

reWINE

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

PILOT REPORT

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reWINE

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Table of Contents

1. DESCRIPTION	6
2. SUMMARY	6
3. RESULTS	7
3.1. PILOT TEST MONITORING	8
3.1.1 Labelling	10
3.1.2 Bottles collection	12
3.1.3 Washing process and reuse of bottles	18
3.1.4 Other monitoring activities for the proper functioning of the pilot test	20
3.2. CAMPAIGN FOR CONSUMERS	21
3.2.1 Material communication.....	22
3.2.2 Public relation activities (Info Days).....	22
3.2.3 Digital marketing	26
3.3. INCENTIVES FOR THE RETURN OF PILOT TEST BOTTLES	29
4. CONCLUSIONS	32
5. ANNEX	34

Index of figures

Figure 1. Waste management hierarchy	6
Figure 2. Participants in the pilot test ReWINE	8
Figure 3. Logistics performed for the pilot test ReWINE.....	9
Figure 4. Calendar for bottle collection (Wineries, supermarket chains, small retailers and waste management centers)	10
Figure 5. ReWINE bottles from AFALMA.....	11
Figure 6. Water-soluble label from La Vinyeta ReWINE bottles.....	11
Figure 7. Water-soluble label for Vins Pravi ReWINE bottles	12
Figure 8. Water-soluble label and other communication material for AFALMA and Torres in Caprabo shops.....	12
Figure 9. Communication material and distribution to the point of sell.....	22
Figure 10. Project ReWINE Presentation in La Rubia.	24
Figure 11. “Tastet ReWINE” workshop.....	24
Figure 12. Presentation of the second tastet ReWINE	25
Figure 13. Workshop in Caprabo.....	26
Figure 14. Tastet ReWINE closure	26
Figure 15. Example of digital marketing used by participants.....	27
Figure 16. Example of banners designed by PRUAB for digital marketing.....	28
Figure 17. Example of Rezero communication to promote the reuse of wine bottles.	28
Figure 18. Example of tickets and ReWINE bottles from Talcomraja.....	31
Figure 19. Example of a post from La Vinyeta to communicate the winner of the first raffle.	31

Index of tables

Table 1. Case studies and scenario for the pilot test ReWINE.....	9
Table 2. Number of labels printed.....	11
Table 3. ReWINE’s bottles sold and recovered during the pilot test.	13

Table 4. ReWINE's bottles sold and recovered during the pilot test in grocery stores.....	14
Table 5. ReWINE's bottles sold and recovered during the pilot test in restaurants	15
Table 6. % of bottles recovered in all case studies and scenarios	16
Table 7. Bottles recovered for each winery.	18
Table 8. Bottles recovered and sent to the washing plant by winery.....	18
Table 9. Number of bottles recovered by model and waste avoided.....	19
Table 10. Selection of some of the participants confirmed in the first tastet ReWINE or Info Day	23
Table 11. Resume of the main incentives applied in wineries and shops	29
Table 12. Procedure of the pilot test for each scenario applied	33

Index of graphics

Graphic 1. ReWINE bottles sold and recovered during the pilot test.....	13
Graphic 2. ReWINE's bottles sold and recovered during the pilot test in grocery stores	14
Graphic 3. ReWINE's bottles sold and recovered during the pilot test in grocery stores	15
Graphic 4. % of bottles recovered in all scenarios.	17

PILOT REPORT

1. Description

This pilot study is one of the essential stages in the project reWINE. This deliverable aims at describing all steps involved in executing the pilot study. All previous action for the design of all methodology, logistic, incentives and campaign for the pilot test can be consulted in deliverables B3.

To summarize the follow-up of the pilot test implementation, the pilot test has been divided into 3 different actions:

- Pilot test monitoring.
- Campaign for consumers.
- Incentives for the return of pilot test bottles.

All data collection has been monthly followed and analyzed to ensure the proper functioning of the pilot test.

This action has been taken place in the territory of Catalonia from February 2017 to October 2020. Due to the alarm status by the COVID 19 this action has been slightly delayed.

2. Summary

In recent years, the emergence of new regulatory frameworks on the circular economy and waste prevention, including the EU Strategy for Plastics in the Circular Economy, and the European Green Deal, have accentuated the move towards an economy where resources are used efficiently, with products and processes designed to avoid volumes of waste and toxicity of material, but the actions to prevent or reuse the glass bottles in the Catalan wine sector are scarce. Nowadays, the best-case scenario for bottles treatment is the recycling process, but some of the glass produced in Catalonia ends into mechanical-biological waste treatment plants or into landfills. This situation does not respond to the waste hierarchy promoted by the EU and local legislations:



Figure 1. Waste management hierarchy

Previous actions in the reWINE project have shown that the number of bottles produced and consumed in the territory of Catalonia increases annually. The demand of local wine in Catalonia (more than 40 million of bottles annually) seems to be a good opportunity not only to test the reuse system in the wine sector, but also to prioritize the reuse system in front of other less favored options as recycling, and end-of-pipe treatments (energy recovery or disposal of waste).

Many studies have demonstrated the environmental and economic benefits of the reuse system in many sectors when compared with recycling system as, for example, the decreasing of the emissions of greenhouse gases when reusing. As the advantages of the reuse system in the Catalan wine sector are unknown, the reWINE project aims to achieve technical, environmental and economic data in order to demonstrate the viability of the reuse system.

The large number of activities developed before the starting of the pilot test have been performed in order to set up the conditions and logistic of the pilot. The Catalan wine sector has a solid structure, with more than 600 bottling wineries and more than 40.000 hectares registered in the Certification of Origin DO. Due to the large number of sectors involved (Wineries, distribution, grocery stores, HORECA channel, etc.).

Before the action B4, other activities have been performed in order to develop the logistics and the conditions for the pilot test. During the action B1 a series of pre-tests were conducted in order to ensure the proper functioning of the pilot test, selecting correct labels for the reuse system. The introduction of the washing plant Infinity in the pilot test was suitable to accept different models of labels (hydrosoluble labels and no hydrosoluble labels). Subsequently, the action B2 evaluated the results of the common quality, microbiological, and manufacturing controls in wineries (AFALMA and Torres). Moreover, at the same time, assessed the end consumers and sommeliers perceptions of these bottles.

In the action B3, other wineries have been introduced in the pilot test. All logistics have been changed due to the introduction of INFINITY in the pilot test (The pilot test was situated in Villena, Valencia) and the new requirements of the washing plant were beneficial to introduce other bottles models and no hydrosoluble labels in the pilot test). In order to study the different sectors involved in the distribution of wine bottles (wineries, retail, large retail, HORECA, distribution, municipalities waste facilities, etc.) the pilot test has been designed with 9 scenarios and 5 study cases. More specific information related with the logistic, the campaign for consumers and the incentives applied can be checked on deliverables D.B.3.4 Methodology design for the pilot monitoring, D.B.3.2 Design campaign consumers and D.B.3.6 Report on the incentives.

3. Results

The pilot phase was conducted in Catalonia from January 2017 to September 2020. A total of 93 participants were involved in the pilot test phase. Before the pilot test, various logistics were discussed to include a large diversity of activities (wineries, stores, retail municipality's waste management centers, washing plant, restaurants, others...). The preparation of the pilot test can be consulted in deliverables of the previous action B3 Preparation of the pilot test. Next figures show an overview of the main participants involved in the pilot phase:



Figure 2. Participants in the pilot test reWINE

The pilot test was performed to demonstrate the viability of a sustainable system for the collection, cleaning, and reuse of glass bottles in the Catalan wine industry. During the phase of pilot test, different actions have been performed to both encourage the consumption and return of wine glass bottles and to obtain all data collection for further studies.

The pilot test has involved a total of 7 Catalan wineries – the Cooperativa Falset Marçà, Cellers Torres, Albet i Noya, La Vinyeta, Talcomraja, Vins Pravi and Joan Ametller, 32 stores, 51 restaurants, 2 distributors (Vicalis and Alencop) and 3 Waste management centers (managed by the Consorci per a la Gestió de Residus del Vallès Oriental). The collection of empty glass bottles from the different return points (stores, restaurants....) started in July of 2018 and finished between December 2019 and February 2020, although the transport of empty bottles to Infinity washing plant finished in October of 2020 due to the COVID-19 pandemic. The pilot test has been possible thanks to the collaboration of all participants and test monitoring during the pilot test phase. All data collection and actions are presented below.

3.1. Pilot test monitoring

Previously to the pilot test, all wineries defined the logistic and incentives applied to reWINE bottles (All the information can be checked on Deliverables D.B.3.3 and D.B.3.4).

