



Issue 1 • 2006

review

Repak Easter Packaging Recycling Campaign



Inside this issue:

- | | | | |
|--------|---|--------|--|
| Page 2 | CEO Address | Page 5 | Repak Provisional Highlights
2005 Material Recovery Rates |
| Page 3 | Repak Easter Packaging
Recycling Campaign
Repak Members' Conference
Dates for Your Diary | Page 6 | Environmental Awareness Project |
| Page 4 | National Spring Clean 2006 | Page 7 | Grocery Retailer Packaging Statistics
Lowering of the tonnage threshold |
| | | Page 8 | Youth Environment Parliament
Repak's Management Team |

CEO ADDRESS

Another Important Milestone Achieved

Congratulations yet again to all members. Repak is pleased to announce another year of solid growth and achievement on the packaging recycling front. The results of our 2005 activities have been audited and verified to show that 565,000 tonnes of packaging waste were recovered for recycling; an increase of some 17% on the previous year. Based on EPA statistics this shows that Repak has again exceeded the EU target of 50% set for Ireland in 2005. This 2005 volume figure included a creditable 139,000 tonnes of domestically sourced, segregated, dry recyclable materials; up over 59% on 2004.



In overall terms, 2005 can only be described as very successful when placed in the context of where we started out from less than a decade ago.

In revenue terms, Repak income for the year at €20.6m was up 18% on the 2004 level, with new members contributing €1.7m to that figure. In 2005, we welcomed 280 new members into the scheme, bringing total membership to just short of the 2,200 mark.

Investment in packaging recycling activities continued to expand in 2005 with €18.6m being allocated for this purpose. An additional 28 kerbside schemes servicing 366,000 households were funded in 2005 bringing the total number of households supported through Repak to 822,000, covering 55% of all homes in the

country. Over 13,500 tonnes of plastic bottles (PET/HDPE) were collected for recycling in 2005, a threefold increase on the figure of c. 5,000 tonnes in 2004. The day cannot be far off when we see a plastics washing and flaking facility for these bottles up and running in

Ireland, as critical mass volumes are now being collected.

In overall terms, 2005 can only be described as very successful when placed in the context of where we started out from less than a decade ago. I take this opportunity to thank all involved in this landmark achievement of surpassing the 50% target, something we could but dream of back in 2001 when the 25% level was secured for the first time. The successful partnership model involving all the stakeholders, working within the framework set down by the National Strategy Group on Packaging Waste (NSGPW) and with Repak as the catalyst, has come up trumps in 2005. I thank you all most sincerely for your truly generous support.

In moving forward, the excellent results of 2005 cannot obscure the prospect that Repak and its stakeholders face a particularly daunting task between now and 2011 when the next tranche of EU targets come into play. Looking to that period, one can see several significant challenges on the horizon for Repak and its members; the most significant being the increasing demands from local authorities for the full cost of recovery and

recycling of used packaging from the domestic stream. This has serious implications for the financial wellbeing of Repak's funding base and the potential impact it could have on fees to members, going forward. This issue is one which the Repak board are aware of and focussing on.

Other matters that are of great importance to Repak during 2006 will be the eagerly anticipated review by the NSGPW of the regulations and the hoped for positive impact it will have on framing the revised packaging regulations, now going through the final drafting process at the DoEHLG. We look forward eagerly to the publication of this report and to working closely with the other members of the NSGPW during its implementation over the next 5 years. We have entered 2006 with increased confidence and a steely determination to produce another satisfactory performance covering all our measurable and testing goals for the year.

Andrew Hetherington

Repak Easter Packaging Recycling Campaign

REPAK ACTIVITIES
& CAMPAIGNS

Repak called on everyone to make a special effort this Easter to recycle as much used packaging as possible either through household dry recyclable collections, bring banks or at their nearest recycling centre.

Approximately 6 million Easter eggs were purchased over the Easter period. In order to encourage householders to recycle as much of this used packaging as possible, Repak carried out an extensive local and national PR campaign and distributed Easter egg recycling information packs to 1,600 member retailers nationwide.

The information packs included posters and a letter to provide retailers with the facts they needed to explain to their customers how and where their used Easter egg packaging could be recycled. The posters explained that clean foil can be recycled with aluminium drinks cans, plastic inserts can be recycled with plastic bottles and cardboard can be collected via household dry recyclable collections or at other local recycling facilities to be found by visiting www.repak.ie



Repak Members' Conference 2006



The Repak Members' Conference 2006 will take place on Thursday, 15th June at the Croke Park Conference Centre, Dublin.

