

## **One Third of people admit littering at bring banks yet 77% of people believe those littering should be prosecuted**

- **One Third of Irish People Admit to Littering at Bring Banks**
- **66% of people believe littering at bring banks is a problem**
- **77% of people think those who litter at bring bank should be prosecuted**
- **Cameras being installed at some Bring Banks to help stop littering**
- **Reuseable Recycling Bags Being Offered During Repak National Recycling Week**

(05.10.04) 66%\* of people believe that littering is a problem and 77%\* of people think those who litter at bring banks should be prosecuted for creating such an eyesore according to research carried out as part of Repak National Recycling Week. The research commissioned by Repak, was carried out amongst 1,200 adults by Milward Brown IMS, also revealed that over a third claim that they often have to leave recycling on the ground when bins are full. The research also revealed a perceptual issue as to what constitutes littering at bring banks with almost one in four people not believing that they are littering when they leave recyclable materials on the ground beside full bring banks. Meanwhile 75% of people also think that litter bins should be installed at bring banks.

Mr. Hetherington added "Littering at bring banks is driven by two key factors, those who deliberately dump rubbish at bring banks, including the bags they brought the recyclables in and those who mistakenly believe that by leaving recyclables such as bottles at a full bring banks that they will be recycled. The truth is that recyclables left at bring banks will be dumped. We are calling for increased servicing of bring banks to accommodate for increased levels of

recycling and also for people to understand that unless recyclables are put into the bring banks that they are in fact littering and the material will not be recycled. We are asking people to not leave their recyclable on the ground at over full banks but to bring them home with them or place them in the nearest alternative bring bank”.

“Currently Ireland is at half the European average of Bring Banks per head of population. Littering at these bring centres has made the placement of new bring bank sites more difficult as people do not want them located near them and makes the target of 4,000 Bring Banks harder to achieve.” Mr. Hetherington added. In 2002, Repak allocated €3.9 million for the expansion of the Bring Bank infrastructure. There are now in excess of 2,000 bring banks nationally.

As part of Repak National Recycling Week the organisation will be distributing reuseable recycling bags to avoid plastic bags and boxes being dumped at Bring banks and also to make it as easy as possible for people to recycle. A limited number of these bags are available by calling the hotline on 1 890 909999.

Kerry County Council this week announced its intention to install surveillance cameras at Bring Banks in the county, because of the increase in householders leaving bags of unsorted rubbish at the centres. The survey also found that 75% of people think that litter bins should also be present at bring banks.

Repak National Recycling Week runs from Monday October 4<sup>th</sup> until Sunday October 10<sup>th</sup>. This year Repak will make a cash donation to the charity according to the extra amount of used household packaging that is recycled during the month of October. For every extra tonne of used packaging recycled in October Repak will donate €15 per tonne to SVP. The money donated will be used to help in the Society's vital work.

Repak and the St Vincent de Paul are targeting an additional 1,500 tonnes of used packaging over the month of October, which is a household equivalent to an extra

- 5 glass bottles per household

Or

- 3 beverage containers
- 3 cereal boxes
- 3 glass bottles/jars
- 1 plastic bottle

Details are available from [www.repak.ie](http://www.repak.ie)

### **About Repak National Recycling Week**

This is the fourth Repak National Recycling Week and is designed to get Irish householders to start the recycling habit by visiting their local Bring Bank/Recycling Centres or properly using their household recycling collections. The theme of the week is “Start Recycling – Keep Recycling”, and features a series of nationwide educational and promotional campaigns, in addition to a nationwide advertising campaign.

This year over 3.8 million Avonmore and Premier Dairies Tetra Pak milk cartons will be branded with on-pack carton recycling messages encouraging consumers to recycle their used packaging during the week. Posters and point of sale items will also be distributed to Repak member shops and stores nationwide. Also Repak have mailed over 3,300 primary schools nationally with special recycling activity packs to highlight the week in schools.

As part of the Week, the 3<sup>rd</sup> Repak Recycling Awards will take place on Thursday 7<sup>th</sup> October. The awards recognise the efforts and ingenuity of Schools,

Individuals, Local Authorities, Waste Contractors and Repak Members, in the area of packaging prevention, reuse and recycling.

Nationwide Repak members' activities will be supported with special Local Authorities initiatives during the week.

Last year, the Repak National Recycling Week campaign contributed to growing household packaging recycling rates over the month by a staggering 48% increase on the previous year's figures, which was partly attributed to the growth in collection infrastructure in 2003.

#### Recycling Hints and Tips

1. Segregate your waste. Organise Household Bins. Put three bins in the kitchen one for Recyclables, one for Compostable vegetable waste, one for General waste.
2. Clean and Squash. Clean out cans and flatten. Rinse and squash cartons. Flatten cardboard boxes. Wash out bottles to avoid flies and wasps being attracted to sugary residue.
3. Find Your Nearest Recycling Centre. Log onto [www.repak.ie](http://www.repak.ie) for details of your nearest Recycling Centre or Bring Bank.
4. Glass. When recycling glass remember to colour segregate. Store up all your glass in a plastic reusable storage box. Choose a dedicated storage area inside or outside your house for when you next visit your recycling centre/Bring bank. Remember to bring your recyclable glass with you next time you are visiting the supermarket.
5. Don't forget about other materials. Remember to recycle all cardboard boxes e.g. cereal, tissue, ready made meals etc. Remember you can recycle aluminum food trays from takeaways etc if they are cleaned and rinsed.

6. You Can Recycle Plastic. While not all kerbsides will accept plastic bottles locate your nearest plastic bottle recycling facility by visiting [www.repak.ie](http://www.repak.ie)
7. Check for products with less packaging, use re-usable plate and cups and bags. Buy vegetables loose.
8. Visit Your Nearest Recycling Centre or Bring Bank at least once during Repak National Recycling Week for materials not accepted in your green bin. Use a reusable container such as plastic box for bottles or reusable shopping bag for collecting and bringing your material to a bring bank.
9. Do not litter at bring banks. Take home any boxes or containers you used to bring materials to your local bring bank in.
10. Start home composting: log onto your local authority website and purchase a home composters for composting your kitchen and garden waste. Many local authorities also provide a booklet with these on how to start home composting.
11. Make a Resolution. Start recycling and keep recycling. Get everyone involved by assigning tasks to each member of the family or organise a duty roster.

ENDS

#### About Repak

Repak is a not-for-profit members based packaging compliance scheme, currently Ireland's only producer responsibility scheme, which was established under a voluntary agreement between industry and the Department of the Environment and Local Government in 1997.

It was created 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 packaging waste in 2001, as set by the EU directive.

The organisation also performs an administrative role for the recycling of used farm film (silage cover) through the IFFPG.

Repak also runs a variety of educational initiatives such as the Repak National Recycling Week in October, the Repak Green Christmas and the Repak National Conference. It is also a sponsor of An Taisce's National Spring Clean campaign, the Tidy Towns Competition and the schools based Repak Cash for Cans programme.

Last year Repak launched a trial plastic and beverage carton recycling scheme as part of a strategy to target traditionally more difficult material types. The beverage carton scheme has now been extended to all households in Dublin with a Kerbside/Green Wheelie Bin collection scheme.

Repak membership fees are used to subsidise the collection of used packaging in Ireland through the network of 2,000 bring banks, over 50 recycling centres and household kerbside collection schemes which reach in excess of one in four (over 350,000) Irish households. Last year Repak members contributed over €15 million to directly fund the recovery of 414,000 tonnes of used packaging; 47% of all packaging placed on the Irish market.

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