

Climate change,
environmental pollution
and resource scarcity are
just a few of the many
reasons why our society
needs to transition towards
a circular economy.

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This Annual Report 2019 is submitted to the Department of Communications, Climate Action and Environment by ERP Ireland in accordance with the requirements of its approval issued under the Waste Management (Waste Electrical and Electronic Equipment (WEEE)) Regulations S.I. No. 355 of 2011 and S.I. No. 268 of 2008 Waste Management (Batteries and Accumulators) Regulations 2008.

Approval under Waste Management (Waste Electrical and Electronic Equipment (WEEE)) Regulations S.I. No. 355 of 2011 and S.I. No. 268 of 2008 Waste Management (Batteries and Accumulators) Regulations 2008 was granted by the Minister on June 19th, 2017.

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1. Message from the **Chairman**



As we approach 2020, I am reminded that it marks an important anniversary for ERP Ireland - it is 15 years since the creation of the WEEE System in Ireland and the birth of the first operational entity of ERP in Europe.

I had the privilege to be the first CEO of ERP Ireland and had the chance to see the company take its first steps, grow and get stronger, and finally become a key stakeholder in the successful implementation of the WEEE Directive in Ireland. The respect and the trust we have earned from the Department of Communications, Climate Action and Environment (DCCAE), the Local Authorities, the Environmental Protection Agency (EPA), the The Producer Register Limited, our members and the general public, is clear evidence that the work carried out by the ERP team to achieve the targets set out over the years has always been appreciated and considered fundamental to the success of the WEEE regime, despite the many hurdles and macroeconomics swings that have affected our business over the years.

During 2019, we continue to notice changes in the business and regulatory sectors and the Landbell Group faces new challenges from different directions. The biggest challenge for the WEEE and portable batteries systems across Europe is to comply with the increased collection targets set by the European legislation. As we all know, by the end of 2019 we will need to collect and recycle 65% of the EEE quantities placed in the market. This is a formidable challenge as many countries are far from reaching this target and consequently there is a growing debate among stakeholders about possible ideas to drastically increase the current collection rates. This debate is geared towards an 'all flows



1. Message from the **Chairman** (continued)

count' approach, and in many countries we see proposals to enlarge the official collection figures through a higher use of Evidence Notes in an effort to legalise some collection flows that are not currently accounted for and by imposing stricter controls and audit protocols. Such new ideas and proposals are worth serious consideration as with the current collection infrastructure, member states will not be able to reach the new targets.

Throughout this Annual Report you will see the breath and range of activities ERP Ireland is involved in. I would like to congratulate Martin and his team on their efforts this year and this is demonstrated in all the awards they have won and been shortlisted for during the year. Your scheme stands out once again as a reliable, competent and effective provider of WEEE and battery compliance - collecting at a rate of 67% of WEEE placed on the market over the previous three years and 50% of all batteries placed on the market exceeding the ambitious EU targets.

I wish that the success of the Irish regime will be replicated and enhanced in the years to come. I would also like to take this opportunity to thank our members, my fellow board members and all stakeholders, who with their continued support of the WEEE and Battery Directives over the last 15 years, have made Ireland the excellent reference country it is today.

Best regards,

Umberto Raiteri

Chairman and CEO, ERP SAS

2. CEO Statement



2019 has been a very successful year for our scheme and I am delighted to inform you that ERP Ireland has won a number of awards this year for our activities. Earlier in the year, ERP was shortlisted for Green NGO of the Year for the Green Awards 2019. In October, ERP Ireland won the Excellence in CSR Communication Award for our *Batteries for Barretstown* campaign at the Chambers Ireland CSR Awards 2019. We also enjoyed great success at the Pakman Awards 2019 and I would like to congratulate Castletroy College who took home the Battery Champion and Educational Awareness Awards on the night. I would also like to congratulate Joe Bonner, nominated for the WEEE Recycling Champion and Tim O'Dea of Barretstown, nominated for the Battery Recycling Champion for the *Batteries for Barretstown* campaign. These campaigns are worthy of such recognition and we are delighted to support them!

2. CEO Statement (continued)

As you are aware, ERP is obligated to meet the ever-demanding targets as detailed in both the WEEE and Battery Directives. The WEEE Directive, 2012/19/EU shall bring in an increase in the collection rate for WEEE. From 2019, the minimum collection rate to be achieved annually shall be 65% of the average weight of EEE placed on the market in the three preceding years in each Member State. Fortunately, due to the dedicated and hard work of our operations team, marketing team and industry leading contractors, I am delighted to announce that we succeeded in meeting these challenging targets again. During 2019, we collected an average of 10.76Kg of electronic waste per person in Ireland, a substantial increase over 2018. ERP collected 67% of the average of EEE placed on the market over three preceding years, exceeding the 65% target. For portable batteries, we collected 373 tonnes or 50% of what was placed on the market in 2019, exceeding the 45% collection target.

To generate these results, ERP rolled out a year-long programme of activities to increase the recycling of WEEE and waste batteries. As I mentioned earlier, 2019 was a very successful year for our award-winning campaign *Batteries for Barretstown*. This battery recycling programme aims to educate Ireland on the importance of battery recycling, increase the number of batteries recycled and raise vital funds for the children's charity. In April, the Minister for Communications, Climate Action and Environment, Richard Bruton, T.D., and I launched the Green Alley Awards, Europe's first start-up awards scheme for the circular economy. In June, ERP and Body & Soul joined forces to commission a large-scale installation made from small household electronic waste. We commissioned American Junk Artist Shrine to create an installation to highlight Ireland's need to recycle small electronic waste. In October, I spoke to a full house of 300+ Dublin Chamber business leaders at the Dublin Chamber Sustainable Dublin 2050 breakfast event on Ireland's transition to a circular economy. More information on these campaigns can be found later in this annual report.



2. CEO **Statement** (continued)

Our current number of members to our scheme for 2019 stands at 135. I would like to welcome the 12 new members that have joined during the year and I would like to thank all our members for their continued support. We will endeavour to continue delivering better cost and an efficient compliance service to members. I would also like to thank the DCCAE, The Producer Register Limited, the Environmental Protection Agency (EPA), local authorities, waste contractors and the Irish Public for embracing the spirit and ethos of the WEEE Directive to make it such a success in Ireland.

Finally, I would like to thank our board of directors for their guidance and support during the year and our dedicated team for all their efforts on our members' behalf.

With my best regards,

Martin Tobin
CEO, ERP Ireland



2. CEO Statement (continued)

Key achievements 2019 are as follows:

- At the end of the year, we had 135 members in our WEEE and waste batteries compliance schemes.
- In 2019, we collected an average of 10.76Kg of electronic waste per person in Ireland. ERP collected 66.68% of the average of EEE placed on the market over three preceding years, meeting the 65% target.
- We collected 13,114 tonnes and treated 12,482 tonnes of WEEE.
- For portable batteries, we collected 373 tonnes or 49.86% of the average of what was placed on the market from 2017 to 2019, exceeding the collection target.
- Our share of WEEE compliance scheme collections is currently at 23.42%.
- Our battery compliance market share is currently at 31.33 %.
- Since we started our Battery Compliance Scheme in August 2008, we have collected 2,357 tonnes of batteries.
- Since ERP commenced WEEE operations in August 2005, we have collected 146,334 tonnes of WEEE.
- We have over 300 active WEEE collection points and 4,500 Battery Collection points in eight local authority areas.
- In addition to the member numbers shown above, we have 2,926 retailers registered in respect of WEEE and batteries.
- We continue to operate to the best environmental standards in our recycling and recovery operations.
- We continued promoting our communications programmes on the recycling of electrical waste and waste batteries.
- Our financial reserves are in line with the level set in our permit by the Department of Communications, Climate Action and Environment (DCCAE).
- ERP was shortlisted for Green NGO of the Year for the Green Awards 2019. In October, ERP Ireland won the Excellence in CSR Communication Award for our *Batteries for Barretstown* campaign at the Chambers Ireland CSR Awards 2019.
- We have relocated our office to 11 James's Terrace, Malahide, Co Dublin. Our new office location will help us better serve the needs of our business.

