

Donegal Young Recycler Wins Top Recycling Award

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(07.10.04) A young recycler from Mulroy College, Co Donegal was one of the winners at the third Repak Recycling Awards announced at a ceremony in the Berkeley Court Hotel, which was attended by over 250 people. The 12 awards were presented by Minister Dick Roche as part of Repak National Recycling Week, which acknowledges and promotes excellence in recycling. A total of 60 nominations were received in 12 categories ranging from local authorities, waste contractors, schools, individuals and Repak members companies.

Shauna McBride from Donegal won the young recycler award for her leadership qualities in the recycling arena as Chairman of the Mulroy College environmental committee. She implemented many new initiatives in recycling and waste management as part of this committee and also recently represented her school and Ireland at the Fourth Ministerial Conference on Environment and Health in Budapest. Shauna also joined the Central Remedial Clinic who won the Repak Recycling School of the Year award for the innovative use of video and song to communicate the important message of reduce, reuse, recycle to pupils, staff, parents and friends.

Other noteworthy achievements of award winners were Cantrell & Cochrane who won the Best Practice Award for its prevention minimisation and recycling practices. Through their packaging prevention policy the company prevented the placement of 191 tonnes of cardboard going onto the market by the introduction of the trayless trade packs (a reduction of 33% in trade packaging) in addition to the avoidance of a further 231 tonnes of plastic by light-weighting their plastic bottles, which represented a lightweighting of circa 8% on existing plastic bottles. They also increased their onsite recycling rate to 82% in 2003.

Diageo Baileys Global Supply were also one of the award recipients for its lightweighting of the glass used in its bottles and thereby preventing over 380 tonnes of glass being produced per year. This was a net decrease of approximately 9% in the overall weight of glass but some pack formats were reduced by as much as 30% in weight.

The results were: (full details at end of release)

1. REPAK PARTNERSHIP AWARD
Irish Co-operative Organisation Society
2. REPAK RECYCLING SCHOOL OF THE YEAR
Central Remedial Clinic School, Dublin
3. REPAK YOUNG RECYCLER OF THE YEAR
Shauna McBride, Mulroy College, Donegal
4. REPAK PACKAGING RECOVERY OPERATOR OF THE YEAR
Mr. Binman Ltd., Limerick
5. REPAK LOCAL AUTHORITY OF THE YEAR
Waterford County Council
6. REPAK LOCAL AUTHORITY INITIATIVE OF THE YEAR
Cork County Council's new civic amenity site in Macroom
7. REPAK BEST PRACTICE AWARD – SMALL RETAILERS
Spar Shop in Oakpark Tralee
8. REPAK BEST PRACTICE AWARD – HOSPITALITY SECTOR
The Burlington Hotel
9. REPAK BEST PRACTICE AWARD – SMALL - MEDIUM FIRMS
Morris Bros Ltd., Convoy Co. Donegal
10. REPAK BEST PRACTISE AWARD - LARGE FIRMS
Cantrell & Cochrane
11. REPAK MEMBER OF THE YEAR AWARD (Small Medium Firms)
Macfarlane Plastics located in Newtownmountkennedy, Co. Wicklow
12. REPAK MEMBER OF THE YEAR AWARD LARGE
Diageo Baileys Global Supply

Commenting on the announcement Andrew Hetherington, CEO, Repak said "At a time when Ireland is facing serious waste issues these awards are an important event in recognising the great strides being made by all in helping increase recycling and reduce the amount of packaging being produced. Both industry and consumers have an important part to play. Industry continues to make great strides in recycling but many companies have also made dramatic efforts to minimise the amount of packaging produced, something that is largely invisible to the greater community. Without the active engagement and championing of recycling by consumers, and both school and individuals have been shining examples, a full circle of recycling would be impossible. I congratulate all the awards winners and finalists and encourage more people to champion their recycling involvement. Recycling touches every household in Ireland and truly empowers people to make a difference."

