

**Committed
to the circular
economy for over
20 years**



“We are currently consuming at a rate that requires three planets. This is unsustainable. A circular economy provides us with the opportunity to consume less resources and to extend the productive life of the objects we buy and use.”

Philip Nugent, Assistant Secretary,
Department of the Environment, Climate and Communications

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MARTIN TOBIN

01. CEO Statement



As for many other businesses across the world, ERP Ireland has been affected by the Covid-19 pandemic. Every one of us is currently faced with unprecedented challenges, not only on an individual level, but also as a society and an economic system. Never has there been such a greater need for innovation and adaptability. As waste was deemed an essential service, Civic Amenity Centres remained open across the country as well as grocery retailers and electrical retailers. Although we now work mainly from home, our office remains fully operational, and we continue to carry out collections for WEEE and waste batteries while respecting government guidelines. Earlier in the year,

I was delighted to receive a letter of thanks from the then Minister for Communications, Climate Action and Environment (DCCAE), Richard Bruton, TD, who sincerely thanked all those for continuing to provide essential services during that exceptionally difficult time.

Despite the many challenges, our scheme had a successful year and I am delighted to inform you that we achieved our targets once again. During 2020, we collected an average of 11.71 Kg of electronic waste per person in Ireland, an increase of 9% over 2019. ERP collected 70.3% of the average of EEE placed on the market over three preceding years, exceeding the 65% target. For portable batteries, we collected 529 tonnes or 62.07% of the average of what was placed on the market from 2018 to 2020, exceeding the collection target. This is equivalent to over 21 million AA batteries or enough batteries to line the length of Ireland – twice! Great credit must be given to the dedication and hard work of our operations team, marketing team and to our industry leading contractors for achieving these results in such difficult conditions.

A key milestone development during the year was the publication by the Department of the Environment, Climate and Communications (DECC) of the 'Waste Action Plan for a Circular Economy'. ERP was an active member of the Advisory Group which was selected from a broad spectrum of industry. Operating 32 producer responsibility organisations for waste electrical and electronic

equipment, batteries and packaging in 14 countries, the European Recycling Platform has contributed to the circular economy for over 20 years and is well placed to support the DECC in 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. We look forward to working with all stakeholders to develop initiatives and strategies to help meet the challenges in the implementation of this plan.

Like many other areas of the business, ERP's communications campaigns were affected by the Covid-19 pandemic with several planned campaigns cancelled in line with government guidelines. However, despite the disruption, we quickly realigned our campaign strategies and enhanced our digital marketing capabilities. Some key communication highlights include our award-winning campaign Batteries for Barretstown which 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. By the end of 2020, the Batteries for

KEY ACHIEVEMENTS IN 2020:

- In 2020, we collected an average of 11.71Kg of electronic waste per person in Ireland. ERP collected 70.3% of the average of EEE placed on the market over the three preceding years, meeting the 65% target.
- We collected 14,273 tonnes and treated 13,656 tonnes of WEEE.
- For portable batteries, we collected 529 tonnes or 62.07% of the average of what was placed on the market from 2018 to 2020, exceeding the collection target.
- At the end of the year, we had 144 members in our WEEE and waste batteries compliance schemes.
- Since we started our Battery Compliance Scheme in August 2008, we have collected 2,886 tonnes of batteries.
- Since ERP commenced WEEE operations in August 2005, we have collected 160,606 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 2994 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. During 2020, ERP's communication campaigns were seen over 3.5 million times. Our Don't Waste a Day videos were watched 1.3 million times. Our Batteries for Barretstown campaign was viewed over 5 million times since its launch!
- Operating 32 producer responsibility organisations for waste electrical and electronic equipment, batteries and packaging in 14 countries, the European Recycling Platform has contributed to the circular economy for over 20 years.
- Our financial reserves are in line with the level set in our permit by the The Department of the Environment, Climate and Communications.

Barretstown campaign was viewed over 5 million times since its launch! Another campaign I am particularly proud of is Don't Waste a Day! In early 2020, ERP began working with Mywaste.ie, the information portal which is Ireland's official guide to managing waste. Together we launched a campaign - Don't Waste a Day! - to encourage the people of Ireland to use their time for the better by offering tips and insights to help us develop positive and easy to follow everyday habits. The campaign was an overwhelming success achieving over 1.3 million views. Finally, I was delighted to participate in a video with Philip Nugent, Assistant Secretary at the Department of the Environment, Climate and Communications to promote the 2020 Green Alley Awards. The Awards 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. More information on these campaigns can be found later in this annual report.

Our current number of members to our scheme for 2020 stands at 144. I would like to welcome the 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 best in class and cost effective and efficient compliance service to members. I would also like to thank the DECC, the Environmental Protection Agency (EPA), Local Authorities, waste

contractors and the Irish public for their support in making the WEEE and Battery regime in Ireland the success it is today.

