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93% of Consumers Still Expect to Be Able to Recycle Glass

Glass Recycling Coalition Announces 2018 Glass Recycling Survey Results

ANN ARBOR, MI (August 7, 2018) – Ninety-three percent of residents and consumers still expect to be able to recycle glass, according to members of the recycling value chain. The [2nd annual survey](#) by the [Glass Recycling Coalition \(GRC\)](#) queried more than 300 public-sector representatives, top glass industry professionals, and material recovery facility (MRF) operators in an open survey from May to June 2018. The survey also revealed important differences in perceptions, trends and concerns among these groups.

- Public-sector representatives were less concerned than they were last year about glass recycling conditions, and concern decreased by 14 percent. Public sector respondents as well were significantly less concerned about glass contamination and end markets for recycled glass compared to last year. MRFs and glass industry representatives' concerns, however, increased by 14 percent over last year.
- Influenced by poor current market conditions for all recyclables, increased contamination, and rising quality standards, 54 percent of public-sector respondents named enhanced consumer education as their top program change. More than 33 percent listed no program change over last year, and nearly 19 percent responded that they have changed their list of acceptable items.
- Respondents facing glass recycling challenges say that information on types of glass end markets, case studies of local governments making glass recycling work, and information on grant funding for glass recycling would be helpful tools.
- Public-sector respondents named resident satisfaction, landfill diversion, and sustainability goals as their top priorities. While public-sector and glass industry respondents reported that people's desire to recycle glass is a primary reason that glass should be recycled. MRF respondents did not reveal a similar pressure in decision-making to act on customer's desires.
- Nearly 80 percent of total respondents—an increase of 30 percent over 2017 findings--believe that cost for collecting and processing all recyclables, not solely glass, should be shared among manufacturers, haulers, the public sector, MRFs and end markets.
- Transportation, price paid per ton, and highest and best end use were the top three determining factors of where glass was sold by MRFs. More than half of public-sector and glass industry respondents facing glass recycling challenges expressed interest in public-private partnerships and grants to improve glass recycling and help them achieve their goals.

“For the past two years, GRC has offered several important resources for the glass recycling value chain to make glass recycling work, including nationally recognized subject matter expert webinars, trend monitoring, best practices, and case studies. The GRC also offers a decision-making tool and maps to glass infrastructure in response to local needs,” said Richard Hoch, Diageo and GRC leadership and founding GRC member company.

The Glass Recycling Coalition will preview key survey results during a webinar, *How Commercial Glass Recycling Programs Can Thrive* on Thursday, August 16 at 2 pm. Learn more about the Glass Recycling Coalition, download the full survey report and register for the webinar at www.glassrecycles.org.

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The Glass Recycling Coalition (GRC) brings together a diverse membership comprising [40 companies](#) and organizations representing glass container and fiberglass manufacturers, brands that use glass to showcase their products, haulers, processors, material recovery facilities, end-markets, and public-sector advisors, to make glass recycling work. Established in April 2016, GRC is a non-competitive coalition of U.S. value chain members involved in glass recycling and dedicated to supporting the most accessible and viable glass recovery and recycling options for consumers. The coalition encourages financially sustainable mechanisms that produce quality cullet and strengthen glass markets. For more information, visit www.glassrecycles.org or contact info@glassrecycles.org.