

## PRESS RELEASE

### THE HOSPITALITY SECTOR JOINS “CLOSE THE GLASS LOOP”

**Brussels, 6 October 2021**

The European hospitality sector – represented by HOTREC – joins “Close the Glass Loop” – the major multi-stakeholder stewardship programme for glass packaging launched in June 2020. The platform has the objective to achieve a post-consumer glass container collection target of 90% by 2030, and to ensure that this is recycled into the container glass production loop to come back as a new packaging.

*“We are delighted to join the Close the Glass Loop platform. HOTREC fully supports the promotion of sustainable, responsible and high-quality tourism. In particular, we encourage our members to use resources and deal with waste management in the best possible way in order to pursue new business development and improve daily operations.”* **says Marie Audren, HOTREC Director General** *“By working together with the Close the Glass Loop partners to an increased collection and endless recycling of glass packaging we help to drive sustainability throughout our value chain”.*

“Close the Glass Loop” aims to unite the glass packaging value chain under a multi-stakeholder European programme supported by 11 national level action plans. HOTREC members will cooperate with the national glass value chains across Europe to share best practices of glass collection & recycling that bring about operational and practical solutions to increase the collection and recycling of glass packaging in Hotels, Restaurants, Bars and Cafés (HORECA).

*“Hotels, Restaurants, Bars and Cafés are a major point of consumption for products packed in glass and are a major focus of Close the Glass Loop. We are pleased to work together to increase bottle-to-bottle recycling”,* **stated Adeline Farrelly, FEVE Secretary General, on behalf of Close the Glass Loop partners.** *“The collaboration with HOTREC will help us better understand the specific challenges and issues faced by HORECA operators to collect & recycle glass. We want to be a solution-provider to the HORECA channel to improve the glass collection & recycling rates to contribute to the sector’s sustainability strategy”.*

#### **END NOTES**

(1) <https://www.hotrec.eu/>

(2) <https://www.closestheglassloop.eu>

#### **For more information please contact:**

Jean-Paul Judson  
Coordinator  
Close the Glass Loop  
Email: [info@closestheglassloop.eu](mailto:info@closestheglassloop.eu)  
Tel: +32 (0)486 82 39 36  
Twitter: [@theglassloop](https://twitter.com/theglassloop)

Marie Audren  
Director General  
HOTREC  
Email: [marie.audren@hotrec.eu](mailto:marie.audren@hotrec.eu)  
Tel.: +32 (0)2 513 63 23  
Twitter: [@HOTREC\\_EUROPE](https://twitter.com/HOTREC_EUROPE)



**close the  
glass loop**



### **About HOTREC**

HOTREC is the umbrella Association of Hotels, Restaurants, Bars and Cafés and similar establishments in Europe, which brings together 45 National associations in 34 countries, and is the voice of the hospitality industry in Europe. HOTREC's mission is to represent and champion its interests towards the EU and international institutions, foster knowledge sharing and best practice among its Members to further promote innovation, and act as a platform of expertise for the European hospitality industry. See more at [www.hotrec.eu](http://www.hotrec.eu)

### **About Close the Glass Loop**

We share a common European ambition to collect more and better glass, together. Today, 76% of glass packaging placed on the EU market is collected for recycling. Close the Glass Loop is an industry platform to unite the glass collection and recycling value chain, and to establish a material stewardship programme that will result in more bottle-to-bottle recycling. We aim to increase the quantity and quality of available recycled glass – so that people don't just recycle, but recycle more and better. By recycling more and better, we can progress on new EU 2030 recycling targets and the UN Sustainable Development Goals, achieving sustainable growth opportunities in the Circular Economy. See more at [www.closestheglassloop.eu](http://www.closestheglassloop.eu)

---