

## **Irish Rugby Team Recycle Repak National Recycling Week**

Thursday 25<sup>th</sup> September. The Irish rugby team interrupted their preparations for the Rugby World Cup yesterday afternoon to launch Repak national Recycling Week. Players Peter Stringer, Denis Hickie and Malcolm O'Kelly 'recycled' a specially made rugby ball made from recyclable materials. The week runs from 29<sup>th</sup> September through to 5<sup>th</sup> October and is designed to get people to start recycling the recycling habit.

Backed with an extensive advertising campaign the Industry funded waste compliance scheme is calling on the Irish public to start getting into the recycling habit by visiting their local Bring Bank or Recycling Centres. The theme for the week is "Start Recycling – Keep Recycling", and features a series of nationwide educational and promotional campaigns.

According to Repak, Irish households are still dumping 60% of used packaging that could be recycled, if segregated and put into proper recycling bins. Last year the campaign saw an increase ~~of xx% in the volume~~ of 4,000 tonnes of material recycled during October and it is hoped to increase this by 30% this year.

As part of the campaign posters, point of sale items and information leaflets will be distributed to members' premises 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 2<sup>nd</sup> October
- Member Conference and promotional activities nationwide
- Local Authority Initiatives, including joint advertising and leaflet drops
- Piparella Childrens Recycling Show

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

"This week is the perfect time for people to get into the recycling habit. In the past two years there has been a big improvement in the recycling infrastructure such as Bring banks and household recycling collection scheme. 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 3<sup>rd</sup> 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. 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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