

LONDON WINE FAIR BOTTLE COLLECTION INITIATIVE REPORT

*-Findings, Framework, Global
Practices, and Next Chapters-*

A partnership between:

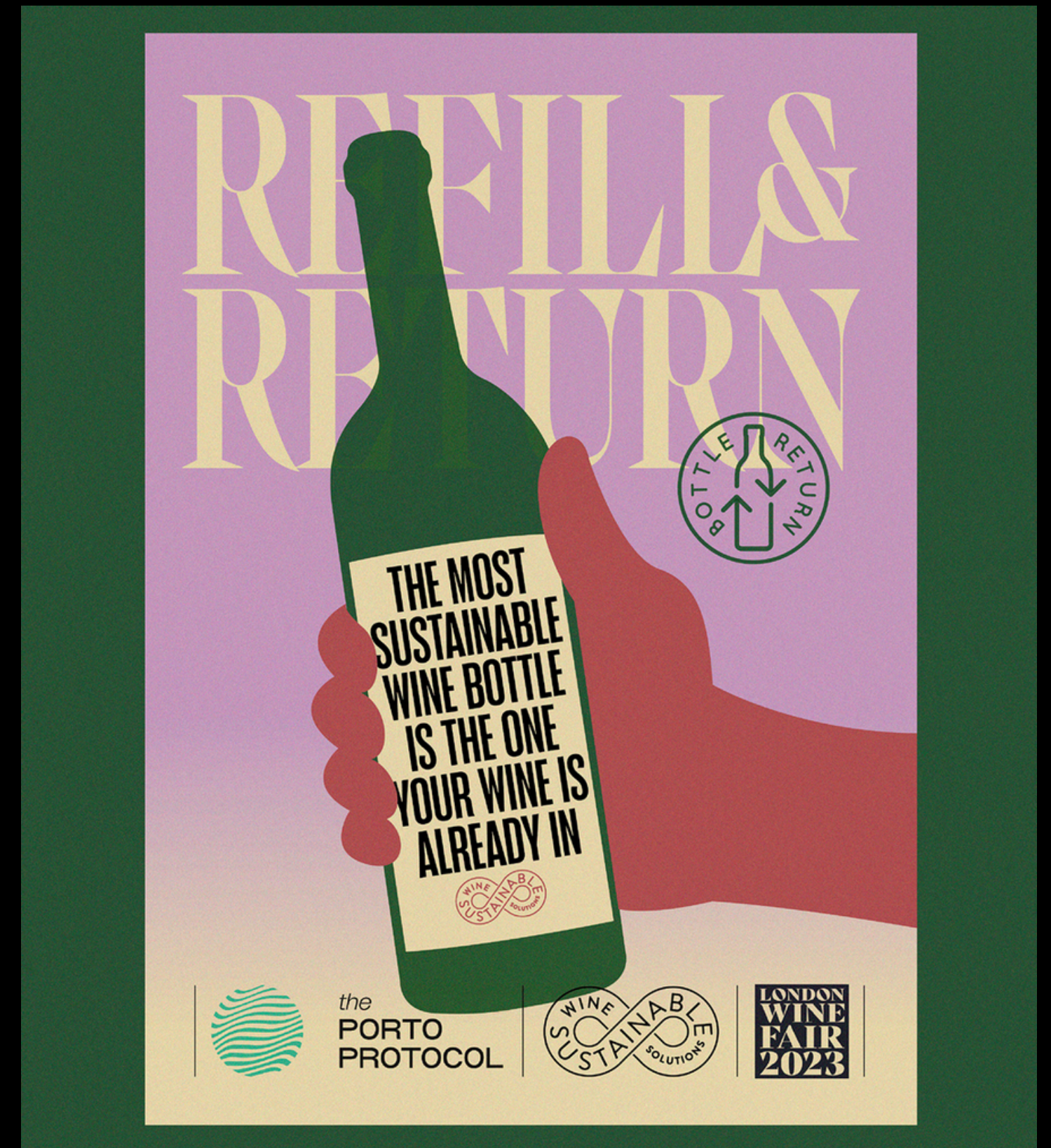


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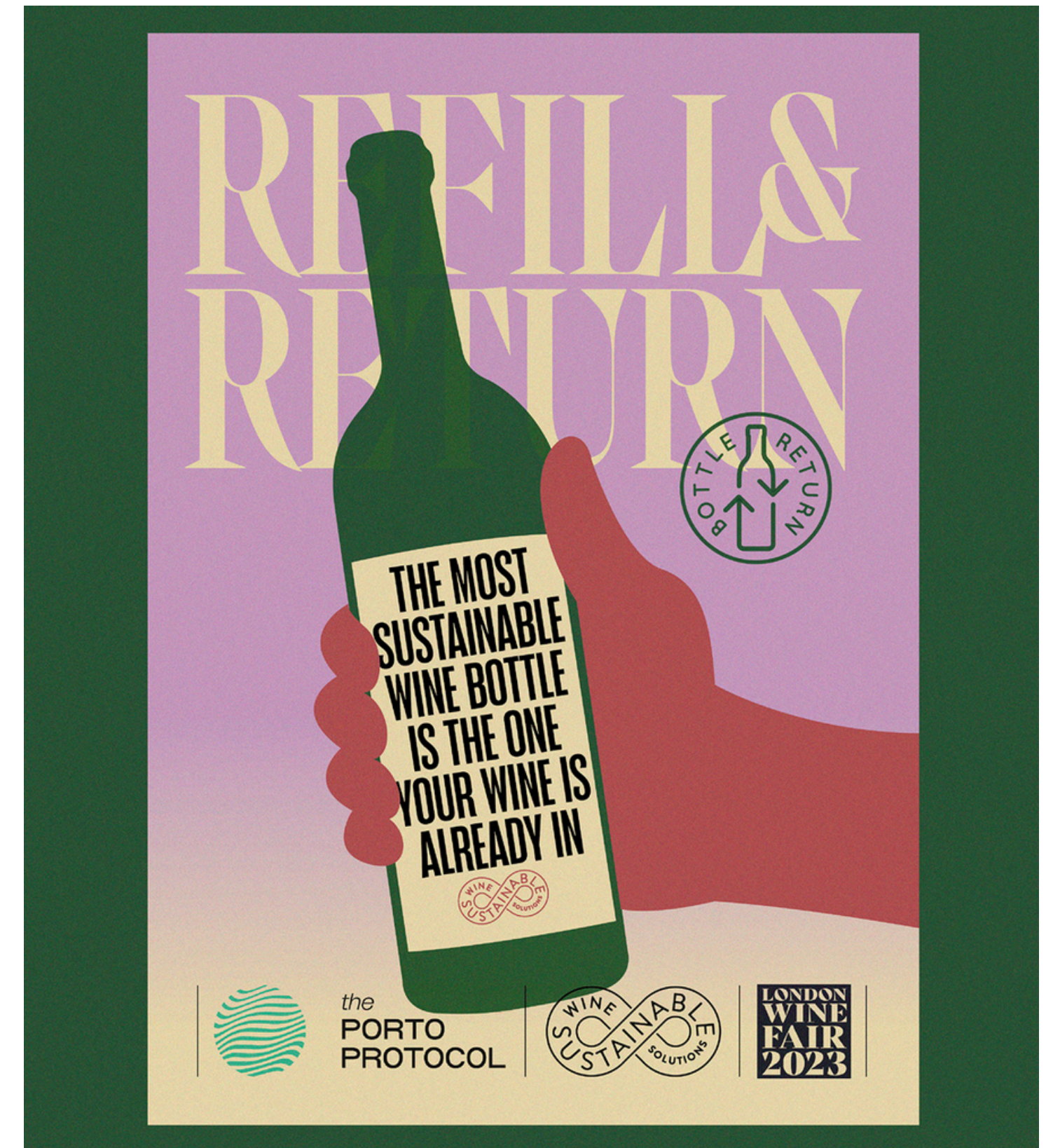
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INTRODUCTION

Hello there,

It is a pleasure to have you read this report and we hope to engage you in this call to action. Within the next pages, lies a narrative of collective determination, driven by a shared commitment to address a critical environmental challenge of the wine industry, the single-use glass bottle.

We'll reflect and share the insights of the **2023 Bottle Collection Initiative** at the London Wine Fair, shed light on ongoing efforts to promote bottle reusability and introduce the Reuse Ready campaign aimed at broadening this collective endeavour, empowering industry

stakeholders to take decisive action.

Ultimately, this report serves as a reminder of our common purpose: to collaborate for a sustainable future and industry. Through our partnership and joint effort, our discoveries and future plans, we strive to foster a world where innovation and cooperation pave the way for progress.

To save the planet we need systemic change—and the glass bottle represents one piece of the puzzle.

Warm regards,



MURIEL CHATEL
FOUNDER AND MANAGING
DIRECTOR AT SUSTAINABLE
WINE SOLUTIONS

ABOUT THIS REPORT

AN INVITATION TO THE WINE INDUSTRY TO SHIFT ITS MINDSET AND EMBRACE REUSABILITY

This document does not adhere to the rigorous methodologies typical of scientific research, instead offering a more narrative or conceptual exploration of the topics discussed to raise awareness and develop a case that change is within our grasp.

All sources used to build up this report can be found on the references page.

