

reWINE



Glass bottles reuse in southern
Europe wine sector



Project to demonstrate the viability of a system in the wine industry to reduce the production of waste, greenhouse effect gases, and create cost savings for wine producers.

Rezero

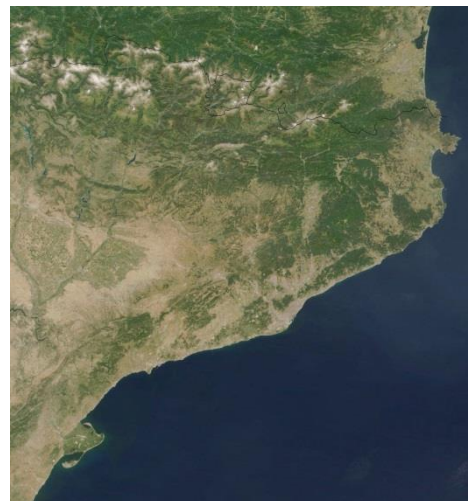
Fundació prevenció
residus i consum



BUDGET

Total amount:
991.309 €

Co-financing:
60%



LOCATION

Catalonia

DURATION

Start date:
01.09.2016

End date:
31.12.2019



REFERENCE

LIFE15 ENV/ES/
000437



PARTNERS





9 MILLION

daily consumption of
bottled drinks in Catalonia



6%

of the bottled drinks
consumed each day in
Catalonia are in wine
bottles



147.000

tons of wine bottles are
used each year in
Catalonia. 43% of the
bottles are not reused

CONTEXT

- ▶ Reuse, even though it is a priority in the European waste management scheme, is undergoing a clear reduction in Catalonia. According to data from ADISCAT (Association of beverage and food distribution and logistics companies of Catalonia), **reusable packaging only represents 19%** of the total number of packages on the market and are limited to the hospitality industry.
- ▶ Reusable bottles already running in HORECA sector for: waters, soft drinks, beer.
- ▶ Wine containers are not currently reused by any of their distribution channels.
- The wine industry (important economic sector in Catalonia) is one of those most affected by climate change as the vines and **the quality of the wine a largely dependent on atmospheric**

REUSE of bottles

- Key in a circular economy
- Reuse is not only important for the protection of the environment, but also to improve the efficiency in the use of resources and competitiveness of the economy
- The best practice for beverages with regional distribution and consumption
- Can be applied to any beverage

OBJECTIVES

The main objective of the reWINE project is to design and implement a pilot project to demonstrate the viability of a sustainable system for reuse glass bottles in the Catalan wine industry.

Other specific objectives:

- 1 Encourage the reuse of glass bottles in the Catalan wine industry.
- 2 Contribute to creating awareness and achieve the qualitative and quantitative objectives for reduction of waste set out in Catalan and European legislation.
- 3 Identify the barriers and opportunities for reuse bottle glass as well as assess the environmental, economic and technical aspects involved.
- 4 Encourage transfer of the experience into other geographic and economic contexts.
- 5 Create a reuse network among different interest groups.



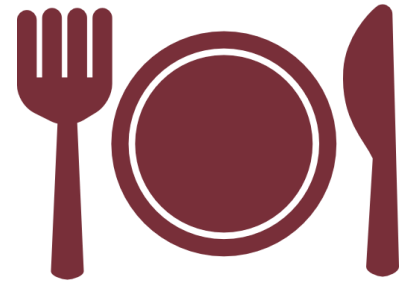
STAKEHOLDERS



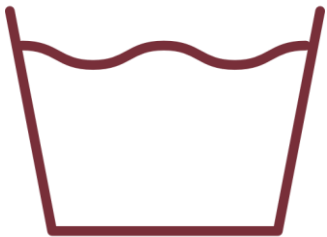
Consumers



Wineries



Bars and restaurants



Washing plant



Waste recycling
centres



Retailers and
wholesaler distributors

ACTIVITIES

The project involves consumers, producers, bars, restaurants, distribution companies and shops to perform a **pilot test for reuse wine bottles.**

The pilot test will consider the whole life of the bottle from **bottling, labelling, distribution on the market, collection and washing** of empty bottles by the wine producers, waste collection centres, restaurants and shops involved in order to demonstrate its viability and the environmental, social and economic advantages.