The collection of empty glass bottles started in July of 2018 with 4 case studies. As the pilot test progressed, other case studies were incorporated and grouped in different scenarios. At the end of the pilot test, 9 case studies were developed and grouped in 5 different scenarios (Table 1 and Figure 2).

Table 1. Case studies and scenario for the pilot test reWINE

Case studies	Scenario
Medium size winery	A. HORECA: restaurants, hotel, small retail and wine tastings
Large Winery	
Medium Size winery and retail	B. Large retail
Small winery and retail	
Small winery and taste	C. Small retail + restaurants + wine tasting
Small winery and local stores	
Small winery and integrated washing	D. Integrated washing
Medium size winery and retail	E. Retail + waste collection point
Large winery and retail	

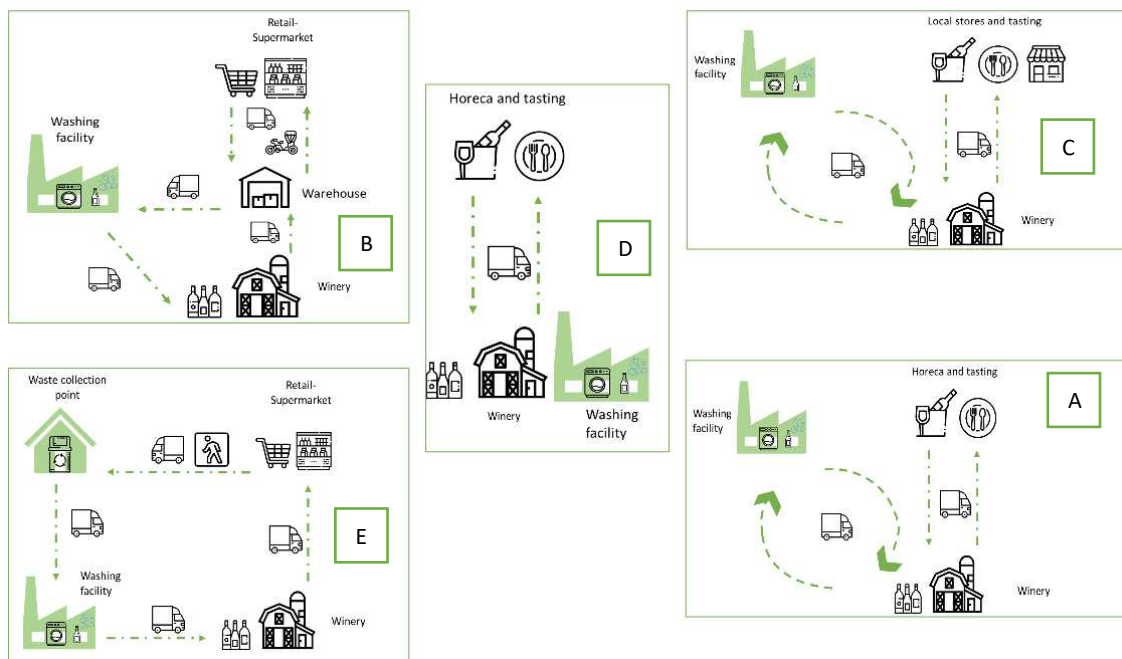


Figure 3. Logistics performed for the pilot test reWINE.

The next figure shows the main participants in the pilot test (Wineries, distributors, Supermarket chains and Municipalities waste management). The figure shows the starting calendar of these participants.



*Torres conducted also a pilot test in 2017 with the washing plant Maria Nutó. The pilot test restarted in 2018 with the introduction of the pilot test Infinity.

Figure 4. Calendar for bottle collection (Wineries, supermarket chains, small retailers and waste management centers).

The pilot test has considered the whole life of the bottle from washing, labeling, distribution on the market and collection of empty bottles by the wine producers, waste collection centers, restaurants and shops involved in order to demonstrate its viability and the environmental, social and economic advantages.

In order to obtain all data collection necessary for further studies, all participants were asked to send all the information before starting the collection of empty bottles and every month once the collection of empty glass bottles started.

The washing process and the reuse of clean bottles were also monitored.

3.1.1 Labelling

Before starting the collection of pilot bottles, all wineries identified reWINE bottles with hydrosoluble tags. This action started in February of 2017, but the process stopped as the washing plant Maria Nutó left the project. The labelling of bottles restarted in 2018, and the collection of bottles started in July of 2018.

During the period from January to October of 2017, Torres and AFALMA wines (IMUS, Falset Negre and Viña Sol) were bottled with reWINE hydrosoluble tag.

Before starting the collection of reWINE bottles (July 2018), an external hydrosoluble tag was designed for others reWINE bottles (La Vinyeta, Talcomraja, Vins Pravi, Joan Ametller and Albet i Noya). In total 276.314 labels were printed for the different wineries participating in the pilot test:

Table 2. Number of labels printed.

Winery	Number of labels printed
Torres	27.814
AFALMA	160.000
La Vinyeta	35.000
Talcomraja	2.500
Vins Pravi	60.000
Joan Ametller	10.000
Albet i Noya	2.500

The pictures below show some examples of these extra hydrosoluble tags. There are two different designs for reWINE bottles: AFALMA have incorporated the reWINE logo in bottles of IMUS and Falset wines whereas other bottles also participating in the phase B4 have used a small tag to identify reWINE's bottles (see picture below).



Figure 5. reWINE bottles from AFALMA.



Figure 6. Water-soluble label from La Vinyeta reWINE bottles



Figure 7. Water-soluble label for Vins Pravi reWINE bottles



Figure 8. Water-soluble label and other communication material for AFALMA and Torres in Caprabo shops.

3.1.2 Bottles collection

The bottle collection started in July 2018. Monthly, Rezero analyzed the collection of bottles of all wineries. This data collection was decisive to evaluate the pilot test monitoring in order to introduce other participants and determinate the duration of the pilot test.

Before starting the pilot test, Rezero delivered some materials to all participants (Forms, excels and others) to facilitate the data collection of bottles sold and recovered (More details can be checked in Deliverable 3.4).

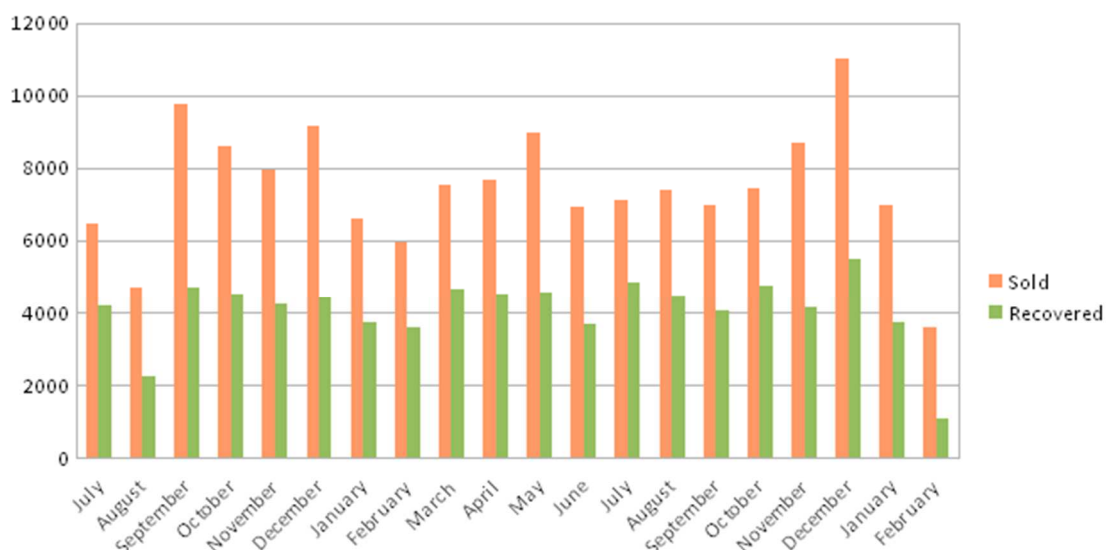
At the end of the pilot test, a total of **150.294 reWINE bottles were sold**, and **82.239 were recovered**.

Table 3. reWINE's bottles sold and recovered during the pilot test.

2018						
	July	August	September	October	November	December
Sold	7307	4679	9776	8608	7945	9150
Recovered	5044	2249	4711	4493	4223	4402

2019												
	Jan	Feb	Mar	Apl	May	June	July	Aug	Sep	Oct	Nov	Dec
Sold	6614	5970	7510	7686	8988	6927	7096	7387	6981	7413	8682	11004
Recovered	3726	3577	4630	4519	4538	3650	4818	4459	4052	4756	4134	5463

2020		
	January	February
Sold	6978	3593
Recovered	3699	1093



Graphic 1. reWINE bottles sold and recovered during the pilot test.

