



Prevent and Save

Packaging Prevention and Minimisation

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Packaging

- *Product Protection*
- *Labeling*
- *Lifestyle*
- *Alter Consumer*





The Way Forward

"Best Practise in future must mean more than recycling - we must try and reduce the amount of waste generated in the first place."

Minister Dick Roche @ the Repak Members conference 15th June 2006





Waste Prevention

Source reduction - using less material to get a job done.

Material Change - increase recyclability

Prevent a material becoming a waste once used through reuse, recycling and recovery.






Prevention & Minimisation

Decoupling GDP and packaging waste increases

No quick fix or "one size fits all" solution

No more packaging should be used than is required to fulfill its functions, thus guaranteeing that packaged products satisfy consumers' demands.





Prevention & Minimisation

Prevention - removal or avoidance of certain packaging

Minimisation - lightweighting of packaging





Recycling

"What cannot be prevented or reused should be recycled"

Since 2003 - legal obligation on producers to recycle packaging waste





Repak's Role

Encourage members to examine all aspects of packaging to identify areas where improvements can be made.





Repak's Role

Fees

Repak Packaging Waste
Prevention Programme (RPWPP)





Repak's Packaging Waste Prevention Programme

Introduced in 2006

Programme aims to assist Irish businesses with positive and practical ways to reduce packaging and to promote those achievements to a wider audience.





Repak's Packaging Waste Prevention Programme

Programme which complements the Repak awards includes

- Publications
- Seminars
- Best Practice Initiatives






Best Practice Awards

- Established in 2002
- 4 categories
 - Large Member
 - Small Member
 - Hospitality
 - Small Retailer
- Based on previous years performance
- Weighted towards prevention





Best Practice Awards

- Winners have had packaging recycling rates over 80%
 - Have dedicated waste management teams with committed staff and management
 - Have reviewed all aspects of business (both input and output) with focus on prevention and minimisation to produce year on year improvements.
- 



Best Practice Awards

- New Award in 2006
- Best Prevention Initiative
 - Open to all members
 - Sponsored by the EPA

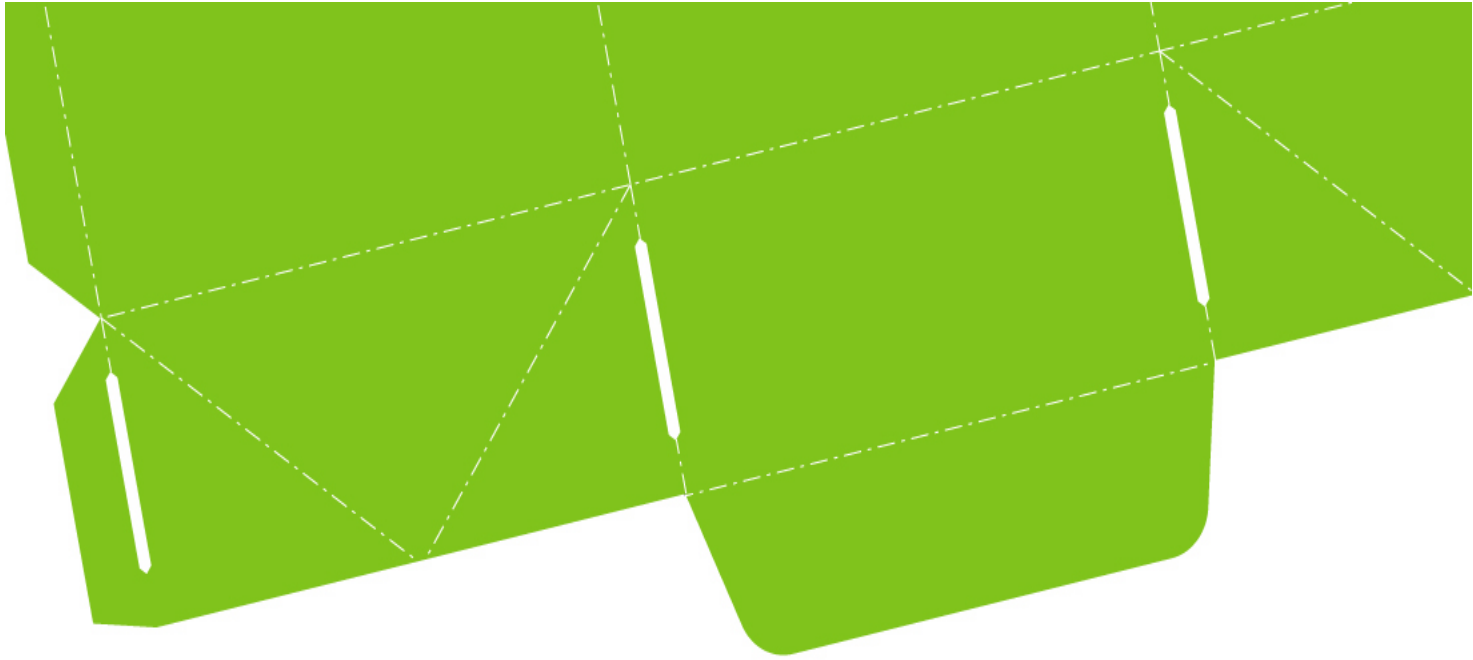




Prevent and Save Brochure

Brochure launched by Minister at Repak Members Conference 2006

Designed to highlight achievements by Repak Members in prevention and minimisation of packaging waste