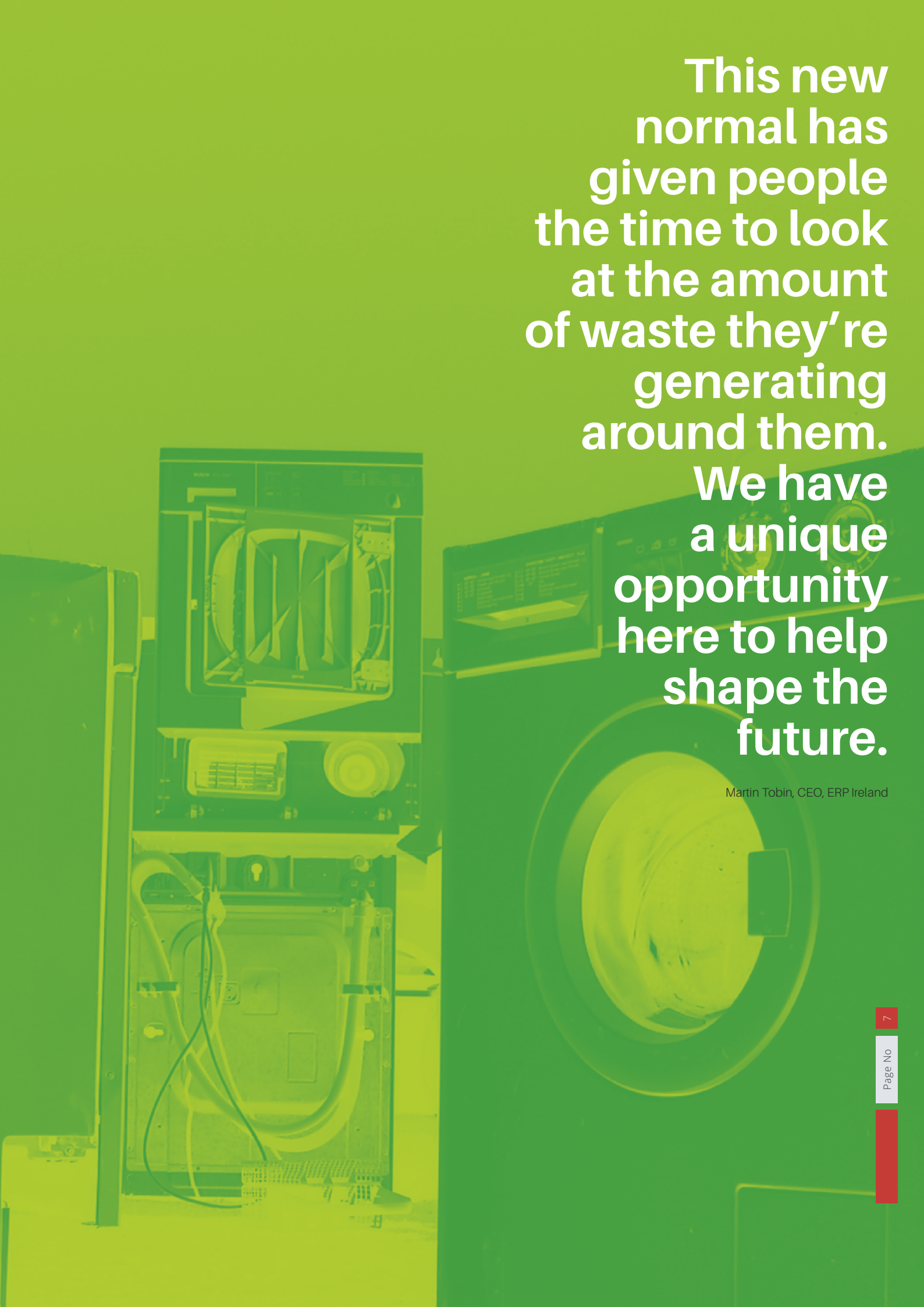
Finally, I would like to thank our board of directors for their guidance and support during the year on our members' behalf. Umberto Raiteri, who has served the board of ERP Ireland for the last 15 years, has chosen to step down as Chairman so that he can focus on his growing responsibilities as President and CEO of the European Recycling Platform within the Landbell Group. I would like to express my sincere gratitude to him for his strong leadership and valuable contributions during his tenure and I wish him well in his future endeavours. I am pleased to announce that Thomas Lee has been appointed as the new Chairman. Tommy has sat on the board of ERP as a Director and brings a wealth of experience from his background at Electrolux and his work with the White Goods Association on behalf of its producers. I look forward to working with him to support our company's continued growth.

With my best regards,

Martin Tobin
CEO, ERP Ireland

Collection and Overview

02.



**This new
normal has
given people
the time to look
at the amount
of waste they're
generating
around them.**

**We have
a unique
opportunity
here to help
shape the
future.**

Martin Tobin, CEO, ERP Ireland

2. 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 15th Annual Activity Report covering the period 1st January to 31st December 2020.

Overview

Our report shows a successful performance by ERP Ireland in 2020 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 2020 of 11.71Kg per person. ERP collected 70.3% of the average of what was placed on the market in the three preceding years exceeding the 65% target for 2020. Also, for waste batteries, ERP Ireland collected 529 tonnes or 62.07% of all batteries placed on the market in Ireland by our members during the three years up to 2020, exceeding the 45% target.

ERP Ireland had 144 members at the end of 2020. 18 producers were members of the WEEE Compliance Scheme alone. 46 producers were members of the Battery Compliance Scheme only and 80 producers

were members of both the WEEE and battery schemes. Based on the volume of materials placed on the market by the members, ERP Ireland had an overall market share of 23.28% in 2020 within its WEEE compliance scheme and 28.47% 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 2020, ERP Ireland collected WEEE from close to 300 collection points and continued collecting batteries from retailers, schools, businesses, libraries, etc. when possible due to the Covid-19 restrictions.



During 2020, ERP collected an average of 11.71 Kg of electronic waste per person in Ireland.

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 32,354. ERP's total, cumulative, collected waste volumes are:

› Over **3,642,930**
tonnes of WEEE

› Over **83,326**
tonnes of portable batteries

› Over **5,533,487**
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**

2. Collection and 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 the Environment, Climate and Communications, IBEC, the Environmental Protection Agency, Retail Excellence Ireland, The Producer Register 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:

Thomas Gerard Lee, Electrolux – Chairman.
Board meetings attended: 5/5

Martin Tobin, ERP Ireland. Director.
Board meetings attended: 5/5

Noel Anthony McStay, REW – Director.
Board meetings attended: 5/5

Umberto Raiteri, ERP SAS – Director.
Board meetings attended: 5/5

Philip Gerard Foley – Director.
Board meetings attended: 5/5

Governance

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

The 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.



ERP collected
70% of the
average of
EEE placed
on the market
over three
preceding
years,
exceeding the
65% target.

Collection and Treatment Operations

03.

A man with glasses and a blue polo shirt is smiling. The shirt has a logo that says 'RATCL' and 'www.ratcl.com'. He is holding a power tool. In the background, there is a metal fence and some trees.

**The Batteries for
Barretstown battery
recycling campaign
has been a very
exciting project for us,
and we are thrilled to
be involved in helping
to motivate people
to become more
environmentally
aware and to change
their battery recycling
habits.**

Dee Ahearn, CEO, Barretstown

3. 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 electrical and electronic 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
- Preparation for transport
- Treatment/ Recycling
- Reporting

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

Since 2017, the equivalent of over 62 million AA batteries have been recycled thanks to the Batteries for Barretstown campaign – enough to circle the island of Ireland!

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 "milkrun" system.

ERP Ireland has put in place several options for our collection points to contact us for WEEE collections, battery collections, battery collection box requests, etc. To organise any of these services, collection points can contact the Operations Department via:

- LoCall number 0818332757
- email info@erpcollect.ie
- <https://erp-recycling.org/ie/contact/>

Our Operations Department will then schedule 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. mobile phones, tablets, 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 2020, ERP had 2,994 retailers registered with it as part of the Retailer Registration obligations of the regulations.

3. 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, Ecobat Logistics UK, Envirobat España, The Recycling Village, Enva Toomebridge & Duleek, 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-08-01130-03 issued by Dublin City Council and facility permit WFPDS-11-0014-06 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 Duleek

Enva Ireland Ltd. (Duleek) is located in Duleek, Co. Meath. The facility is licenced by the Environmental Protection Agency (EPA) and operates under licence number W0286-01. The facility is certified to WEEELABEX standards to treat CRT's, monitors, LED TV's, LCD TV's, etc. The activities and services undertaken on site include the acceptance of WEEE generated at Civic Amenity Sites/collection points, on behalf of ERP Ireland for subsequent recycling and treatment.