3. Collection and Overview

Having consideration to the legal requirements of the approval that ERP has been granted to operate as an approved body for WEEE and batteries, ERP Ireland is pleased to present its Fourteenth Annual Activity Report covering the period 1st January 2019 to 31st December 2019.

Overview

Our report shows a successful performance by ERP Ireland in 2019 and continuing improvements in collection rates for WEEE and waste batteries. A key measure of our success is that we have met the targets set under the EU WEEE Directive 2012/19/ EU. This is clearly seen in a collection figure in 2019 of 10.76Kg per person. ERP collected 66.68% of the average of what was placed on the market in the three preceding years exceeding the 65% target for 2019. Also, for waste batteries, ERP Ireland collected 373 tonnes or 49.86% of all batteries placed on the market in Ireland by our members during the preceding three years, exceeding the 45% target.

ERP Ireland had 135 members at the end of 2019. 18 producers were members of the WEEE Compliance

Scheme alone. 42 producers were members of the Battery Compliance Scheme only and 75 producers were members of both the WEEE and battery schemes. Based on the volume of materials placed on the market by the members, ERP had an overall market share of 23.42% in 2019 within its WEEE compliance scheme and 31.33% market share within its Battery Compliance Scheme.

ERP Ireland worked closely with the eight Local Authorities and the retailers in the geographic area covered by our operations to ensure an excellent service in the collection of WEEE from the various locations. By the end of 2019, ERP Ireland collected WEEE from close to 300 collection points and continued collecting batteries from retailers, schools, businesses, libraries, etc. on a daily basis.

The European Recycling Platform has contributed to the circular economy for over 20 years and is committed to maintain this role for the journey ahead.



3. ERP Ireland **Overview** (continued)

History

The European Recycling Platform (ERP) was established jointly by Braun, Electrolux, HP and Sony in December 2002 in response to the introduction of the European Union's Waste Electrical and Electronic Equipment (WEEE) Directive. ERP's mission was, and continues to be, to ensure the most cost effective implementation of the Directive for the benefit of the participating companies, their customers and the environment.

This is achieved through providing competition in the marketplace with our innovative waste management strategies and by encouraging the implementation of the Directive across Europe in accordance with our core principles.

ERP is the first WEEE compliance scheme to be permitted to operate in more than one EU Member State. It is the first scheme to pass on the advantages of multinational recycling operations to its members and ultimately to the consumer. ERP has proved to be a competitive solution for companies in all countries where it operates.

As part of the Landbell Group, ERP is managing 32 compliance schemes in 14 countries for WEEE, batteries, packaging and PV panels and has increased its members to nearly 30,472. ERP's total, cumulative, collected waste volumes are:

- Over 3,501,435 tonnes of WEEE
- Over 74,808 tonnes of portable batteries
- Over 5,104,452 tonnes of packaging

ERP's aim is to be the global partner for product-related environmental services and solutions and ultimately the preferred Circular Economy partner for:

- Managing product and packaging compliance
- Building software solutions and services
- Engineering and managing environmental services



3. ERP Ireland **Overview** (continued)

ERP Ireland Activities

Under the European Union's Waste Electrical and Electronic Equipment (WEEE) Directive, producers who place electrical and electronic equipment on the market are required to provide for the collection and treatment of these goods when they are disposed of by the consumer.

Under the legislation, EEE producers may choose to be self compliant (provided the appropriate guarantee is put in place) or they may transfer their WEEE compliance commitment to an approved compliance scheme.

ERP is one such approved compliance scheme and it supports its members through:

- The collection and arranging for the treatment of electrical and electronic equipment.
- Utilising the collected/treated model for our pricing which reflects the true cost of recycling.
- Promoting awareness of recovery of electrical goods and educating the public on the practices and benefits of recovering these products.
- Providing updates on WEEE matters to members through our e-zine.
- Active involvement in the shaping of WEEE regulations throughout Europe.
- Representing its members in a range of fora and working groups, liaising with the Department of Communications, Climate Action and Environment, IBEC, the Environmental Protection Agency, Retail Excellence Ireland, The Producer Register Society Limited and the White Goods Association, to name a few.

ERP Ireland Structure

ERP Ireland is managed by the CEO, Martin Tobin, and he is supported by five staff members. ERP's business model, both in Ireland and Europe, is to retain a small core staff and outsource operations and support functions such as finance to specialists.

The Head Office of ERP Ireland is located at 11 James's Terrace, Malahide, Co Dublin, K36 CV08.

ERP Ireland Board Structure

Our board is representative of our membership base. The Directors on the board of ERP Ireland include:

Umberto Raiteri, ERP SAS – Chairman and CEO.

Board meetings attended 4/4

Noel Anthony McStay, REW – Secretary.

Board meetings attended 4/4

Philip Gerard Foley, (Independent).

Board meetings attended 4/4

Thomas Gerard Lee, Electrolux.

Board meetings attended 4/4

Martin Tobin, ERP Ireland.

Board meetings attended 4/4

Governance

ERP is committed to best practice in corporate governance. In 2016, the Department of Communications, Climate Action and Environment circulated a new draft Code of Governance to all Producer Responsibility Initiatives (PRI) which forms part of their approval from the Minister.

The new Code is a guide to several key components of effective Board practice and mirrors ERP's governance code. ERP Ireland and its Board accepted the provisions of the Code.

3. ERP Ireland **Overview** (continued)

Prevention and Minimisation Programme

ERP Ireland shall continue its prevention and minimisation programme with a focus on optimising the reuse of members' WEEE. With respect to waste batteries and accumulators, we continue our programme of collections from retailers, public offices, schools and Civic Amenity Sites.

Enforcement

ERP Ireland will support the efforts of the Department in the implementation of the enforcement recommendations of the PRI Review. Enhanced cooperation between ERP Ireland and the Waste Enforcement Regional Lead Authority (WERLA) team will ensure greater transparency, unity of purpose and concentration of effort in overcoming future challenges in achieving ambitious environmental targets and compliance. Working closely with WERLA, ERP Ireland will provide data on collection figures in each county area, to be measured against the national and EU targets, and analytical support to help identify free-riders and potential leakage.

Open Scope

2019 was the first year for the implementation of Open Scope and new categorisations. As was initially expected, this was scheduled to be implemented from 15th August 2018. This change to Open Scope would mean that all EEE placed on the market would be reported into six new categories as set out in Annex III of the WEEE Directive 2012/19/EU,

and the older 10 category reporting would no longer apply. However, this was postponed until January 1st 2019 to allow producers to adapt to the new categorisation. From January 1st, all producers began reporting as per the new six categories.

Increase in WEEE Target

As per the WEEE Directive, 2012/19/EU, 2019 brought an increase in the collection rate for WEEE. The minimum collection rate to be achieved annually will be 65% of the average weight of EEE placed on the market in the three preceding years in the Member State concerned.



In 2019, ERP collected 66.68% of the average of what was placed on the market in the three preceding years, exceeding the 65% target for 2019.

4. Collection and Treatment Operations

When ERP was founded in 2002 it was decided to outsource the collection and treatment operations to a specialist company working under contract to ERP. However, over time as we developed our own expertise within this specialised reverse logistics field, we now insource most of our activities, including:

1. Sourcing

Sourcing sub-suppliers, auditing their activities and purchasing related services.

2. Reporting

Reporting, including cost control and quality.

3. Collection & Treatment

Ensuring compliance with all relevant European and national legislation in ERP collection and treatment activities.

4. Call-centre

Establishing a call-centre to manage calls from collection sites across all those countries where ERP operates.

5. Optimal Processes

Establishing the optimal processes for collection and treatment of electronic and electrical goods.

6. Relations

Management of relations with local authorities and retailers.

ERP invested heavily in the establishment of a local team based in Dublin to support the implementation of the WEEE Directive.

ERP Ireland continues to leverage the specialist skills related to procurement, technical audit, logistics and transport, treatment, project management and IT from its centralised teams.

ERP, through its contractors, provides the full range of WEEE related services, including:

- Collection facility pre-audits
- Arranging appointments for collection
- De-installation
- Collection and transportation
- Dismantling
- Recycling
- Reporting

Through its international operations, ERP has the highest level of expertise in supply chain management and execution.