The conference will demonstrate practical, effective ways in which member companies can save money through preventing and minimising the packaging which they place on the market. Best practice examples from the UK and mainland Europe will also be presented.

The conference will commence at 9.30am and speakers include:

- Dick Roche, T.D., Minister for the Environment, Heritage & Local Government
- Andrew Hetherington, CEO, Repak
- Henri Meirisonne, FostPlus, Belgium
- Phillip Ward, WRAP, UK

A special overnight rate for delegates of €129 will be available at the new Jury's Croke Park Hotel (Ph: 01 8714444) located across from the Croke Park Conference Centre.

Further details on the conference will be sent out closer to the time. Should you wish to confirm your place at the conference in advance, please contact Teresa O'Donovan by e-mail: teresa.odonovan@repak.ie or phone: 01-4670190.

Statistical Training Clinics *

June 1st, 15th & 29th
July 13th & 27th
August 10th & 24th
September 7th & 21st
October 5th & 19th
November 9th & 23rd
December 7th & 21st

Service Providers' Conference

Thursday, June 22nd 2006

Members Conference

Thursday, June 15th 2006

Statistical Returns Deadline - 1st half 2006

31st July 2006

Repak Recycling Awards Dinner

Wednesday, 4th October

Repak Recycling Week

2nd - 10th October

* Repak Statistical Training Clinics take place at the Repak offices from 10am to 12.30pm approx. Please note these dates are subject to change and places must be booked in advance.



REPAK ACTIVITIES
& CAMPAIGNS

National Spring Clean

National Spring Clean is Ireland's largest anti-litter initiative. An Taisce's National Spring Clean is funded by the Department of the Environment, Heritage & Local Government and also sponsored by Coca-Cola Bottlers Ireland and The Wrigley Company Limited. This year Repak continue to sponsor colour-coded bags to separate any used packaging collected.



National Spring Clean aims to encourage people to take responsibility for Ireland's continuing litter problem. To highlight the issue and encourage action, An Taisce runs an annual campaign throughout the month of April. The campaign works to encourage people, individually or in groups, to take some time out during April to help clean-up our country. By providing all the materials needed to conduct a clean-up, An Taisce makes it as easy as possible for everyone to take up the challenge.

Each year, the campaign targets and attracts individuals in every age category and from all walks of life. Last year, nearly 300,000 people were involved in a staggering 3,487 clean up events nationwide. Over the past seven years, National Spring Clean has been extremely successful at gaining the support of local authorities, schools, community groups, residents associations, Tidy Towns associations and other such organisations.

National Spring Clean 2006 chairperson, Patricia Oliver said, "Every year National Spring Clean receives terrific support from local authorities and individuals, youth groups, Tidy Town volunteers, schools and residents' associations as well as An Taisce volunteers, who have all come forward to join in the fight against litter.

Everyone can help by taking some timeout and going to an area near them that they know is a mess and cleaning it up."

"Each and every individual in the country has a responsibility to their surroundings. But everyone also has to take the initiative to try and encourage their employees to be more pro-active. The commercial benefits of joining a campaign like this may not be immediately evident, but it stands to reason that every business would benefit from being in a cleaner location."

"For us there is also the fact that this puts something back into the community, which is something that is high on our agenda. It's plain to see that every year the campaign keeps getting stronger; it's literally going from strength to strength."

Every group involved with National Spring Clean 2006 is issued with a free clean up kit, which contains information, posters, and tabards to keep participants clean. Each kit also includes colour coded refuse sacks provided by Repak to enable participants to recycle as much packaging waste as possible.

For further information, visit www.nationalspringclean.org

Present at the National Spring Clean Launch 2006 were Belinda Byrne, Repak; Dan Boyd, Stephens Green Shopping Centre; Mo Durkan, Coca-Cola Bottlers Ireland; Patricia Oliver, Chairperson of NSC; Gary Miller, The Wrigley Company



Repak Provisional Highlights 2005

REPAK TARGETS

- Repak members supported the recycling of c. 565,000 tonnes in 2005; this represents a 17% increase on the previous year.
- Total revenue in 2005 exceeded €20.9 million; 18% increase on 2004.
- Income from new members was €1.7 million; 24% ahead of forecast.
- Repak recruited 280 new members in 2005, bringing total membership to approximately 2,200.
- Repak invested €18 million in supporting packaging recycling in 2005 taking the total recycling investment to over €95 million to date.
- In 2005 Repak funded over 28 additional kerbside schemes reaching a further 366,000 households.