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.

Ecobat Logistics UK

Based in Darlaston in the West Midlands, Ecobat Logistics UK has an established reputation for the safe, compliant removal of any type of battery or battery-powered appliance. Its collection system for lead-acid batteries, accumulators, and other types of battery chemistries, including lithium batteries, in conjunction with its closed-loop battery recycling system, ensures that all waste batteries are recycled in accordance with UK statutory instruments 2008 No. 2164: The Batteries and Accumulators (Placing on the Market) Regulations 2008 and 2009 No. 890: The Waste Batteries and Accumulators Regulations 2009.

Envirobat España

Envirobat, 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-La-Mancha (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 2020 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.

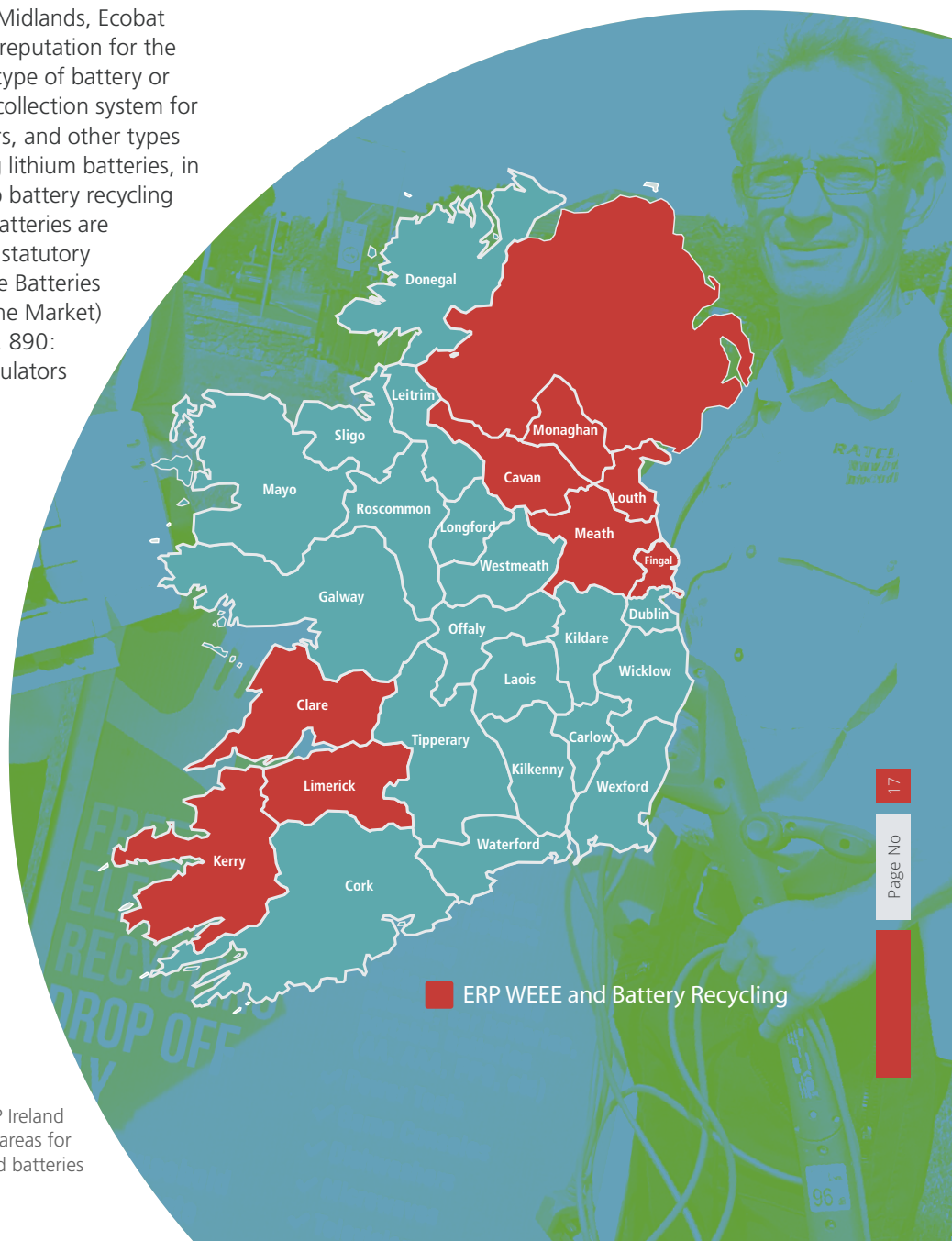


Figure 1 - ERP Ireland operational areas for WEEE and batteries

WEEE and Battery Statistics

04.

In 2020, ERP collected 70% of the average of EEE placed on the market over three preceding years, exceeding the 65% target.



144 ERP Members

14,273

Tonnes of
WEEE
Collected
in 2020

529

Tonnes of
Batteries
collected
in 2020

No of Items collected in 2020...



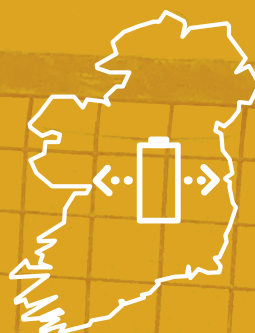
177,657

CRT - TVs, monitors etc.



141,292

LDA - washing machines,
dishwashers etc.



During
2020, ERP
collected
enough
batteries
to line the
length of
Ireland
twice



60,866

COLD - fridges,
freezers, etc.



5,245,701

SDA - electric toothbrushes,
remote controls, toasters,
curling irons etc.

4. WEEE and Battery Statistics

At the end of 2020, ERP had 144 members, 80 producers were members of both our WEEE and Waste Battery compliance schemes, 18 producers were members of our WEEE compliance scheme and 46 producers were members of our Waste Battery compliance scheme.

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 33% of collections. This category includes a wide range of domestic appliances such as home computers, toasters, lighting and telephones.