4. Collections and Treatment Operations (continued)

Collection Services

ERP services all designated collection facilities in the areas covered by its operations in Ireland to the extent of its members' WEEE obligations. We define and set up the collection network for the collection of WEEE from these designated collection facilities.

For these facilities in the ERP areas, we identify the best way to:

- Organise and optimise transport operations from different collection points
- Identify the storage and segregation systems that will be required

All retailers in ERP areas are provided with a free WEEE collection service, provided they are registered with ERP or the local authority, and provided they generate a volume of two tonnes or 15m³, which equates to about 35 Large Domestic Appliances per annum. Retailers who generate a small but steady volume of WEEE are included in a "milk-run" system, where they contact the Operations Department on a LoCall number or email (also available to the Civic Amenity Sites), and they are then scheduled for a pickup on the next available run.

The collection and treatment process is adapted to the characteristics of each county, such as the exact number of collection points and treatment centres, their operations and organisation. Where sufficient space is available at a Civic Amenity Site, a substantial amount of segregation is possible through the provision of different containers, bins, etc. Ideally, incoming waste is segregated into six main categories:

- Cold Appliances e.g. fridges/freezers
- Large Domestic Appliances
- CRT Technologies e.g. TVs/monitors
- Lamps
- Others e.g. small domestic appliances, hairdryers, electric toothbrushes, etc.
- Waste Batteries e.g. portable, automotive and industrial

The containers used in Civic Amenity Sites are chosen according to several criteria that include: the amount of space available; the quantity and type of WEEE expected; the frequency of collection required, etc. The handling and storage systems used on the site must ensure the protection of the waste stream.

For waste other than that arising from private households, ERP provides a Business to Business (B2B) service which is separate from the household service. This allows members to use a single source provider to meet all of their WEEE collection, treatment and reporting obligations.

Batteries are also collected from the bring centres/ Civic Amenity Sites, schools and retailers in a manner similar to that described for WEEE. In 2019, ERP had 2,926 retailers registered with it as part of the Retailer Registration obligations of the regulations.



ERP Ireland collected 373 tonnes or 49.86% of all batteries placed on the market in Ireland by our members during 2019, exceeding the 45% target.

4. Collection and Treatment Operations (continued)

Treatment, Recovery and Recycling Service Providers

ERP uses the services of sub-contractors to carry out its responsibilities in respect of treatment. ERP regularly conducts a tendering process to achieve the best value for ERP members.

Key elements of the tendering process are:

- Opening the tender process to companies outside the Republic of Ireland.
- Allowing bidders to compete separately for the logistics and treatment activities.
- Contracting directly with logistics operators and recyclers.

Through the tendering process, ERP has selected several service providers, including EWM, The Recycling Village, Techrec NI, S. Nortons and EMR. A brief description of each follows.

EWM

EWM is based in Greenogue Industrial Estate, Rathcoole, Co. Dublin. The company has been in business since 1997 and operates under collection permits NWCPO-08-01130-02 issued by Dublin City Council and facility permit WFPDS-11-0014-05 issued by South Dublin County Council.

The Recycling Village

The Recycling Village Ltd was established in 2004 to provide a specialist solution for the recycling of Cathode Ray Tubes (CRTs) from TVs and PC monitors. The company provides a complete solution for the recovery of redundant ICT equipment, in particular CRT and Flat Panel Display (FPD) systems. The company operates under an Industrial Emissions Licence, W0286-01, granted by the Environmental Protection Agency (EPA). The CRT and FPD treatment procedures developed by The Recycling Village Ltd are certified to ISO 14001:2015 and WEEELABEX standards. The Recycling Village Ltd is based in Duleek, Co. Meath.

Enva Toomebridge

Enva Toomebridge is part of the Enva Group and has specialised in refrigeration disposal since 2002. Its current NIEA Permitted facility was installed in 2016 and achieved WeeeLabex (WEEE Label of Excellence) accreditation in 2017. This accreditation was renewed in 2019 and remains in place until 2021. The plant remains the only authorised waste refrigeration disposal facility on the island of Ireland.

S. Norton

S. Norton & Co Ltd is at the forefront of metal recycling. Having started in the early 1960s, the company has gone from strength to strength. This is highlighted by winning two Queen's awards for export in both 2004 and 2009. The company operates out of its head office in Liverpool as well as having depots in Manchester, London and Southampton. The high standards set by S. Norton metal recycling echoes throughout the company. It has achieved and upheld ISO 9001:2015, ISO14001:2015 and OHSAS 18001:2007 for quality, environmental and health and safety management systems and continues to strive for improvement in all aspects of its business.

European Metal Recycling (EMR)

EMR is a global leader in metal recycling with specialist treatment facilities for the recycling of Cold and LDA. The company is privately owned with a heritage dating back to the 1940s and employs almost 3,500 people operating at 150 locations around the world. EMR's core business is the recycling of scrap metal from a range of sources including WEEE. It operates under an AATF reference number WEE/ /JD00002ZS/ ATF and has an IED permit, reference EPR/ RP3794CG.

4. Collection and Treatment Operations (continued)

Recypilas S A

Recypilas is a Spanish company that treats some of the batteries collected by ERP. It is based in Asúa-Erandio in Northern Spain.

It specialises in recycling and recovery of all types of batteries and is certified as an authorised operator for both hazardous and non-hazardous waste (EU2/037/97; EU/037/02-B and EUX/006/08). It is also certified by ISO 14001 environmental management system and ISO 9001 quality management system.

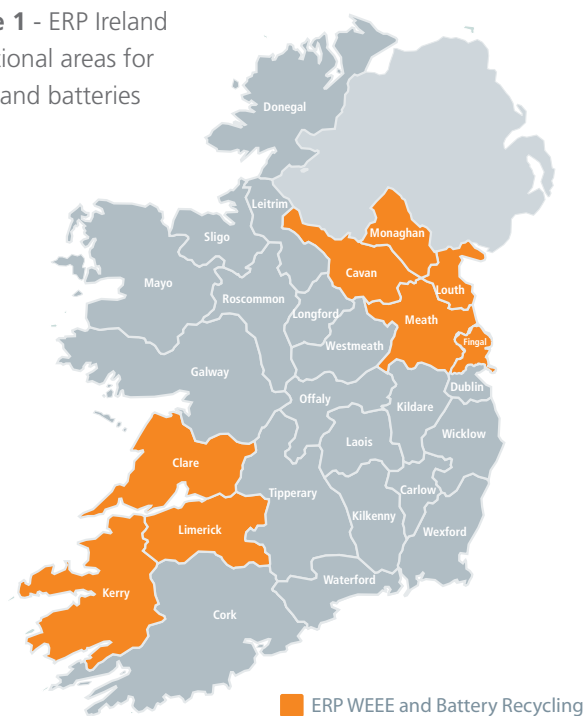
Envirobat España

Envirobat, also a Spanish company, treats some of the batteries collected by ERP. It is based in Azuqueca de Henares, Guadalajara in Spain. Envirobat is an innovative company promoting sustainability through recycling with low environmental impact and complying with all associated standards. It is authorised by the Board of Castilla-LaMancha (NIMA), number 1930000610. The company is also certified by ISO 14001 environmental management system and ISO 9001 quality management system.

Operational Areas

The establishment of the three WERLAs (Waste Enforcement Regional Lead Authorities) in 2015 allows for coordinating the waste enforcement actions of local authorities, setting priorities and common objectives for waste enforcement and ensuring consistency of enforcement of waste legislation. ERP's operations are incorporated within each of the three WERLAs. The areas within which ERP operated in 2019 were: Cavan, Clare, Fingal, Kerry, Limerick City and County, Louth, Meath and Monaghan. These areas have a total of 28 Civic Amenity Sites and over 4,500 collection points.

Figure 1 - ERP Ireland operational areas for WEEE and batteries



5. WEEE & Battery Statistics

At the end of 2019, ERP had 135 members, 75 producers were members of both our WEEE and Waste Battery compliance schemes, 18 producers were members of our WEEE compliance scheme and 42 producers were members of our Waste Batteries compliance scheme.

ERP continues to manage the Retailer Register for the eight Local Authority areas in which we operate. As the FREE Takeback of WEEE is a fundamental objective of the WEEE Directive and as WEEE is considered a waste, retailers must be registered in order to takeback WEEE from consumers without the need for a waste collection permit. During 2019, we increased the number of retailers registered with us via Licences.ie to 2,926.