The winners in each category received an award made from recovered/recycled materials, created by Irish designer, Ronan Halpin. The judges included external industry experts Padraic Larkin, Director at the Environmental Protection Agency, Mark Staunton, President, Chamber of Commerce of Ireland, Kathleen Belton, Editor, Retail News, Gina Quinn, CEO Dublin Chamber of Commerce, Patricia Callan, Director Small Firms Association and Andrew Hetherington, CEO, Repak. The awards were presented at a gala dinner by Mr Dick Roche TD, Minister for the Environment and Local Government and were attended by over 250 people including Repak members, politicians, nominated local authorities and winning individuals.

The week Repak National Recycling Week runs until Sunday the 10th October. The theme for the week is "Start Recycling – Keep Recycling", and features a series of nationwide educational and promotional campaigns.

To assist and help consumers to get into the recycling habit Repak, in conjunction with local authorities, have listed full details of BringBank locations nationwide on the Repak website www.repak.ie. This information is available through the Lo Call number **1850 909999** operated between 9am and 5pm Monday to Friday.

Full Details on Awards Winners

FIRST AWARD IS:

1. REPAK PARTNERSHIP AWARD

The partnership Award is presented to the **Irish Cooperative Organisation Society** in recognition of the tremendous effort and leadership shown in advocating their membership bases' full compliance and Repak membership. The dedication and commitment shown by George Kearns in particular over the last number of years has helped the sector to become practically 100% compliant and is reflective of Repak's appreciation for the hard work pursued by all at the Society in general.

2. REPAK RECYCLING SCHOOL OF THE YEAR

The CRC operates two schools in Dublin – at Clondalkin and Clontarf. Both schools cater for children with physical disabilities from the ages of 3 - 18 years who need a high level of support to reach their potential educationally. The staff endeavours to make each day a fulfilling and challenging experience for every child, while at the same time working within a framework of realistic long-term goals. The Central Remedial Clinic School, Clontarf successfully incorporated an educational recycling program into school life. Through the use of video and song, students have been able to communicate the important message of reduce, reuse, recycle to staff, parents and friends.

Ms Siobhan Keane, Green School Co-ordinator set about a program of waste reduction for the school back in September 2002. Their credible hard work paid off when earlier this year the school was awarded with the Green Flag from An Taisce. The pupils and staff have put a huge effort into their waste management system and are doing their best in achieving their targets of increasing waste awareness and reducing waste in their school. They are an example to any school who are trying to be green.

3. REPAK YOUNG RECYCLER OF THE YEAR

Shauna McBride has shown great leadership qualities in the recycling area where the student body has generally been apathetic. She has a real understanding of recycling and wider environmental issues and has worked hard both individually and as Chairman of the Mulroy College environmental committee. Shauna has helped implement many new initiatives in recycling and waste management as part of this committee. Most initiatives involve creating awareness within the areas of Environment and Health.

Mulroy College is currently developing a Local Environment and Health Action Plan for its community. This will state the school's role in this Action plan. Shauna is pivotal in the drawing up of this plan as she has interviewed both ministers, Micheal Martin and Pat the Cope Gallagher in relation to the plan.

Shauna recently represented her school, community and country at the Fourth Ministerial Conference on Environment and Health in Budapest.

4. REPAK PACKAGING RECOVERY OPERATOR OF THE YEAR

Mr Binman is a large waste recovery operator based in Luddenmore Co Limerick. The company is owned and managed by the Sheehan family, father and son Martin Snr and Martin Jnr.

Mr Binman employs over 150 staff and operates one the most advanced and well equipped waste management and recycling facilities in Ireland. The site is licensed by the EPA and three environmental officers are employed on a full-time basis. Operations are organised to handle all non-hazardous waste and packaging material types with a current capacity of 100,000 tonnes.

The company services over 40,000 customers in the Limerick, Clare, Kerry and Tipperary areas. All domestic customers can avail of a free of charge kerbside dry recycling scheme.

The company has expanded both its customer base and plant capacity rapidly over the last few years and is now one of the largest independent recovery operators in the country. The company also operates a large modern glass processing facility on its site.