STARTING POINT

FOR THE GLASS BOTTLE TO BE PART OF THE SOLUTION IT MUST BE REUSABLE

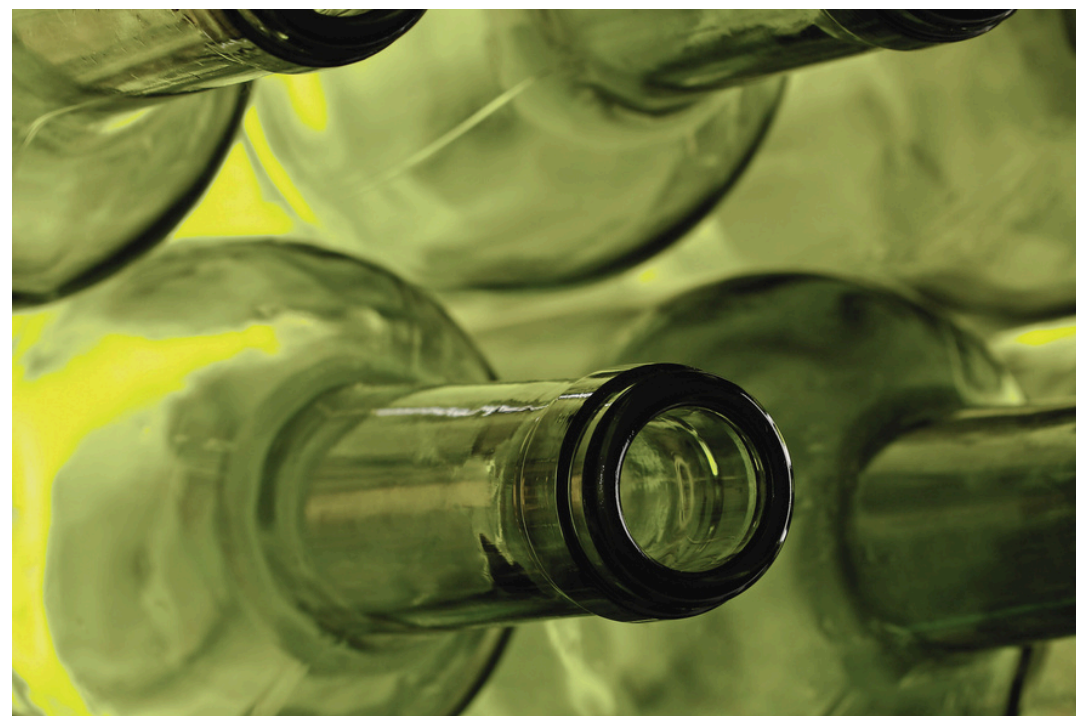
THE GLASS BOTTLE HAS THE BIGGEST IMPACT ON WINE'S CARBON FOOTPRINT

With single-use glass creating significant environmental impacts, shifting towards a circular economy is essential.



RECYCLING IS NOT ENOUGH

The UK consumes on average 1.77 billion bottles of wine per year, with all of the glass bottles being single use. Currently only 68% of the UK glass wine bottles are recycled with the remaining downgraded to be used in aggregates disposed of in landfill.



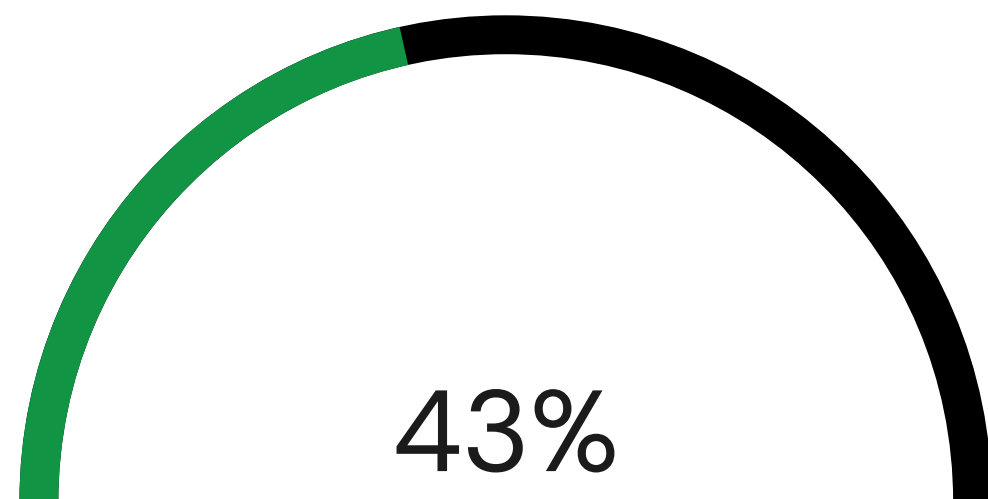
OVEREXTRACTION OF SAND IS NOT SUSTAINABLE

Sand is the second most used resource worldwide after water, with demand reaching 50 billion tonnes a year due to population growth and urbanisation. A 2022 U.N. Environment Programme (UNEP) report warns of a "sand crisis," calling for urgent action and a ban on beach extraction. The largely ungoverned use of sand means we are consuming it faster than geological processes can replace it.

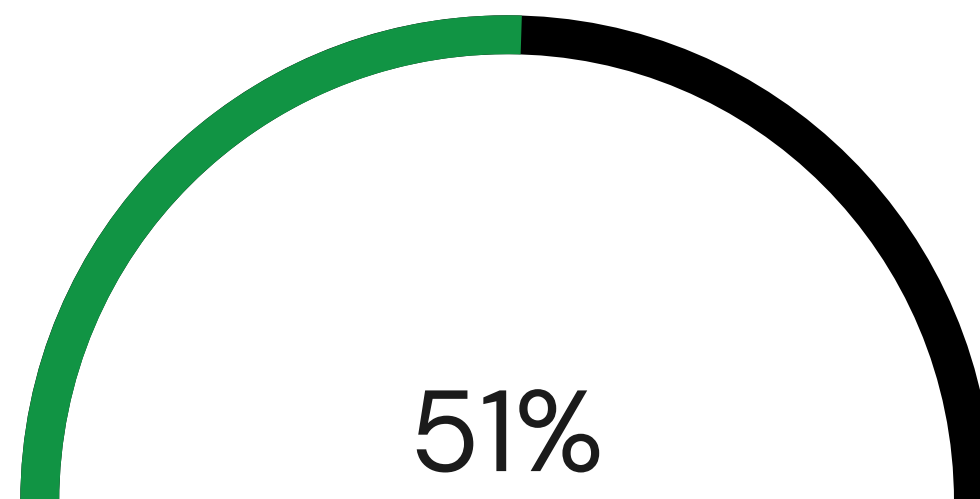


CARBON FOOTPRINT OF WINE

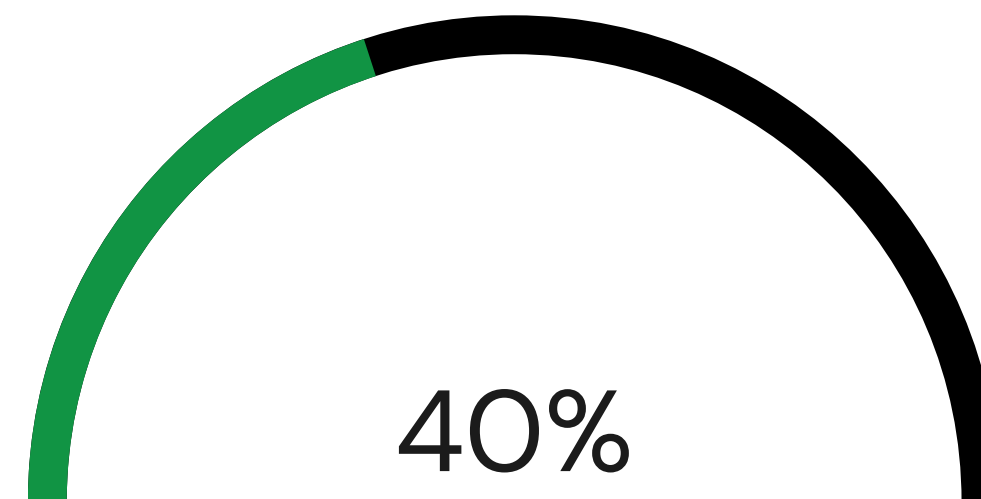
**CALIFORNIA'S WINE
INSTITUTE**



WINE AUSTRALIA



IWCA



PACKAGING + TRANSPORT

SINGLE USE VS REUSED

96%

Energy Savings

95%

CO2 Savings

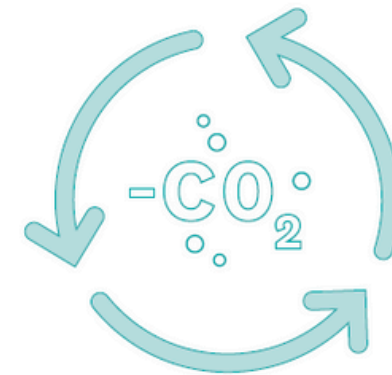
99%Mineral raw
materials savings**60%**

Water savings

These are the environmental savings per reused wine bottle (compared to the production of a new bottle (recycling glass), according to measurements conducted by the Reuse system for Styrian wine bottles (Austria), in place for more than 10 years.

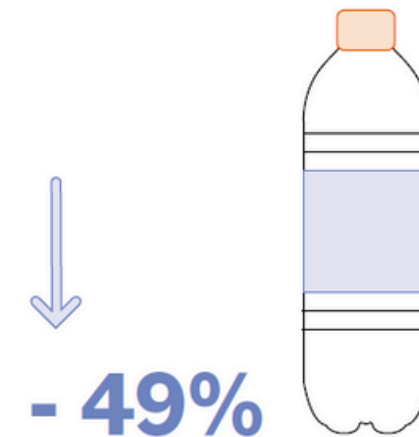
According to Verallia's White Book 2023 (Reimagining reuse for the circular economy of glass Stakeholder Perspectives Series), a reused vs a single use bottle presented by far the biggest savings in CO2 emissions across all wine packaging solutions.