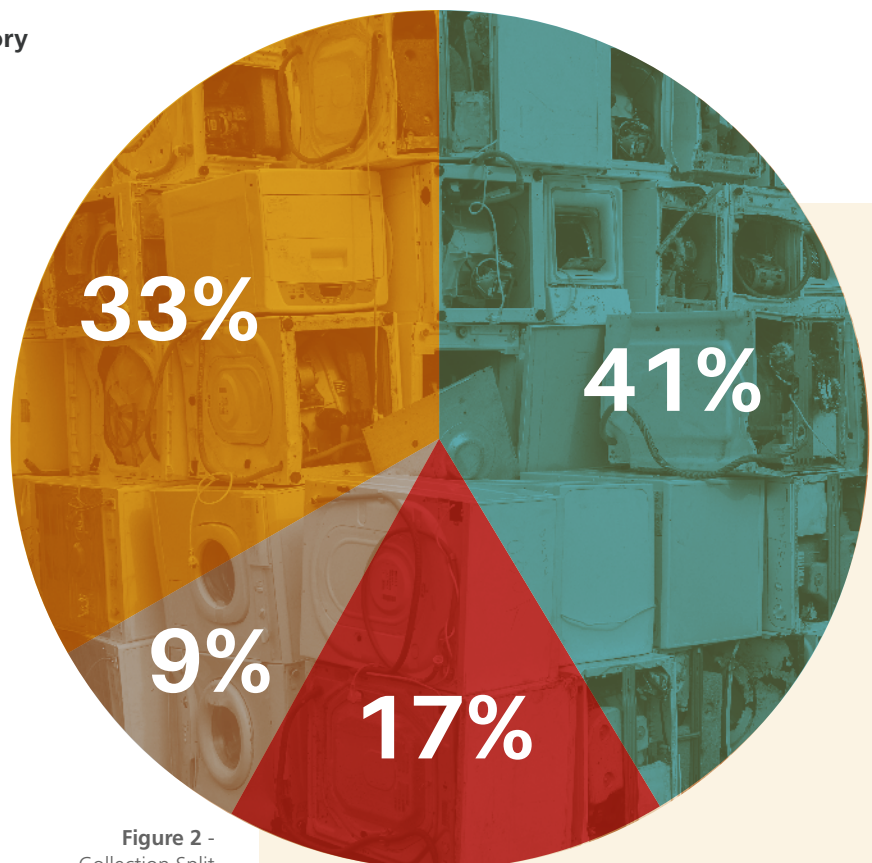


Figure 2 -
Collection Split
by Category

LDA Cold CRT Others/SDA

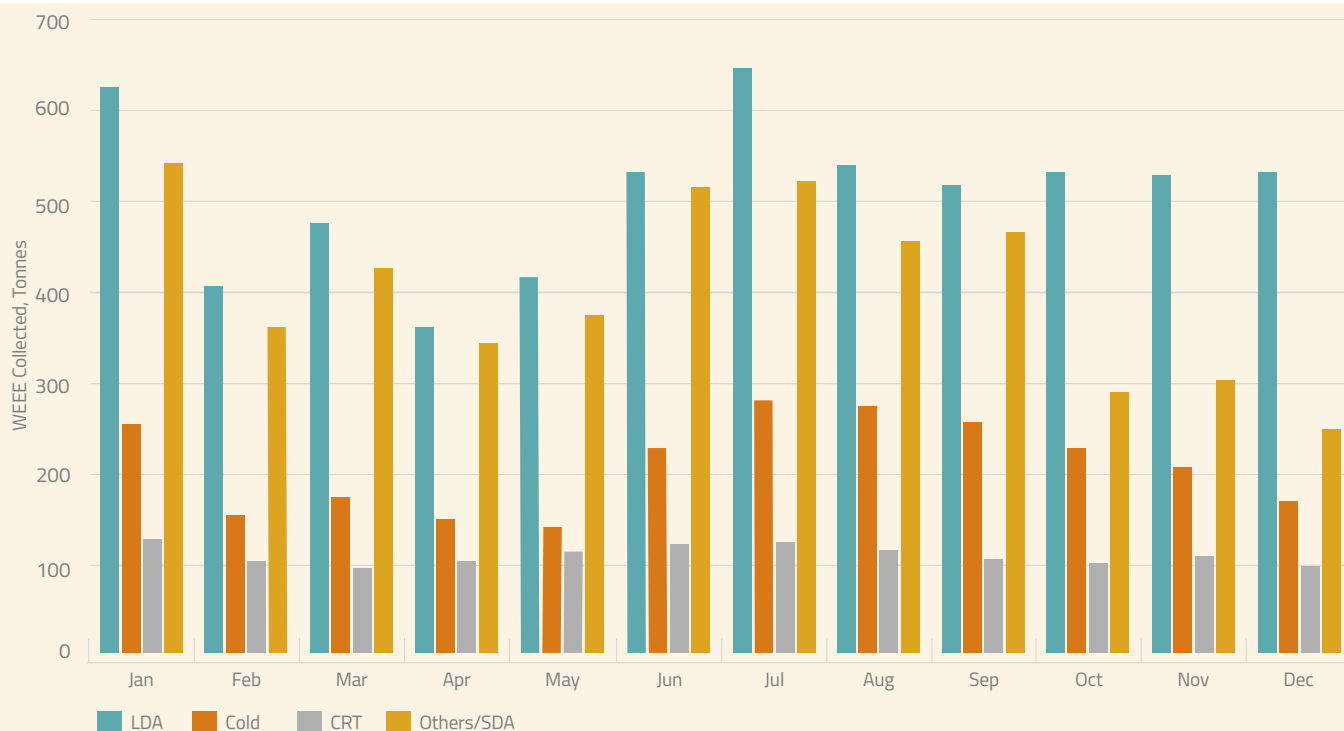
In spite of the difficulties presented by the Covid-19 pandemic, ERP achieved an increase in WEEE collections of 9% and an increase in battery collections of 7% on 2019 figures

WEEE Collections 2020

The largest category was LDA (Large Domestic Appliances), which accounted for 41% of collections. Next was Others at 33%, this category includes a wide range of domestic items such as home computers, toasters and telephones, etc.

TV/Monitors were 9% of collections and Cold items were 17%. The volumes of treated materials closely matched collections for all products for most of the year. The EU target for 2020, 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 2020 of approximately 13,200 tonnes. During 2020, we collected 14,273 tonnes, exceeding this target. The monthly collection rate in 2020 is shown in figure 3 below.