- Repak currently fund more than 822,000 household dry recycling collections, this equates to approximately 55% of all Irish households. Collections from over 2,200 bring banks and 70 recycling centres nationwide are also funded.
- The number of bring banks has increased by 820 over the last three years as a result of the "Repak bring bank programme". There are now over 2,200 bring bank sites nationally.
- Household plastic recycling increased to c.17,000 tonnes; up from just under 5,000 tonnes in 2004. The primary factor contributing to growth has been the expansion of household collection systems outside of Dublin for plastic bottles. The capital city now lags behind the rest of the country as plastic bottles are not collected via kerbside collection in Dublin.

2005 Material Recovery Rates

PACKAGING WASTE SOURCE	ALUMINIUM	STEEL	PAPER	GLASS	PLASTIC	WOOD	TOTAL
Commercial	402	39,180	197,862	34,736	26,220	125,938	424,337
Domestic	2,423	6,041	49,930	65,216	16,839	0	140,450
Material Total(s)	2,825	45,221	247,792	99,952	43,059	125,938	564,787

In 2005, Repak recovered/recycled 565,000 tonnes of used packaging; an increase of 17% on the previous year. This represents approximately 64% of all packaging placed on the Irish market; a significant increase from the 15% recovered/recycled in 1998 and well ahead of Ireland's EU recovery target of 50% in 2005.

Repak recovered a total of just over 48,000 tonnes of metal for recycling in 2005. This was in the region of 65% of all metals placed on the market. 248,000 tonnes of paper and cardboard were collected for recycling in 2005; this represented 77% of all paper and board packaging on the market.

Almost 100,000 tonnes of glass was recycled/recovered by Repak in 2005. This is a significant increase of c. 14% on

tonnes collected in 2004 and represents approximately 83% of all glass placed on the Irish market. Glass accounted for 18% of the total weight of materials collected by Repak in 2005.

Repak funded the recovery and recycling of approx. 43,000 tonnes of plastic packaging; a 10% increase on last year. Household plastic recycling (mainly plastic bottles), in particular, grew significantly from 5,000 tonnes in 2004 to 17,000 tonnes in 2005.

Finally 126,000 tonnes of wood were recovered in 2005. This was an increase of 19% over 2004 and represented approximately 87% of all wood/other materials placed on the Irish market.





Repak Member of the Year supports Environmental Awareness Project



The Finglas Central Local Committee, which represents four schools in Finglas West, chose Environmental Awareness as its focus this year. It teamed up with Alcan Packaging to organise activities for their own Spring Clean Week, which took place from 3rd – 7th April.

Alcan Packaging, manufacturers of flexible food packaging for the food industry, has been a committed member of Repak since 1997. Alcan's commitment to preventing packaging waste arisings and to recycle the waste that does arise is exemplary and led to them being awarded Repak Member of the Year 2005.

Some of the activities planned by Finglas Central Local Committee for the week included a clean-up of areas adjoining the schools, visits to local bring centres to deposit recyclable materials and class-based activities on the theme of plastic.

As part of the week, students also submitted entries for the 'Freaky Fashion Competition'. On Thursday 6th April, the creations were unveiled in St. Michael's School. Representatives from local schools, community groups and businesses were invited to attend.

Entrants had to create a fashion item from recyclable materials but with special emphasis on plastics. Deputy Lord Mayor Cllr Browne Maher of the Green Party presented the prizes. The standard, innovation, imagination & work that went into the creations was phenomenal. Attendants at the fashion show heard from various speakers including the teachers involved, members of the Finglas Central Local Committee, Nikki Mullin from Alcan Packaging Dublin Ltd. and Bob Ward from Dublin City Council who spoke about the success of the week.

The winning students received special packs that contained prizes made from recyclable materials e.g. pencil cases made from old car tyres, clip boards made from old circuit boards etc.

Grocery Retailer Packaging Statistics

Repak announce a new project to update previous studies into grocery retailer packaging statistics.

MEMBERS UPDATE

In December 2005, Repak had a total of 2,168 members, of which 1,424 were scheduled members paying modest fees to Repak, based on our turnover bands related to packaging volumes. This type of membership has grown substantially over the last few years as retailers fully understand their legal obligations and as enforcement grows.

Of the 1,424 scheduled members, 997 or 70% of scheduled members come from the independent grocery retail sector, with the balance coming from pharmacies, hotels, pubs and electrical retailers. The level of growth in this sector demonstrates how affordable and simple scheduled membership has become.