Reusing glass

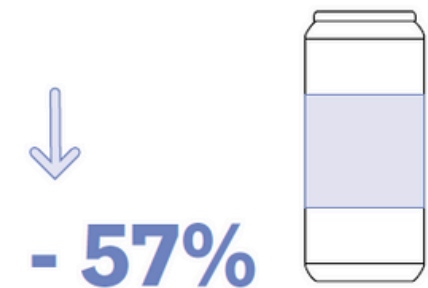
**- 80.5%**

Reduction in CO₂ emissions from glass production after a bottle has been reused 20 times.
[Zero Waste Europe, 2020]

Reusable glass bottles vs. single-use glass bottles presented the most significant decrease in CO₂ emissions from all packaging. Single-use glass has the highest overall impact compared to any other packaging materials. This is attributed to the glass production phase. However, global warming potential reduces with the number of times a glass bottle is reused.
[Zero Waste Europe, 2020]



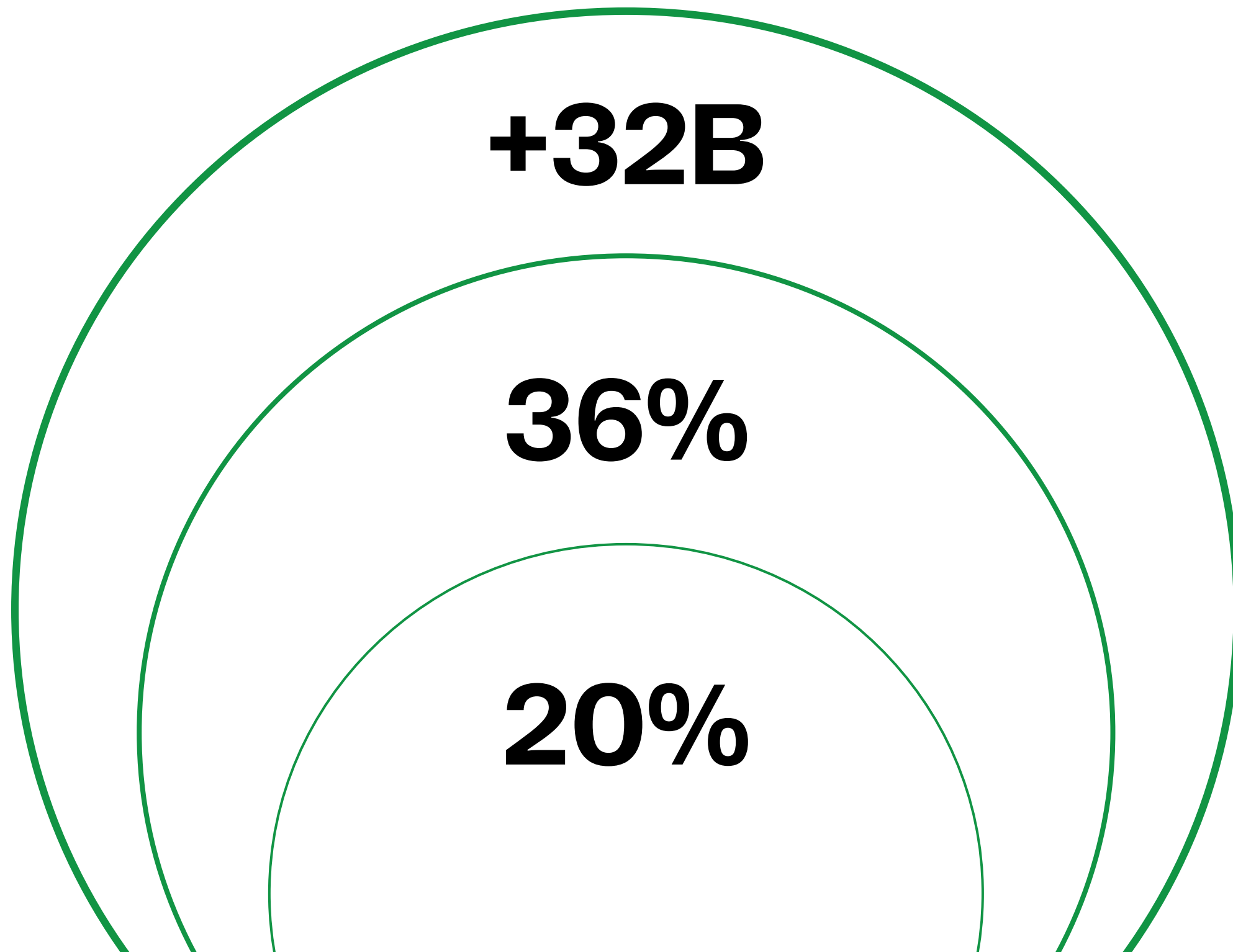
Reduction in CO₂ emissions from a reusable glass bottle versus single-use PET, based on 20 cycles.
[Zero Waste Europe, 2020]



Reduction in CO₂ emissions from a reusable glass bottle versus single-use aluminium can, based on 20 cycles.
[Zero Waste Europe, 2020]

THE REUSABLE BOTTLE IS A CLIMATE CHANGE SOLUTION
It offers a tremendous opportunity to reduce greenhouse gas (GHG) emissions

SIZE OF THE BEAST



~32 BILLION BOTTLES

The number of wine bottles roughly produced every year worldwide. How do we bring that number down?

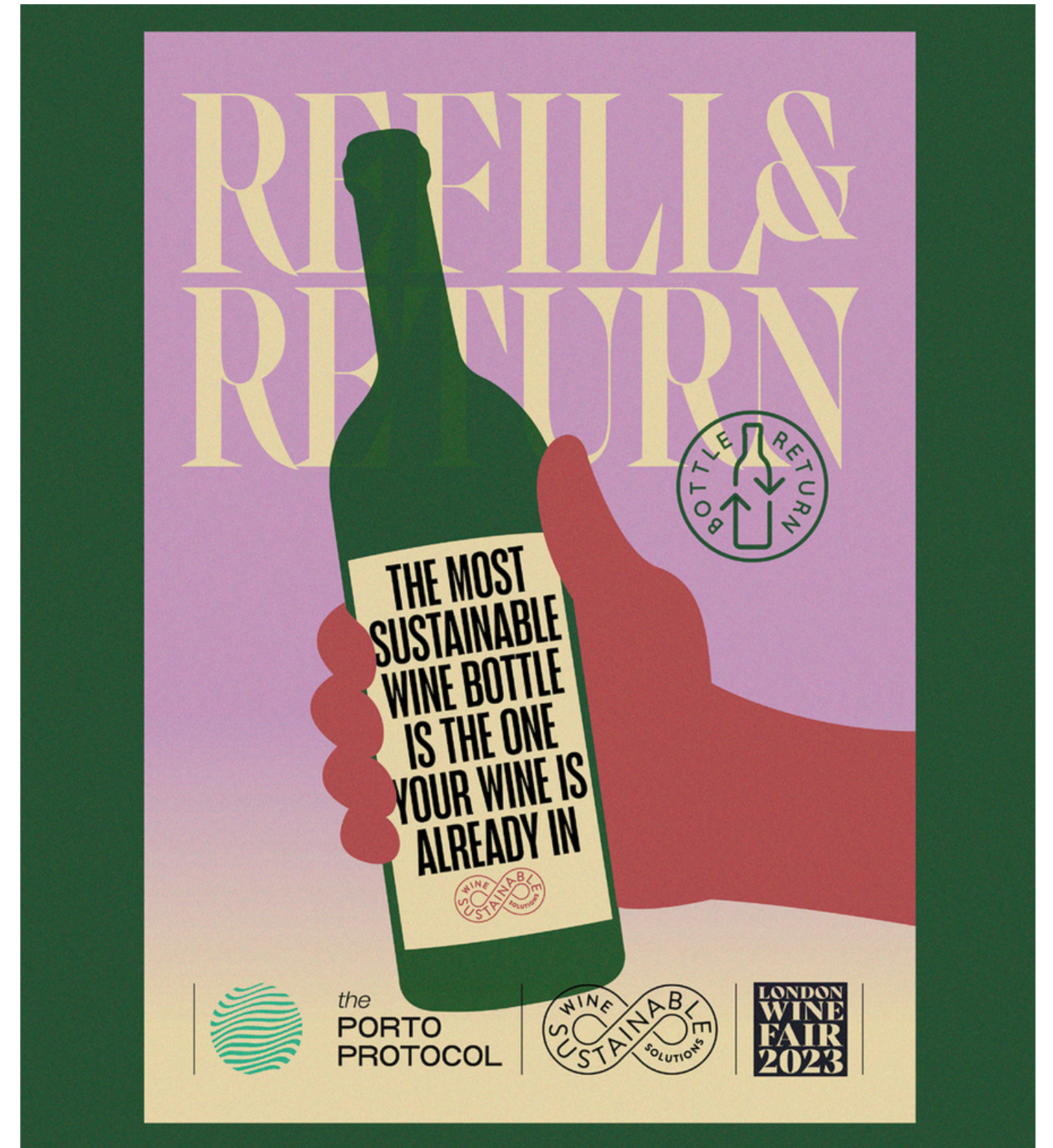
36%

The UK is the third largest importer of wine and bulk wine makes up 36% of the total volume imported

20%

Is the share of packaging impacts in an average UK supermarket from beer, wine and spirits

THE BOTTLE COLLECTION INITIATIVE



THE PARTNERSHIP

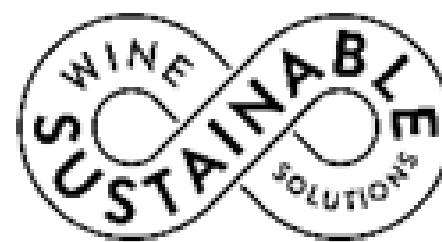
LONDON WINE FAIR

The London Wine Fair is a major annual event in London, gathering wine producers, distributors, and enthusiasts for networking, business deals, and tastings. The fair offers a diverse selection of wines from around the world and provides opportunities for attendees to discover new products and stay informed about industry trends through seminars and masterclasses.