The percentage of all bottles recovered was 54,7%, but the results of the pilot reWINE show differences depending on the channel, the type of logistic and the incentives applied:

Grocery stores (shops and supermarket chains) and Horeca channel (Hotel, restaurants and catering)

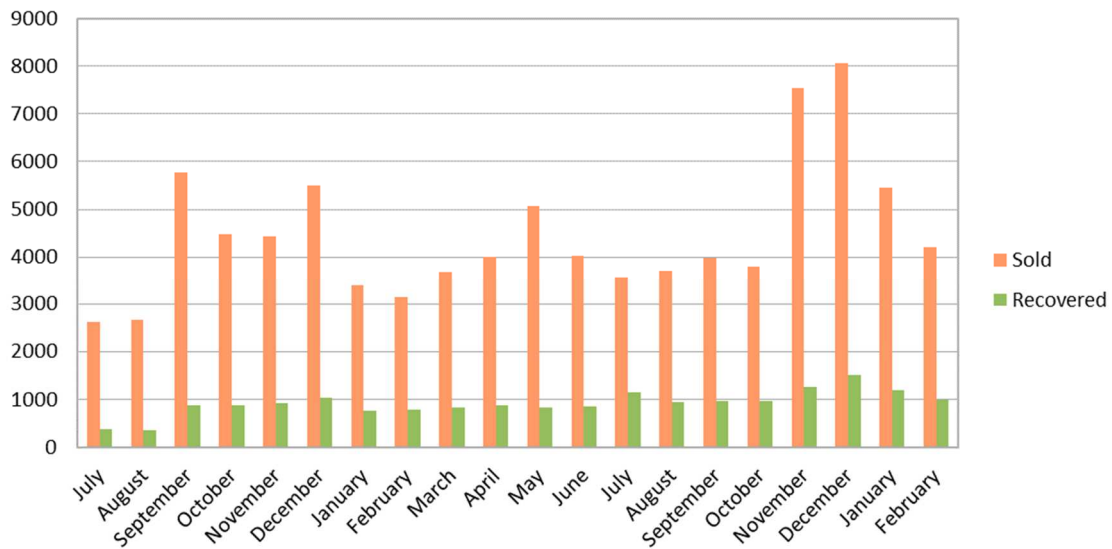
The percentage of bottles recovered in grocery stores is lower than the % of bottles recovered in HORECA channel. Next figures and graphics show bottles sold and recovered in each channel. The average return rate in grocery store channel was 21%. In grocery stores, a total of **83.147 reWINE bottles were sold**, and **17.586 were recovered**:

Table 4. reWINE's bottles sold and recovered during the pilot test in grocery stores

2018						
	July	August	September	October	November	December
Sold	2621	2663	5778	4484	4425	5499
Recovered	366	341	882	874	915	1024

2019												
	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Sold	3383	3146	3679	3996	5067	4035	3379	3619	3851	3625	5707	6583
Recovered	757	792	827	873	827	856	1117	924	940	951	1124	1334

2020		
	January	February
Sold	4294	3313
Recovered	1035	827



Graphic 2. reWINE's bottles sold and recovered during the pilot test in grocery stores

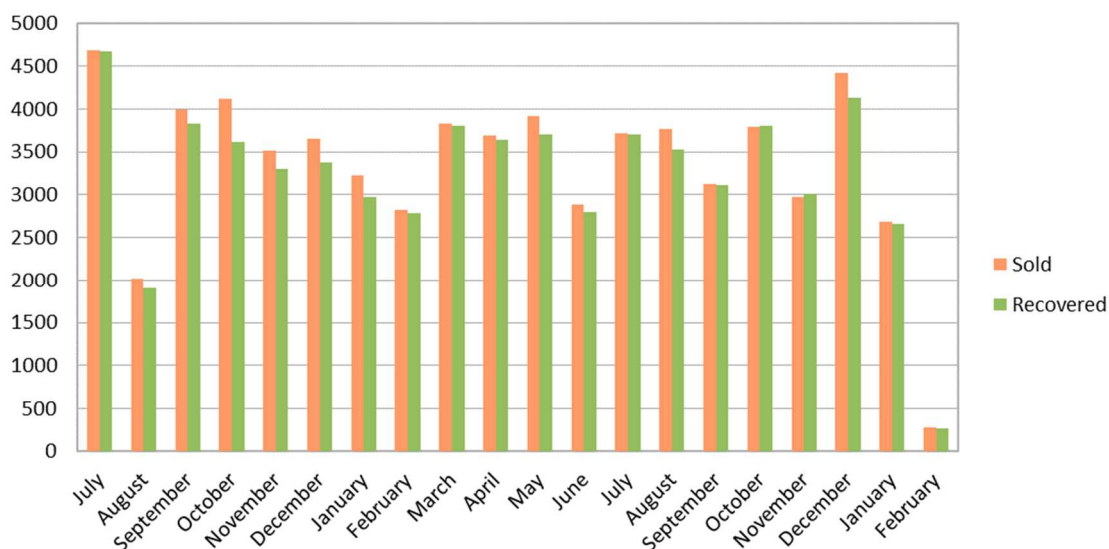
The % of bottles recovered in HORECA channel was 96%. A total of **67.147 reWINE bottles were sold**, and **64.653 were recovered**:

Table 5. reWINE's bottles sold and recovered during the pilot test in restaurants

		2018					
		July	August	September	October	November	December
Sold		4686	2016	3998	4124	3520	3651
Recovered		4678	1908	3829	3619	3308	3378

		2019											
		Jan	Feb	March	April	May	June	July	Aug	Sep	Oct	Nov	Dec
Sold		3231	2824	3831	3690	3921	2892	3717	3768	3130	3788	2975	4421
Recovered		2969	2785	3803	3646	3711	2794	3701	3535	3112	3805	3010	4129

		2020	
		January	February
Sold		2684	280
Recovered		2664	266



Graphic 3. reWINE's bottles sold and recovered during the pilot test in grocery stores

Bottles recovered according to the scenario and the incentive applied

Each case of study has applied different incentives to promote the collection of empty bottles (The deliverable D.B.3.2 and D.B.3.6 show all information related to the design and communication material). The reWINE project has adapted the incentives for the promotion of reWINE bottles depending on the needs and capacities of all participants. The 3 different incentives tested in the pilot were:

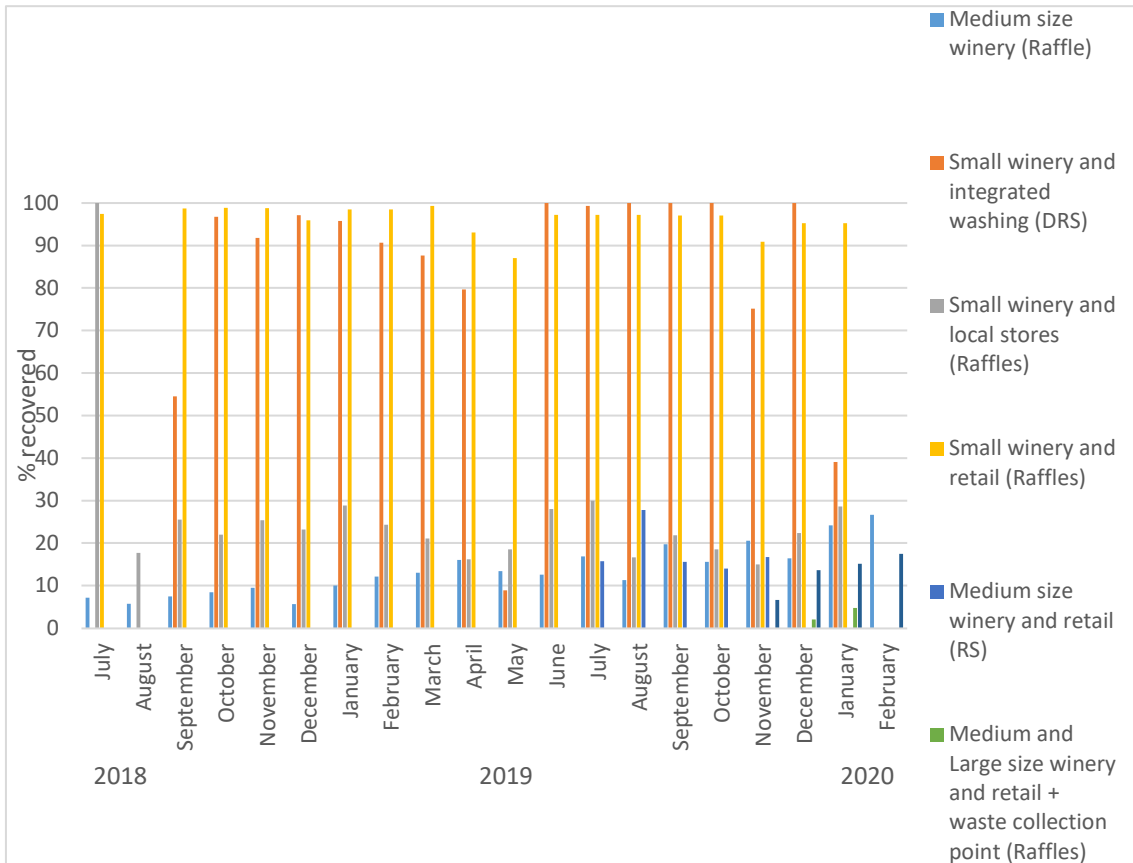
1. Economic reward (ER): bonus of 10 cents per bottles returned have been applied in some supermarket chains participating in the pilot test.

