

Pay by Use Welcomed

(22.03.04) The announcement today of the deadline for the introduction of Pay by Use by Minister Martin Cullen was welcomed by Repak as putting serious emphasis on increasing the rate of household recycling in Ireland. According to research carried out by the industry funded packaging recycling scheme, 72% of Irish adults are in favour of the introduction of 'Pay by Weight' charges and 90% reported that such an initiative would encourage them to recycle more.

"Incentives such as this are necessary as current household recycling rates are battling against apathy and lack of interest in the environmental agenda. Our survey of 1,200 adults also disclosed that 27% claim that recycling is inconvenient/too much hassle and that environmental concerns were also ranked a low third last place as the most important factor encouraging recycling, as reported by only 5%. This is a clear indication that householders are looking for additional incentives to recycle" commented Darrell Crowe, Marketing Manager, Repak.

He also added "While Pay by Use will help increase the amount that people recycle and also reduce the amount that people put into their household bins, Pay by Weight is purest form and the only one that will encourage householders to really reduce their waste. Both Pay by Tag and Pay by Bag do not add the same level of encouragement to recycle or reduce, as many people will simply pack their bins better rather than truly looking at the two thirds of the regular household bin that could be recycled."

According to Repak over two thirds of the household bin is recyclable. A third is used packaging that can be recycled with a further third being compostable kitchen and garden waste. There is a clear opportunity for the individual to make a difference. With over 40% of all households (in excess of 400,000) now being serviced with a dry recyclable household collection and in excess of 2,000 bring

banks nationwide the organisation claims that it is unacceptable for people not to recycle.

About Repak

Repak is a not-for-profit members based compliance 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 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.

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