Figure 3 - WEEE Collections 2020



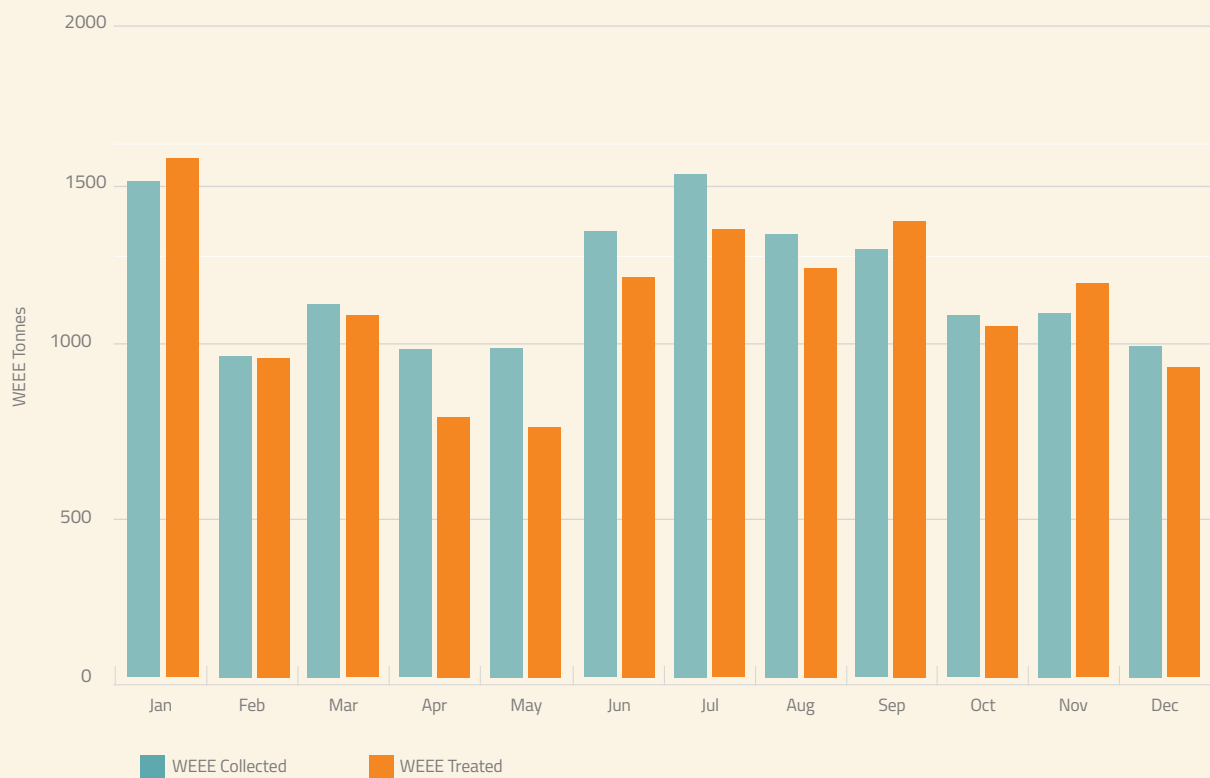
4. WEEE and Battery Statistics (continued)

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 ERP Free Electrical Recycling Drop Off Events. ERP collected 14,273 tonnes and treated 13,656 tonnes of WEEE in 2020. The WEEE collected and treated on a monthly basis is displayed in figure 4.

Our WEEE collected figure for 2020 of 14,273 tonnes increases our overall collection rate since ERP commenced operations in August 2005 to 160,606 tonnes of WEEE.

Figure 4 - WEEE Collection and Treatment 2020

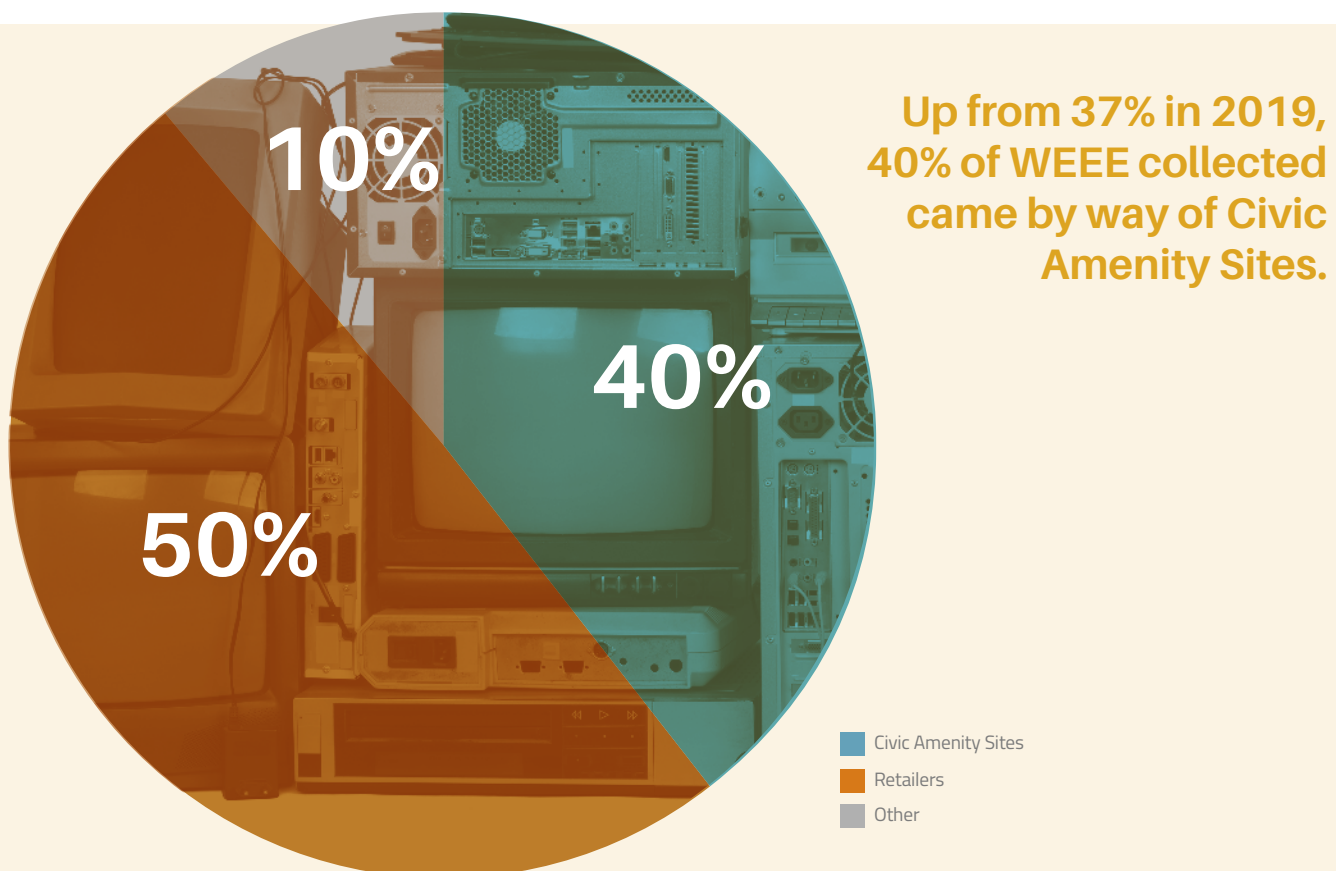


In Ireland, waste collectors have reported significant increases in domestic waste presented for collection and recycling in 2020 during lockdown.