2. Raffles: Other wineries in collaboration with stores, supermarkets and recycling centers applied some raffles for promoting the return of empty glass bottles. Rezero have coordinated some of the raffles proposed and designed all the material necessary for their promotion.
3. Deposit refund system (DRS): DRS scheme was developed in a winery and stores, with a deposit of 0,13 and 0,5 € that consumers paid when buying reWINE bottles and recovered when returned the empty bottles.

The table 6 shows the results for each scenario and incentive applied.

Table 6. % of bottles recovered in all case studies and scenarios

Case studies	Scenario	Incentive applied	% bottles recovered (average)
Medium size winery	HORECA: restaurants, hotel, small retail and wine tastings	Raffles	12
Large Winery		Deposit Refund System	80
Medium Size winery and retail	Large retail	Economic Reward	18
Small winery and retail			12
Small winery and retail	Small retail + restaurant + wine tasting	Raffles	22
Small winery and local stores			
Small winery and integrated washing	Integrated washing	Deposit Refund System	95
Medium size winery and retail	Retail + waste collection point	Raffles	2
Large winery and retail			



Graphic 4. % of bottles recovered in all scenarios.

Raffles reached an average return rate between 2-22%, similar to the economic rewards (12-18%), whereas DRS achieved higher return rates (80-95%). Then DRS has shown the best performance in encouraging consumers to return wine empty bottles.

Wineries participating in the pilot test and bottles collected

The pilot test has been developed with 7 wineries, 19 different models of bottles and 31 brands of wine (check deliverable D.B.3.3). The summary of bottles sold and collected by each winery is shown below:

Table 7. Bottles recovered for each winery.

Winery	Scenarios	Models of bottles	Brands participating in the pilot test	Number of bottles sold	Number of bottles recovered
AFALMA	A and E	2	6	47.139	11.315
TORRES ¹	A and E	1	1	1.499	1.085
La Vinyeta	C	3	7	34.173	7.500
Talcomraja	C	9	4	3.267	3.117
Vins Pravi	D	1	3	58.973	58.516
Joan Ametller	B	2	3	4.242	520
Albet i Noya	B	1	2	1.001	186
Total		19	31	150.294	82.239

3.1.3 Washing process and reuse of bottles

This section only includes the monitoring of washing process and reused bottles. The reWINE pilot test has recovered a total number of 82.239, but the number of bottles sent to the washing plants were 81.399 bottles. Some wineries have reported breakage of bottles or lose of some bottles (especially in supermarket chain's warehouses, as during the month of March 2020, supermarket warehouses were submitted to changes and high pressure due to the pandemic alarm):

Table 8. Bottles recovered and sent to the washing plant by winery.

Winery	Number of bottles recovered	Number of bottles sent to the washing plant	Number of bottles lost
AFALMA	11.315	10.539	776
TORRES	1.085	1.085	0
La Vinyeta	7.500	7.500	0
Talcomraja ²	3.117	3.220	-
Vins Pravi	58.516	58.446	70
Joan Ametller	520	485	35
Albet i Noya	186	124	62
Total	82.239	81.399	945

¹ The number of bottles sent to the washing plant by Torres take into account the bottles sent to the washing plant Maria Nuto in the pilot test conducted in 2017 and the bottles sent to the washing plant Infinity in the pilot test conducted in 2019-2020.

² Talcomraja reported 3.117 bottles recovered during all the pilot test (2018 – 2019). The difference of bottles recovered (3.117) and bottles sent to the washing plant (3.220) have been attributed to a human error, as bottles recovered in the first period of 2020 (103) were not reported to Rezero and there were not included in the data analysis.

After the process of washing, a total of 1.588 bottles of wine was dismissed and a total of 79.811 bottles was sent to wineries for the reuse of bottles. Next table shows the number of bottles recovered by model and the kilograms of bottle glass avoided.

Table 9. Number of bottles recovered by model and waste avoided

Models of bottles (Simplified)	Weight of bottles (grouped)	Number of bottles recovered	Waste avoided (kg)
Burgundy	410	985	404
	545	4.920	2.681
	650	1.233	801
Bordeaux	570	390	222
	390	58.246	22.715
	365	455	166
	410	514	211
	450	11.870	5.341
	545	532	290
	570	347	198
	Others	610	319
Total	-	79.811	33.223

Discards of bottles can be ascribed for different causes in each washing plant. The pilot test started with the collaboration of Maria Nutó for the washing cleaning. As Maria Nutó left the reWINE project, empty bottles were accumulated in winery's warehouses during a large period. When Infinity joined the project reWINE, the logistic for bottles collection and transportation changed. The storage condition of some bottles (outside and unprotected) and the storage time (in some cases more than one year) have affected the efficiency of the washing process. Infinity has reported some bottles excluded because of the bottle's conditions.

During the washing process, Vins Pravi has reported a higher number of broken bottles compared with Infinity. The washing plant Infinity apply modern and different technology in comparison with Vins Pravi. This could explain these differences of bottles excluded.

Both, Infinity and Vins Pravi have analyzed bottles in the laboratory (external or internal) to ensure the hygienic conditions. During the pilot test the laboratories have not reported any problems regarding to hygienic conditions.

The reWINE bottles have also generated different kind of waste. On one side, the 1588 bottles discarded in the process have generated an estimation **of 715 kilograms³ of glass waste.**

Moreover, other waste as paper (for labels) or aluminum (capsules) have been also generated. These labels and capsules are extremely important for the design of bottles of wine, nowadays these components are just decorative. The total number of 82.239 recovered in the reWINE project have generated an estimation 107 kg of papers and 41 kilograms⁴ of aluminum.

³ An estimation of 0.45 quilograms per bottles have been applied, as the washing plants have not recorded the models of bottles wasted.

⁴ Estimation of capsule: 0.5 grams per bottle

3.1.4 Other monitoring activities for the proper functioning of the pilot test

Monthly, Rezero analyzed the number of bottles sold and collected. The evaluation of bottles collected was necessary to evaluate the development of the pilot test and the perception of the different participants.

Rezero also designed some surveys and interviews to identify and resolve problems during the pilot test. Through all interviews and during the pilot test, Rezero has also detected the main considerations when the reuse system is applied in the wine sector.

The surveys and the observation were performed during December (2018) and February (2019). The surveys were conducted in wineries (AFALMA, La Vinyeta, Talcomraja and Vins Pravi) and some shops, restaurants, retailers and consumers (check example of the survey in Annex 1).

The topics of the surveys were: Assessment of the pilot test, advantages and disadvantages of the reuse system, hydrosoluble tag, communication, incentives, logistics of the pilot test, impacts and continuity.

All information collected in the surveys was analyzed by Rezero. The conclusions of the surveys are that the reWINE pilot test was accepted positively for all participants. Some participants highlight that the hydrosoluble tags on the bottles were not perceived as reusable bottles, as the label reWINE was small and sometimes unnoticed for consumers. Even if other material communication was delivered (Leaflet, display and posters) the survey helped to introduce new communication material in the pilot test (as for example the neck-handed designed for bottles sold in supermarket chains).

The advantages and disadvantages of reusable bottles were also perceived differently for different participants. Whereas wineries and supermarket highlighted problems related to space for bottle collection, the retail sector found the reuse system as a distinction and an opportunity to increase of job in the sector. The general consumer supports this kind of actions, but other participants detected that it is needed not only an incentive to promote the return of bottles but also develop the habit in the consumer behavior.

