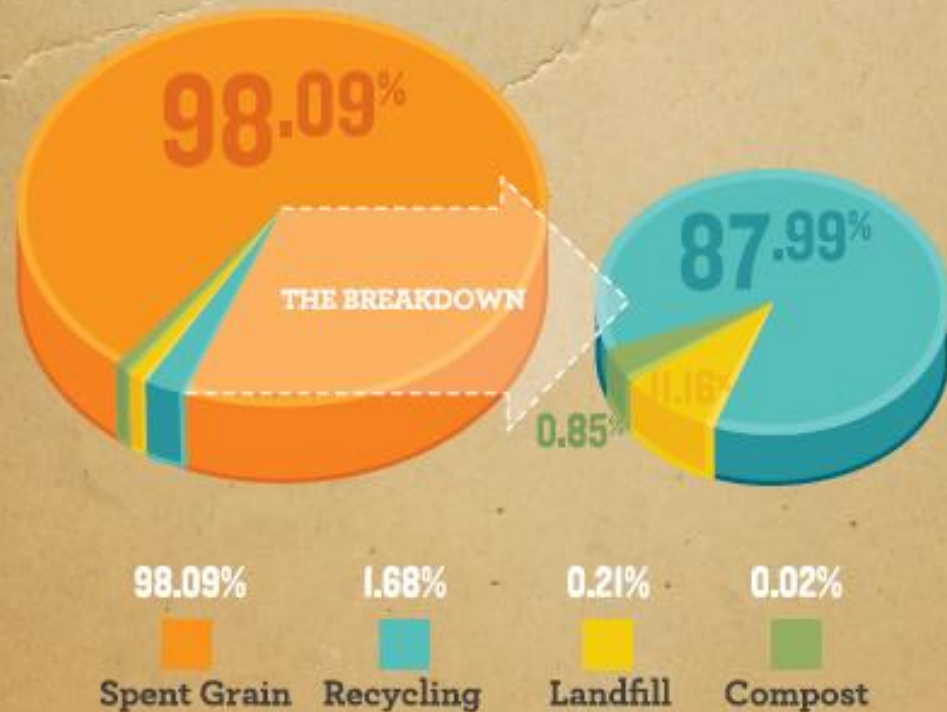


## WASTE DIVERSION

99.8%

of our waste (by weight) escaped final death in the landfill! Our waste diversion specialist, Nick, found a new life for this waste and in so doing made enough revenue to pay for his job and a few more! Good for the planet, good for business.

Most brewers have a high diversion rate because spent grain has value and rarely goes to landfill. That part is usually easy. The true measure of the effort is what happens with the remaining 2%.



## WASTE SENT TO LANDFILL



Grams (g) of landfill waste per hectoliter (HL) packaged

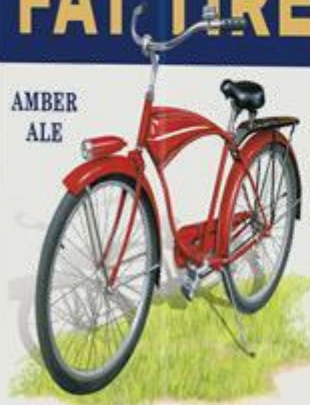
## PACKAGING REDUCTION GOALS

- ☐ Source Reduction
- ☐ Sustainable Material Selection & Design
- ☐ Optimizing Efficiency
- ☐ Recovery and Recycling Advocacy