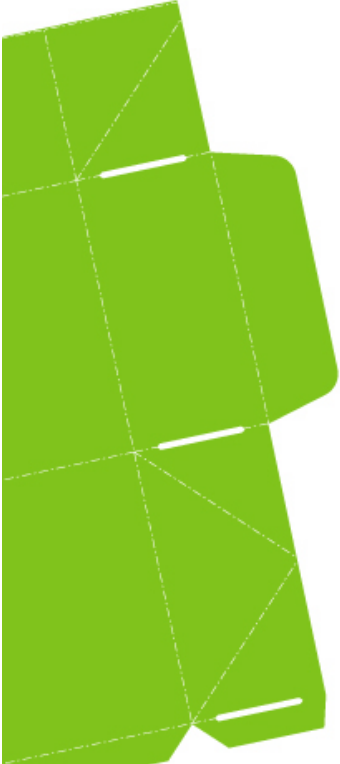


Prevent and Save





Brochure Participants



Batchelors
Bulmers
C&C
Coca-Cola
Diageo
Dulux

eircom
Georgia Pacific
Glaxo SmithKline
Novartis
Tetra Pak
Unilever



Brochure Participants

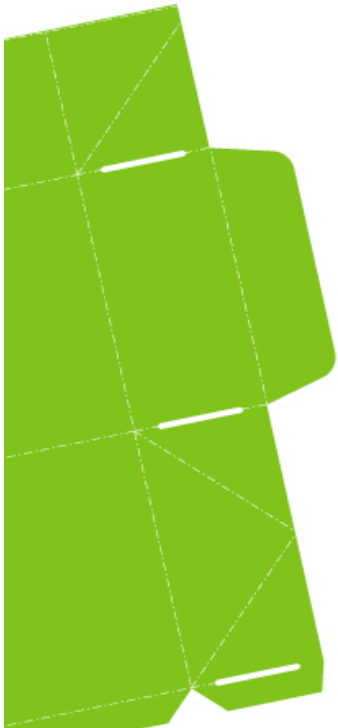
3 key initiatives

- Lightweighting or Removal of primary packaging
- Lightweighting or Removal of secondary or transit packaging
- Replacement with more recyclable material



Lightweighting or Removal of primary packaging

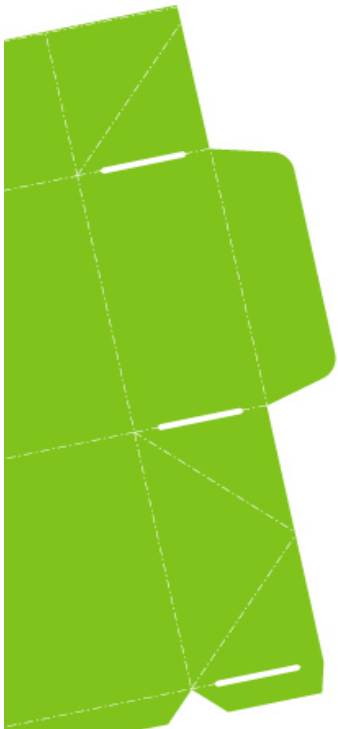
- Batchelors
- Coca-cola
- Diageo
- eircom
- Tetrapak
- Unilever
- Glaxo Smithkline
- Novartis





Lightweighting or Removal of secondary or transit packaging

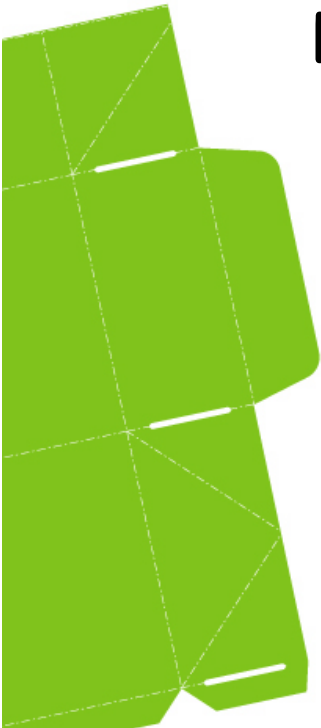
- C&C
- Diageo
- Dulux
- Glaxo Smithkline
- Novartis





Replacement with more recyclable material

- Bulmers





Apparent conflict but.....

What Government wants

What customers want

What consumers want (?)

Best Practise





The Way Forward

Continue to grow recycling tonnages

- collection of more tonnes
- collection of new materials

Continue to seek ways to prevent and minimise packaging waste arisings





The Way Forward

Best Practise

- Waste prevention
 - Source reduction
 - Material recyclability
 - Reuse, recycle or recovery





Thank You

