

Glass recycling: A consumer perspective



Around 9 in 10 consumers would recommend glass as the best form of packaging, as purchasing decisions are increasingly driven by recyclability and environmental considerations¹. Consumers play a crucial role in recycling rates, which is why British Glass believes that by adopting policies which reflect what consumers want, we can reach our target of achieving a 90% glass collection rate by 2030.

What do consumers want? Better, clearer, household recycling



of consumers agree or strongly agree that they would be **more likely to recycle glass** packaging if household collections were more frequent².



of those surveyed either agree or strongly agree that **more information** about what happens to glass once recycled would make them more likely to recycle².



of respondents said they **'often or always' use household collections** to recycle their glass packaging².

So let's improve household collections

When consumers were asked which recycling measures they would like to see improved, the majority agreed that the best way to increase glass recycling is through improved kerbside recycling and more bottle banks, which both ranked ahead of a Deposit Return Scheme (DRS).



More household collections
73%



More bottle banks
69%

Having one, **overarching policy of household collections**, combined with further information through a communications campaign, will **enhance recycling rates** through educating the public, rather than confusion through a DRS.

DRS: The wrong choice for glass

A DRS would create several problems for consumers by placing the onus on them to take their glass bottles to shops participating in the scheme, rather than simply placing them outside for household collection.

A DRS would:

Adversely affect low income households: by increasing upfront cost of products, particularly multipacks, which are more likely to be purchased by families.



Impact vulnerable groups: including the elderly and disabled who will experience the greatest inconvenience when returning their glass bottles.



Create customer confusion: 48% of people said they were more likely to recycle glass if it was simpler to understand "what goes where". Having glass food packaging such as jars recycled at home, but bottles through a DRS, will be harder to understand and risks lowering the current recycling rate².



Improve household collections. Increase glass recycling. Create a truly circular economy. #RecycleItRight

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¹ Consumer Research Survey, Friends of Glass, April 2020

² Glass recycling (England and Wales), Toluna Surveys, Feb 2020