AMBER  
ALE



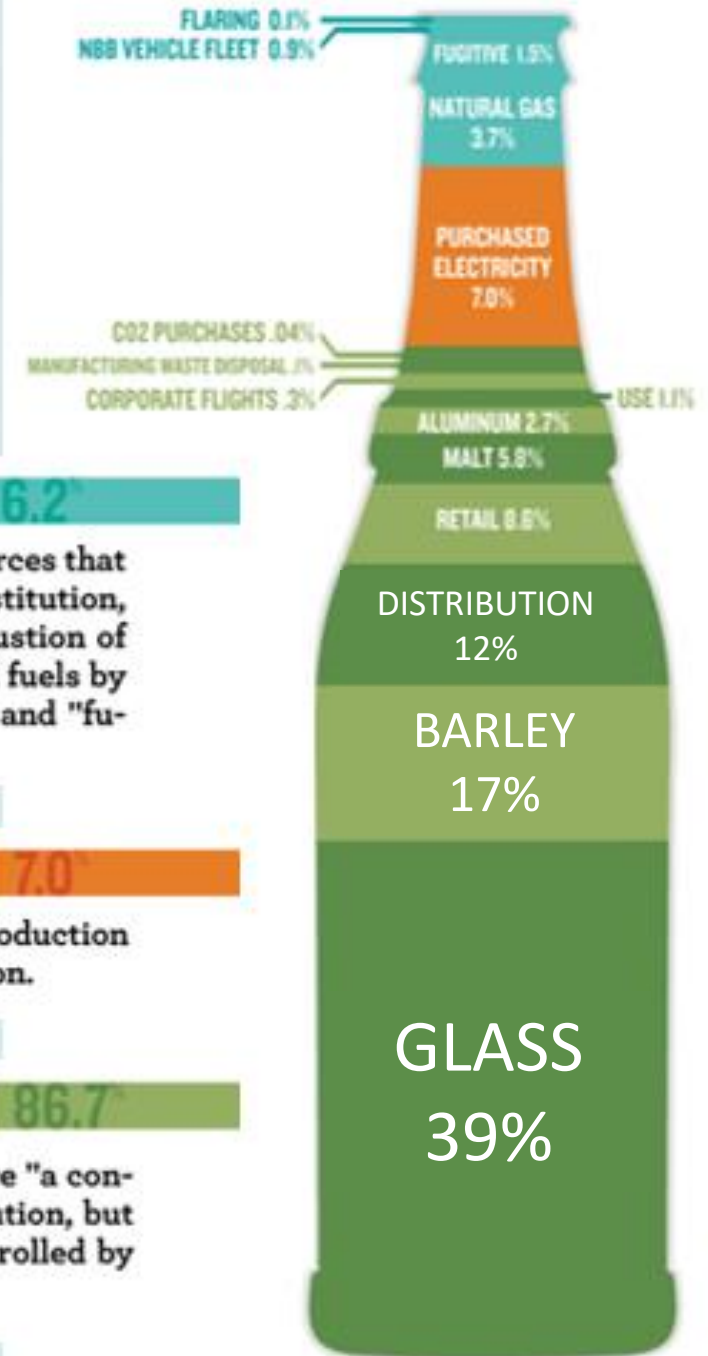
AMBER ALE

FAT TIRE Amber Ale perfectly balances biscuit-like malt flavors with hoppy freshness. Named in honor of a storied bike ride through Europe, FAT TIRE cruises with Belgian imagination and inspiration.





# MATERIALITY ASSESSMENT



## SCOPE 1: DIRECT EMISSIONS

6.2

Emissions directly occurring "from sources that are owned or controlled by the institution, including: on-campus stationary combustion of fossil fuels; mobile combustion of fossil fuels by institution owned/controlled vehicles; and "fugitive" emissions.

## SCOPE 2: INDIRECT EMISSIONS

7.0

Indirect emissions generated in the production of electricity consumed by the institution.

## SCOPE 3: INDIRECT EMISSIONS

86.7

All the other indirect emissions that are "a consequence of the activities of the institution, but occur from sources not owned or controlled by the institution.

The Carbon Footprint of  
Fat Tire® Amber Ale

Some preliminary research for beer consumed  
has been submitted from this source.





15% → 95%+





# Cans vs. Bottles













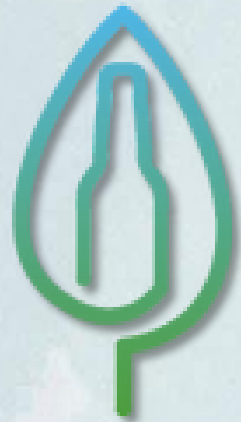
# Sticking with glass.











BEVERAGE INDUSTRY  
ENVIRONMENTAL ROUNDTABLE







GLASS RECYCLING  
COALITION

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# MAKING GLASS RECYCLING WORK

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The Glass Recycling Coalition brings together a diverse membership of companies and organizations to make glass recycling work: glass manufacturers, haulers, processors, materials recovery facilities, capital markets, end markets and brands that use glass to showcase their products.





## **VISION**

All glass is continuously recycled to the highest and best use, maximizing economic, environmental and social benefits.

## **MISSION**

Collaborating throughout the supply chain to make glass recycling work, by supporting the most accessible and viable glass recovery and recycling options for consumers, encouraging financially sustainable mechanisms that produce quality cullet, and strengthening glass markets.





## GLASS RECYCLING COALITION



*Promoting  
best practices  
in glass  
recycling*



*Strengthening  
glass markets  
and the value  
chain*



*Providing  
solutions-  
oriented  
resources for  
local and state  
governments*



*Collaborating to  
build a strong  
foundation for  
the success of  
glass recycling  
in the future*



*Partnering  
with Glass  
Champions to  
seek solutions  
that increase  
glass recycling*







# WHAT DO WE NEED TO ADDRESS TOGETHER?

- THE SYSTEM IS DIRTY AND OPERATING INEFFICIENTLY
- WE NEED TO BE MORE OPEN WITH ONE ANOTHER
  - If we don't talk, we can't see the whole system
  - If we don't see the whole system, we can never optimize it
  - Strategic Materials Management - whole system, life cycle design
- WE NEED MORE DATA
- More consumer facing brands in the conversation
- Investments need to be made, for a temporary window of time, to shift to a new infrastructure. Who will get a payback on those investments? What can we do together that we can't do alone?





# MURMURATE







*If it's not fun, it's not sustainable.*

- Guy Dauncey







**CHEERS!**