Collections by Collection Point Type

Due to the Covid-19 pandemic, ERP had to cancel its Free Electrical Recycling Drop Off Events programme for 2020. With this in mind ERP saw greater increases in returns from the other existing channels for free WEEE recycling. Up from 37% in 2019, 40% of WEEE collected came by way of Civic Amenity Sites as shown in figure 5. A larger increase was also noted for WEEE returns via Retailers, this figure increased by 8% to 50% for instore and home delivery takeback of consumer WEEE. Much of the balance was by way of returns of WEEE made to other channels such as ad hoc collections from businesses, schools, hospitals, etc. and waste management companies.

Figure 5 - WEEE Collections by Collection Point Type

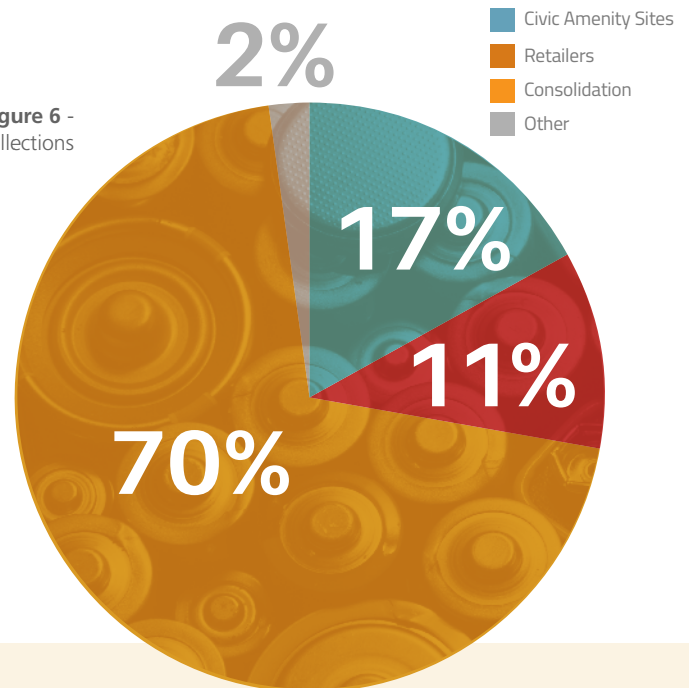


4. WEEE and Battery Statistics (continued)

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 2020. This target is calculated based on the average placed on market (POM) over three years, including the present year. Our target, based on our members POM for the three years was approximately 383 tonnes. ERP Ireland collected 529 tonnes in 2020, exceeding this target by collecting to a rate of 62.07%. The collections per source are shown in figure 6.

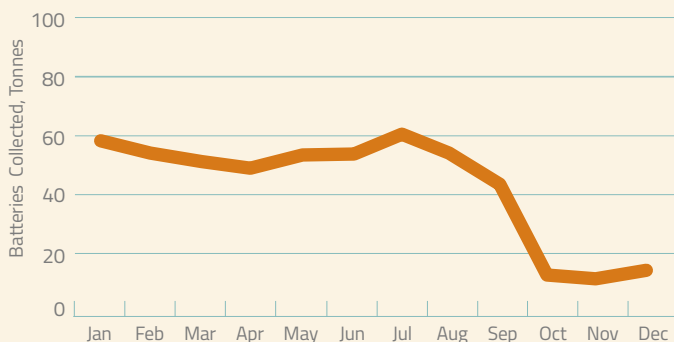
Figure 6 -
Battery Collections



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, libraries, office buildings, fire stations and ERP Free Electrical Recycling Drop Off Events. ERP collected 529 tonnes of portable waste batteries in 2020. The portable batteries collected monthly is displayed in figure 7.

Figure 7 - Portable Battery Collection in 2020



Annual Portable Battery Collection

Our portable battery collections figure for 2020 of 529 tonnes exceeds the Battery Collection Target of 383 tonnes as set by the EU Directive. Since ERP commenced its Waste Battery Compliance Scheme, it has collected over 2,886 tonnes of portable batteries.

For portable batteries, ERP collected 529 tonnes or 62% of the average of what was placed on the market from 2018 to 2020

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:

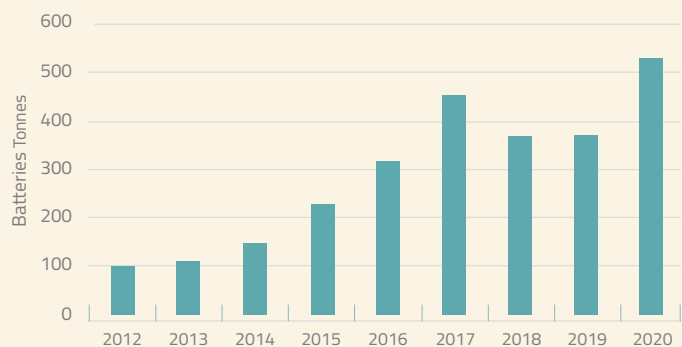
Alkaline or Zinc-Carbon batteries can be used as feedstock in steel making.

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.

Figure 8 - Annual Portable Battery Collection



Communications

05.



By the end
of 2020, the
Batteries for
Barretstown
campaign had
been viewed
over 5 million
times since its
launch!

Chapter 5. Communications

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.

Impact of Covid-19 on Communication Programmes

2020 was an unprecedented year with every sector of society experiencing major disruption to its working, family, and social lives. Like many other areas of the business, ERP's communication programmes were affected by the Covid-19 pandemic with many planned campaigns cancelled in line with government guidelines.

Waste collection was deemed an essential service and Civic Amenity Centres remained opened across the country as well as grocery retailers, while electrical retailers opened later in the year. ERP maintained active communication, engaging with members, retailers and stakeholders including the Regional Waste Management Planning Offices (RWMPOs), the Department of the Environment, Climate and Communications and Local Authorities as well as the general public to advise of key updates or changes to our operating practices in line with government guidelines.

Some of the programmes that were cancelled due to Covid-19 included the ERP Free Electrical Recycling Drop Off Events and campaigns we had planned for the Batteries for Barretstown programme.

Despite the disruption caused during lockdown, we quickly innovated, adapted and realigned our campaign strategies to drive behavioural change and promote the



message of responsible WEEE and Battery recycling. We reengineered several communications programmes and enhanced our digital marketing capabilities to deliver significant engagement and measurable results.