SUSTAINABLE WINE SOLUTIONS

Muriel Chatel started her career in wine in 2002 at Borough Market where she pioneered the wine refill concept. Her visionary ethos of selling quality wines on tap at affordable prices helped fuel the change in consumers' perception towards alternative formats. In 2019 Sustainable Wine Solutions was founded to address the need for more practical, sustainable solutions that fully embrace the circular economy. Sustainable Wine Solutions supplies low intervention wines in reusable bottles and kegs to the UK on-trade with no secondary packaging.



THE PORTO PROTOCOL

The Porto Protocol, founded by Taylor's Port, stands today as the largest global wine community catalysing climate action. With its extensive network of hundreds of members across the world and throughout the entire value chain, it fosters collaborative sharing and innovation. Serving as a hub of collective action in the name of environmental stewardship within the wine industry.



the
**PORTO
PROTOCOL**

THE INITIATIVE

The LWF23 Bottle Collection Initiative was a pioneering project launched during the London Wine Fair 2023 aimed at addressing the environmental impact of single-use glass bottles in the wine industry. This initiative focused on:

- Collecting all used bottles during the event
- Analysing a significant sample of the volume collected
- Reusing the biggest possible amount of bottles



THE GOALS

1

Help catalyse reuse bottle schemes by showing the number of bottle types in use; how many were reusable; and if they were not reusable, identify why

2

Analyze the main drivers for widespread potential of Bottle Reuse

3

Understand the brakes to widespread adoption of reuse systems

4

Open a non-dogmatic debate around reusing wine bottles, what does it mean concretely

5

Set a benchmark for other wine events worldwide from a sustainability standpoint

CONTEXT

THE 420GR BENCHMARK

The primary issue to address is to determine the minimum weight necessary for a bottle to be safely reused. There's considerable debate regarding this, with the industry split between proponents of lighter single use bottles and those advocating for heavier, standardised reusable bottles.

Our initial assumption was that for a reusable model to become mainstream, bottles must work for all markets.

420gr was the chosen benchmark, as it is the "compromise" weight that the industry is gradually agreeing on, namely in key export markets. A few examples:

- In their quest to reduce bottle weight, 420gr is the maximum weight that the Canadian and Scandinavian alcohol monopolies will accept (except for fine wines).
- The Wine Society has also opted for that weight alongside other major retailers (Sustainable Wine Roundtable Bottle Weight Accord).

In 2023, the wine and spirits industry in France was the third largest export sector, generating €14.8 billion. Requesting producers to adopt a 550gr bottle would essentially force them to either abandon the export market or

Our goal is to go beyond these divisions and explore what is required to unify all stakeholders around the concept of reusability. We believe that to encourage widespread adoption the bottle must be both light and reusable.

maintain separate bottling processes for domestic and international sales. This could significantly hinder the widespread adoption of reuse systems, posing a major challenge for the industry.

- Citeo, one of the Producer Responsibility Organisations (PRO) approved by French public authorities is developing a reusable bottle under 400gr
- Uzage, a French cleaning hub founded by Verallia France former CEO, is washing bottles for reuse lighter than 420gr
- Reseau Vrac & Reemploi, the French network for reuse and refill in the Food & Beverage sector, recommends 550gr
- Historically, reuse schemes in Burgundy used bottles around 420gr.

Interestingly, regardless of their weight, no bottles—whether 550g or 400gr—are currently certified as reusable by glassmakers in their technical sheets, simply because they have never needed to test them for reuse.

THE RESEARCH QUESTIONS

01. How many different types of bottles are in use?

02. What makes a bottle reusable or not?

03. What story will the data tell us?

METHODOLOGY

The LWF23 Bottle Collection Initiative sought to categorise all waste bottles collected at the show according to bottle types, labels and country.

The methodology and approach were not scientific in nature. Despite this obstacle in terms of rigor, due to the limitations of our equipment, they were adequately designed to meet the specific objectives of our study.

20,000
BOTTLES
COLLECTED



2
AUDITS
CONDUCTED

AUDIT 1

Full audit on 1,017 bottles

AUDIT 2

18,000 bottles were either reused or recycled over the course of the year by Sustainable Wine Solutions



FULL AUDIT ON A SAMPLE OF 1,017 BOTTLES

On the question of reuse, each bottle was audited against the following criteria:

- Weight (only above 420gr)
- Out of ordinary
- Embossing or not
- Wax or no Wax
- Laser printed or not
- Wraparound

