

## **“Green House Effect” Launches Recycling Awareness Campaign**

- **Repak Recycling Week launched with Dunnes Stores “Green House Effect” Installation.**
- **Week theme is “Recycle More and Recycle Better”.**
- **Repak target 18,000 tonnes of used packaging or 1.6 million green bin collections over the month of October.**
- **New Recyclemore.ie Website launched.**
- **8<sup>th</sup> Annual Repak Recycling Awards take place Thursday 15<sup>th</sup> of October.**
- **“Recycling Moments” Photo Competition Launched.**

**Dublin: 07.10.09;** Irish Garden Designer Peter Donegan is helping launch this year’s Repak Recycling Week with a window display in Dunnes Stores on Georges Street, Dublin. The week long awareness campaign takes from the 12<sup>th</sup>-18<sup>th</sup> of October and features a series of initiatives to get the Irish public recycling better than ever.

The window display titled “Green House Effect” shows how recycling can impact on the environment and features a full size glass house with polystyrene flowers and trees, along with packaging elements that are traditionally not fully recycled. This focus of this year’s campaign “Recycle More – Recycle Better” is designed to educate people about the need to recycle from more rooms in the house and to properly clean out their recyclables. In addition materials that are not cleaned out could contaminate other recyclables making them difficult and more costly to recycle. Finally over 30% of a

recycling/green bin's capacity is being lost by people not squashing and compressing their recycling material.

This year the organization is hoping to reach a target of 18,000 tonnes of domestic used packaging for recycling or 1.6 million green bins over the month of October. This equates to a request that every household with green bins recycles on average 1.5 green bins or:

- 10 glass bottles
- 34 plastic bottles
- 5 beverage cartons and the equivalent of 63 cereal boxes
- 7 steel food cans and 9 aluminum cans

Dr. Andrew Hetherington, CEO Repak commenting on this campaign said "Ireland has done tremendously well in packaging recycling to date. Small changes in what and how people recycle can now make a big difference. Over 20,000 tonnes of waste put into green bins annually should not be there ranging from clothes to garden waste. The key to continuing the momentum of successful recycling in Ireland is the quality of materials. The higher grade the recyclables coupled with digging deeper into the household bin will help Ireland achieve higher packaging recycling targets."

Over the course of the week Repak will also:

- Launch a new consumer focused website [www.RecycleMore.ie](http://www.RecycleMore.ie) featuring multimedia and social media photos, videos, hints, tricks, posters, blog posts and tips for recycling in the Home, Office and School.
- Distribute posters and leaflets detailing common packaging items (often forgotten) that can be recycled to local libraries and colleges running recycling events.
- Produced and distribute leaflets in conjunction with Local Authorities and private contractors to educate people on how to recycle more and recycle better through their existing green bins.
- Feature new videos, pictures, competitions on Bebo, Facebook, YouTube, Pix.ie and updates on Twitter.

- Launch of “Recycling Moments” photo competition. Public invited to email colourful photos showing recycling to [laura.byrne@repak.ie](mailto:laura.byrne@repak.ie). Photos will be uploaded to <http://pix.ie/repak> and winners announced on [www.recyclemore.ie](http://www.recyclemore.ie).
- Announce the winners of the 8<sup>th</sup> Annual Repak Awards which takes place on Thursday the 15<sup>th</sup> of October in Croke Park, Dublin. The lunchtime awards recognise the efforts and ingenuity of its Industry Members, Local Authorities and Collectors in the area of packaging prevention, reuse and recycling.
- Major radio and on line advertising awareness campaign.
- Organise schools colouring competition and class activity program for the week.

The “Green House Effect” display features a full size glass house with specific items of packaging to highlight their recyclability. The material includes plastic wrap, aluminum take away trays, pizza boxes and steel food cans.

