

Irish Retailers to Support Third Annual Repak National Recycling Week

August 15th, 2003

Repak, the industry funded waste compliance scheme, is calling on its ~~s~~retailer and supplier members to become involved in promoting recycling during the third Repak National Recycling Week, which runs from 29th September through to 5th October. The theme for the week is "Start Recycling – Keep Recycling", and features a series of educational and promotional campaigns.

The week will kick off with an extensive print, radio outdoor and TV advertising campaign focusing on getting consumers and businesses alike into the recycling habit.

Posters, point of sale items and information leaflets will be distributed to Repak member shops and stores nationwide. The recycling message will also be communicated through high profile window dressing displays in Repak members' stores.

This year the Repak Members Conference on Friday 3rd October will feature presentations from high profile speakers such as the economic consultant Dr Peter Bacon on the challenges facing the recycling and Avril Doyle MEP who will give an update on the EU Packaging Directive, which is currently being negotiated in Europe. Donal Buckley, of IBEC will give a business perspective on Waste Management in Ireland while Pat the Cope Gallagher will give the keynote address.

Other initiatives planned for this year's Repak National Recycling Week include:

- Repak Recycling Awards and Awards Dinner on Thursday 2nd October
- Member activities nationwide
- Special local authority initiatives
- Nationwide Pipperella Children's Show

Last year Repak recorded and funded the recycling of 323,000 tonnes of used packaging, which is 36% up on the 2001 total. The 323,000 tonnes equates to nearly 40% of all packaging placed on the Irish market. The organisation also reported a 50% increase in Repak membership last year to 1,208, with the greatest increase coming from the independent retail sector, which saw an increase of nearly 400 new members in 2002.

Commenting on Repak National Recycling Week, Darrell Crowe of Repak: "This week is a great platform for retailer members and suppliers to highlight their membership of Repak and to get involved in helping promote recycling in general. We are also calling on retail outlets that have bring bank facilities to

encourage their consumers to 'Start Recycling and Keep Recycling' during the week. The week is also an ideal time for all retailers and suppliers to review their recycling practices, especially in terms of back door waste and help promote staff participation in their recycling strategies to improve their own recycling rates."

About Repak

Repak is a not-for-profit members based compliance scheme established under a voluntary agreement between industry and the Department of the Environment and Local Government. It was established as industry's response to the obligations placed on Ireland by the EU directive on Packaging Waste (94/62/EC) and is the only government approved compliance scheme under the Waste Management (Packaging) Regulations 1997. Repak succeeded in reaching and exceeding Ireland's national recycling target of 25% of used packaging in 2001.

Earlier this month Repak launched a school based, plastic bottle-recycling scheme, which will initially run through 14 schools in Wicklow and aims to recycle 70,000 plastic bottles over the next school year. The organisation has also launched a TetraPak recycling initiative in Dublin, Cavan and Wicklow.

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