RAW DATA COLLECTED

947
DIFFERENT MODELS

84%
OVER 420GR

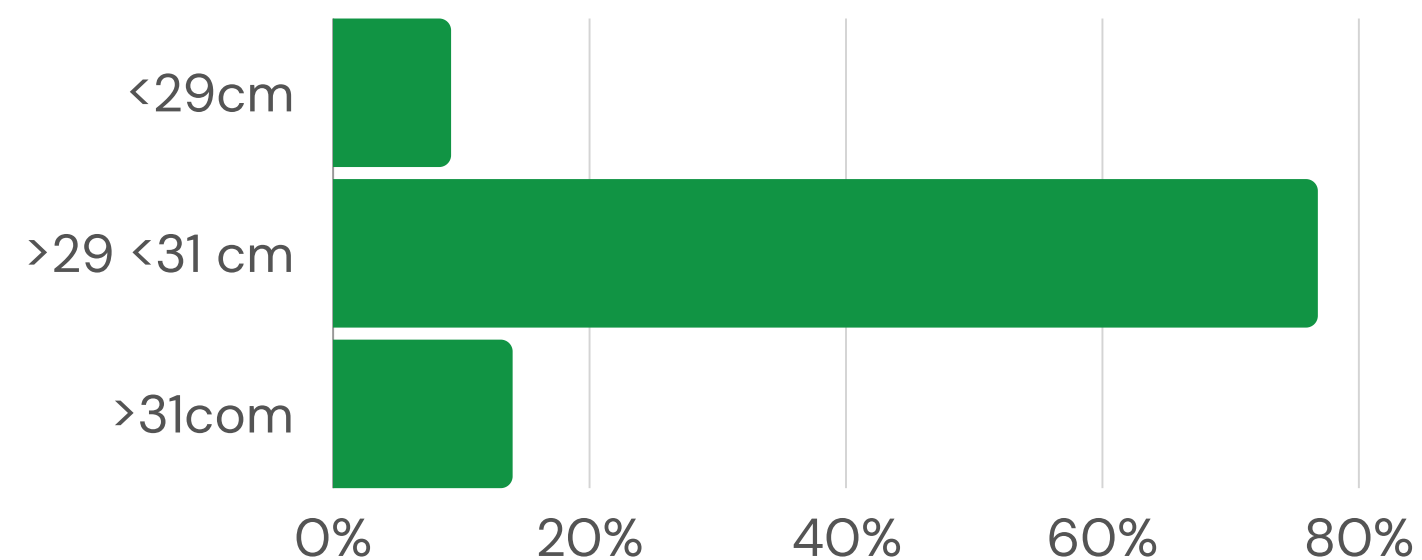
87
DIFFERENT IN
LENGTH-WIDTH

76.8%
BETWEEN
29 AND 31 CM

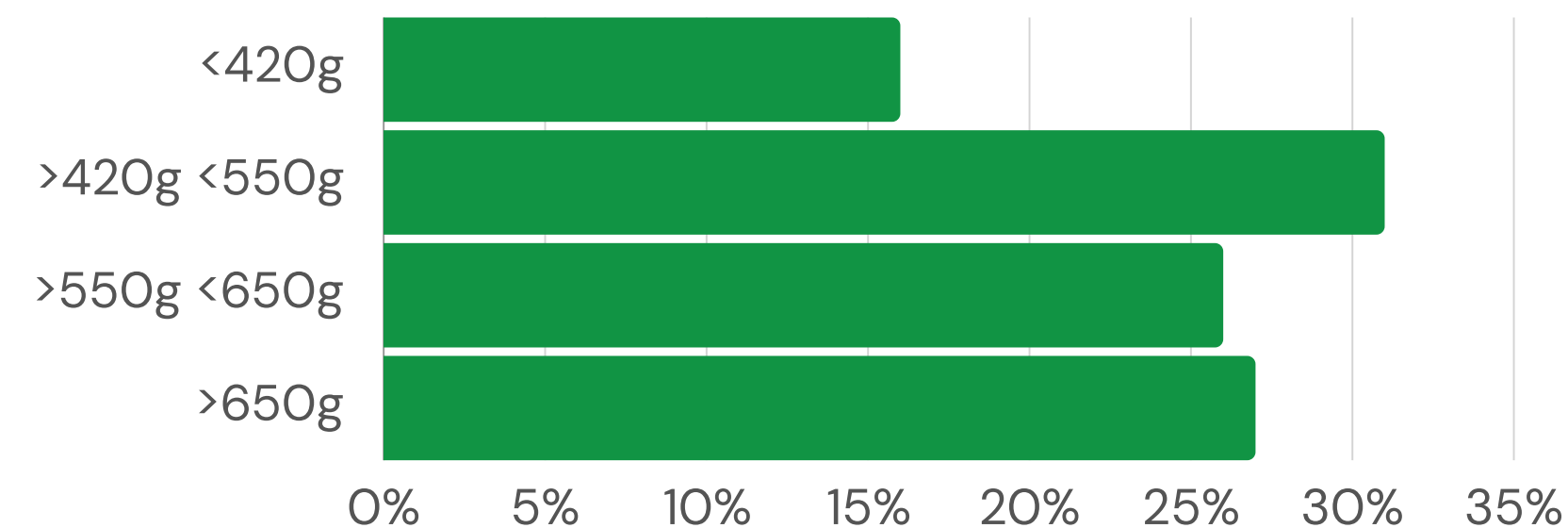


BOTTLES MEASUREMENTS

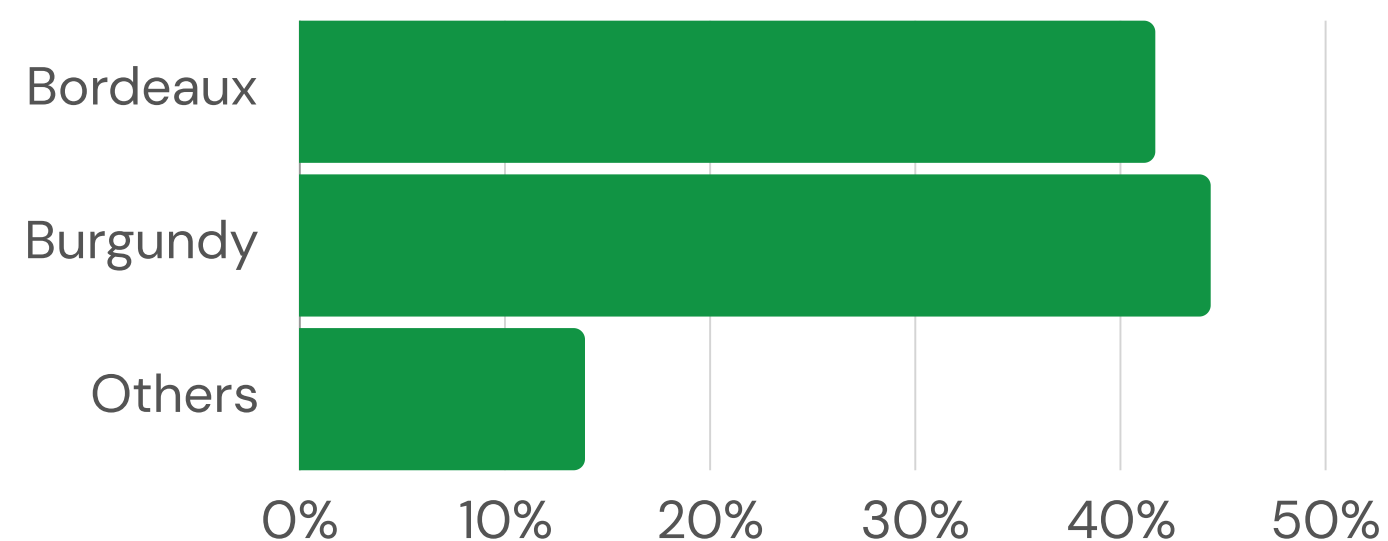
LENGTH



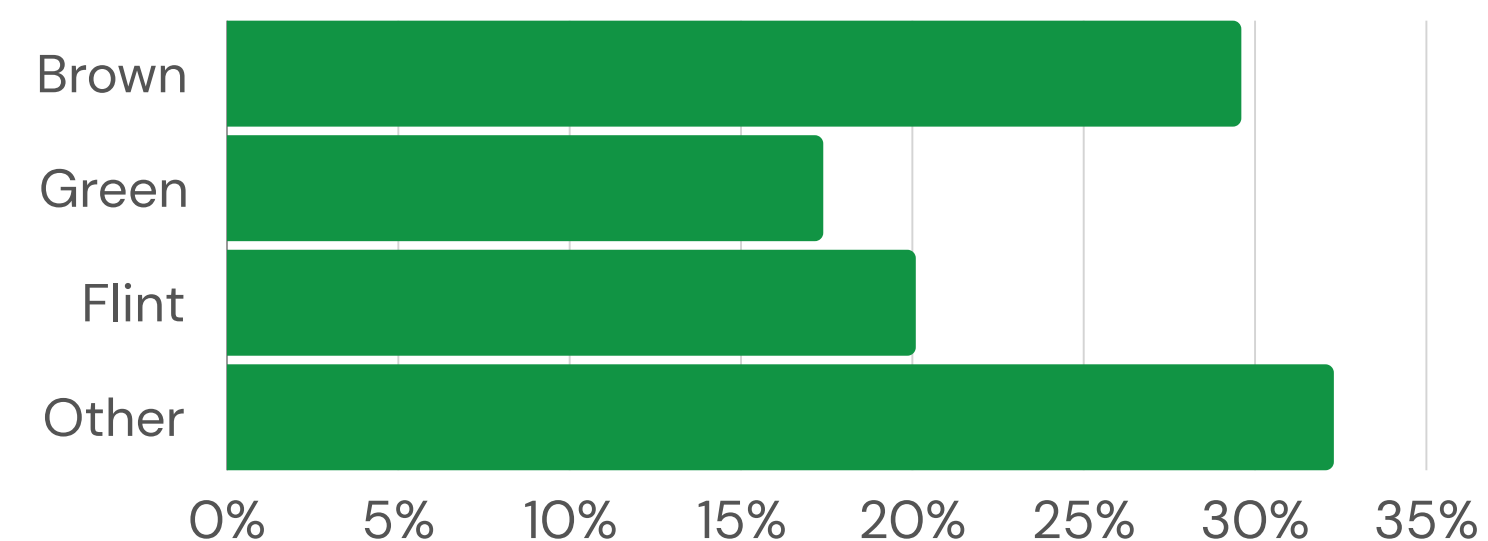
WEIGHT



SHAPE



COLOUR



INITIAL INSIGHTS

FROM CHAOS TO HARMONY

UNDERESTIMATED CHALLENGE

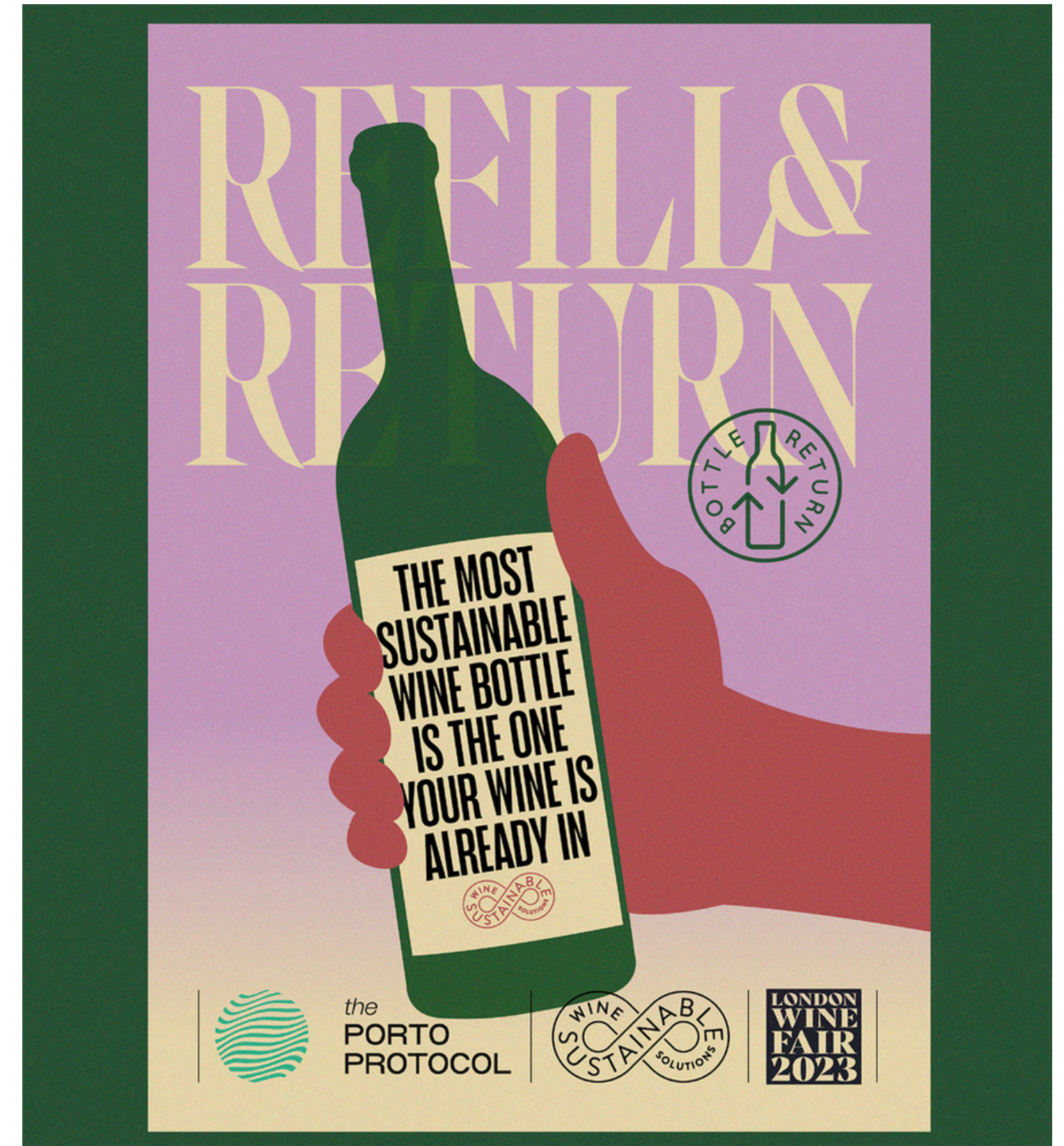
Managing and interpreting a variety of bottles, each with different shapes, sizes, and labels was initially overwhelming.

