



EWWR good practices and case studies

1. Details of Action:

Ewwr Organiser: Waste Agency Of Catalonia
Country/Region: Spain/Catalonia
Name Of Nominated Project Developer: Codorniu Group
Name Of Nominated Action: Reduction Of Glass In Packaging In The Wine Sector
Place: Codorníu, Av. Jaume Codorníu S/N
Town: Sant Sadurní D'anoia
Region: Catalonia
Country: Spain
Nominee Category: Business
Dates Of Action: 20th To 28th Of November 2010
Year: 2010

2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action opens to general public
- Action opens to a target group
- Action based on the production of communication tools
- Other, please specify: **Error! Not a valid bookmark self-reference.**



With the support of
the European Commission

www.ewwr.eu





4. Please give a detailed and precise description of the nominated action:

The Codorniu Group has organised three activities in its wineries for the European Week for Waste Reduction 2010:

1. Display of the developments in Ecodesign with regard to containers in the wine sector, showing the process of the design and the advantages that have been achieved in reducing the weight of the glass used to make cava (sparkling wine) bottles (20 to 28th November):

- Waste reduction: 11% reduction of the glass used to make each bottle
- Reduction of the weight of each bottle from the present 900g to the new 800g
- Economic saving in transport costs as a result of the smaller weight
- Energy saving associated with the production of each bottle
- Direct reduction in CO2 emissions: 1,000 tons/year
- Anticipation of the new waste minimisation and environmental impact legislation

2. A participative test in which visitors see whether there are differences that can be seen between the normal bottles and the new lighter bottles on a simple visual inspection (20 to 28th November).

3. Conference on Ecodesign applied to glass bottles in the wine sector to university students of a renowned oenology school named *Escola de Viticultura i Enologia M. Rossell i Domènech* on 24th November (middle cycle) and 26th November (Upper cycle).

Indicators used for assessing the Week activities:

- Number of visitors during the EWWR: 1,897 people
- Number of participative tests collected: 1,551 participants (82%)
- Origin of the visitors: 20 countries
- Type of visitor groups: General public and sector professionals (future oenologists) from 4 countries responsible for 95% of the natural sparkling wine production in Europe
- Result of the participative test in which visitors made a simple check to try to see the difference between normal bottles and light bottles. The company believes it is positive that consumers are not capable of noticing the difference on a simple inspection.
- Tons of glass avoided with the Codorniu Group's light bottles: 4,000 tons/yearly
- Estimated 130,000 tons/year of glass avoided if measuring the whole sparkling wine sector.
- CO2 emission reduction: 1,000 tons/year

Conclusions:

To get over the message that it is possible to reduce the weight of the glass in cava bottles by 11% to more than 1,500 people from 20 different countries. Additionally, to use a triangular test to show that it is possible to reduce the weight without the consumer noticing the difference, which is important for the producers to be encouraged to reduce the weight of their bottles. To get the message over to the groups concerned, such as future oenologists, and people attending from the 4 countries that produce 95% of the sparkling wine in Europe: France, Germany, Italy and Spain.

If the whole European sparkling wine sector decided to move to new lighter bottle, the production of more than 130,000 tons of waste glass would be avoided, and the CO2 emissions would be reduced.



5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:

The target audience of the Week's activities was the general public, oenology and industrial design university students, company workers (686 workers, 85% from Catalonia and Spain and 15% from Argentina and USA), etc. The initial estimated participation was 1,000 people, according to the normal rates of the free monthly visits to Caves Codorniu, which was easily exceeded with 1,897 participants, 83% of whom also took part in the participative test. The activity was reported through different channels: Verbally to visitors to the company winery and shop, to workers of the group of companies via intranet, mailing to the company database, publication on the corporate web and participation in the initiative of those responsible for tourism in the local administration and students on advanced studies (industrial and oenology).