Statistics

135

ERP Members

13,114

Tonnes of WEEE Collected

373

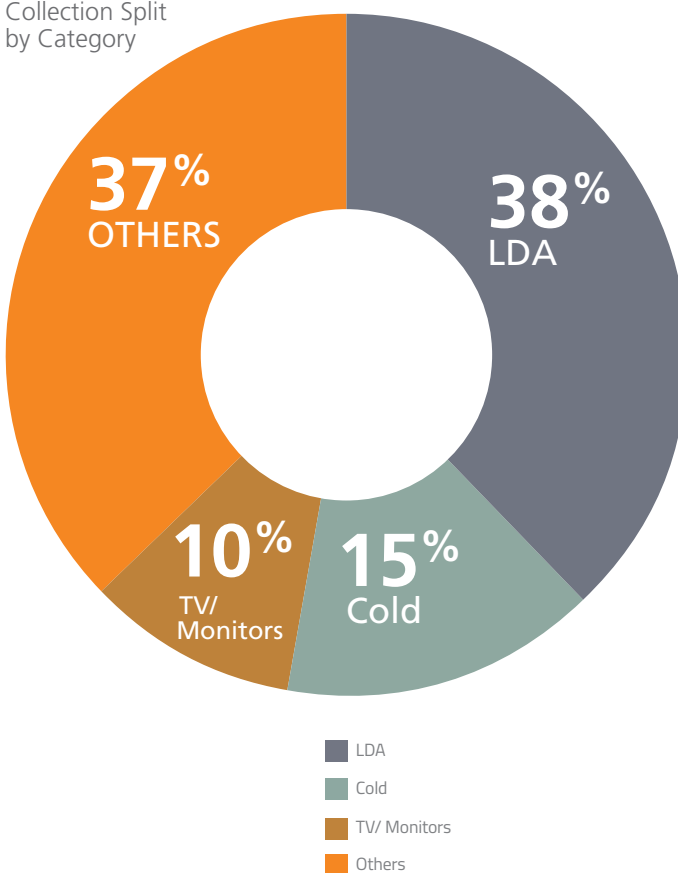
Tonnes of Batteries Collected

Collection split by product category

The breakdown of collections into the various product categories is shown in figure 2. All WEEE collections are reported to ERP on a monthly basis. These reports are used by ERP for reporting purposes and by the sub-contractors, who apply the information to planning and developing their logistics, their equipment needs and the development of their recycling facilities.

The family Others/SDA accounted for 37% of collections. This category includes a wide range of domestic appliances such as home computers, toasters, lighting and telephones.

Figure 2 -
Collection Split
by Category

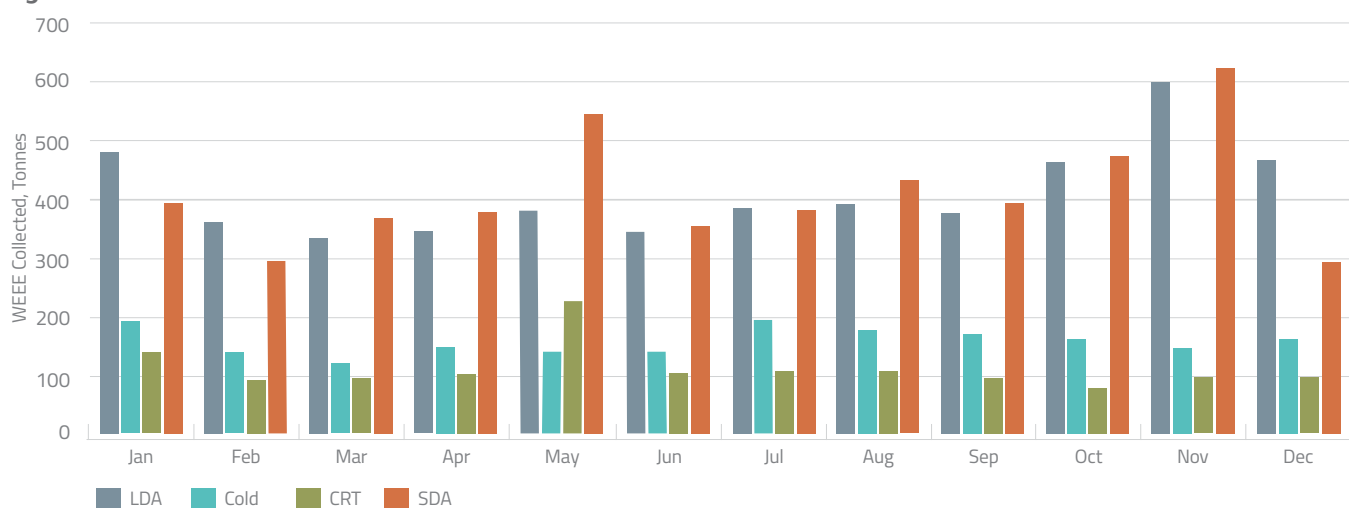


5. WEEE & Battery Statistics

WEEE Collections 2019

The largest category was LDA (Large Domestic Appliances), which accounted for 38% of collections. Next was Others at 37%, this category includes a wide range of domestic items such as home computers, toasters and telephones, etc. TV/ Monitors were 10% of collections and Cold items were 15%. The volumes of treated materials closely matched collections for all products for most of the year. The EU target for 2019, as per EU Directive 2012/19/EU, was a minimum collection rate of 65%, expressed as a percentage of the average weight of EEE placed on the market in the three preceding years. This new target set a collection rate requirement for 2019 of approximately 12,785 tonnes. During 2019, we collected 13,114 tonnes, exceeding this target. The monthly collection rate in 2019 is shown in figure 3 below.

Figure 3 - WEEE Collections 2019

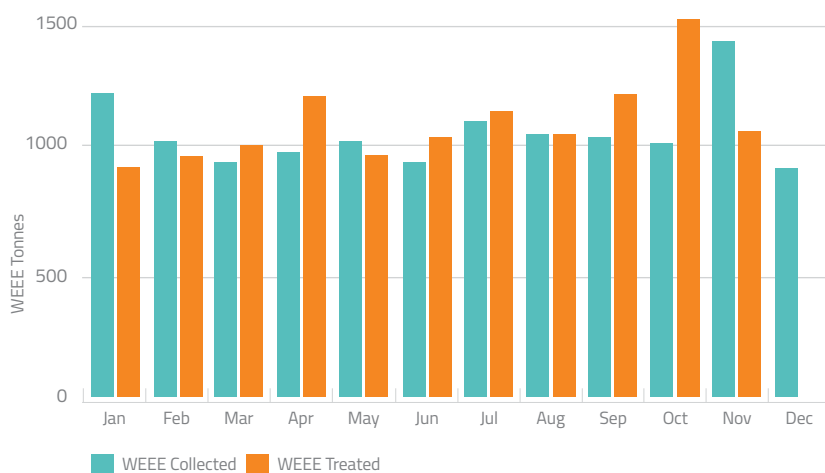


WEEE Collection and Treatment

ERP Ireland has established over 300 collection points in its areas of operation where the householder can deposit WEEE for recycling, free-of-charge. These include Local Authority Civic Amenity Sites, retailers and public open days. ERP collected 13,114 tonnes and treated 12,482 tonnes of WEEE in 2019. The WEEE collected and treated on a monthly basis is displayed in figure 4.

Our WEEE collected figure for 2019 of 13,114 tonnes increases our overall collection since ERP commenced operations in August 2005 to 146,334 tonnes of WEEE.

Figure 4 - WEEE Collection and Treatment



5. WEEE & Battery Statistics

Collections by Collection Point Type

Some 37% of WEEE collected came by way of Local Authority sites as shown in figure 5. Much of the balance was by way of returns of WEEE made to retailers which amounted to 42%, a commendable figure for collections from retailers which is attributed to the success of the Retailer Takeback Programme. Special events, described in Section 6 - Communications in 2019, accounted for 2% of collections.