All pilot test procedure (analysis of scenarios, interviews, data evaluation, etc.) sets out the main considerations to take into account when the reuse system is applied:

Characteristic of glass bottles

The reuse of empty wine bottles must be tested in the washing plant before the collection of empty glass bottles. **The washing plant will establish the bottle requirements for bottle reuse.** The technology used in Infinity accepted different models of bottles and labels.

Transport and collection of glass bottles

Different scenarios and logistics can be applied for the transport and collection of glass bottles. **The reverse logistic is the most efficient and effective for the collection of empty bottles,** but others logistics can be also applied. The cost of a bottle may increase when other logistics and external transportation is applied. The viability of the transportation and collection of glass bottles will need previous studies.

Optimal distance between washing plant and collection point

It is important to know where bottles are going to be stored and its distance to the washing plant. In the territory of Catalonia, the optimal distance between wineries and washing plant is established in 60 kilometers (check conclusion in Deliverable D.B.5.1 and Deliverable D C 1.1 developed by INEDIT) in order to decrease the cost of transportation and improve even more the environmental benefits.

Depending on different conditions (territory, transport used, logistic applied) the optimal distance as well as the maximum distance may be different and needs to be evaluated for each case.

Storing capacity

Different spaces could be selected for the collection of empty glass bottles (Winery's warehouse, washing plant's warehouse, supermarket chain's warehouse, municipality's waste collection point....).

Before the collection of empty glass bottles, it is important to know the **storing capacity of empty glass bottles** from the producer (Winery), the point of sell and/or return (shop, restaurant, hotel, supermarket chain, municipality's waste collection point), and the washing plant.

Storing condition

The storing condition of empty glass bottles is also important. The washing plant can clean efficiency all bottles stored in a **short period of time and storing in indoor warehouses**. When bottles are storing outdoor and during a long period of time, several cycles of cleaning may be needed.

Due to unexpected situations during the pilot test (the exit of the washing plant Maria Nutó, the political situation of Catalonia in October of 2017 and the status of alarm for COVID-19) some bottles have been stored in bad conditions and during a long period of time (more than one year)

Percentage of bottles recovered

The reWINE project has tested different incentives for the return of empty glass bottles. Incentives are necessary when a new collection system as the reuse system for glass bottles is applied. **The return of glass bottles will depend on the incentives applied, point of collection and the consumer awareness**. The reuse of glass bottles in Catalonia has shown high percentages of return in HORECA channel (where others beverages already have a reuse system applied) but the percentage of bottles recovered in the grocery stores have been lower (21%) where bottle reuse for beverages is not implemented, so the introduction of it for wine bottles depends on consumer awareness, the logistic and the incentive applied.

Finally, the monthly evaluation of data collection has also been useful to introduce new participants in the pilot test and achieve the objectives of the project reWINE. The introduction of new participants has been possible as a result of the development of the following actions:

- Respond all potential participants that contacted through the web page: www.reWINE.cat/en/contact
- Perform dissemination and communication activities to raise awareness about reusable system and approach to strategic companies.
- Develop a communication material in social networks to demand more participants in the pilot test.
- Actively search new participants for the pilot test.

3.2. Campaign for consumers

As explained in the deliverable D.B.3.2, a campaign for consumers is needed to attract consumers that search products with positive environmental impact. As nowadays companies practice a modern marketing that highlights their communication corporate social and environmental responsibility it is important to explain in a simple and clear way the project reWINE and their main objectives. The actions performed are:

- Material communication: All material communication has been elaborated with the collaboration of each participant and some visits and interviews have been developed during the pilot test to ensure a proper functioning.
- Public relation activities: Coordination of some press releases with PRUAB and info days "Tastet reWINE".

- Digital marketing: Elaboration of a video and other materials as banners for social media. Dissemination of the results, raffles, videos and other actions during the pilot test.

The actions performed during the pilot test are described as follows:

3.2.1 Material communication.

As explained in deliverable D.B.3.2 some material communication has been elaborated for all wineries, restaurants, shops and supermarket chain. Wineries were responsible to introduce the hydrosoluble tag and neck-handed (if needed) into bottles before the shipping of ReWINE bottles. PRUAB and Rezero were responsible to design all material communication and distribute in wineries, point of sell and collection points (Figure 6), some of the communication material was also designed with other participants (as wineries or supermarket chains) . During the pilot test, Rezero has visited some wineries, points of sell and collection points to ensure all the material was shown.

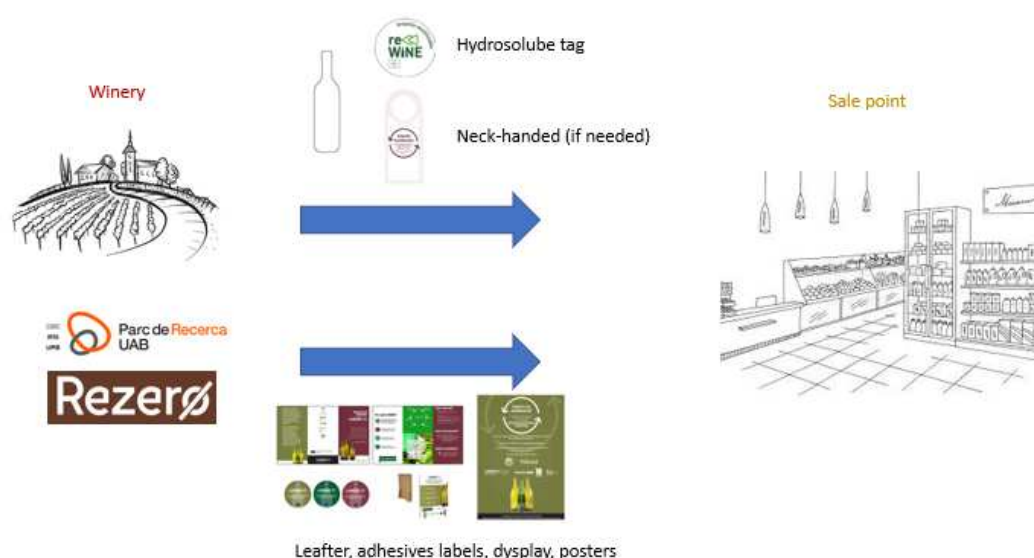


Figure 9. Communication material and distribution to the point of sell.

There were therefore two exceptions during the pilot test: Veritas (selling Albet i Noia bottles) and Ametller Origen (selling Joan Ametller bottles). These supermarket chains proposed to incorporate all material directly in the shop, as there were some logistical problems with the distribution applied at other points. In order to control the proper functioning, Rezero visited all shops from Veritas and Ametller Origen once a week. Annex 2 shows the form used to check all material communication in shops.

All visits were performed without prior notice. In those shops that a lack of communication material was identified, Rezero communicated this issue to the responsible in charge and the head of sustainability.

3.2.2 Public relation activities (Info Days)

In order to connect the public with the project, Rezero also programmed 2 Info Days or “Tastet reWINE”. These Info Days or “Tastet reWINE” wanted both to attract others business to participate in the pilot test and to connect with people that want to know the project and consume and return reWINE bottles.

The first event was programmed within the **Responsible Consumption Week** in Barcelona, where more than 48 entities participated and a total of 73 activities were developed. It was estimated more than 2.600 participants in these events.

The event was in the restaurant La Rubia, the first restaurant in Barcelona that participated in the pilot test.

The event included 3 different blocks:

- Presentation of the reWINE pilot test
- WorkshopTastet reWINE. Rezero invited Empar Moliner (famous writer and journalist) to test and compare reWINE bottles and single use bottles and with the collaboration of AFALMA.
- Appetizer and closure.

