

*****Embargoed until Monday, 2nd October*****

**Repak reveal those on Pay by Weight and Pay by use
Systems save on waste charges and Recycle more**

- Householders on pay-by-weight / pay-by-use (PBW/PBU) save on average €95 on bin charges but only 28% of people are on such systems
- 84% of those on pay by PBW/PBU systems claim it has encouraged them to recycle more
- 73% of people recycle used packaging (versus 88% on PBW/PBU), 47% of people recycle old clothes (62%) and 35% of people recycle electrical goods (45%)
- Encouragingly only 1 in 10 people recycle nothing compared with 3 in 10 in 2003
- Those surveyed claimed to recycle on average 41% of their waste
- 60% of 25+ year olds use a bring/recycling centre at least once a month

(02.10.06) Repak survey reveals, despite the Minister's directive to adopt Pay by Weight/Pay by Use (PBW/PBU) in 2005, only 28% of adults* claim to be on such systems. To date this directive has predominately been implemented by the 14 Local Authorities** controlling waste, while private contractors largely overlook the directive. Repak, on the first day of Repak Recycling Week, is calling for more adoption of PBW/PBU charging systems as new findings reveal that 85% of people on such systems say it has encouraged them to recycle more and, on average, save them almost €100 a year.

Ireland has seen huge growth in packaging recycling and significant gains have been made in the domestic sector, particularly through kerbside collection schemes. Repak found that household packaging recycling increased by 59% in 2005, with the volume of packaging recycled through kerbside or "green bin"*** collection systems up 140% and Repak funded

kerbside reaching an additional 1 million people. The research also reveals that 3 out of 4 people who have access to kerbside collection think kerbside collection is the best way to recycle. Currently, packaging material only accounts for approximately 33% of the green bin whereas newspapers and magazines take up approximately 50%, an area which Repak members are not responsible for.

Andrew Hetherington, CEO, Repak, commented, "It's simple Adam Smith economics. Pay-by-weight and pay-by-use is equitable and provides a direct incentive for people to recycle. Unfortunately, the system is not as pervasive throughout the country as some might believe. Where it is present, what we are witnessing is huge growth in recycling with people using kerbside and bring collections as they are simple and convenient. The dual system of recycling centres and kerbsides has helped Ireland exceed our EU target by 14% last year and however to continue to grow our recycling rates we are calling for more widespread introduction of pay-by-weight/pay-by-use systems."

Not only has PBW/PBU helped increase recycling but it also encourages people to be more environmental aware by reducing their waste, composting more and being more conscientious in their purchasing. The financial incentive attached to PBW/PBU encouraged the following positive behaviours versus those not on PBW/PBU systems:

- 84% of people to recycle more versus 61% not on PBW/PBU
- 62% of people to reduce their waste versus 47%
- 70% of people to visit a bring bank more often versus 50%
- 56% of people to visit a recycling centre more often versus 34%
- 26% of people to home compost versus 18%
- 38% of people bought products with less packaging versus 33%

Encouragingly only 1 in 10 people claim to have done no recycling compared with 3 in 10 in 2003. The research also found that in the last year:

- 74% of people recycled used packaging (88% of those of pay-by-weight / pay-by-use)
- 47% of people recycled old clothes (62%)
- 35% of people recycled electrical goods (45%)
- 27% of people recycled garden waste (32%)
- 23% of people composted (29%)
- 15% of people recycled building rubble (17%)

The most active recyclers are ABC1, female, aged between 25 and 34, lives in an urban environment from Munster and have Children under 5 in the household and points to famous people like Sonia O'Sullivan. The worst recyclers and 25% lower than the national average (58% versus 43%) are male aged 15-24 years old and from a rural background.

84% of people are aware of their local bring bank facility up from 60% of all adults in 2002 and 60% of over 25's use their local bring/recycling centre at least once a month.

The research was undertaken by Milward Brown IMS amongst a nationally representative sample of 1,000 adults as part of this year's Repak Recycling Week, which takes places from the 2nd of October to 8th October. Repak is encouraging householders to break the Repak Recycling Week record by recycling 15,000 tonnes of used packaging over the month of October. For more information on Repak or Repak Recycling Week, visit www.repak.ie.

Ends

Notes to Editors

**Research conducted by Milward Brown IMS in July 2006 amongst a nationally representative sample of 1,000 adults*

***14 local Authorities are, Dublin City Council, Fingal County Council, Dun Laoghaire County Council, South Dublin County Council, Wexford County*

Council, Waterford County Council, Waterford City Council, Cork County Council, Cork City council, Kildare County Council, Westmeath County Council, Galway City Council, mayo county Council, Kilkenny Borough Council.

****The term "green bin" is not applicable to dry recyclable kerbside collection schemes in certain Local Authorities areas*

About Repak

Repak is a not-for-profit voluntary member's based packaging recycling 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 packaging compliance scheme under the Waste Management (Packaging) Regulations 1997. Repak succeeded in reaching and exceeding Ireland's EU National Packaging Recovery and Recycling Target of 25% of packaging waste in 2001 and is well on the way to Achieving our 2005 EU packaging recovery target of 50%.

For further information please contact:

Keith Morrison

Slattery Communications,

Tel: +353 1 661 4055

Mob: +353 86 8339540

E: keith.morrison@scomms.ie