Figure 5

WEEE Collections
by Collection Point
Type

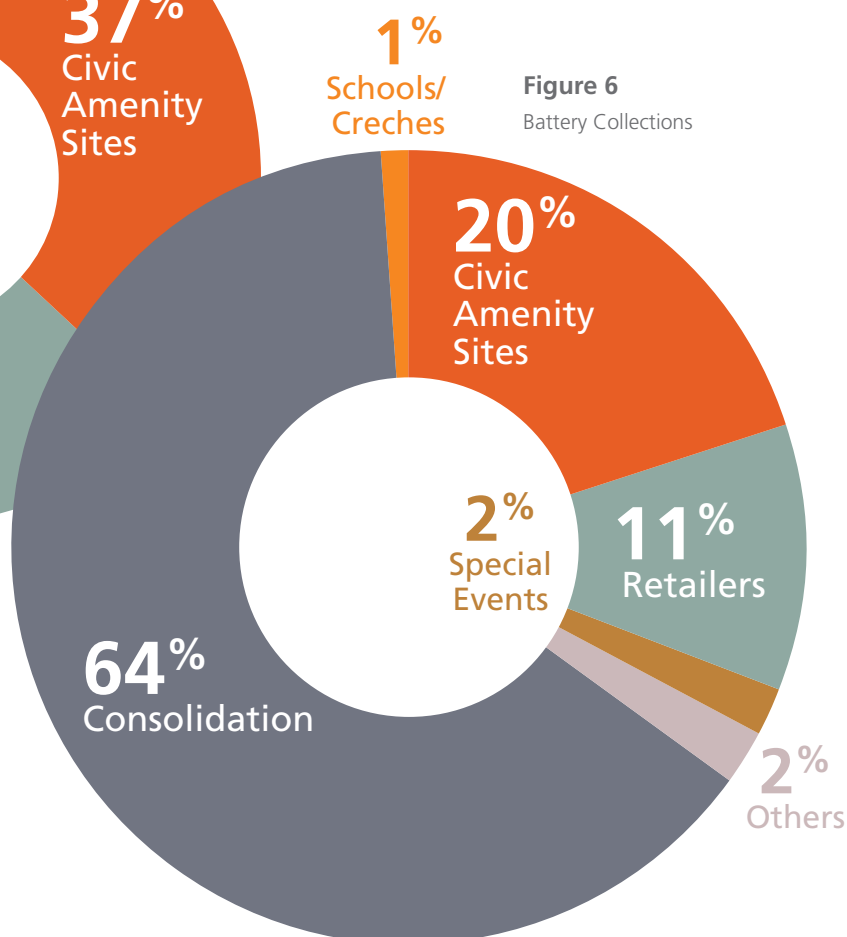


Battery Statistics

The Directive 2006/66/EC defines the targets for the collection rates and for the recycling efficiencies of batteries and accumulators. Collection rate targets for portable batteries and accumulators are presently 45% for 2019. This target is calculated based on the average placed on market over 3 years, including the present year. Our target, based on our members POM for the 3 years was approximately 345 tonnes. ERP Ireland collected 373 tonnes in 2019, exceeding this target by collecting to a rate of 49.86%. The collections per source are shown in figure 6.

Figure 6

Battery Collections



5. WEEE & Battery Statistics

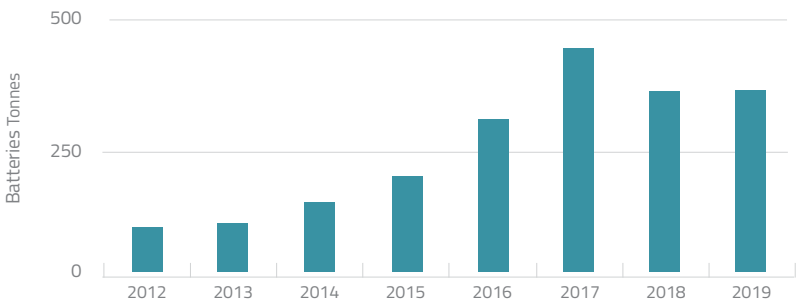
Materials Collected and Treated

ERP Ireland has established over 4,500 collection points in our areas of operation where the householder can deposit waste batteries for recycling, free-of-charge. These include Local Authority Civic Amenity Sites, retailers and public open days. ERP collected 373 tonnes of portable waste batteries in 2019. The portable batteries collected monthly is displayed in figure 7.

Figure 7 - Batteries Collection 2019



Figure 8 - Annual Portable Battery Collection



Annual Portable Battery Collection

Our portable battery collections figure for 2019 of 373 tonnes exceeds the Battery Collection Target as set by the EU Directive. Since ERP commenced its Waste Battery Compliance Scheme, it has collected over 2,357 tonnes of portable batteries.

Collections and Operations

All waste battery collections are reported to ERP on a monthly basis. The results are used by ERP for reporting purposes and by the subcontractors, who apply the information to planning and developing their logistics, their equipment needs and the development of their recycling facilities.

Battery Treatment

There are several processes for battery recycling, depending on the battery type:

Alkaline or Zinc-Carbon batteries can be used as feedstock in steel making.

Nickel Cadmium batteries typically undergo a High-Temperature Metal Reclamation (HTMR) process wherein the components are melted and separated into the individual materials.

Lithium batteries are shredded and separated into their component elements for recycling or re-use.

Mercury batteries undergo a controlled temperature process in order to allow the recovery of the heavy metals.

6. Communications in 2019

As a permitted compliance scheme, ERP is required to fund awareness campaigns that promote recycling and encourage consumers to make a positive contribution to the environment by recycling their WEEE and waste batteries. Our strategic approach for all our communications campaigns is to ensure they are integrated, innovative and support ERP's objectives.

During 2019, ERP launched several communications programmes to drive behavioural change and promote the message of responsible WEEE and Battery recycling through community recycling initiatives. ERP Ireland won and was shortlisted for several awards during the year. We won the 'Excellence in CSR Communication' for the *Batteries for Barretstown* campaign at the Chambers Ireland CSR Awards 2019. ERP was shortlisted for Green NGO of the Year for the Green Awards 2019 and enjoyed great success at The Pakman Awards 2019.

Key highlights for the year include:

- Batteries for Barretstown Campaign
- SOLAS WEEE installation at Body and Soul
- Green Alley 2019
- ERP Keynote at Chambers Ireland Sustainable Dublin 2050
- ERP Free Electrical Recycling Drop Off Events Programme
- Working Together – We'll take it back programme; Chambers Ireland Awards; Pakman Awards
- EPA Sustainability Research Programme



Barretstown Campers enjoying their camp 2019

Batteries for Barretstown

In late 2017, ERP Ireland joined forces with Barretstown to create a new battery recycling programme, *Batteries for Barretstown* to educate Ireland on the importance of battery recycling, increase the number of batteries recycled and raise vital funds for the charity. *Batteries for Barretstown* is a three-year programme which is helping to 'Power Positivity' by funding the energy costs at Barretstown.

Barretstown is a not for profit camp for children with cancer and other serious illnesses located at Barretstown Castle, Ballymore Eustace, County Kildare, in Ireland. It was founded in 1994 by Hollywood actor Paul Newman and is a member of the SeriousFun Children's Network of camps across the world. Barretstown is recognised as a centre of excellence in childhood cancer care and other serious illnesses. Children are referred to Barretstown based on their medical needs and since 1994 the magic of Barretstown has been experienced by over 45,000 campers.

6. Communications in 2019

A three-phased campaign was devised to target priority groups which include the media, schools, retailers and the general public, with key messaging:

- *Batteries for Barretstown* is aimed at increasing awareness of battery recycling while raising much-needed funds for the children's charity.
- When batteries are thrown out in domestic waste, the valuable materials inside are lost forever.
- Batteries can be recycled free of charge in any retail store selling batteries, in schools, libraries, civic amenity sites or at ERP free recycling events held across the country.

As a result of the Powering Positivity campaign, ERP waste collection drivers have seen a 45% increase in battery collections. The campaign has reached over 2.8 million people to date through social media interactions, attendance at the National Ploughing Championship and Bloom in the Park and through print and radio interviews.