PRUAB and Rezero organized several dissemination activities as well by sending emails and press release to newspapers and magazines

The Tastet reWINE was an open event, and some consumers came without confirmation, but some institution, companies and entities confirmed their assistance:

Table 10. Selection of some of the participants confirmed in the first Tastet reWINE or Info Day

Entity	Name	Position
Consumption Agency of Catalonia	Albert Melià	Subdirector General
	Quim Bernat	Technician
	Raquel Arpa	Sub Directorate General
Food Safety Agency of Catalonia	Juan Marcos de Miquel	Head of services in Vallès Occidental Oest.
Department of Agriculture and Food of Catalonia	Glòria Cugat	Subdirector general
	Clara Solé	Inspector and technician
Directorate general of commerce	Montserrat Vilalta	Directora General
	Anna Casco	
Metropolitan Area of Barcelona	Joan Miquel Trullols	Director
	Víctor Mitjans	
Council of Barcelona	Roser Carvajal	Urban ecology
	Mario Cañizal	
Hotel Hilton	Marc Blaise	
PIMEC Comerç	Alex Goñi	President
	Josep Maria Vergès	President of the Environmental Department
Veritas (retail)	Anna Badia	Chief of the Environmental Department
Casa Ametller (retail)	Josep Ametller	President

- Presentation of the pilot test reWINE:

The first action realized during the event was the presentation of the pilot test. 3 partners from the project reWINE (Rezero, Inèdit and ARC) presented the objectives of the pilot test and the need of the wine bottle reuse in Catalonia:

- Rosa Garcia (Rezero): Welcome and objectives of the pilot test.
- Carles Martínez (Inèdit): Environmental advantages of the reusable bottles.
- Marta Beltran (Rezero): Need of a reuse system in the wine sector in Catalonia
- Josep Maria Tost (ARC): Involvement and willingness of Catalonia in reusable systems.



Figure 10. Project reWINE Presentation in La Rubia.

- Workshop Tastet reWINE.

The workshop was led by Empar Moliner (famous writer and TV journalist). The main objective of the workshop was a blind wine tasting with new glass bottles and reusable glass bottles in order to demonstrate that there is not a loss of quality when reusable bottles is used. AFALMA also played an important role during the workshop.



Figure 11. "Tastet reWINE" workshop

- Appetizer and closure

After the workshop of Empar Moliner, Rezero developed the closure of the event with a video (Video of the campaign reWINE) and an appetizer. Some of the attendants in this event were really interested in the participation of the pilot test. The first “Tastet reWINE” was key for the participation of Ametller Origen and Veritas in the pilot test.

The second event was promoted to encourage the consumption and return of reWINE bottles. For that reason, the 2nd Tastet reWINE was programed in one of the supermarket chains participating in the pilot test.

As the first “Tastet reWINE”, PRUAB and Rezero also organized some dissemination activity, sending emails and press release to journalists. PRUAB and Rezero also encourage other action to invite consumers in this event, as for example poster for shops and banners for social media. Caprabo also participated in the dissemination activity, sending emails to all Caprabo members from Valles Oriental.

The event included 2 different blocks:

- Presentation of the pilot test reWINE
- Workshop, appetizer and closure

- Presentation of the reWINE pilot test:

The first action realized during the event was the presentation of the pilot test. The welcome of the event was conducted by the town councilor of Caldes de Montbui. After the welcome of the town councilor, some participants of the reWINE exposed the reason to consume reWINE bottles:

- Marta Beltran (Rezero): Exposed the advantages of reuse bottles in front of recycling systems. Also explained the objectives of the project reWINE.
- Cristina Madrilly (Caprabo) and Municipal waste management: Exposed the need to collaborate with environmental projects as reWINE, and the point of sell and collection of reWINE bottles.



Figure 12. Presentation of the second Tastet reWINE

- Workshop, appetizer and closure

As the Tastet reWINE wanted to connect with the consumer of the territory, Rezero invited one influencer from Vallès Oriental, Núria Vila (@nu_vila), a sustainable graphic designer who prepared a workshop to explain the specific logistics for Caprabo and Municipality waste management:



Figure 13. Workshop in Caprabo

The closure of the event was conducted by Rezero and AFALMA. Whereas the two partners initiate some questions about the reuse and the wines from AFALMA, other members invited people surrounding to have a drink of reWINE bottles:



Figure 14. Tastet reWINE closure

3.2.3 Digital marketing

The digital marketing strategy was defined by PRUAB. Even though, during the pilot test, Rezero have developed some digital marketing activity in order to cooperate with all participants and recover as much empty bottles as possible. In this section we will focus on the digital marketing for the pilot test developed by Rezero and the participants.

Before starting the collection of wine bottles, Rezero asked to all participants to develop a digital marketing. During the pilot test PRUAB has performed some press releases and other activities, but the main participants also have integrated the project reWINE in their communication.

Rezero encouraged wineries and supermarket chains (main participants in the pilot test) to develop a digital marketing for the project reWINE. These participants in the pilot test have incorporated the project reWINE in their web pages, news, newsletter, Facebook or other media that they have considered (Figure 11).

TALCOMRAJA...VINS PAKTESANS

FESTIUS
Dishornen vintjove i de cranya, blanc i negre, rosat i encaronat. Són vintjove i deus, alegres. Per tots per a festes i celebracions.

SALUDABLES
Seguiu les pautes de la viticultura ecològica i en altres modalitats: l'aportemoció amb vintjove naturals. Creiem en la cura del medi que ens envolta i volem que els nostres vintjove puguin aportar totes les seves virtuts salutaries per a les persones.

COMBATEUS
En nostres vintjove volem a cercar de la humilitat del nostre celler un valor millor. Per això són vintjove patissers, perquè creuem en la sustentabilitat, la dignificació de la pagesia, la cura del territori, l'amor a la terra, la igualtat entre homes i dones i les llibertats individuals i col·lectives.

Venda de proximitat
Slow Food Catalunya Km 0
reWINE
Reutilització d'ampolles de vidre al sector vitivinícola del sud d'Europa

info@padosornja.com
c/Olivera 100 (preferiblement) randa
C/ra Dos Derrada,
Riu Pisuerga, 45, Jorquera de la Sierra

Cal Pravi. El Magatzem.
26 de febrero · 🌐



Vins Pravi (E)
25 de febrero · 🌐

Vins Pravi (E) Som líders en #reutilització d'envasos de vidre en el món del vi. Coneixes el projecte #ReWine de reutilització de les ampolles de vidre en el món del vi? Si estimes el teu entorn, recorda: #Redueix, #Reutilitza i #Recicla. Rezero - Fundació Prevenció Residus i Consum #Manresa #Bages Manresa + Comerç #reutilitza #residus #petjadadecarboni PIMEC Inèdit

caprabo

Localizador de supermercados Buscador CAT

Ofertas y promociones · La Nostra Terra Salud · Mi Club Caprabo Nuestras marcas · Bienvenido Bebé

Caprabo promueve la reutilización de botellas de cristal con la iniciativa reWINE

NOTA DE PRENSA 04 nov 2019

CAPRABO CORPORATIVO RSC

Barcelona, 4 de noviembre de 2019.- Caprabo impulsa la reutilización de las botellas de cristal con la puesta en marcha de una iniciativa, enmarcada en el proyecto financiado por la Unión Europea reWINE,

que desarrolla con la colaboración del Consorcio para la Gestión de los Residuos del Vallés Oriental, en Cataluña. La iniciativa arranca como prueba piloto con dos bodegas locales de vino. Desde mañana y hasta el próximo 31 de enero, supermercados de Caprabo participan en la recogida y reutilización de botellas de cristal con el doble objetivo de fomentar el comportamiento sostenible en el consumo y contribuir a reducir residuos.



Figure 15. Examples of digital marketing used by participants.

Moreover, PRUAB also designed banners for all partners, encouraging the publication of reWINE in strategic moments:

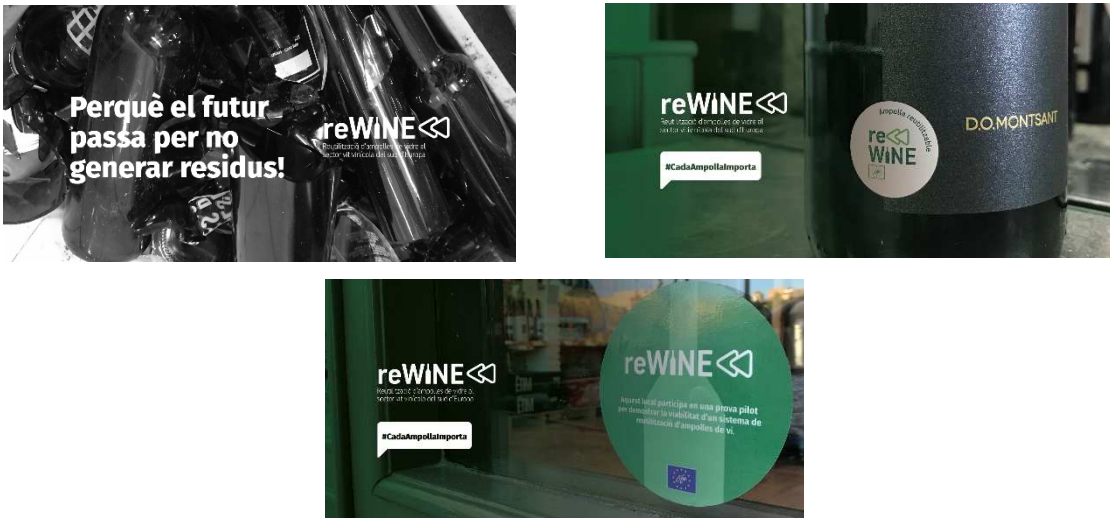


Figure 16. Example of banners designed by PRUAB for digital marketing

Least, Rezero planned some digital marketing to promote the participation in raffles and in strategic campaigns as Christmas to achieve the collection of more empty bottles.