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed):

- 1) Visibility and communicational aspects
- 2) Good practice, originality and exemplarity
- 3) Quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) Follow-up in long-term and lasting impact

1/ The media impact of the Week's activities was very broad:

- Dissemination through the company media:
 - o Publication on the corporate web & intranet of the business group (686 workers around Catalonia, Spain, Argentina and USA)
 - o Flyer published and Press release sent of the action
 - o Video of the activity to be published on Facebook, corporate webs <http://vimeo.com/23366709>
- Dissemination through the Digital press: 4 news (see below Question 7)

2/ The activity is original and innovative because it reflects the **whole of the cava glass bottle ecodesign process** and the **advantages of minimising waste production and reducing the environmental impact**. The technical requirements of cava bottles make it very difficult for their weight to be reduced (e.g.: withstanding high pressure...). However, manufacturers have striven to minimise the amount of glass in their bottles to reduce the weight and energy consumption. The sector has been working on this for years, but it is only now that the results are beginning to be seen on the market.

3/ The activity raises the target's awareness of the need to reduce waste. Even to make professionals of highly traditional sectors such as wine (wine and cava) see that it is possible to make modifications to the bottles to significantly reduce the waste produced and the energy consumption in making the container. The challenge is not easy for the light container must continue to meet the technical requirements. In the case of cava, for instance, the bottle must withstand high internal pressure, so lightening the bottle is a considerable technical challenge.

4/ The activity is directly reproducible in all European wine areas, and particularly in those producing sparkling wines, in which high pressure has to be withstood and producers might be reticent to lighten their bottles. For instance: Champagne (FR), Asti (IT), Sekt (GER).

5/ The activity will have a long term impact when the public knows that it is possible to pack wine and cava in lighter bottles, for this might be a reason for purchase and their opinion might push the wine sector to work to reduce the weight of their bottles.

Work is being done in the Codorniu Group to reduce the weight of the bottles. Codorniu has two types of sparkling wine bottles at present: the normal one has become the lightweight bottle (with 40,000,000 bottles a year produced, this means 4,000 tons of glass saved each year) and the Special Bottle is still being eco designed. The glass manufacturers are also seeking the best techniques to allow them to offer their lightweight bottles to wine and cava producers.



7. Please provide us with photos, videos, web links or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.

Annex 1. Summary of the company material



ANIMA'T A PARTICIPAR!

Durant la Setmana Europea de la Prevenció de Residus, vine a Can Codorniu i hi trobaràs:

→ Pòsters dels principals fabricants d'ampolles per vi i cava, amb informació dels seus avenços en la reducció de vidre.

→ Un test per intentar descobrir les diferències entre les ampolles pesades i les lleugeres, i comprovar que la reducció del pes del vidre no altera l'aspecte ni la qualitat del producte.



Junts, Reduir és Actuar

Si hi participes pots guanyar una caixa de 6 ampolles lleugeres d' Anna de Codorniu.

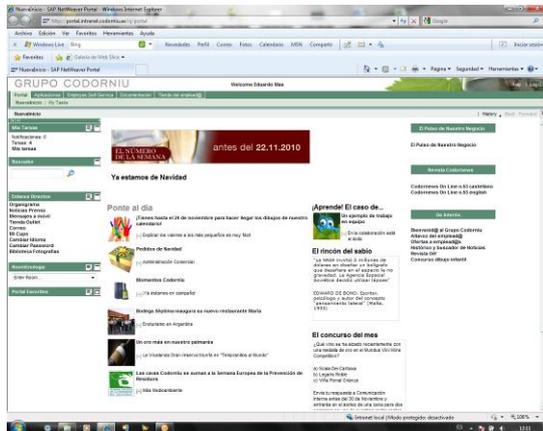
Horari

Table with 4 columns: Dia, Període, Hora inici, Hora fi. Rows list dates from 20/11/2010 to 28/11/2010 with corresponding times.



Per més informació: www.ewwr.eu

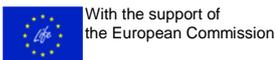
Flyer of the action carried out by the Codorniu Group



Dissemination on the corporate intranet



Press release done by Codorniu Group



www.ewwr.eu





Annex 2: Summary of published material

DIGITAL & WRITTEN PRESS

Gestores de Residuos.org

Friday 26 November 2010

Header: Catalonia in the European Week for Waste Reduction



Sant Sadurni.es

Wednesday 17 November 2010

Header: Codorniu joins the European Week for Waste Reduction



INSTITUTIONAL WEBSITES

Environment and Housing Press Room

Ministry of Environment and Housing, Government of Catalonia

Monday 15 November 2010

Header: Daily gestures are key to reducing waste

Monthly visits: 150.000



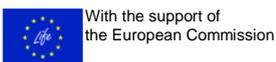
Agenda of Activities of Catalonia Waste Agency Activity Agenda