Key highlights of the *Batteries for Barretstown* campaign during 2019 include:

- In February, ERP and Barretstown were shortlisted for Green NGO of the Year for the Green Awards 2019.
- In October, ERP Ireland won the Excellence in CSR Communication Award at the Chambers Ireland CSR Awards 2019.
- In October, ERP and Barretstown were shortlisted for Battery Recycling Champion for the Pakman Awards 2019.
- In December, ERP reached over 330,000 people across ERP Ireland's Facebook and Twitter pages for its Green Christmas video.

Educational Awareness Campaigns

ERP has successfully created, established and managed educational programmes to preschools, primary and secondary schools and has promoted WEEE and battery recycling since 2009. The overarching aim of these campaigns is to put sustainability at the heart of the educational agenda and teach students about the importance of WEEE and battery recycling, as well as establishing collection points in schools. ERP collects batteries from: **814 PRIMARY SCHOOLS WITH ALMOST 146,000 CHILDREN; AND 165 SECONDARY SCHOOLS WITH 92,000 CHILDREN.**

Specially designed *Batteries for Barretstown* recycling boxes, collection tubes and posters were distributed across ERP's 4,500 collection points including 1,000 primary and secondary schools, libraries, retailers, Civic Amenity Centres and at Barretstown Castle.

ERP also supports Barretstown's schools programme - Over 2,000 campers at Barretstown were given *Batteries for Barretstown* water bottles and battery bags to encourage them to recycle at home, at work and in school.



Illustration © 2019, Evgenia Pautova 'Green Christmas' Illustration

Green Christmas

In 2019, ERP Ireland 'Powered Positivity' at Barretstown with the launch of a new '*Batteries for Barretstown*,' Green Christmas video. The video, inspired by children's Christmas story time books of old, was a mix of live action and illustration and centred on the story of Ashleigh Kiernan, a former Barretstown camper. The narrative, created by children's book author Benji Bennett, tells the magical story of Ashleigh, a sick little girl whose energy was as low as a dead battery, but through the power of positivity came back from Barretstown fully recharged.

With 30% of all batteries purchased in the run up to Christmas, equating to 33 million batteries, ERP wanted to remind consumers of the importance of having a Green Christmas and disposing of batteries in a sustainable way.

The message of the campaign was a hugely positive one, to drive people to dispose of their waste batteries in an environmentally conscious way, whilst raising funds for a worthy children's charity.

6. Communications in 2019

Key Results:

- On social media, we reached over 330,000 people across ERP Ireland's Facebook and Twitter pages.
- Total social media reach: 338,329; Total Views: 291,872; Total engagements: 950
- The videos were also shared by Barretstown, Adams Cloud, Christmas FM and social influencer Darragh Doyle with their followers and fans, further extending our campaign reach across Facebook and Twitter.
- We also received coverage on Women's Way, My Kids Time, and prominent mommy Instagram influencers such as Aoibhe Devlin, Cliona O'Connor and My Little Babóg.
- The overwhelming majority of comments collected underneath these videos all said one thing - 'beautiful', which means our audience was very moved by what they saw.

Green Alley Awards 2019

In April, Minister for Communications, Climate Action and Environment, Richard Bruton, T.D., called on Irish start-ups to enter the 2019 Green Alley Awards, Europe's first start-up awards scheme for the circular economy. These Awards, sponsored by ERP, are aimed at all start-ups and entrepreneurs who have developed a business model in the areas of digital circular economy, recycling and waste prevention. The winner of the Green Alley Award receives a cash prize of €25,000.

Minister Bruton said, *"This is a fantastic opportunity for the pioneers who are seizing the enterprise opportunities in a low carbon economy. Transition to a low carbon circular economy will disrupt traditional business models and create new enterprise opportunities. The early innovators will reap rewards. Irish entrepreneurs and enterprise hubs should take up the challenge."*



Pictured at the launch of the Green Alley Awards 2019 were Minister for Communications, Climate Action and Environment, Richard Bruton, T.D., and Martin Tobin, CEO, European Recycling Platform



Pictured at Green Alley Awards were (left to right) Grant Kinsman, H2 Compliance, Robert Männa, Gelatex, Märt-Erik Martens, Gelatex

Martin Tobin, CEO, ERP Ireland and judge on the selection committee for the awards said: "The Green Alley Award aims to bring together the pioneers of the circular economy. We are looking for companies that are about to launch new products or services or are already in the growth phase. We also welcome start-ups who want to expand into other European markets. The sole condition is that the business idea must help recycle resources."

ERP also partnered with FoodCloud and Dogpatch Labs to make the announcement.

6. Communications in 2019

Key Results:

- The launch of the Green Alley Awards resulted in extensive media coverage across national, business and trade titles including The Irish Times and Irish Independent Business, in Sustainability supplements by Sustainable Ireland, in business and technology trade titles and in the regional press.
- All key stakeholders came on board - Enterprise Ireland, DogPatch Labs, Trinity College Tangent, PorterShed, NDRC and FoodCloud to promote the Green Alley Awards across social media.
- Ireland's entries into the Green Alley Awards increased from six to 12 – 100%.
- On social media, we reached over 100,000 people across ERP Ireland's Facebook and LinkedIn pages.
- Total impressions: 168,793; Total Video views: 29,209; Total engagements: 621
- Gelatex Technologies from Estonia was announced the winner of the Green Alley Award 2019. The winning idea was a gelatine-based alternative to conventional leather. The environmentally friendly alternative to leather is made from low-value gelatine waste from the meat and leather industries. The textile is produced without the use of toxins and is organic and biodegradable. The ability to customise the thickness and texture makes Gelatex attractive for both the textile and automotive industry.

SOLUS WEEE Installation at Body & Soul

In June, ERP and Body & Soul joined forces to commission, SOLUS, a large-scale installation made from small household electronic waste. The installation featured at Body & Soul, Ireland's leading creative festival taking place in Ballinlough Castle, County Westmeath during the Summer Solstice, 21-23 June 2019.

American junk artist, Shrine and Australian eco-builder, Harrison Gardner co-created a large-scale, illuminated tetrahedron from salvaged and recycled electronic materials, collected by ERP Ireland. The installation illustrated how the massive tonnage of e-waste from an ever-more technological world can be repurposed into something new and beautiful.



Pictured (left to right) American junk artist, Shrine with Yvonne Homes, Head of Corporate Communications, ERP and Australian eco-builder, Harrison Gardner.



Pictured (left to right) SOLUS co-creators, eco-builder, Harrison Gardner and junk artist, Shrine.

Resembling an Egyptian pyramid, the structure was a glowing beacon at the festival site, rising over 6 metres tall and fully clad in salvaged small electronic waste including computer circuit boards, cables, phones, laptops and chargers.

The Environmental Protection Agency (EPA) research study: *A Community Based Social Marketing Approach for Increased Participation in WEEE Recycling (ColectWEEE)*, examined the behaviour and attitudes of Irish people when it comes to recycling their small electronic items, such as obsolete and broken mobile phones, laptops and tablets. The report noted that accelerating technological development has increased the consumption of electronics

6. Communications in 2019



SOLUS Installation at Body & Soul 2019

while reducing the lifespan of these products. When Irish consumers purchase new small electronics however, they do not simultaneously recycle their current stock as they would for larger electrical items. The report suggested a hoarding culture seems to be developing amongst Irish people with regard to these smaller, unused electronic items which they view as neither “trash” nor “treasure”.

ERP Ireland created the art installation as a call to action for the Irish public to stop hoarding unused or obsolete smaller electrical items within their homes. Ultimately, ERP’s mission was to increase the collection rate of these items.

Martin Tobin, CEO, ERP Ireland said: *“Ireland is currently meeting the targets set by the WEEE Directive, however, the high collection rates are mainly in the categories of larger household appliances. We hope this incredible art installation will act as a beacon of inspiration and a call to action to remind the Irish nation to gather up and recycle their unused and broken small electronic devices.”*

Shrine, said: *“I am delighted to have been able to work on this installation for ERP Ireland and Body & Soul. I have worked on projects in countless countries on nearly all seven continents but a project with an important message such as this, always stands out to me. I cherish creating art from items discarded by humans all over the world, these can always be repurposed into something new and beautiful.”*

Key Results:

- ERP’s sponsorship of SOLUS at the Body & Soul festival resulted in extensive national and lifestyle coverage: *The Herald, Irish Independent, The Daily Star, The Sun, her.ie* and *SHEamazing*.
- On social media, we reached over 233,000 people across ERP Ireland’s Facebook and Body & Soul’s Facebook and Instagram pages.
- Total social media reach: 233,000; Total Impressions: 489,720; Total engagement: 2,151.