ACTIVITIES

- ① Market studies for **wineries, waste recycling centres, restaurants and distributors.**
- ② Identification of **barriers and potential solutions** for wine bottle reuse.
- ③ Market study of the **potential** for wine bottle reuse in the Catalan market.
- ④ Design and operation of **cleaning glass bottles** of wine test
- ⑤ Wineries and consumers **perception.**

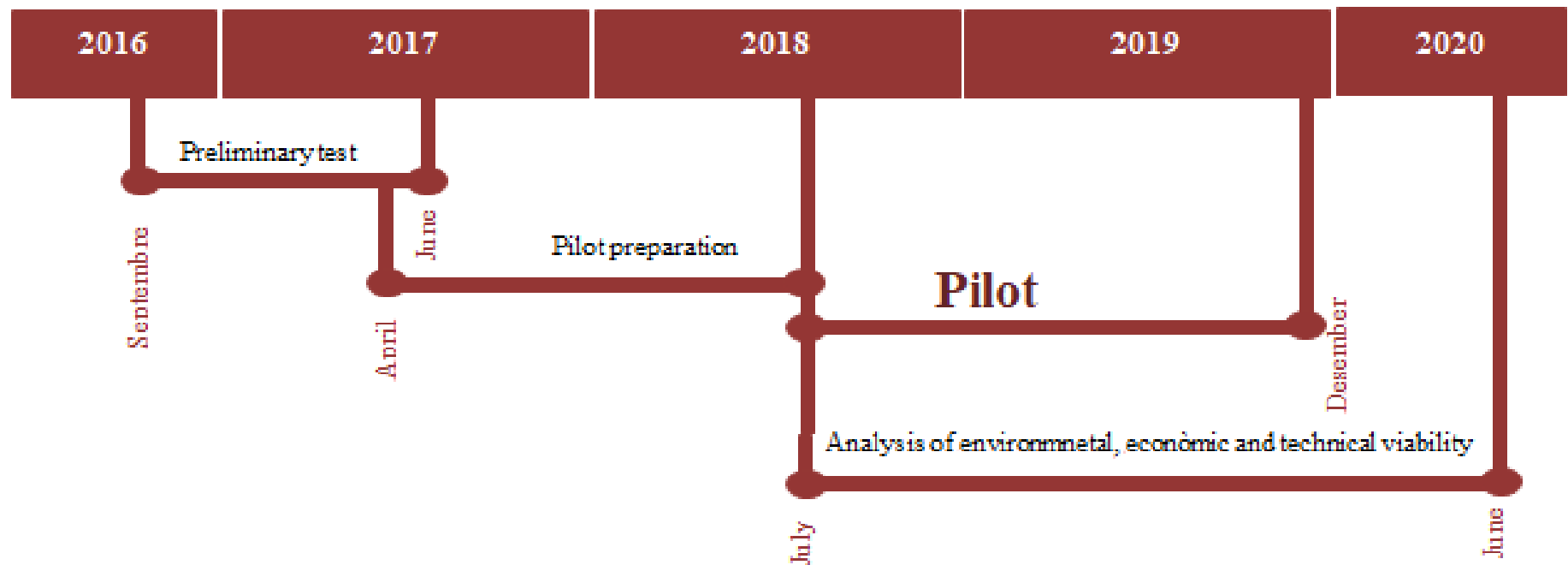


ACTIVITIES

- ⑥ **Preparation of the pilot project:**
 - Agreements with other wineries, grocery stores and restaurants.
 - Design of the logistics and methodology to monitor the pilot project.
 - Design of the campaign to consumers and the incentives to promote the return of the wine bottles.
- ⑦ **Pilot with wineries, municipal household waste recycling centres, restaurants and grocery stores.**
- ⑧ **Feasibility validation** of the project on environmental, economic and technical criteria.