CHAOS ON A BIG SCALE

Technically most bottles were different and over 900 types were identified.

Notably, only 27.33% of these bottles were deemed unfit for reuse due to their characteristics, such as being under 420 grams or having complex designs like embossing or screen printing.

This highlights **both a challenge and an opportunity** within the industry to standardise designs conducive to reuse.



MAIN INSIGHTS

FROM CHAOS TO HARMONY

Once the initial shock subsided, we were able to uncover the underlying narrative that the data presented, and focus toward understanding the vision and devising strategies to regain control:

HARMONY IN SHAPES

Common shapes like Burgundy, Bordeaux, Champagne, and Flute are prevalent across regions, reflecting a stylistic coherence.

HARMONY IN COLOURS

There is a noticeable consistency in bottle colours across the industry.

Furthermore, only 2% of the audited bottles were bespoke.

THE BOTTLE COLLECTION INITIATIVE

**DESPITE ALL THE
DIFFERENCES, BOTTLES
WERE FAIRLY STANDARD**

MAIN INSIGHTS

EFFICIENCY

Despite the fact that the equipment used was of average efficiency, 80% of the labels were successfully removed from a sample of 20,00 bottles.

With few exceptions, labels were designed to be durable and difficult to remove. Only specialised industrial machinery can remove them efficiently.

MATERIAL CHOICE

Water-soluble labels proved to be both sustainable and easier to remove.

THE BOTTLE COLLECTION INITIATIVE



LABEL REMOVALITY AUDIT



QUESTIONS

01. How many different types of bottles are in use?

02. What makes a bottle reusable or not?

03. What story will the data tell us?

ANSWERS

01. Technically, hundreds of bottles are in use but, to consumers and retailers, they look the same. Their differences are very subtle but big enough to cause havoc to the supply chain.

02. By nature, all glass bottles are reusable, unless being under 420 grams (this is not fixed) or having complex designs like embossing or screen printing. Label removability is not an obstacle.

03. In the apparent chaos, there is harmony and that is a very good starting point to accelerate reusability.

&

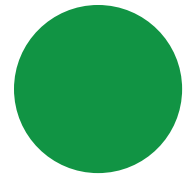
LWF BOTTLE COLLECTIVE INITIATIVE

KEY TAKE AWAYS

- Despite all differences, bottles were fairly standard.
- Removing labels does not pose a barrier to bottle reuse.
- The lack of technical standardisation is causing havoc while not adding anything to the experience of the bottle.

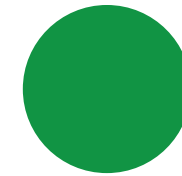


INSIGHTS FROM A GLOBAL PERSPECTIVE



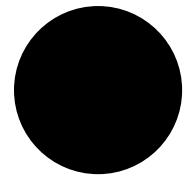
SUPPLY CHAIN CHALLENGES:

Technical differences do not add anything to the experience of the bottle itself and the wide variation in bottle sizes and weights presents a significant barrier, complicating the scalability of schemes that are essential for reducing our ecological impact.



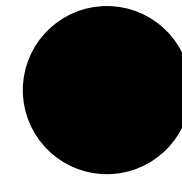
PERCEPTIONS ON BOTTLE WEIGHT:

There is a misconception from producers that consumers associate the weight of a bottle to the perceived quality of the wine. However, this doesn't seem to be the case: according to the SWR Bottle Weight Accord; weight is the least important factor influencing consumer when choosing a bottle of wine.



SCALE IMPACT:

While label removal presents challenges on a small scale, it should not hinder the adoption of reuse models on a larger scale, especially with available technology to remove any label type.



EMPOWERING PRODUCERS:

It is vital for producers to be enabled to make informed, sustainable choices. From looking at the data, it is obvious that their vision of the bottle is already standardised. However they are not aware of the negative impact those small technical differences is having on the supply chain



CRUNCH TIME

NEED FOR INDUSTRY COLLABORATION

There is a crucial need for better collaboration– **Glass manufacturers must engage with its biggest client: the wine industry.** As pointed out by **Jancis Robinson MW OBE**, there is a precedent from the '90s with the **cork industry** which initially was in denial when faced with the issue of poor quality corks. It was only when corks manufacturers came together and listened to their clients that they were able to resolve the issue

(<https://www.jancisrobinson.com/articles/bottle-manufacturers-take-note>).

URGENT ACTIONS ARE NEEDED TO ACCELERATE THE SPEED OF CHANGE

Initiatives like Jancis Robinson's push for alternative packaging for everyday wines and lighter bottles for premium wines, along with the Sustainable Wine Roundtable Bottle Weight Accord signed by major retailers pledging to **reduce bottle weight**, have heightened awareness among all stakeholders—from producers and retailers to consumers and manufacturers—about the urgent need to address packaging sustainability.



THE MESSAGE IS CLEAR: BURYING ONE'S HEAD IN THE SAND IS NO LONGER AN OPTION.
(ESPECIALLY IN A WORLD RUNNING OUT OF SAND.)

THE BOTTLE OF THE FUTURE IS REUSABLE

THE PROPOSAL:

TO ADVANCE THE INITIATIVE TO ESTABLISH REUSABLE BOTTLES AS A VIABLE OPTION DESPITE THE CHALLENGES

There are very valid reasons why the reusable bottle has been left out until now, and nowhere is it better explained than in the Wine Society Alternative packaging for wine report:

“Reusable bottles are an appealing idea, and if used appropriately, have the potential to significantly reduce the overall carbon footprint of wine. Typically reuse schemes make more sense in areas with local wine production so that bottles can be returned directly to producers. In the UK, it would be harder to realise the savings offered. Supply chains are complex and not currently set up for returning empty bottles to source. Furthermore, bottle shapes on the market are so varied that currently, reuse is not a viable option for us without significant change to the UK wine market.”

THE BOTTLE COLLECTION INITIATIVE



DEBUNKING THE MYTHS

REUSABLE OVER RECYCLING

This concept has long been advocated by renowned organisations like the Ellen MacArthur Foundation, and backed up by governments fostering reuse systems.

The mantra is clear: reduce, reuse, and recycle only as a last resort. Notably, even with a high level of recycled glass, production remains a high-energy process.

THERE IS NO INFRASTRUCTURE IN THE UK...YES AND NO

The lack of standardisation in the diverse array of bottles flooding the market complicates efforts, **causing reluctance among most of the private sector to adopt these systems broadly**, with only a few pioneers leading the way. **However in the near future it is possible to imagine the recycling industry pivoting to incorporate reuse.** A recycling supply chain already exist in the UK.

REUSE SCHEMES= CLOSED-LOOP SYSTEMS: NOT ALWAYS

While reuse schemes often imply closed-loop systems, this isn't always the case. Focusing solely on closed-loop models might overlook a broader range of potential reuse opportunities that exist outside this narrow framework. **It's important to distinguish between "reused"—implying bottles return to their original source—and "reusable," which simply means the bottles can be used again, not necessarily returned to the origin.**

GLOBAL STATE OF PLAY



ACCELERATING REUSABILITY

Multiple stakeholders across various stages and regions of the wine value chain have launched reusable and refillable glass bottle schemes (eg: SWS, Snowden Vineyards, City Winery, Oé, Maison Chapoutier and others)

Wine regions are collaborating with local producers and stakeholders to foster reusable schemes. (eg: Oregon in USA, Styria In Austria, Ontario in Canada)

Wine events and fairs, such as Wine Paris (Vinexpo), are adopting and promoting this practice by collecting and reusing bottles from their events. LWF is looking to secure a partner for 2025.

The world's largest wine producer, France, has passed a law requiring that by the end of 2027, 10% of bottles from producers with an annual production of over 10.000 bottles must be reused. This target is incremental, with some

producers achieving 5% reuse by the end of 2023.

The proof of concept for reusable bottle schemes has been demonstrated for decades by other beverages such as **water and beer**.

Through the **Porto Protocol, a worldwide collaborative network** comprising over 200 members from 8 countries, are expediting knowledge sharing and collectively addressing challenges and opportunities to advance reusable bottle schemes worldwide.

There are **Glass producers** already involved in various pilots and initiatives across the world (eg. O-i and Veralia).

Various retailers are already looking and measuring the path to embrace reusability.



ACCELERATING REUSABILITY

CASE STUDY – FRANCE

Consumer resistance is minimal; in France, 80% of consumers already return their bottles for recycling, and there is substantial support for reintroducing deposit systems, as confirmed by a survey conducted by Réseau Vrac et Réemploi.

THE AGECE LAW

In France, marketers must pay an eco-tax on all products they sell, based on the European principle of Extended Producer Responsibility (EPR), which follows the polluter-pays principle. Previously, this tax was only applicable to products sold directly to end consumers.

However, since January 2024, products sold to the On-Trade sector are also taxed. **Citéo** (along with its subsidiary Adelphe for Wines & Spirits) and **Leko** are the two designated "eco-organisations" to collect this tax, gathering funds, and financing solutions for the end-of-life of products. Furthermore, **the AGECE law recognises that recycling alone is insufficient and promotes the accelerated adoption of reuse solutions.**

The AGECE law has several significant impacts, including:

- Bottles that are reused are exempt from eco-contributions.
- Marketers are legally required to report the percentage of reused packaging they purchase to their eco-organisation, which then verifies compliance with legal reuse objectives.

France has its own dedicated network, **Réseau Vrac & Réemploi**, that promotes and supports reusable packaging in the food and beverage sectors. It collaborates with businesses, policymakers, and consumers to advocate for regulatory changes, provide resources and training, and raise awareness about the environmental benefits of bulk and reusable options.