Key communications highlights for 2020 include:

- Don't Waste a Day Campaign
- Batteries for Barretstown
- Green Alley Awards
- ERP at Waste World Virtual Summit 2020
- We'll Take it Back Programme
- Working Together - with Chambers Ireland
- WEEE Research Programmes

During 2020, ERP's communications campaigns were seen over 3.5 million times.



Don't Waste a Day

In early 2020, ERP began working with Mywaste.ie, the information portal which was developed by the Regional Waste Management Planning Offices with the support of the DECC and is Ireland's official guide to managing waste. Together we launched a campaign - Don't Waste a Day! - to encourage the people of Ireland to use their time for the better by offering tips and insights to help us all develop positive and easy to follow everyday habits.

Six videos were created in the series which centred on the following themes:

1. What happens to your electronic waste when it gets recycled?
2. Do you know what electrical items can be recycled? Circle a month in your calendar!
3. There are more electronic devices than humans on earth! Follow the 1:2 Rule!
4. Why we need to move to a Circular Economy?
5. WEEE arising in household bins. Where to recycle WEEE?
6. Did you know it takes 100 years for a battery to decompose?

Outreach Strategy for Don't Waste a Day Campaign:

- The videos were promoted across Facebook, Instagram, Twitter and YouTube channels.
- Generate high engagement for those aged 26 – 55 living in ERP areas.
- Mywaste.ie WEEE landing page was updated to support the campaign with fresh content.
- A promotional kit was sent to all Local Authorities and stakeholders

Key Results:

The campaign was an overwhelming success achieving unprecedented levels of reach with over 1.3 million views. The EPA, Mywaste.ie and all Local Authorities in ERP territories endorsed and promoted the video content and shared the materials across their platforms.



Chapter 5. Communications (continued)



Batteries for Barretstown

During 2020, we continued to build on the success of our Batteries for Barretstown programme to educate Ireland on the importance of battery recycling, increase the number of batteries recycled and raise vital funds for the children's charity.

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.

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.

Key Highlights:

- Since its launch in 2017, the campaign has reached over 3.5 million people and ERP waste collection drivers have seen a 45% increase in battery collections.
- 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 Sites and at Barretstown Castle.
- The campaign has been recognised by several industry awards - Batteries for Barretstown was announced winner of the 'Excellence in CSR Communication' at the Chambers Ireland CSR Awards 2019 and was shortlisted for a Green NGO Award 2019, 2020 and for a Pakman Award 2018, 2019.

Green Christmas

In 2020, ERP Ireland 'Powered Positivity' at Barretstown once more with the relaunch of its Batteries for Barretstown Green Christmas video. The video, inspired by children's Christmas story time books of old, is a mix of live action and illustration and centres 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.



Green Christmas illustration © 2019, Evgenia Pautova

Outreach Strategy for Green Christmas Campaign:

- Drive awareness of battery recycling and the importance of having a green Christmas.
- Generate high engagement for those aged 26 – 55 living in ERP areas.
- Create an Instagram version of the video.
- Dial up the communication with influencer mailing.
- Adverts promoting the video would run across Facebook, Instagram, Twitter and YouTube for four weeks.

Key Results:

- The EPA, Mywaste.ie and all Local Authorities in ERP territories shared the video content.
- The campaign achieved over 183,000 views.
- The overwhelming majority of comments reflected how moved the audience was by the video.



At the Green Alley Awards photocall were Philip Nugent, Assistant Secretary at the Department of the Environment, Climate and Communications; Lynn Haughton, Founder, The Upcycle Movement and Martin Tobin, CEO, ERP Ireland

Green Alley Awards

In September 2020, the DECC and ERP called on Irish start-ups to enter the 2020 Green Alley Awards, Europe's first start-up awards scheme for the circular economy. The Awards 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 business idea must help reduce waste or turn waste into resources. The winner of the Green Alley Award receives a cash prize of €25,000.

Philip Nugent, Assistant Secretary at the Department of the Environment, Climate and Communications joined Martin Tobin at a photocall and video shoot and called on Irish start-ups to enter the Awards. The video was produced by the award-winning Tiny Ark production team.

Mr Nugent said, "We are currently consuming at a rate that requires three planets. This is unsustainable. A circular economy provides us with the opportunity to consume less resources and to extend the productive life of the objects we buy and use. Covid-19 has presented a new normal for everyone and there are so many possibilities. The Green Alley Awards aims to bring together the pioneers of the circular economy and I am delighted to support this initiative that encourages new ideas and approaches to saving resources and reducing waste."

ERP also invited start-up founders to participate in the video including Trifol which has developed a process for converting waste plastic into high grade wax and The Upcycle Movement which makes comfort pillows for orphaned seal pups as well as bags and accessories from upcycled wetsuits.

Chapter 5. Communications (continued)

Lynn Haughton, Founder, The Upcycle Movement said, "The Upcycle Movement is delighted to be able to support the launch of the 2020 Green Alley Awards. One of the biggest challenges humanity is facing today is the drain on natural resources and the immense amount of waste caused by disposable items. The Upcycle Movement takes discarded wetsuits headed for landfill and we repurpose them and turn them into bags and accessories for activity. As a society we have thrown away materials thinking they are waste. We wanted to show how you can make a business out of a waste material. The need for start-ups operating in the circular economy space has never been greater. This award will help to increase awareness of the Irish businesses operating within this sphere and the greater benefit they are bringing to society."

Outreach Strategy for Green Alley Awards:

- Develop engaging video content for targeted social media.
- Contact stakeholders and arrange photo call.
- Draft and finalise press release for distribution.
- Liaise with startup hubs across Ireland to build on awareness.
- Follow-up with media to create opportunities via print, broadcast, online and social media

Key Results:

- Campaign resulted in almost 1 million views.
- Campaign was promoted on Twitter targeting media accounts - Business Post, Newstalk Business etc.
- 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.
- Campaign promoted on LinkedIn targeting entrepreneurs or sustainability start-ups.
- Media coverage secured in:
 - Irish Tech News
 - Bizplus
 - The Nenagh Guardian
 - Radio Kerry
 - Tralee Today

ERP at Waste World Virtual Summit 2020

ERP presented at the E-Waste World Virtual Summit 2020. Sinead McCabe, Global Key Account Manager at Landbell gave a talk on the rise of the e-mobility sector and the challenges arising from increased waste lithium ion batteries. More e-bikes and e-scooters are required to meet demand of an increasing number of users, however managing the takeback and recycling at their end of life is challenging, not only since they fall under WEEE and battery legislation but with the added complication of them containing lithium ion batteries which are a significant fire hazard if mistreated.