CALENDAR





THE REUSE SYSTEM

THE SYSTEM FOR REUSE

LABELLING AND INTRODUCTION
ON THE MARKET



TRANSPORT TO THE
WASHING PLANT



1



2

COLLECTION

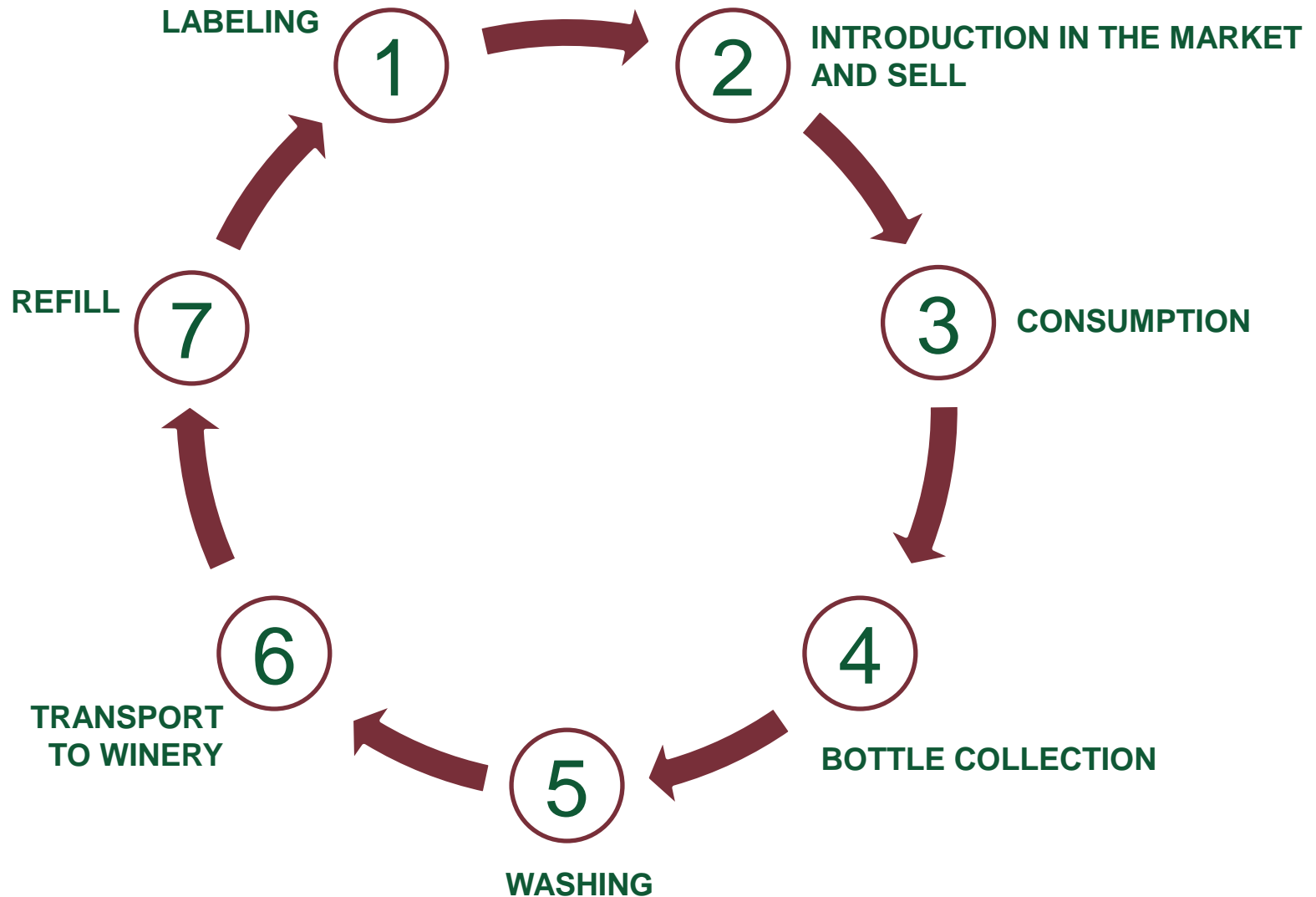


3

4

WASHING AND RE-USE

A circular economy practice



Activities performed



WASHING TEST

Hydrosoluble tags.

- Washing cycles.



MARKETING AND QUALITY ASSESSING



CONSUMPTION PANNELS: sommeliers and consumers

Activities performed



POLLS AND INTERVIEWS

- Producers, retailers, restaurant sector, municipalities, associations of consumers
- Perception of the different sectors: barriers and opportunities of bottle reuse



NETWORKING AND EXCHANGE OF EXPERIENCES

- Workshop May 2017 (ARC)

Pilot test

- Which wines?