Dunnes Stores are long standing members of Repak contributing towards the recovery and recycling of the packaging they supply to their customers. Through participating members, Repak last year raised €29.5 million in Packaging levies to support packaging recycling in Ireland. The total amount recovered/recycled in 2008 was 713,000 tonnes up 9.5% from the previous year.

## **Ends**

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## **Notes to Editor**

## **Repak Recycling Week Tips:**

### **1. Organise Household Bins.**

Put three bins in the kitchen: one for recyclables; one for compostable vegetable waste; one for general waste. Organise a dedicated storage space in your back garden or kitchen. Most hardware stores like Woodies or B&Q sell a range of special recycling bins and, if you have space, it's worth investing and installing these into this dedicated area.

### **2. Recycling in the Bathroom**

Many packaged items that are used in the bathroom can be readily accepted into the traditional plastic bottle and kerbside collection systems. Any plastic bottle marked with the symbol 1 or 2 in a triangle, usually on the bottom of the pack, can be accepted into traditional plastic bottle collection systems. It is not only in your own interest to fully empty all bottles and containers, but it also makes recycling the products easier.

### **3. Recycling in the Bedroom**

Ideally, you should have two bins; one for general waste and one for recyclables. If space is an issue, then maybe place a recyclable bin on the landing for use by all bedrooms. This will remind you and encourage you to segregate your recyclables from other general waste.

### **4. Packaging Thrift.**

Check for products with less packaging and use re-usable plates, cups and bags. Buy vegetables loose. Put leftover turkey and ham into reusable lunch boxes or containers with lids instead of using non-recyclable aluminium foil or plastic film. A lot of companies have made great strides in reducing the amount of packaging they use in product. For example, did you know the steel in baked bean cans now weigh today only 53% of what it did on the 1970's dinner table (210g versus 113g for the same amount of beans).

### **5. Find your nearest Recycling Centre or Bring Bank.**

You may be surprised at the wide variety of materials they can accept and most have extended opening hours over Repak Recycle Week. Visit [www.repak.ie](http://www.repak.ie) or check your local paper or for further details.

#### **6. Be Clean.**

Wash 'n' squash milk and juice cartons. Rinse out bottle and cans, remove lids and squash plastic containers to save space. Remember don't litter at bring banks.

#### **7. Use Re-usable Bags.**

Make sure to use reusable bags when visiting your Recycling Centre or Bring Bank, especially if you're wash 'n' squash your used packaging container. Often people use cardboard boxes, which can get soggy and unusable. Without realising, unfortunately, some people leave these beside Bring Bank and at Recycling Centres – this is littering and makes everyone's job harder. Take home any boxes or containers you used to bring materials to your local bring bank in.

#### **8. Recycle used batteries.**

Collect up all the used batteries. Consider purchasing a battery re-charger and rechargeable batteries for battery operated toys and gadgets. From the 26<sup>th</sup> of September all outlets that sell batteries will be required to provide receptacles in store for customers to return their used batteries for recycling. Alternatively look up [www.repak.ie](http://www.repak.ie) to find your nearest recycling centre that accept batteries.

#### **9. Help Elderly Neighbours**

Coincide your visit to the shopping centre with a visit to the bottle bank. If you have elderly neighbours offer to take their used bottles and jars.

#### **Some Recycling Figures**

- 27 recycled PET plastic bottles will create one fleece jacket
- 670 aluminium cans can create one bicycle
- 19,000 steel cans can be used to make one car

- 150 recycled plastic PET bottles is enough to make a rug or small carpet
- 1 steel can be used to make one key and by producing the key from the recycled steel it saves up to 80% of the energy needed to create the key

### **About Repak**

- Repak is a not for profit producer responsibility scheme for used packaging funded by packaging levies charged to participating members companies.
- Since 1997 Repak has invested €160 million in supporting packaging recycling in Ireland.
- In total Repak have diverted over 4.4 million tonnes of used packaging from landfill since 1998.
- Repak have helped grow packaging recycling from under 15% in 1998 to nearly 65% in 2008.