5. REPAK LOCAL AUTHORITY OF THE YEAR

Waterford County Council's 60,000 residents, most of who live outside an urban area, enjoy an excellent recycling infrastructure. Not only have they a well established county wide kerbside collection of dry recyclables but they also have bring bank density of almost 1 bring bank per 1000, close to the best in Europe. 40 of these were part funded under the Repak bring banks program. In addition to the extensive kerbside offered to Waterford's County Council the have developed 3 new purpose built Civic Amenity Sites in Lismore, Tramore and Dungarvan. Waterford County Council are active participants in all Repak initiatives.

6. REPAK LOCAL AUTHORITY INITIATIVE OF THE YEAR

Cork County Council's new civic amenity site in Macroom was opened in November 2002. It forms an integral part of the Cork region's waste management strategy. Extensive research was carried out prior to the design of the site. This was augmented by extensive monitoring especially during the first six months of operation. Cork County Council initiated a detailed marketing campaign including radio and television in order to raise public awareness of this new facility to the population of Macroom and its environs. The result of these combined activities resulted in a swift uptake by the public with over 30,000 visitors to the site in 2003.

7. REPAK BEST PRACTICE AWARD 2004– SMALL RETAILERS

Louis Byrne and his staff of 14 have completely turned their Spar Shop in Oakpark Tralee around, from being a 'pokey corner shop' to a completely refurbished store.

At the time of the renovation, areas such as waste management, electricity usage and the overall planning and design of the new shop came under severe scrutiny. With regards to waste management, a 3 chamber baler/compactor was purchased so that both cardboard and plastic could be recycled; this allowed the overall recycling rate to improve by over 54%, this was at a time when sales were also increasing.

In addition to the above, all suppliers were contacted directly and asked to deliver in reusable packaging where possible this included changing from cardboard boxes to reusable plastic totes and from pallets to combi trolleys, overall this prevented over 11 tonnes of packaging being produced. Furthermore, plastic mayonnaise buckets and cardboard boxes were offered to businesses and the public in the locality so that this packaging could be reused.

Other initiatives implemented included the monitoring of the magazines and newspaper deliveries and refusal of any extras. Overall the level of awareness in the store was astounding and is a credit to both Louis and his staff. They are deserving winners of the Best Practice- Small Retailer Award 2004.

8. REPAK BEST PRACTICE AWARD 2004– HOSPITALITY SECTOR

The Burlington Hotel is part of the Jury's Doyle hotel chain, whose management team in house and group environmental manager have worked extremely hard on waste management and packaging supplied on incoming goods.

The Burlington has been recently refurbished and the storage and backdoor supplies have been designed to decant all packaging at the backdoor thus easing segregation direct to localized balers.

In 2003 they employed a colour coded scheme for supply of all meat ambient and chilled- it comes in vacuumed packed format in re-usable totes. All fruit and some vegetable supplies come in plastic totes. As part of their ISO 9000 and HACCP quality systems they have included packaging take back by their suppliers- encouraging suppliers to provide less packaging.

The Burlington's waste management area is still being set up, however even with the current building constraints they are segregating and sorting all aspects of packaging waste with glass, cardboard, pallets, household (furniture & equipment), and newspaper and magazines - all segregated for recycling. But they stand out in their group in their purchasing and decanting systems preventing packaging on the premises.

9. REPAK BEST PRACTICE AWARD 2004 – SMALL - MEDIUM FIRMS

Morris Bros Ltd. is a grocery wholesaler and distribution company employing 25 in Convoy Co. Donegal, they work in an industry, which does not allow them to prevent and minimise on incoming goods although they receive them mostly on CHEP pallets which are re-usable. As a wholesale company they have a small outlet with backdoor waste generated by their canteen waste and floor sweepings. Their incoming goods generate clean plastic and cardboard which is baled and transported to DM Waste who accepts it for recycling.