Local and regional distribution, not export

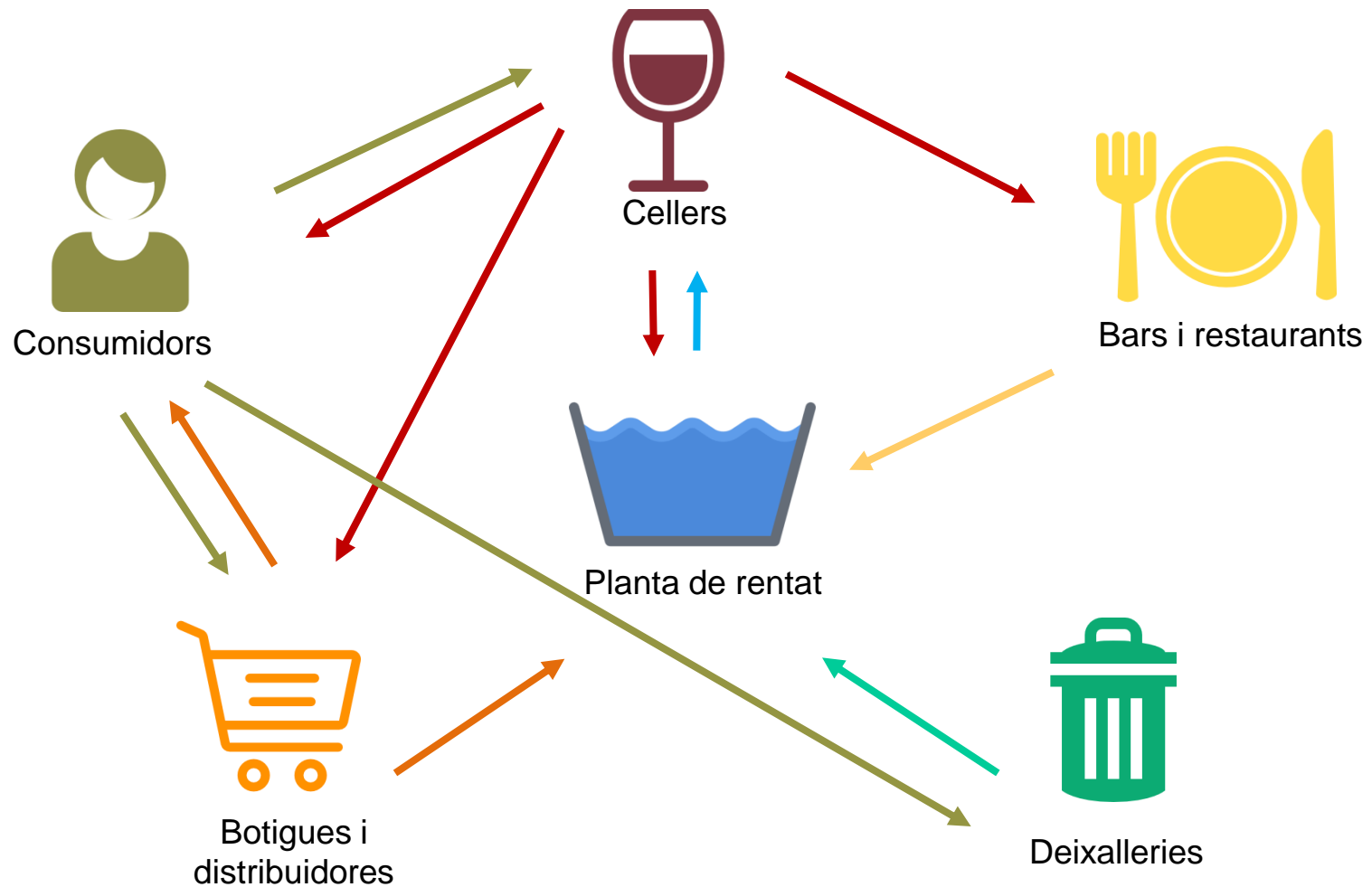
- Which bottles?

The ones participating in the pilot test, from 4 producers

- Tags: hydrosoluble are the best for bottle washing and reuse



Collection points



Pilot test

- 4 producers participating
- Agreements with retailers and restaurants
- Logistics
- Incentives for the return of empty bottles
- Consumers campaign

ADVANTAGES

The reuse of wine bottles provides several environmental and economical benefits:

- ▶ Reduces the production of waste.
- ▶ Reduces the contamination caused by the process for the production of new bottles.
- ▶ Reduces of greenhouse gas emissions.
- ▶ Contributes to reduce the cost of waste management.
- ▶ Contributes to reduce the cost of raw materials.
- ▶ Implies cost savings for wineries.
- ▶ Contributes to circular economy.
- ▶ Contributes to the creation of new jobs.

RESULTS

Environmental impact

87,95 m³ of water/year saved.
100.000 wine bottles reused.
45 tons reduction of glass packaging waste.
10 firms where circular economy is implemented.
40 practices of circular economy implemented.
30 tons of CO₂eq/year avoided.

Consciousness-raising

20 stakeholders involved (wineries, industrial associations, waste recycling centres, etc).
20 public institutions at municipal, regional and national level.
550.000 consumers informed.
175 surveys to key actors.
50 articles i news releases.
750 professionals informed (wineries, HoReCa, associations, politics).
Transfer to **7 European regions**.



100.000

Bottles reused by June 2019



45 TONS

Reduction of glass packaging waste

THANK YOU

for your attention

Raül Paniagua

raulp@rezero.cat

www.rewine.cat

info@rewine.cat



#reWINE



@rewine_project



LIFE reWINE

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Rezero

**Fundació prevenció
residus i consum**

reWINE

Reutilització d'ampolles de vidre al
sector vitivinícola del sud d'Europa