Recyclers at ERP Free Electrical Recycling Drop Off Event

ERP Free Electrical Recycling Drop Off Events Programme

The ERP Free Recycling events programme offers householders an accessible central collection point to bring their electrical and used batteries for recycling. The programme educates and inspires the public on the importance of diverting WEEE and used batteries from landfill and promotes responsible recycling.

The locations of the free recycling events are chosen in areas that do not have direct access to civic amenity recycling facilities. The events are co-branded and supported by our partners including local authorities, community leaders and retailers.

The sites where events take place are chosen to provide complete ease of use and convenience to the householder

6. Communications in 2019

and are held at the weekend to encourage more recyclers to attend. ERP provides fully trained staff at each of the events to help consumers to unload their WEEE from their vehicles and to answer the general public's questions about recycling.

The events are promoted through multi-channel, traditional and digital marketing channels.

Free Electrical Recycling Drop Off Events – Collection Results:

- 19 Recycling events completed
- Total weight collected to 290,402Kg per event
- Average per event 15,254Kg per event
- 22% increase on 2018 events
- Facebook marketing activity resulted in a total reach of over 245,043 people and over 131,604 post engagements



Students and Recyclers at the Castletroy ERP FREE Electrical Recycling Drop Off Event 2019

Castletroy ERP FREE Electrical Recycling Drop Off Event

In February 2019, ERP Ireland collaborated with Castletroy College on an educational project, E-Mining@School.

E-Mining@School is a teacher-led initiative that develops high quality educational materials to raise awareness and engage secondary school students on the importance of recycling e-waste. The project culminated in a WEEE and battery collection event, the first ever to be held on the school grounds. The marketing of this event was run by the students themselves and their WEEE Champion Team.



Castletroy ERP FREE Electrical Recycling Drop Off Event 2019

Castletroy College and ERP held several pre-event meetings as well as a scoping exercise on the school grounds to assess the best site layout and traffic flow for the WEEE collection. Yvonne Holmes, Head of Communications at ERP Ireland delivered a presentation to the students on how to organise a marketing campaign to promote the collection event and Charlotte Budd, Regional Account Manager at ERP provided insight into WEEE recycling in Ireland.

Key Results:

- The collection event was extremely successful and resulted in over 11 tonnes of WEEE and to 324Kg of batteries collected.
- Success continued for Castletroy College and in October, they took home the Battery Champion & Educational Awareness Awards at the Pakman Awards 2019 for their initiatives around battery and WEEE waste recycling.
- In November, the College's WEEE Champion Team was announced the overall winner in the European wide EIT KIC Raw Materials School Competition. This competition considered the amount of work students put into promoting a WEEE collection event and the amount of WEEE collected.
- Later that month, the team shared their success and experiences at the 'Raw Materials Week' conference in Brussels.

Due to the success of the WEEE collection event and demand from the local community, Castletroy College and ERP are exploring the potential for an annual event and are currently exploring how to combine the collection event with a wider educational promotion on the importance of recycling, the potential of urban mining and the benefits of a circular economy.

6. Communications in 2019



At the Chambers Ireland CSR Awards were (left to right) Ian Talbot, Chief Executive, Chambers Ireland; Yvonne Holmes, Head of Corporate Communications, ERP; Seán Canney, TD, Minister of State for Community Development, Natural Resources and Digital Development and Catherine Walsh, Head of CSR, The Reputations Agency



At the Chambers Ireland CSR Awards were (left to right) Alan O'Neill, Change Agent; Blathnaid Harney and Kevin Dempsey, Barretstown; Yvonne Holmes, ERP; TV Presenter, Mary Kennedy; Martin Tobin, ERP; Tony O'Brien, Consultant; Catherine Walsh and Fiona Keaveney, The Reputations Agency

ERP Keynote Speech at Chambers Ireland Sustainable Dublin 2050

In September, Martin Tobin, CEO, ERP Ireland spoke to a full house of Chamber Ireland members at its Sustainable Dublin 2050 breakfast event on Ireland's transition to a circular economy, and how businesses can take advantage of opportunities in the space. He was joined by experts, Dr Dorothy Maxwell, FICRS, Head of Sustainability, Brown Thomas and Ali Sheridan, former Country Sustainability Leader, IKEA Group.

Based on his experience, Martin's keynote focused on EU Policy Developments; the Green Economy and the benefits and opportunities for businesses to move towards an innovative and sustainable circular economy.

Dublin Chamber's *Vision for Dublin 2050* provides a clear set of signposts for how the city must be improved over the next 32 years, if it is to become one of the best cities in the world for quality of life. Almost half of the 20,000 responses to Dublin Chamber's 2017 Great Dublin Survey agreed that for business in 2050, being environmentally friendly will be as important as being tax compliant.

ERP collaborations in 2019

We'll Take it Back

ERP Ireland supports the We'll Take it Back programme working with electrical retailers in our counties. Retailers are supported for their efforts in raising awareness of WEEE recycling instore and through their communications and in turn increasing the recycling rate. This programme, through the support and funding of ERP, has demonstrated significant increased results in WEEE collection rates via retailers.

Chambers Ireland Corporate Social Responsibility Awards

ERP Ireland has had a long-standing relationship with Chambers Ireland and during 2019 worked with them on the Corporate Social Responsibility Awards. Martin Tobin was invited once again to be a judge on the panel of the Chambers Ireland CSR Awards which recognises the work being carried out by Irish and multinational companies to improve the lives of their employees and to enhance the environment.

Chambers Ireland Excellence in Local Government Awards

ERP was delighted to announce that the winner of the ERP Sustainable Environment Award 2019 was Clare County Council for their campaign – *Banner Beekeepers Association*

6. Communications in 2019

Apiary at Doora, Ennis at the 16th annual Excellence in Local Government Awards. The ceremony was held in association with the Department of Housing, Planning and Local Government and showcased the best of Local Government in Ireland. This is the second year Clare Co Co has won the Sustainable Environment Award!



At the Chambers Ireland Excellence in Local Government Awards were: Anne Haugh, Director of Social Development, Clare Co Co; Noeleen Fitzgerald, A/Head of Finance, Clare Co Co; Ian Talbot, Chief Executive, Chambers Ireland; Ann Reynolds, A/Senior Executive Officer, Corporate Services, Clare Co Co; Councillor Ann Norton; Councillor Cillian Murphy (deputy Mayor); Yvonne Holmes, Head of Corporate Communications, ERP; John Paul Phelan, TD, Minister of State, with special responsibility for Local Government and Electoral Reform; Carmel Kirby, Director of Physical Development, Clare Co Co; Pat Dowling, Chief Executive, Clare Co Co; Councillor PJ Ryan, Clare Co Co; Leonard Cleary, Director of Rural Development, Clare Co Co.

Clare Co Co facilitated the Banner Beekeepers establishing an apiary with an outreach and education programme to engage the public in Beekeeping and Pollinators. It meets the objectives of the Clare Biodiversity Action Plan and County Clare Heritage Plan to promote Clare as an important refuge for native pollinators and meets the objectives in the All Ireland Pollinator Plan 2015-2020.

Fingal County Council was announced the winner of the overall Local Authority of the Year Award. It was noted the council had shown engagement across the different facets of the Fingal Community, and with the development and sustainability of Fingal's localities and environment, to achieve this accolade.



At the Pakman Awards 2019 were (left to right) Yvonne Holmes, Head of Corporate Communications, European Recycling Platform, Lisa Kiely, Teacher, Castletroy College and Padraig Flanagan, Principal, Castletroy College

Pakman Awards 2019

ERP enjoyed great success at The Pakman Awards 2019. These awards are a fantastic forum to recognise the recycling excellence efforts of our members and industry stakeholders. ERP Ireland collaborated with Castletroy College on an educational project, E-Mining@School, a teacher-led initiative that develops high quality educational materials to raise awareness and engage secondary school students on the importance of recycling e-waste. The project culminated in a WEEE and battery collection event, the first ever to be held on the school grounds.