This is not an easy industry to minimise packaging on products in the area of tertiary packaging alone Morris Bros. have taken 10 tonnes/annum of cardboard out of the supply chain by recycling it at their back door instead of passing it on to their customers. They have invested in cages to remove approximately 55 tonnes of wooden pallets from the supply chain and a shrink wrapper to roughly reduce what they place on goods by .3 tonne plastic per annum and they re-use where at all possible.

10. REPAK BEST PRACTISE AWARD 2004 - LARGE FIRMS

Cantrell & Cochrane employ 550 in Ireland at their premises on the Kylemore Road and at Little Island Cork they are ISO 14001 accredited in Cork and currently working for ISO accreditation for the Dublin plant. They have been members of Repak since 1997. C&C Limited has proven through hard work by their environmental team and strong investment by the company that packaging management can show significant results. C&C Ltd. have instigated a policy of minimization and prevention as shown through their Annual Waste Management Plan for Repak and built on their plan from 2002 to 2003.

Cantrell & Cochrane have improved on the amount of packaging produced by the company and that used supplied to the company by working with their suppliers to constantly improve on current standards and the endeavor has paid off environmentally and in productivity.

They have prevented 191 of tonnes of cardboard through the introduction of the trayless trade packs (a 33% reduction in trade packs), 231 tonnes of plastic have minimized by light-weighting their 2ltr., 1.5ltr and 500ml bottles which was an average reduction of 8% in plastic bottles. C&C have also instigated various re-use loops for incoming raw materials resulting in over 50 tonnes removed from packaging waste arising. Recycling has increased to 82% in 2003% and infrastructural investment will show further improvement in 2004.

Cantrell & Cochrane are meritorious winners of the 2004 Best Practise Award for large industry!

11. REPAK MEMBER OF THE YEAR AWARD 2004 (Small - Medium Firms)

Macfarlane Plastics located in Newtownmountkennedy, Co. Wicklow manufacture plastic moulded packaging for a variety of industries. Having recently implemented ISO 14001 this company has used its certification to push for overall environmental improvement in a business climate which is extremely competitive.

As a Repak member since 1999, Macfarlane Plastics have excelled in all requirements under the Repak membership rules. Achievements in terms of packaging prevented include the removal of plastic liners in one of their products which prevented 1 tonne of packaging being produced. However, their main success was the purchase of cavitation tools which allowed a reduction of over 30 tonnes of plastic to be made. Other success stories include the development of packaging re-use loops and the increase in recycling and segregation.

The above changes have been successful as a result of continuous training in conjunction with constant communication between management and staff.

12. REPAK MEMBER OF THE YEAR AWARD 2004 - LARGE FIRMS

Diageo Baileys Global Supply, located on the Nangor Road, employs 300 people and has been a Repak member since May 1997. During their years as a Repak member Diageo Baileys have been outstanding in terms of the routine practices required under Repak membership rules. 2003 saw Diageo Baileys excel in terms of prevention, minimisation and reuse of their packaging, so much so, that the recycling rate actually fell as a result!

In terms of tonnages, Diageo Baileys implemented a range of initiatives in 2003, including the light weighting of the Bailey's bottle, which will reduce the overall tonnage of glass placed on the market by a whopping 380 tonnes per annum. This was a net decrease of approximately 9% in the overall weight of glass, with some pack formats being reduced by as much as 30% in weight. Also introduced in 2003, was a reusable plastic slip tray, this had a knock-on effect of preventing over 53 tonnes of cardboard being placed onto the market and the bulk up of a raw material prevented another 25 tonnes of plastic/ paper being produced.

Coupled with the above, there has been significant investment in terms of building an enclosed designated waste recycling area and improving the overall waste awareness of personnel.

All of the above commend the fact that Diageo Baileys Global Supply are worthy winners of the 'Repak Best Member Award'.

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.

For further information please contact:

Eoin Kennedy

Slattery Communications,

Tel: +353 1 661 4055

Mob: +353 86 8339540

E: ekennedy@slatterycommunications.ie