Dora Caria, Head of Circular Economy Engineering Solutions at Landbell Group presented on how voluntary e-waste take-back programs, on top of EPR obligations, can be a catalyst for circular economy strategies. Dora outlined the challenges, key benefits and potential solutions for designing and implementing a multi-country e-waste take back program.





We'll Take it Back

ERP Ireland supports the We'll Take it Back programme and works with electrical retailers in our counties to facilitate the free take back of any household e-waste at their stores.

Retailers are supported in their legal obligation to take back WEEE and in their efforts in raising awareness of WEEE recycling instore.

The programme, through the support and funding by ERP, has demonstrated significantly increased results in WEEE collection rates. During 2020, 50% of WEEE take back was sourced through the retail sector which is a noteworthy achievement compared to our European counterparts.



Chambers Ireland Sustainable Business Impact Awards

ERP Ireland has had a long-standing relationship with Chambers Ireland and during 2020 worked with them on the Sustainable Business Impact Awards formerly the Corporate Social Responsibility Awards. Martin Tobin was invited to be a judge on the panel of the Sustainable Business Impact Awards which recognise the work being carried out by Irish and multinational companies to improve the lives of their employees and

to enhance the environment. The winners of the first Sustainable Business Impact Awards were announced in a virtual ceremony in September 2020.



ERP Sustainable Environment Award 2020 winners Wicklow County Council for its Relove Fashion Competition

Chambers Ireland Excellence in Local Government Awards

ERP is delighted to announce the winner for the ERP Sustainable Environment Award 2020 was Wicklow County Council for their Relove Fashion Competition at the 17th annual Excellence in Local Government Awards. The ceremony was virtually held in association with the Department of Housing, Planning and Local Government showcases and celebrates the best of Local Government in Ireland.

Wicklow County Council developed a waste prevention initiative, a competition called Relove Fashion, which focused on the repurposing of textiles to create new outfits. The competition involved students taking an old outfit or item of fabric and using their skills in repair, needlework and design to create a new piece. The competition was designed to complement the Home Economics curriculum, incorporating resource efficiency and showcases the role fashion can play in delivering a circular economy under Ireland's National Waste Prevention Plan.

Mayo County Council was named Local Authority of the Year 2020. The council was commended on its commitment to ensure the sustainable development of the localities it represents, raising the county's profile nationally.

Chapter 5. Communications (continued)



WEEE Research Updates

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

1. From EEE to WEEE – [An Investigation into WEEE Arising and Not Arising in Ireland](#) was launched in 2018. The conclusions 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 insights into the fate of those articles. The conclusions 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. The final report is in the last revision stages and will be published early in 2021.

2. *ExportEEE* – An Assessment of Used EEE Exports from Ireland was launched during 2019 and will develop a scientifically robust method to quantify the amount of 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.

3. *LongWEEE* – Investigating a realistic model in setting targets for environmental management of long-life products at their end of life. This initiative will provide a concise analysis to project the future volumes and financial flows related to long-life emerging technologies such as solar PV and electric vehicle batteries and, thus, enable decisions that will contribute to the long-term sustainable management of WEEE in Ireland. Globally, energy systems are undergoing two simultaneous and radical transformations: the electrification of transport and the decarbonisation of electricity grids. While both developments are to be enthusiastically welcomed, it must be acknowledged that they will present a new set of challenges in sustainable waste management.





Outlook for 2021

Transition to a circular economy and its associated behavioural change will require action from all sectors of society to embrace a more circular and less wasteful economy.

06.

Chapter 6. Outlook for 2021

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

- 1. Consultation process on the Battery Directive**
- 2. Brexit Readiness**
- 3. EEE to WEEE and its link to WEEE targets**
- 4. Distance Sellers and the drive towards a level playing field**
- 5. Circular Economy and the repair programmes**

Consultation Process on the Battery Directive

As we mark the ending of 2020, the EU Commission have released a proposal to modernise the regulatory framework for batteries.

The aim of the new regulation is to ensure batteries are sustainable, efficient, and safe throughout their entire life cycle. The initiative is part of the Commission's New Action Plan for the circular economy and aims to address the high strategic importance of batteries for the European economy.

The proposal include amendments to the regulatory framework to convert the legislation from a directive to a regulation to ensure harmonised rules between Member States.

ERP Ireland will participate in the consultation process to develop the national response on the draft regulations for batteries. We believe that building a best-in-class waste management system is vital for a sustainable future for Ireland. We look forward to working with all stakeholders to build upon the success of Ireland's Waste Battery regime.

Brexit Readiness

Following the UK's exit from the European Union, we are in a transition period until December 31st, 2020. We have prepared for Brexit and are working with our waste contractors to develop our Business Continuity Plan with regards to our WEEE exports to the UK to ensure we maintain our high standards of service delivery. We will monitor this situation closely during 2021 and will also look to viable alternatives in parallel in Ireland and mainland Europe.

Operating 32 producer responsibility organisations for WEEE, batteries and packaging across 14 countries, ERP has greatly contributed to the circular economy for over 20 years

EEE to WEEE and its Link to WEEE Targets

Meeting the collection targets and achieving the treatment standards set out in the WEEE Directive is a fundamental part of our business at ERP. We need to ensure that all WEEE is collected and treated appropriately. To this end, ERP co-funded an EPA research report, 'An investigation into WEEE Arising and Not Arising in Ireland', which will be published in February 2021. It is estimated that 11,000 tonnes of WEEE annually is "not arising" through the formal channels including a considerable amount of consumer WEEE. ERP Ireland shall work with the DECC the EPA and Local Authorities to address these challenges.

Distance Sellers and the Drive Towards a Level Playing Field

The emergence of distance selling as a means of reaching consumers has increased significantly during the Covid-19 pandemic. The WEEE regulations set our clear guidelines and obligations for distance sellers and these include inter alia registration with the PRL, membership of a scheme and 1:1 takeback at point of delivery. Many, but not all, distance sellers are complying with the regulations and we are working with the DECC, the WGA and the EPA to ensure greater enforcement and a level playing field for all retailers.

Circular Economy and the Repair Programmes

The European Union has developed a Circular Economy Package that shall challenge producers of electronics to design and produce more sustainable and repairable products. One of the key aims of the Circular Economy is to reduce consumption and our dependence on raw materials and there is now a greater than ever focus on repairing products. In Ireland, we are now looking at ways to connect consumers with approved repair agents to make it easier to explore the possibility of repairing appliances and extending the life of the product. One such initiative is an online directory of repair agents. We are currently examining this initiative and others that are already being piloted across Europe.



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