Leverage or not leverage: Are these taxes motivating major companies to shift towards reuse?

Multiple conversations with key stakeholders clearly point out to a growing interest from major corporations in moving towards reuse. While the tax per bottle may seem minimal at just one cent, it accumulates to a considerable amount by year-end for companies with substantial sales volumes.

ACCELERATING REUSABILITY

CASE STUDY – FRANCE

BRANDS ARE SERIOUSLY LOOKING INTO IT

During the "Reuse of Glass Bottles: What Are the Prospects?" round table at Paris Packaging Week in January 2024, with representatives from Rémy Cointreau, Moët Hennessy, Emile Giffard, and Emballages Magazine, highlighted the industry's commitment to expanding glass bottle reuse both locally and globally. Several key points were discussed:

Complexity: The French Spirits Federation noted that while annual spirits production is 700 million liters—significantly less than mineral water—the sector supports 800 brands, far more than the water industry.

Eternity: Rémy Cointreau stated that glass constitutes 70–80% of their packaging's carbon footprint. Their "One bottle for eternity" initiative is exploring reuse of glass bottles with several pilot projects, including LOUIS XIII Cognac and Cointreau Angers.

Collection: Emile Giffard is working with ECO IN PACK to test the collection of its bottles in the hospitality sector and locally, ensuring that the washing process eliminates allergens due to their heavy use of fruits in products.

Geographical Focus: ECO IN PACK's initiatives began in Cognac, but the aim is to expand beyond this region, leveraging its concentration of major brands for comprehensive trials and tests.

International Scope: Contrary to common perceptions, bottle reuse is viable globally. Data from ADEME (The French Agency for Ecological Transition) show that a 500g glass bottle's CO2 emissions from production are equivalent to transporting it 7,000km by road, supporting the feasibility of international reuse programs.

“

“Increasingly, producers are recognizing the benefits of this model for meeting the Paris Agreement's climate goals and reducing broader environmental impacts beyond just CO2 emissions. We are actively collaborating with industry federations such as FFS and UMVIN to support their members in this transition.”

Martin Calmettes
CEO of ECO IN PACK

EU PACKAGING RULES

WINE & SPIRITS EXEMPTION FROM EU REGULATION (PPWR)– WHY?

CONCERNS ABOUT STANDARDISATION AND LACK OF BOTTLE DIVERSITY

EU **Packaging and Packaging Waste Regulation** (PPWR) aims to tackle the increase in packaging waste generated in the EU and promote a circular economy. One of its main goals is to generalise bottle reuse so that 10% of alcoholic beverages can be reused by 2030 and 25% by 2040. This applies to all alcoholic beverages **except wine and spirits**, for which the targets are halved: 5% by 2030 and 15% by 2040. Sparkling wine is excluded as a whole.

Sarah Melina Siebel, Internal Market and Sustainability Director at SpiritsEUROPE, the European spirits representative, welcomed the text exempting spirits from mandatory reuse targets stating *“This is the most sensible and sustainable approach forward – and will help preserve bottle diversity in the future while delivering real sustainability benefits on the ground”*.

Inga Bērziņa, Latvian Minister of Environmental Protection and

Regional Development, pointed out that imposing such bottle reuse targets on the wine sector would entail *“disproportionate costs by preventing competitiveness”*. “

She also pointed out that imposing such bottle reuse targets on the wine sector would entail *“disproportionate costs by preventing competitiveness”*.

“Of course the right side of history is the development of reuse, but this will not be able to replace it 100%, at least not in the very short term” stated MEP Irène Tolleret (Renew). *“Some AOCs (Appellations of controlled origin) have a specific glass model and an export model (incompatible with reuse). And besides, is this desirable?”*

We must instead move towards recycling, and increase it. This is undoubtedly the best thing we can do in terms of environmental impact. In any case, I don’t see the point in setting goals that you can’t achieve.”

EU PACKAGING RULES

REASONS FOR WINE & SPIRITS EXEMPTION FROM EU REGULATION (PPWR)

CONCERNS ABOUT STANDARDISATION AND LACK OF BOTTLE DIVERSITY

The arguments echo those of *the several organisations defending the interests of the wine industry*. “From the outset we judged that there was no urgency to put ourselves in a complicated situation through quantified objectives”, explained Anne Haller, deputy general director at La Cooperation Agricole (Copa Cogeca).

The arguments put forward: the wine industry is rather “well placed” in terms of recycling its bottles, “it's not like plastic which goes into the sea”; while “*the reuse sector does not really exist*”, she also explained. “*I'm not worried, I'm sure that in 15 or 20 years, we will be on the front line. **Going optional doesn't stop us from moving forward.***”

BY JULIE REUX, VITISPHERE, 10/04/2024

TAKEAWAY:

The concept of reuse itself isn't being challenged, but rather its current form and limitations.

Although the wine & spirits industry are exempt at EU level from reuse targets and deposit-return schemes (PPWR) they are not exempt from national legislation

INITIATIVES AROUND THE WORLD

OPPORTUNITIES FOR INNOVATION AND ENTREPRENEURIAL ACTIVITIES

There are numerous opportunities for innovation, and entrepreneurial activities should be encouraged, following the footsteps of pioneers worldwide.

Several companies, of different nature, countries and at different stages of their endeavours, overcoming the various thresholds of these schemes, namely reverse logistics, local washing facilities, availability of wash-off labels, etc...



NO 'ONE SIZE FITS ALL' SOLUTION

OVERALL KEY TAKE AWAYS

- **Innovation is required:** Reuse is still in the developmental stage, and the economic model remains fragile due to the lack of automation and industrialisation. However, there is significant potential to decrease costs to meet broader demand. There is need for lighter, durable bottles designed for multiple uses without sacrificing quality, design aesthetics or design aesthetics
- Technical differences (eg: 120 different glass moulds to make a classic Bordeaux bottle) do not add anything to the experience of the bottle and constitute an obstacle to reusability
- Standardisation maybe the answer in certain cases, but it is not necessarily the only response to reuse. Understandably, brands are reluctant to sacrifice distinctive bottle designs for the sake of uniformity. However, there are strategies to integrate these design requirements into a reusable model efficiently.
- National regulatory like French AGEC law, have proven to accelerate the transition
- There's a need to clarify the implications of adopting reuse systems. For instance, there appears to be a common misconception that reuse equates to a closed-loop system, which is not necessarily the case
- It is important to distinguish between "reused"—implying bottles return to their original source (closed loop) — and "reusable," which simply means the bottles can be used again, not necessarily returned to the origin. (Open loop)
- To foster widespread adoption, a consensus needs to be reached around the weight of the bottle, to make the bottle suitable for most markets
- It is important to address the concerns of all the actors—we need a model that works for all
- There is a growing alignment in the industry toward advancing reuse initiatives, a shift from what it was just 12 months ago. Furthermore, there seems to be a rising demand from wineries for previously used bottles, which could set a trend if supply can keep up

REUSE READY CAMPAIGN



INTRODUCING THE #REUSEREADY CAMPAIGN

The "Reuse Ready" campaign unfolds in three acts, emphasising preparedness for a sustainable future. It stands for a collective shift in mindset, asserting that being "Reuse Ready" is about aligning with the right side of history and encouraging widespread adoption of a reusable supply chain regardless of current positions on the reusability scale or personal convictions.

This initiative aims to elevate awareness among wine producers about the significance of their choice in bottles. It calls on them to make decisions that either opt for previously used bottles or ensure their new bottles are capable of being reused—not necessarily by themselves but by others in the future.

The campaign's core message to producers is simple: make reusability possible.



THE VISION BEHIND *#REUSEREADY*

The environmental challenge we are facing is so huge that only a systemic approach and exponential efforts will enable us to drive change at the speed required. This initiative aims to accelerate this transformation by fostering inclusivity and avoiding a binary "in or out" mentality, thus encouraging broader participation and reducing resistance. Its vision is anchored on two critical pillars:

COMMON GROUND:

The focus is to discover what unites us, explore common interests and values, rather than dwelling on our differences.

CHANGE OF PERSPECTIVE/MINDSET:

Shifting from a linear to a systemic approach requires us to move away from traditional "business as usual" models. This new perspective allows us to recognise connections and opportunities that were previously hidden.



THE PATH TOWARDS REUSABILITY

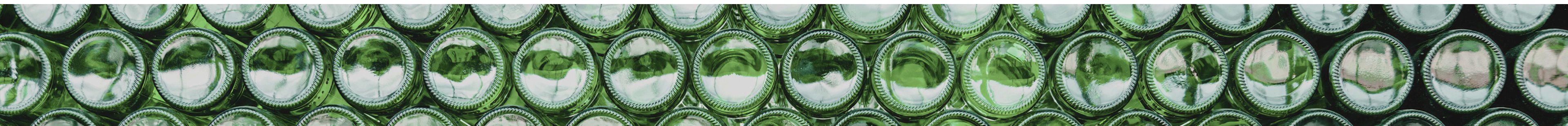
CALL TO ACTION

**OPEN LETTER
TO THE GLASS
MANUFACTURERS**

**REUSE READY
INTERNATIONAL
CHARTER**

**LEVERAGING
CORPORATE
RESPONSIBILITY**

THIS CAMPAIGN IS FOCUSED ON EMPOWERING THE WINE INDUSTRY TO SERVE AS A COUNTERWEIGHT, PROVIDING THEM THE MEANS TO ASSERT THEIR OWN INFLUENCE AND HELP RESHAPE INDUSTRY NORMS.



OPEN LETTER TO THE GLASS MANUFACTURERS

INDUSTRY WIDE COLLABORATION IS ESSENTIAL – EXTRACTS.....