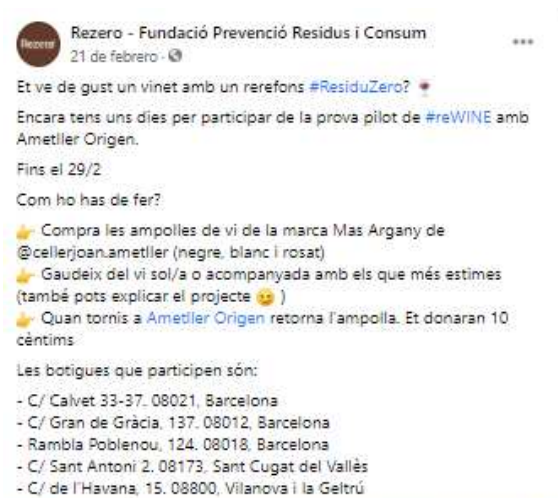


Figure 17. Example of Rezero communication to promote the reuse of wine bottles.

3.3. Incentives for the return of pilot test bottles

The deliverable D.B.3.6 explains the design of the incentives for consumers to promote pilot test bottles and their return. Rezero have worked with all partners and other collaborators of the pilot reWINE to design all incentives for the return of pilot bottles. Three different incentives have been chosen by the participants in the pilot test:

- Raffles for the return of pilot bottles
- Economic reward when returning pilot bottles
- Deposit and Refund system

During the phase D.B.4 pilot test, Rezero have coordinated raffles and other actions to control the proper functioning of the incentives for the return of pilot test bottles.

Different incentives have been applied in the pilot test reWINE depending in the logistic.

In the HORECA channel any incentive has been applied as the reuse system already exists for other beverages as soft drinks, waters or beers. Only restaurants and bars of Barcelona had a discount of 10% in the waste tax thanks to an agreement reached with the city council of Barcelona.

Stores and supermarket chains have applied different incentives and communication material detailed in the deliverable D.B.3.6.

Different participants have assumed the cost of the incentives. Wineries have assumed all costs related to raffles, supermarket chains (Veritas and Ametller Origen) have assumed the costs of the economic Rewards, and shops or wineries (depending on the logistic) have assumed the cost of the Deposit and Refund System.

Next table resume all incentives applied:

Table 11. Resume of the main incentives applied in wineries and shops

Winery (Store)	Type of incentive	Description
Albet I Noya (Veritas)	Economic Reward	Shops returned 0,10 cents of euro to each consumer for each empty bottle recovered
Joan Ametller (Ametller Origen)	Economic Reward	Shops returned 0,10 cents of euro to each consumer for each empty bottle recovered
AFALMA and Vins Pravi (shops)	Deposit and Refund System	A deposit of 0.13 and 0.5 cents of euro respectively for each bottle
AFALMA and TORRES (Caprabo)	Raffles	Raffles conducted by Rezero with the support of Caprabo, AFALMA and Torres.
Talcomraja	Raffles	Raffles conducted by Talcomraja with the support of Rezero
La Vinyeta	Raffles	Raffles conducted by La Vinyeta with the support of Rezero
AFALMA (Shops from Tarragona)	Raffles	Raffles conducted by AFALMA with the support of Rezero.

Rezero has evaluated all incentives applied in the pilot test.

For incentives as Economic Reward and Deposit Refund System, Rezero have evaluated the number of bottles sold and recovered monthly, in order to detect any anomaly in the procedure.

The results for raffles were also conducted or supported by Rezero. The different actions developed for Rezero are detailed below:

AFALMA and Torres (Caprabo)

In this logistics, bottles were sold in Caprabo shops and returned in waste collection points from Valles Oriental. In order to incentivize the return of bottles AFALMA and Torres have collaborated to develop raffles.

During the pilot test, the waste collection points have facilitated tickets for all consumers returning empty reWINE bottles. All tickets were provided with a code. Consumers needed to access to the webpage <http://www.reWINE.cat/ca/sorteig> to participate in the raffle.

Rezero developed the basis of the raffle. The raffle was performed using www.random.org. The prices were:

- 2 wine experiences in TORRES
- 1 wine experience in AFAMA
- 1 weekend in Falset + 1 wine experience in AFALMA

PRUAB announce the winners in the web page reWINE:

<http://www.reWINE.cat/ca/news/guanyadors-del-sorteig-reWINE>

AFALMA (Shops from Tarragona)

AFALMA also performed a raffle with shops situated in Tarragona. A total of 3 prizes were offered:

- 2 wine experiences in AFALMA
- 1 weekend in Falset + 1 wine experience in AFALMA

The raffle was done at AFALMA facilities with the support of Rezero and PRUAB for the material communication.

Talcomraja and La Vinyeta (Shops)

Talcomraja and La Vinyeta have also performed some raffles to promote the return of empty glass bottles.

Talcomraja have used www.random.org to do different raffles. Talcomraja distributed tickets to the consumer each time a bottle was returned (check figure below). A total of 2 prizes in two different raffles (2019 and 2020) were offered:

- 1 wine experience in Talcomraja
- 1 kit of free bottles

La Vinyeta only requested some support to obtain some communication material (check deliverable D.B.3.6). La Vinyeta performed different raffles to promote the return of wine bottles. La Vinyeta also offered some wine experiences in its facilities.



Figure 18. Example of tickets and reWINE bottles from Talcomraja



Figure 19. Example of a post from La Vinyeta to communicate the winner of the first raffle.

4. Conclusions

The project reWINE was designed to demonstrate the technical, economic and environmental feasibility for the reuse of wine glasses in Catalonia. The number of bottles collected were positive to evaluate the viability of the reuse system. The main results achieved during the pilot test are:

- Pilot test procedure:
 - The pilot test has involved a total of 7 Catalan wineries – the Cooperativa Falset Marçà, Cellers Torres, Albet i Noya, La Vinyeta, Talcomraja, Vins Pravi and Joan Ametller, 32 stores, 51 restaurants, 2 distributors (Vicalis and Alencop) and 3 Waste management centers (managed by the Consorci per a la Gestió de Residus del Vallès Oriental).
 - 9 case studies were developed and grouped in 5 different scenarios.
 - The pilot test has been developed with 19 different models of bottles and 31 brands of wine.
- Collection of bottles:
 - A total of **150.294 reWINE bottles were sold**, and **82.239 were recovered** and 33,4 tons of waste avoided.
 - The average return rate in grocery store channel was 21%. In grocery stores, a total of 83.147 **reWINE bottles were sold**, and **17.586 were recovered**.
 - The % of bottles recovered in HORECA channel was 96%. A total of 67.147 **reWINE bottles were sold**, and **64.653 were recovered**.
- Washing process and reuse:
 - The number of bottles sent to the washing plants were 81.399 bottles. After the process of washing, a total of 1.588 bottles of wine was dismissed and a total of **79.811 bottles was sent to wineries for the reuse of bottles**.
 - The washing process have generated an estimation of **715 kilograms of glass waste**.
- Campaign for consumers:
 - Material communication: All point of sell and collection point had materials communication in order to promote the pilot test (diptychs, posters, neck handers, etc.).
 - 2 Tastet reWINE (Info Days) conducted during the pilot test.
 - Different digital marketing performed during the pilot test.
- Incentives applied in the pilot test:
 - Different incentives applied (Raffles, economic rewards and Deposit Refund System) in order to promote the return of reWINE bottles.

