

Media Campaign to Get People Recycling Launched

(24.09.03) Repak, the industry funded waste packaging waste compliance scheme, has launched a six figure multi media advertising campaign to try to get Irish householders to recycle more. The campaign, which begins this week is part of the third annual Repak National Recycling Week, which runs from 29th September through to 5th October. Repak will be working closely with 26 local authorities around the country to help drive the recycling message at local and national level.

The two week media campaign will feature 20 second TV ads on RTE, TV3, TG4, SKY and E4. The 20 second ad was developed by Adept and features a specially created landscape made up of 12,000 individual pieces of used packaging waste and concentrates on the message that Irish households still dump over 60% of used packaging which should be recycled. The theme for the week is "Start Recycling – Keep Recycling".

This year a localised outdoor A6 bus shelter directional campaign will feature the addresses of the nearest bring centres in the main urban centres of Dublin, Cork, Galway and Limerick, in order to help people find their nearest recycling centres. All advertising features the www.repak.ie website address which will have an up to date list of all bring bank sites etc throughout the country.

National and local radio covering the main national stations as well as the over 25 local radio stations will run for two weeks in support of the heavy weight TV advertising campaign. As well as outdoor bannering of 3 high profile city centre locations, Repak's own building on the Red Cow roundabout will be covered in a full colour banner.

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

Some of the initiatives planned for this year's Repak National Recycling Week include:

- Repak Recycling Awards Ceremony on Thursday 2nd October which will be hosted by Martin Cullen TD the Minister for the Environment heritage and local Government
- Member activities nationwide, which include posters, competitions and information displays
- Special Local Authority Initiatives, such as leaflet drops, green weeks, information days etc.
- Piparella Childrens educational recycling show, which will visit key urban local authority areas of Dublin, Cork Limerick, Waterford, and Galway and

will be seen by approximately 5,000 schools children over a three week period.

Last year approximately 4,367 tonnes of packaging was recycled throughout the month of October and it is hoped to increase this by 30% this year. In 2002 Repak funded the recycling of approximately 50,000 tonnes of packaging waste sourced from the domestic waste stream. However, in excess of 60% of used packaging that should be recycled is still being dumped.

Commenting on Repak National Recycling Week, Andrew Hetherington, CEO, Repak:

“Repak National Recycling Week is the biggest single investment in recycling education in Ireland. This campaign aims to reach people through many different mediums in order to heighten the importance and benefits of recycling. Over the past two years there has been a big improvement in the recycling infrastructure such as Bring Banks and household recycling collection schemes. Following the week we have recorded large increases in recycling activity and this year hope to increase tonnage recycled by 30% in the month of October. A third of all household waste is packaging waste, which can be recycled. By segregating out their packaging recyclables and bringing it to their local Bring Bank, recycling centre or using their household dry recycling collection systems, people can help reduce our reliance on landfill and help protect our environment.”

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.

Last year Repak recorded and funded the recycling of 323,000 tonnes of packaging waste, which is 36% up on the 2001 total. The 323,000 tonnes equates to nearly 40% of all packaging placed on the Irish Market. Yet only 50,000 came from the domestic waste stream. The organisation also reported a 50% increase in Repak membership last year to 1208, with the greatest increase coming from the Independent Retail sector, which saw an increase of nearly 400 new members in 2002.

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 packaging waste in 2001.

Earlier this month Repak launched a school based, plastic bottle-recycling scheme, which will initially run through 14 schools in county 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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