Ministry of Environment and Housing, Government of Catalonia

Friday 19 November 2010

Header: European Week for Waste Reduction Activity Agenda

Monthly visits: 100.000



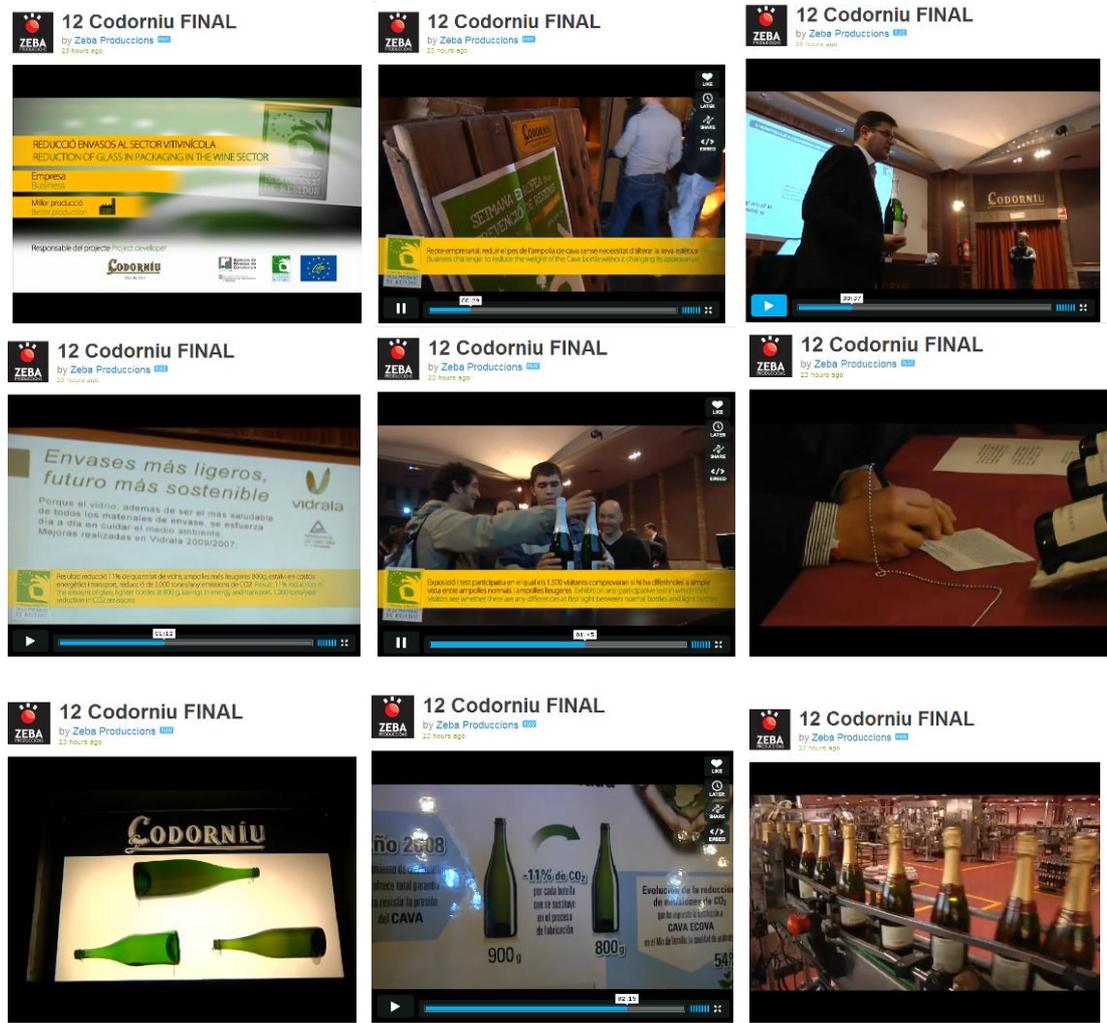
www.ewwr.eu



Annex 3: Summary of photographs and videos

VIDEO ON THE INTERNET

<http://vimeo.com/23366709>



ENCLOSED PHOTOGRAPHIC ARCHIVE

