

Glavel Impact Story

Transforming Waste Glass into a Climate Solution

A Vermont-based startup is changing the way we think about waste and construction. Glavel is at the forefront of transforming recycled glass into foam glass gravel, a sustainable, high-performance building material that offers both environmental and economic benefits.

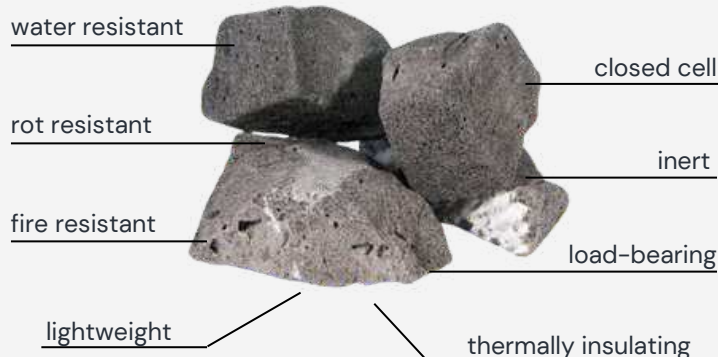
Glass Waste In the USA

The United States generates millions of tons of glass waste annually, yet much of it ends up in landfills due to contamination or inefficiencies in recycling systems. Estimates indicate that as little as 33% of glass sent to be recycled in the US actually gets recycled, much lower than many European countries who recycle as much as 80% of glass⁽¹⁾.

The Carbon Impact of Construction

Emissions associated with the production and construction of building materials in the U.S. are estimated to be up to 370 million tons of CO₂e annually, equivalent to about 6% of total U.S. greenhouse gas emissions per year⁽²⁾. The construction industry remains one of the largest contributors to carbon emissions, heavily reliant on both fossil fuel-intensive production and fossil fuel-heavy materials such as concrete and polystyrene foam insulation.

FOAM GLASS GRAVEL



Embodied Carbon

Embodied carbon refers to the CO₂ emissions generated throughout a product's lifecycle—from raw material extraction to manufacturing, transportation, and disposal. In construction, materials like cement and steel have high embodied carbon due to their energy-intensive production. Reducing embodied carbon helps lower environmental impact before a building is even used.

Glavel Genesis: A European Technology

Glavel's journey began with a simple and powerful idea: transform recycled glass into something valuable. While visiting Germany in 2016, Rob Conboy, Founder and CEO of Glavel, was introduced to foam glass gravel and immediately knew it was a solution to address decarbonization and shortcomings in the American recycling system by turning recycled glass into a highly sought after building material.

Glavel's foam glass gravel is made from 100% recycled glass and processed using renewable energy sources.

This innovative material offers multiple advantages:

- **Sustainability:** A low embodied carbon alternative to traditional polystyrene insulation and aggregate materials.
- **Performance:** Lightweight yet durable, providing insulation and drainage benefits.
- **Versatility:** Perfect for residential, commercial, and infrastructure projects that focus on energy efficiency and sustainability.

Unlike traditional insulation and aggregate production which rely on fossil fuel-powered kilns, Glavel's facility operates entirely on renewable energy sources. This approach reduces emissions and also sets a new standard for decarbonizing manufacturing in the construction industry.



Foam Glass Gravel

Foam glass gravel has been utilized in Europe for over 30 years, with production facilities established in countries like Switzerland and Germany since the 1980s. Manufacturers such as Misapor have contributed to its widespread adoption across more than 30,000 projects, emphasizing its role in sustainable construction.

Social & Community Impact: Building a Better Workforce

Glavel's operations support rural economic growth by creating high-quality jobs in rural Vermont and strengthening local supply chains. As the demand for sustainable construction materials rises, Glavel's model has the potential to scale nationwide, bringing more jobs and sustainable solutions to communities across the country.

Second-Chance Hiring: A Workforce with Purpose

One of Glavel's strongest commitments is to second chance hiring. The company intentionally seeks out individuals who have faced significant barriers to employment, offering meaningful opportunities for those rebuilding their lives. In doing so, Glavel not only strengthens its workforce but also generates lasting social impact—fostering stability, career growth, and community reintegration.

One Glavel employee shared:

"This job gave me a second chance when I needed it the most. Working at Glavel has been more than just a paycheck—it's a fresh start and a place where I feel valued."



Environmental Impact

The environmental benefits of Glavel's foam glass gravel go beyond just its use in construction. By replacing traditional, fossil fuel-intensive materials, Glavel helps builders meet energy efficiency goals and significantly reduce their carbon footprints.

Glavel's commitment to sustainability extends beyond its products to its manufacturing process. Unlike traditional insulation and aggregate production, which often relies on fossil fuels, Glavel's facility operates entirely without them. Instead, the company currently uses 82% renewable energy sources to minimize the carbon impact. This approach not only reduces emissions but also sets a new standard for eco-friendly manufacturing in the construction industry.



RuralWorks' Investment

"Glavel represents everything we look for in an investment—innovation, sustainability, and real impact on people's lives. By combining environmental responsibility with social good, they are proving that business success and positive change can go hand in hand."

– Louisa Schibli, Director of Impact & Engagement of RuralWorks Partners

Glavel's partnership with RuralWorks has helped accelerate its growth, providing the resources needed to expand operations, create more jobs, and scale impact. The company is now better positioned to meet rising demand for sustainable building materials.

"Having RuralWorks as an investor is a game-changer. They understand our mission, believe in our people, and are helping us reach new heights. Their support goes beyond capital—it's a true partnership in building a better future."

– Rob Conboy, CEO of Glavel

As Glavel scales its operations, the company is focused on expanding its production capacity and increasing adoption within the mainstream and green building markets. By investing in companies like Glavel, RuralWorks is helping to build a cleaner, more resilient economy—one that values people, the planet, and long-term prosperity.

[Follow the link for more information.](#)



GLAVEL
FOAM GLASS GRAVEL