SOUTHEAST RECYCLING DEVELOPMENT COUNCIL
GLASS RECYCLING COALITION

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Purveyor of The Good Life
IT’S THE RIGHT THING TO DO. AND IT MAKES BUSINESS SENSE.
The methane we capture in here and here powers 15% of our brewery.
NEW BELGIUM

RECYCLING CENTER
PACKAGING REDUCTION GOALS
- Source Reduction
- Sustainable Material Selection & Design
- Optimizing Efficiency
- Recovery and Recycling Advocacy
MATERIALITY ASSESSMENT

**SCOPE 1: DIRECT EMISSIONS**

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**

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

**SCOPE 3: INDIRECT EMISSIONS**

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.

DISTRIBUTION

- 12%

BARLEY

- 17%

GLASS

- 39%
15% → 95%+
Cans vs. Bottles
Sticking with glass.
But what can New Belgium do?
MAKING GLASS RECYCLING WORK

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?
If it’s not fun, it’s not sustainable.

- Guy Dauncey