At the Pakman Awards 2019 were (left to right) Catherine Walsh, The Reputations Agency; Colin Fitzpatrick, University of Limerick; Tim O'Dea, Barretstown; Yvonne Holmes, Head of Corporate Communications, ERP; Lisa Kiely, Teacher, Castletroy College and Kay and Padraig Flanagan, Principal, Castletroy

6. Communications in 2019

Martin Tobin, CEO Of ERP Ireland said, "I would like to congratulate Castletroy College who took home the Battery Champion & Educational Awareness Awards. I would also like to congratulate Joe Bonner, nominated for the WEEE Recycling Champion and Tim O'Dea of Barretstown, nominated for the Battery Recycling Champion for the *Batteries for Barretstown* campaign. These campaigns are worthy of such recognition and we in ERP are delighted to support them!"

WEEE Research Programmes Updates

ERP's Regional Account Manager, Charlotte Budd, is currently a member of two steering group committees for the EPA's Sustainability Call projects on WEEE.

1. From EEE to WEEE

From EEE to WEEE – An Investigation into the Waste Electrical and Electronic Equipment Arising and Not Arising in Ireland, was launched in 2018 and the outputs from the research will provide a detailed understanding of current EEE to WEEE flows, information on the quantities and types of WEEE not currently entering the waste stream and insight into the fate of those articles. Evidence generated will provide guidance around specific waste streams which require focused and targeted action through, for example, future collection and awareness programmes for professionals and households. This project was extended to add in an examination of WEEE arising in streams such as Construction & Demolition waste and is due to be completed shortly.

2. ExportEEE - An Assessment of used EEE Exports from Ireland

ExportEEE - An Assessment of used EEE Exports from Ireland was launched during 2019 and will develop a scientifically robust method to quantify Used Electrical and Electronic Equipment (UEEE) being exported from Ireland as professional refurbishments and roll-on/roll-off container exports. These electronics are initially placed on the Irish Market and subsequently exported from Ireland as UEEEI which means they are no longer available for collection for recycling. This project will explore the development of a methodology to gather data on how much of the material that is being exported falls into this category. The ultimate ambition is that if a sufficiently robust method can be developed then these products can be de-registered as being on the Irish market and thus reduce the overall recycling target to more accurately reflect the true quantity of WEEE generated in Ireland.

7. Outlook for 2020

We are expecting the following highlights for the coming year to include:

The Circular Economy

ERP Ireland has been invited to join the Advisory Group on a 'Waste Action Plan for a Circular Economy' set up by the Department of Communications, Climate Action & Environment (DCCAE). The Group will act as an advisory forum during the preparation of a new waste policy and as an implementation body for the period of the agreed policy. The advisory group members were selected based on diversity representing a broad spectrum of industry and organisations. The product of this exercise will be a plan that will encompass the best principles of the circular economy and the Climate Action Plan.

Operating 35 producer responsibility organisations for waste electrical and electronic equipment, batteries and packaging in 15 countries, The European Recycling Platform has contributed to the circular economy for over 20 years and is well placed to support the DCCAE on this initiative. Based on this long-time experience, ERP has worked with policy makers across Europe to build a framework which paves the way towards an innovative and sustainable circular economy, and we are committed to maintain this role for the journey ahead.

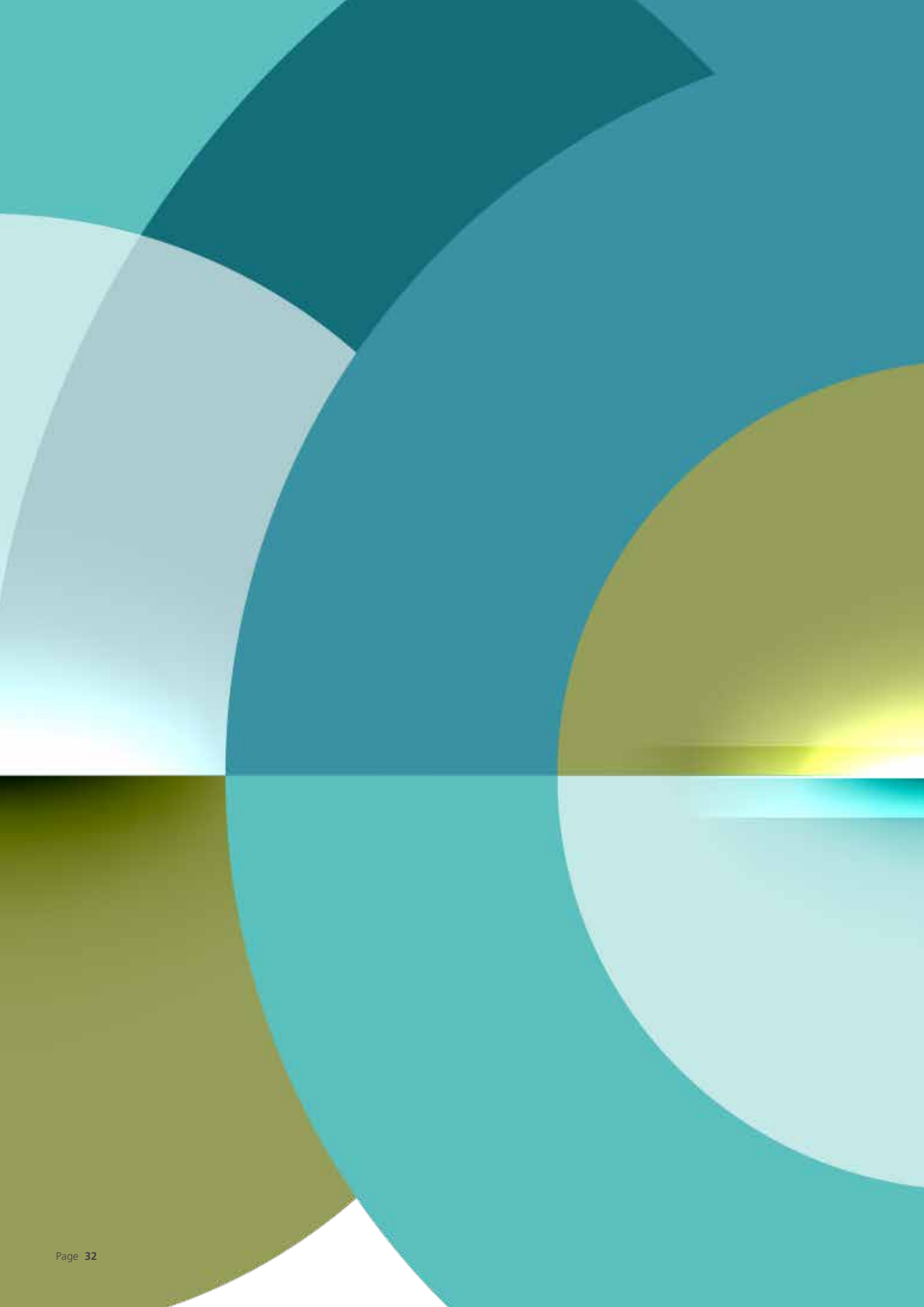
One area ERP is keen to focus on is the need to actively engage with all citizens in the State if Ireland is to achieve the transformational changes in waste management practices necessary to successfully transition to a more Circular Economy model.

www.mywaste.ie

The waste information portal www.mywaste.ie which was developed by the Regional Waste Management Planning Offices with the support of the DCCAE and is Ireland's official guide to managing waste. Its aim is to help citizens find everything they need to know about how to manage their waste responsibly and efficiently. The site contains information on household local waste services; bring banks and recycling facilities and provides consumers tips to prevent waste, reuse and upcycle. ERP will work with the Mywaste team to promote the use and awareness of this emerging resource and will look for collaborative opportunities in 2020.

Increase in WEEE Target

As per the WEEE Directive, 2012/19/EU 2019 shall bring in an increase in the collection rate for WEEE. From 2019, the minimum collection rate to be achieved annually shall be 65% of the average weight of EEE placed on the market in the three preceding years in the Member State concerned. ERP is well prepared to meet the ever-demanding targets as detailed in both the WEEE and Battery Directives.





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