“On behalf of your biggest customer the global wine industry, including vintners, distributors, and advocates for sustainability, we address a significant challenge that affects both our environmental impact and operational efficiency: the current lack of standardisation in wine bottle dimensions and durability.

In 2015 international world leaders signed the Paris Agreement to cut carbon emissions to zero by 2050. It is imperative that the wine industry, dependent on a stable climate, meet these goals as well. Bottle reuse is the only possible path to meeting zero emissions goals.”

*“**With global governments increasingly advocating for reuse systems**, the wine industry is further committed to minimising waste and enhancing reusable practices. ”*

“The reusable bottle is the silver bullet that will ensure that the glass bottle keeps its status as the container of choice for years to come.”

*“**Developing a system that allows for the reuse of existing bottles** provides a foundational step towards establishing a durable supply chain designed for bottle reuse over the next century. Starting with the bottles we already have is both practical and essential. ”*

*“**A dual-track strategy is essential:** firstly, by minimising technical disparities to boost private sector investment in cleaning and logistics infrastructure; and secondly, by focusing on product design and innovation to develop **lightweight and reusable bottles.**”*

Early signatories: Vins Richard, Maison Chapoutier, Domaine Dujac, Domaine de Triennes, Vins Oé, Réseau Vrac et reemploi, SWS

REUSE READY INTERNATIONAL CHARTER

HARMONY/COMPROMISE

To address key reusability issues, promoting standardised bottle designs and sustainable practices **without necessarily requiring participation in a closed-loop system.**

Choosing a bottle is an important decision that cannot be taken lightly.

“

“Perfect is the enemy of good”
Voltaire
French writer and activist

REUSE READY

#REUSEREADY CAMPAIGN

The bottle of the future already exists and it's reusable

THE REUSE READY CHARTER

Choosing a bottle is more than a simple choice it is a meaningful act - the wide variation in bottle sizes and weights presents a significant barrier, complicating the scalability of reuse schemes that are essential for reducing our ecological impact.

Regain control: This campaign is focused on empowering the wine industry - providing them the means to assert their own influence and help reshape industry norms.

Choose Wisely, Impact Greatly

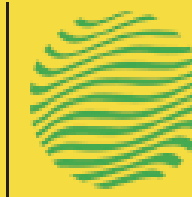
In the face of climate change, maintaining the status quo is not an option - do the right thing:

CHOOSE TO REUSE!

CHOOSE TO BE REUSE READY

Ten things to think about when bottling:

1. Reduce your bottle weight to 420gr maximum
2. Choose a used bottle over a new bottle
3. Choose a bottle with a high recycled glass content
4. Choose a standard bottle for your region
5. No embossing or screen printing
6. No wax seals
7. Choose sustainable labels
8. Collect and reuse bottles at the winery
9. Consider alternative packaging for whenever the bottle is not going to add any value to the experience.
10. The extra mile: do you need that foil?
Do you need that back label?



the
PORTO
PROTOCOL



LEVERAGING CORPORATE RESPONSIBILITY FOR GOOD

CHAIN OF ACCOUNTABILITY FOR A BETTER SUPPLY CHAIN FROM ALL THE ACTORS ON THE SUPPLY CHAIN

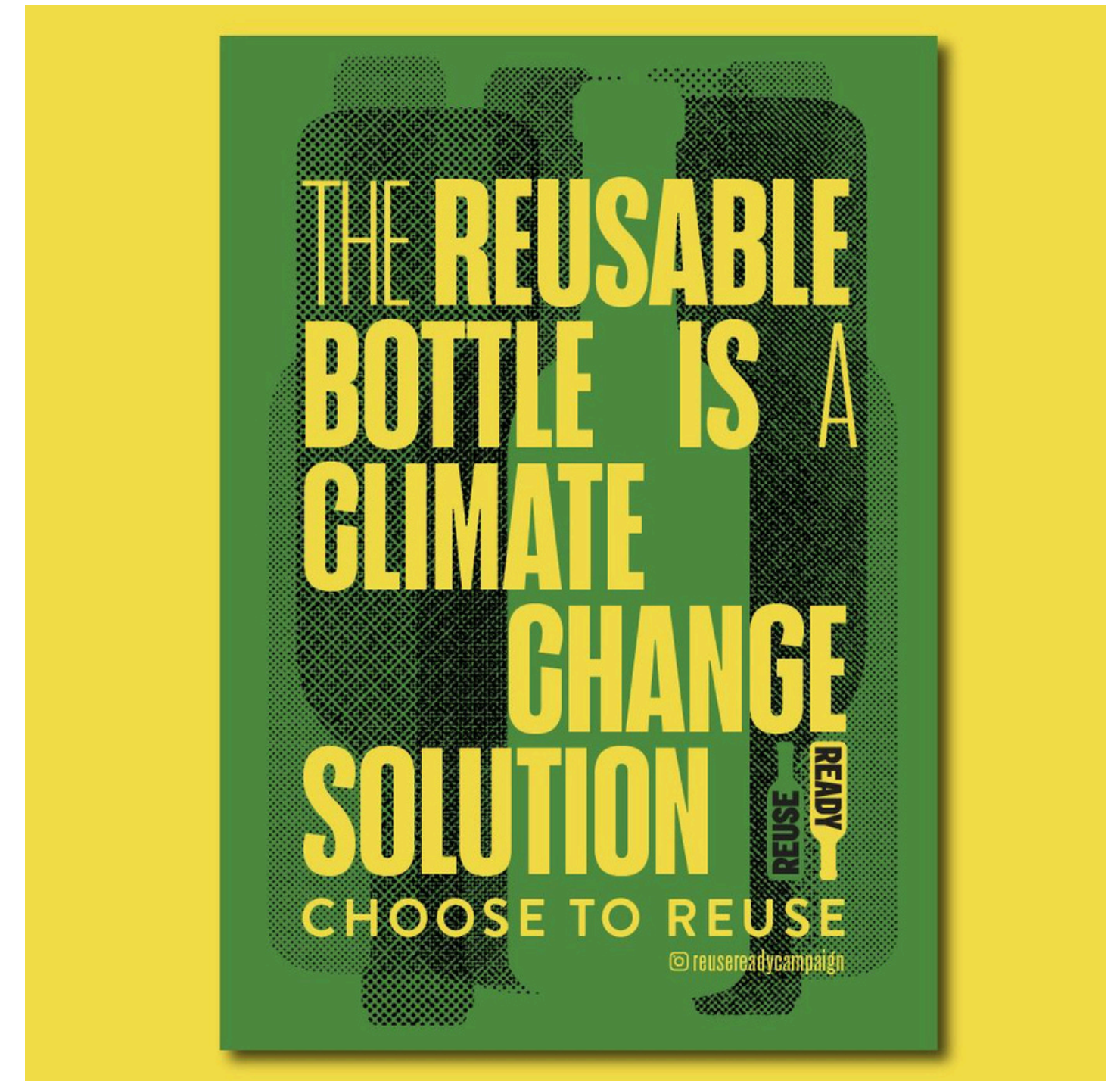
By acknowledging and embracing the complexity of our world through a systemic approach, we recognise how even small changes can set off a series of transformative tipping points leading to significant shifts over a shorter period.

The collective signature on the Open Letter holds significant weight. It has the potential to galvanise influencers, official wine bodies across the world, and even business schools. The timeline may be uncertain, but these are the kinds of impactful outcomes we are aiming for.



NEXT STEPS UNTIL AND FOR LWF 2025

- Reuse Ready campaign to be championed in France in partnership with La Bande Verte a French non profit
- Search for a UK retail/distribution partner to reuse the bottles of LWF 2025
- Partnership with water brand for LWF 2025 to eliminate plastic from the event



CONCLUSION

FOOD FOR THOUGHT

It is anticipated that linear (recycling) and circular (reuse) systems will coexist for some time as the industry transitions and organises a circular supply chain. However, these systems should complement rather than conflict with each other. In this spirit, prioritising the bottle's reusability is a critical step towards enabling a sustainable shift toward "reuse systems," a cornerstone of the circular economy.

Under the same token it is more likely than not to imagine that in the near future recycling infrastructure and logistics will be put to the service of reuse systems. However that cannot become a reality until technical standardisation is reached.

The survival of the glass bottle as the preferred container for wine hinges on its evolution from single-use to reusable. Most wines are consumed within a year of production and do not

require the sophisticated benefits that the glass bottle offers—The ongoing preference for glass is largely due to customers and producers perceptions and the traditional allure associated with it.

Developing a system that allows for the reuse of existing bottles provides a foundational step towards establishing a durable supply chain designed for bottle reuse over the next century. Starting with the bottles we already have is both practical and essential.

Continuing without technical standardisation while each bottle manufacturer independently develops their own reusable solutions is inefficient and unsustainable. Without a unified approach, the industry risks duplicating efforts and creating fragmented systems that hinder broad adoption and effectiveness.....

ALWAYS COMPLETE, NEVER FINISHED...

CONCLUSION

.....This strategy allows time for technological advancements and other supportive factors to align and facilitate progress.

In the meantime we don't need to wait for standardisation to happen before exploring circular models: what we need right now is system D (learning by doing) to be able to deal with bottles of all sizes and remove all labels.

Already businesses all over the world are

successfully pioneering reuse models– proving that a new tomorrow is not only possible but offer a myriads of possibilities

The London Wine Fair (LWF) provided an ideal setting to launch our "reuse ready" campaign, it offered a unique opportunity for all stakeholders in the supply chain to unite. An open letter to manufacturers, during this event served as a catalyst, accelerating the change needed to meet the urgency of the challenge.



MURIEL CHATEL
FOUNDER AND MANAGING
DIRECTOR AT SUSTAINABLE
WINE SOLUTIONS

ALWAYS COMPLETE, NEVER FINISHED...

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