

## Recycling Rate Reaches 65% as Repak Recycling Week Launches.

- Packaging recycling rate stands at 65% with 644,000 tonnes recycled in 2009.
- Repak Recycling Week focuses on recycling outside the home and in workplace.
- Joint packaging and WEEE collection days, Free Garmin Sat Nav competition as part of week.
- Household packaging recovery/recycling stands at 210,000 tonnes/144 kilos per household.
- Ireland continues to exceed EU packaging recycling target 2 years ahead of schedule.
- Repak targeting 17,500 tonnes of used packaging over the month of October.
- Ireland Ranked 8<sup>th</sup> of EU 27 for packaging recycling

28.09.10 September, 2010. Last year over 20 kilos of used packaging was recycled every second in Ireland according to packaging recycling scheme Repak. The results were announced at the launch of Repak Recycling Week which runs from October 4<sup>th</sup> to 10<sup>th</sup> and this year is encouraging people to recycle more by targeting recycling in the workplace.

According to the packaging recycling scheme, a total of 644,000 tonnes of used packaging or the equivalent of 24.3 million green bins was recycled at a total cost of €28.9 million to Repak. Ireland now has a packaging recycling rate of 65%, which ranks Ireland 8<sup>th</sup> among the current 27 EU member states, ahead of Sweden, the UK, France and Denmark.

Commenting Dr. Andrew Hetherington, CEO, Repak said "Last year each Irish household recycled over 144 kilos of cans, bottles, boxes and other used packaging types. This is a great achievement and shows what can be achieved as we become more of a recycling society. However Ireland's future targets continue to grow and we need to grow the amount that people recycle not only at home but also in the workplace. This year we are targeting the recycling of 17,500 tonnes of packaging during October."

This year the 10<sup>th</sup> Repak Recycling Week is running a series of initiatives to encourage people to bring the good recycling habits they have developed at home into the work place and outside the home. Initiatives during the week include:

- Launch of a recycling locations on Garmin Sat Nav maps.
- Free promotion for a Garmin Sat Nav system with Irish, UK and western maps and Irish Recycling location pre loaded
- Free Electrical and Battery Recycling days in conjunction with WEEE Ireland.
- Series of downloadable posters for the office.
- Repak Recycling Awards and Repak Conference on 7<sup>th</sup> October.
- National awareness advertising campaign.

### **Garmin**

Repak has in conjunction with the Local Authorities mapped 97% of all recycling facilities in the country. As part of Repak's drive to help people find their nearest recycling centre and bottle banks while on the move the organisation has also joined forces with Garmin which sees the locations and details of recycling points included as 'Points of Interests' on its Irish maps. This supplements the Repak online map searching facility on [www.recyclemore.ie](http://www.recyclemore.ie) and means that Irish recyclers can easily find the nearest venue to dispose of their used packaging. Now Garmin users will have access not only to the location and address of the recycling facilities but also contact details and materials accepted. As part of the launch Repak are running a competition for a free Garmin Satnav on their Repak Recycling Week channel on their Repak RecycleMore.ie website. To enter all people have to do is answer how many Civic Amenity sites are listed in Donegal on Repaks recycling search engine.

### **WEEE**

At the beginning and end of Repak Recycling Week special waste electrical and battery recycling collection events will be held around the country in conjunction with WEEE Ireland. These are as follows:

| <b>Date</b>      | <b>County</b> | <b>Location</b>                      | <b>Time</b> | <b>Please Bring</b>   |
|------------------|---------------|--------------------------------------|-------------|---|
|                  |               |                                      |             |   |
| 2nd October 2010 | Dublin        | Tesco Clarehall                      | 10am - 4pm  | WEEE, waste batteries, bulky cardboard, polystyrene and plastic |
| 2nd October 2010 | Dublin        | Tesco Clearwater                     | 10am - 4pm  | WEEE, waste batteries, bulky cardboard, polystyrene and plastic |
| 2nd October 2010 | Dublin        | Tesco Ballymun                       | 10am - 4pm  | WEEE, waste batteries, bulky cardboard, polystyrene and plastic |
| 2nd October 2010 | South Tipp    | Fair Green car park, Carrick on Suir | 10am - 4pm  | WEEE and waste batteries only                                   |
| 2nd October 2010 | Galway        | Mc Inerney's Supervalu, Loughrea     | 10am - 4pm  | WEEE and waste batteries only                                   |
| 9th October 2010 | Dublin        | DELL car park, Cherrywood            | 10am - 4pm  | WEEE and waste batteries only                                   |
| 9th October 2010 | Dublin        | Powercity Fonthill                   | 10am - 4pm  | WEEE, waste batteries, bulky cardboard, polystyrene and plastic |

At these collection days special collection points for large and small electrical items will be established (Some sites listed above will also accept some large packaging items like large Cardboard, Plastic Wrap and Polystyrene for recycling). Further WEEE collection days will take place over the Month of October and will be posted on the Repak Recycling Week page on Recyclemore.ie website and the [WEEE Ireland website](#).

### **Recycling Posters**

Repak has also made available a series of downloadable material from its consumer site RecycleMore.ie including hints, tips on how to recycle more around the office and a print off snakes and ladders game.

### **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 over €200 million in supporting packaging recycling in Ireland.
- Repak have helped grow packaging recycling from under 15% in 1998 to 65% in 2009

+ 644,000,000,000 kilos divided by (365 days X 24 hour X 60 minutes X 60 seconds)

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\* (i.e. 240 litre green bins)

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