A few retailers have recently asked the following questions of Repak:

Q. How do I know if I am obligated?

A. The regulations are clear - if you have a turnover greater than €1 million and you place 25 tonnes of packaging on the market, you are obligated under the Waste Management Packaging Regulations.

Q. Many retailers revert with "How do I know if I am placing 25 tonnes of packaging on the market?"

A. According to a study conducted jointly by PWC and RGDATA in 1998/1999, if you had a turnover exceeding €1.27 million (excl. VAT) you were placing 25 tonnes of packaging on the Irish market you were obligated under the Packaging Regulations.

However, in the interim, the threshold has been changed in the regulations to €1 million and there have been other notable developments in the field of retailing in recent years. In keeping with its policy of constantly reviewing trade sectors, Repak is completing a detailed study (with the support of all the symbol grocery groups) to reassess the link between turnover and packaging tonnes supplied in the light of the changes referred to. Repak will shortly place the results of the study before the Department of the Environment and thereafter make this available on its website.

Q. What is included/excluded in the €1 million turnover figure?

A. According to the regulations, the only allowable exclusions are VAT and sales discounts. Repak would suggest that you look at your total grocery sales, excluding VAT, lottery sales, phone top-ups, other commission items, petrol sales (all non-packaging categories). If your remaining sales turnover is in excess of €1 million it is likely that you could be placing 25 tonnes of packaging on the Irish market. However, the soon to be launched retailer packaging matrix will allow Repak to more accurately assess the packaging tonnes supplied by individual shops based on their specific trading profile and sales mix. Repak will launch this in early July once it has been completed and reviewed by the Department of the Environment and the respective symbol group head offices.

Lowering of the tonnage threshold

Repak has been highly successful over the last number of years in increasing packaging recycling in Ireland.

Up to now, the Packaging Regulations have applied only to companies which exceed the de minimis thresholds i.e. they have an annual turnover of at least €1 million and place 25 tonnes or more of packaging waste on the market.

Apart from the UK, none of the comparable packaging recycling schemes in Europe have a de minimis provision. In 2005 an independent study into the de minimis was carried out by Fitzpatrick Consultants for the National Strategy Group on Packaging Waste Recycling (NSGPWR – made up of industry representatives, local authorities, collectors, the Department of the Environment and Repak).

The study showed there are 85,000 registered companies in Ireland who may place packaging on the market; 13,000 of which have a turnover greater than €1 million.

When the study was completed in mid 2005, Repak's total membership was close to 2,000 companies. It was therefore agreed by the NSGPWR that in order to meet the increasing targets and funding challenges of the future, the burden of responsibility needed to be spread wider by lowering the de minimis threshold from 25 tonnes to 10-15 tonnes, thereby obligating more companies.

Repak support the view of the NSGPWR particularly as the tonnes recycled continue to increase. Now with recycling rates exceeding 60% and only 60% of the tonnes in Repak membership, the time is right to ensure the burden of responsibility and cost is spread wider. However, changes in the de minimis need to be coupled with greater enforcement.

Currently the Department are reviewing the Packaging Regulations and have engaged in a consultation process with trade bodies including ISME, the SFA, RGDATA and others. These changes are expected to be implemented when the next set of regulations come into force later in 2006.

NEWS

Irish Students for Youth Environment Parliament

Repak through its membership of Pro Europe (Packaging Organisation Europe) has sponsored the entry of three Irish transitional year students to participate in the 2006 Youth Environment Parliament (YEP) to be held in Paris this October.



Pictured are Feidhlim O Seasnáin (Education and Training Officer), Aoife Samblin (ECO Youth Rep), Jason O'Connor (ECO Youth Rep), Graham Murphy (ECO Youth Rep), and Elaine Nevin (National Director).

The YEP draws support from amongst the 26 members of the organisation comprising the EU member states and Canada, representing North America. Repak is co-operating with another NGO, ECO Unesco, in the selection and preparation of the students for this prestigious event.

The YEP will convene in Paris as part of the 3rd International Recycling Congress promoted by Pro Europe whose main task is to promote usage of the 'Green Dot' recycling symbol on consumer packaging throughout Europe and North America. Delegates to the YEP have been working now for some months, via the internet, preparing a series of "open letters" which they will present at the congress on pressing environmental matters such as: sustainability of scarce natural resources; empowering young people on environmental matters; pushing the environmental message higher up the agenda etc.



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