According to the pilot test experience, many aspects need to be evaluated when the reuse system wants to be applied in the wine sector (characteristic of glass bottles, transport and collection of glass bottles, distance between washing plant and collection point, storing capacity, storing conditions and percentage of bottles recovered). Different aspects may be important depending on the scenario and the sectors involved. Next table shows a simplified resume of the procedure of the pilot test for each scenario:

Table 12. Procedure of the pilot test for each scenario applied

	Characteristic of glass bottle	Transport and collection of glass bottle	Distance to the washing plant	Storing capacity	Storing conditions	Incentives
HORECA: restaurants, hotel, small retail and wine tasting	●	●	●	●	●	●
Large retail	●	●	●	●	●	●
Small retail + restaurant + wine tasting	●	●	●	●	●	●
Integrated washing	●	●	●	●	●	●
Retail + waste collection point	●	●	●	●	●	●

- Correct procedure throughout the pilot test
- Minor challenges developed throughout the pilot test
- Critical aspects and major challenges throughout the pilot test

5. Annex

Annex 1. Example of survey for wineries

ENTREVISTA CELLERS – valoració de la prova pilot

Nom celler:
Adreça:
Data:
Nom entrevistador/a:

Inici de l'entrevista (després de les presentacions):

El vostre celler col·labora en el projecte reWINE per reutilitzar ampolles de vi a Catalunya. En aquest projecte pretenem involucrar cellers, consumidors, restaurants i botigues a través de la prova pilot de reutilització d'ampolles de vi, des del seu rentat, etiquetatge, ompliment i distribució al mercat fins a la seva recol·lecció, i reutilitzar de nou.

Els cellers són una peça clau i volem recollir la vostra experiència en l'inici de la prova pilot.

VALORACIÓ TREBALLADORS

Com valoreu la vostra experiència com a participant en la prova pilot de reutilització d'ampolles de vi?

- Molt positiva
- Positiva
- Negativa
- Molt negativa

Per què?

Al vostre celler ha sorgit debat o comentaris sobre la idoneïtat de vendre el vi en ampolles reutilitzables?

- Sí
- No

Com s'ha informat els treballadors de la vostra participació en la prova pilot?

Els vostres treballadors, han mostrat interès en la prova pilot?

S'hi han adaptat fàcilment?

--

Quin és el posicionament dels treballadors del vostre celler respecte a la utilització d'ampolles de vi reutilitzables?

- Majoritàriament ho veuen de forma positiva
- Majoritàriament ho veuen de forma negativa
- No hi ha gaire acord, n'hi ha tants favorables com contraris

ETIQUETA

La/es ampolla/es que participen en la prova pilot és/són _____ i, com ja coneixeu, s'ha incorporat una etiqueta gomet per la seva fàcil identificació.

Creieu que aquesta etiqueta gomet realment ha ajudat a identificar quines són les ampolles que participen en el projecte reWINE?

--

Creieu que també ha sigut d'ajuda per a la clientela?

--

COMUNICACIÓ

En general, en el vostre celler feu difusió dels diferents vins a la venda en ampolles reutilitzables?

- Sí, i és un tema del qual se'n fa bandera
- Sí, però en poques ocasions o sense donar-li massa rellevància
- No

[Sí] En quin sector s'ha fet difusió?

Treballadors	
Botiga	
Visites i tastos	
Restaurants	
Xarxes socials	
Altres:	

Com comuniquen als vostres clients finals (consumidors) sobre els vostres vins que participen a la prova pilot reWINE?

- Cartell del projecte a espai per al públic (vestíbul, espai de tastos...)
- Adhesiu distintiu del projecte a espai per al públic (vestíbul, espai de tastos...)
- Explicació del projecte incorporada a la visita i/o tastos
- Web del celler
- Xarxes socials del celler
- Butlletí electrònic
- Vídeo de la prova pilot reWINE (#CadaAmpollaImporta) compartit amb els nostres clients
- Altres:

Creieu que podríeu millorar la vostra comunicació externa? Com?

Fem difusió per tots els nostres canals, facebook, instagram, twitter.....

PERCEPCIÓ CLIENTS

Creieu que entre la vostra clientela (consumidors finals) hi ha hagut una bona acollida dels vins participants en la prova pilot, venuts en ampolles reutilitzables?

- Sí
- No

Per què? (motivacions dels clients per a una valoració positiva o negativa)

En general han mostrat interès en la reutilització d'ampolles de vi?

- Sí
- No

Quina resposta n'heu tingut dels restaurants i botigues clients? Positiva/negativa, motius...

En general han mostrat interès en la reutilització d'ampolles de vi?

INCENTIUS ALS CONSUMIDORS

Per augmentar el volum d'ampolles retornades per part del client final, s'han dissenyat uns sortejos. Creieu que els consumidors han retornat una quantitat elevada d'ampolles de vi buides?

Clarament no.

Creieu que els sortejos serveixen per incentivar el retorn d'ampolles?

Sí, tot i que també costa.

LOGÍSTICA PROVA PILOT

Com valoreu l'ús de les caixes de cartró per a la recollida d'ampolles reutilitzables?

- Positiu
- Negatiu

Per què?

Hi ha hagut alguna incidència durant l'inici d'aquesta prova pilot?

- Sí
- No

Creieu que els treballadors s'han adaptat fàcilment a aquesta nova logística?

- Sí
- No

Les caixes d'ampolles buides dels restaurants i botigues es recullen majoritàriament per logística inversa, és a dir, s'aprofita l'entrega d'una comanda per retornar les ampolles buides. Com valoreu aquesta logística?

Heu hagut de realitzar alguna modificació de l'espai de magatzem per acumular les ampolles retornades?

AVANTATGES I INCONVENIENTS

Basant-vos en la vostra experiència en la prova pilot de reutilització d'ampolles de vi, de quina manera valoraríeu cadascun dels ítems següents: com a avantatge, com a inconvenient, no influiria / no es veuria afectat. – *en cas que un ítem pugui ser tant un avantatge com un inconvenient, us demanem que ens indiqueu en quina banda pesaria més a l'hora de prendre la decisió sobre la implantació de les ampolles de vidre –*

	Avantatge	Inconvenient	No influiria / no es veuria afectat
Logística del retorn			
Emmagatzematge, classificació de les ampolles			
Estratègia de comunicació amb el client			
Aspecte de l'ampolla			
Adaptació dels espais			
Imatge de la marca associada a la reutilització			
Preu del vi en ampolla reutilitzable			
Disminució de la taxa d'escombraries per la reducció de residus generats			
Sostenibilitat ambiental			
Sostenibilitat econòmica			
Responsabilitat Social Corporativa			
Ocupació (llocs de treball)			
Fidelització de clients			
Captació de nous clients			
Altres: <i>(camp on es pugui escriure)</i>			

IMPACTE

Creieu que heu captat nous clients o fidelitzat els que ja teníeu? Creieu que la marca de vi ha millorat el vostre perfil? No crec.

Amb aquesta prova pilot, han augmentat les vendes de vi ReWINE? No sé que dir.

CONTINUÏTAT

Si la reutilització d'ampolles de vi s'implantés de forma generalitzada, estaríeu interessats a ampliar l'oferta de vi en envasos reutilitzables?

- Sí, a curt termini
- Sí, a mig termini
- Sí, a llarg termini
- No estaríem interessats

Per què?

Valorem molt positivament la vostra implicació en aquest projecte.

Moltes gràcies per la vostra col·laboració!

Annex 2. Form used for visits in shops from Ametller Origen.

Etiqueta gomet i collarí a l'ampolla:



Díptic a Caixa:



1. Omplir la següent taula:

Botiga 1: _____

Estan els elements de l'ampolla (etiqueta gomet i collarí) visibles per l'usuari?	Sí / No
(No): Quins materials i on no estan visibles?	
Estan els díptics a caixa?	Sí / No

Botiga 2: _____

Estan els elements de l'ampolla (etiqueta gomet i collarí) visibles per l'usuari?	Sí / No
(No): Quins materials i on no estan visibles?	
Estan els díptics a caixa?	Sí / No

Botiga 3: _____

Estan els elements de l'ampolla (etiqueta gomet i collarí) visibles per l'usuari?	Sí / No
(No): Quins materials i on no estan visibles?	
Estan els díptics a caixa?	Sí / No

Botiga 4: _____

Estan els elements de l'ampolla (etiqueta gomet i collarí) visibles per l'usuari?	Sí / No
(No): Quins materials i on no estan visibles?	
Estan els díptics a caixa?	Sí / No

Botiga 5: _____

Estan els elements de l'ampolla (etiqueta gomet i collarí) visibles per l'usuari?	Sí / No
(No): Quins materials i on no estan visibles?	
Estan els díptics a caixa?	Sí / No

2. Buscar el responsable de botiga, comunicar que estàs realitzant un seguiment del material de comunicació del projecte reWINE:

- a. Si el material no està incorporat a les ampolles, demanar el material: Incorporar etiquetes gomet i collarins. Insistir al responsable que és molt important que tot el material estigui a l'abast del consumidor en tot moment.
- b. Preguntar si han tingut alguna incidència.