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AS A PLATFORM FOR EXTENDED PRODUCER RESPONSIBILITY WORLDWIDE, THE EUROPEAN RECYCLING PLATFORM IS ENGINEERING THE CIRCULAR ECONOMY FOR A SUSTAINABLE FUTURE.

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This Annual Report for 2022 is submitted to the Department of the Environment, Climate and Communications 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.

01. CEO STATEMENT

The European Recycling Platform (ERP), Ireland's only pan-European compliance scheme for WEEE and Waste Batteries, marked a further increase of electronic waste recycling in 2022 with over **8 million** electronic items collected by the scheme, up from 6 million in 2021. Overall, ERP Ireland collected the equivalent to 12Kg per person in Ireland which is 65.39% of what is placed on the market. For portable batteries, we collected 453 tonnes or 48% of the average of what was placed on the market from 2020 to 2022, also exceeding the collection target.



During 2022, I was delighted to be joined by Minister of State at the Department of Environment, Climate and Communications, Ossian Smyth, TD, to launch our campaign encouraging the people of Ireland

to Go Green over St Patrick's weekend as Ireland prepared to enjoy an extra once-off public holiday on 18th March and as the international community marked Global Recycling Day which recognises the importance that recycling plays in the future of our planet. Together with Minister Smyth TD, ERP Ireland encouraged the people of Ireland to Go Green and use the extra holiday to recycle unused electrical items gathering dust in homes across the country. Total reach for this campaign was 2.68 million views.

I am also delighted that we achieved collection targets and went beyond. The 65% collection target has been achieved and exceeded every year by ERP Ireland, and every year the target gets bigger. With sales of electronic products escalating, 65% of tonnage is a lot bigger today than it was three years ago. It is an ever-increasing target from a volume perspective

and to scale the business model to achieve this target is a huge achievement. We have worked hard to consolidate and build our waste channels and developed a good network of engaged stakeholders who understand what it is we are working to do.

AWARENESS

As previously mentioned, key to our success is the quality of the awareness campaigns that drives ERP Ireland's performance. You can build the biggest infrastructure but if you do not educate consumers, the recycling will just not happen. During 2022, ERP Ireland's communications campaigns were seen over 7 million times! The quality of the programmes we develop like Go Green for St Patrick's Day, Batteries for Barretstown and Don't Waste a Day! to educate consumers is something of which I am very proud. More information on these campaigns can be found later in this report.

Our partnership with 'Flossie and the Beach Cleaners' - Flossie, her mum and her grandmother - centred on driving awareness of the importance of the circular economy and recycling electronic waste on International E-Waste Day. We wanted to spread the message about making the circular economy a reality and teamed up with three generations of recyclers to highlight the role we all play to repair, reuse, and recycle electrical items.

“We commend ERP Ireland for its work in recycling electrical waste and batteries. We are currently consuming at a rate that requires three planets. This is unsustainable. A circular economy provides us with the opportunity to consume fewer resources and to extend the productive life of the objects we buy and use.”

Minister of State at the Department of Environment, Climate and Communications, Ossian Smyth, TD

One of our biggest challenges will continue to be meeting our targets and in 2023 we plan to invest in a national awareness campaign working with the Department of Environment, Climate and Communications, Mywaste Ireland and other stakeholders to encourage consumers to go one step further to help Ireland reach its national target. We are committed to continuing and extending our communications strategy, working with all stakeholders, to raise public awareness, educate and profile the importance of responsible reuse, repair and recycling of electronic items.

CHALLENGES

The current economic climate is impacting all sectors. Energy costs increased during 2022 at an unprecedented rate as did the costs associated with the collection and treatment of waste. We shall continue to monitor this situation very closely to minimise any potential impact on producers.

The visible Environmental Management Cost (vEMC) scheme is a complementary funding mechanism that covers retailer takeback and marketing programmes, Local Authority funding and the Environmental Protection Agency (EPA) for enforcement and research initiatives. The current arrangement is in place until June 2023. We collaborated with all stakeholders to develop proposals to work extension of vEMCs. We expect a decision soon which will be paramount to funding to help us achieve our goals.

Distance sellers present another challenge when you consider retailers who have bricks and mortar facilities and are complying with regulations. Distance sellers should not be any different, but the challenge is greater. We have been working on an advisory group with the EPA, to help with targeted enforcement to ensure distance sellers are held accountable to meet their obligations.

As a result of the EPA report, WEEE Arising and Not Arising, a huge body of work has been done and we have

expanded our collection network and have brought people out of the non-formal system into the formal system which has proved highly successful. We have also invested in and expanded the number of collection points that we have across businesses, schools, fire stations, hospitals etc, - which all help us achieve our target.

Another area of focus is the EU Critical Raw Materials Act which proposes a comprehensive set of actions to ensure the EU's access to a secure, diversified, affordable and sustainable supply of critical raw materials. Critical raw materials are indispensable for a wide set of strategic sectors including the net zero industry, the digital industry, aerospace, and defence sectors. This is a veritable challenge and we will work with the regulator and our supply chain to ensure we are overcoming this.

We have also done a lot of work both with the regulator, and internally, to get ahead of New Waste Battery Regulations and make sure the model we have in place is fit for purpose. We will continue our efforts in this area in 2023.

The Photovoltaic (PV) sector in Ireland and across the EU is growing at a significant rate. Product being placed on the market today has an average lifespan of between 15-30 years and shall still be in use and not available for collection any time soon, placing an onerous burden and impossible challenge for Member States to achieve the collection targets. ERP is preparing a position paper that may request a derogation on the collection targets until the WEEE sector develops a target methodology that is fit for purpose and considers waste available for collection.

ERP worked with other key stakeholders to assess the feasibility of implementing modulated fees on electrical and electronic equipment. The basic principle is to set fees for the end-of-life management of EEE based on the sustainability of the product. A draft assessment will be available early in 2023.

GROWTH

At the end of the year, we had 185 members in our WEEE and waste batteries compliance schemes. I am delighted to announce we have grown our membership by 16% this year and I would like to welcome the new members that have joined including: Diatec Diagnostics Ltd, MK Autos Ltd T/A Castle Motors, Cigatec Ireland Ltd, Ultimaker BV, Shadetech Ltd, Kells Motorcycles Ltd, Greentherm Ltd, Bunanstua Ltd, Smith & Nephew (Ireland) Trading Ltd, Ingram Micro (UK) Ltd, Wayfair Stores Ltd, Joli Glo Cosmetics Ltd, xFusion Technologies France SAS, Internet Fusion Ltd, Brennan and Co, Handy Baby Products Ltd T/A ClevaMama, Cotter Marketing Ltd, i-PRO EMEA BV, Torpedo Construction T/A Grange Builders Providers, Zhejiang Jiaboer Electronic Technology Co Ltd, Bio-Techne Ireland Ltd, Merck Life Science Ltd, Arccos Golf BV, Anker Technology (UK) Ltd and Earbreeze GmbH.

We are also delighted that we have strengthened our workforce. Recruiting James Burgess in the role of General Manager is a significant investment in what we are working to achieve and it is giving us an opportunity to focus a deeper connection on the supply chain and operations.

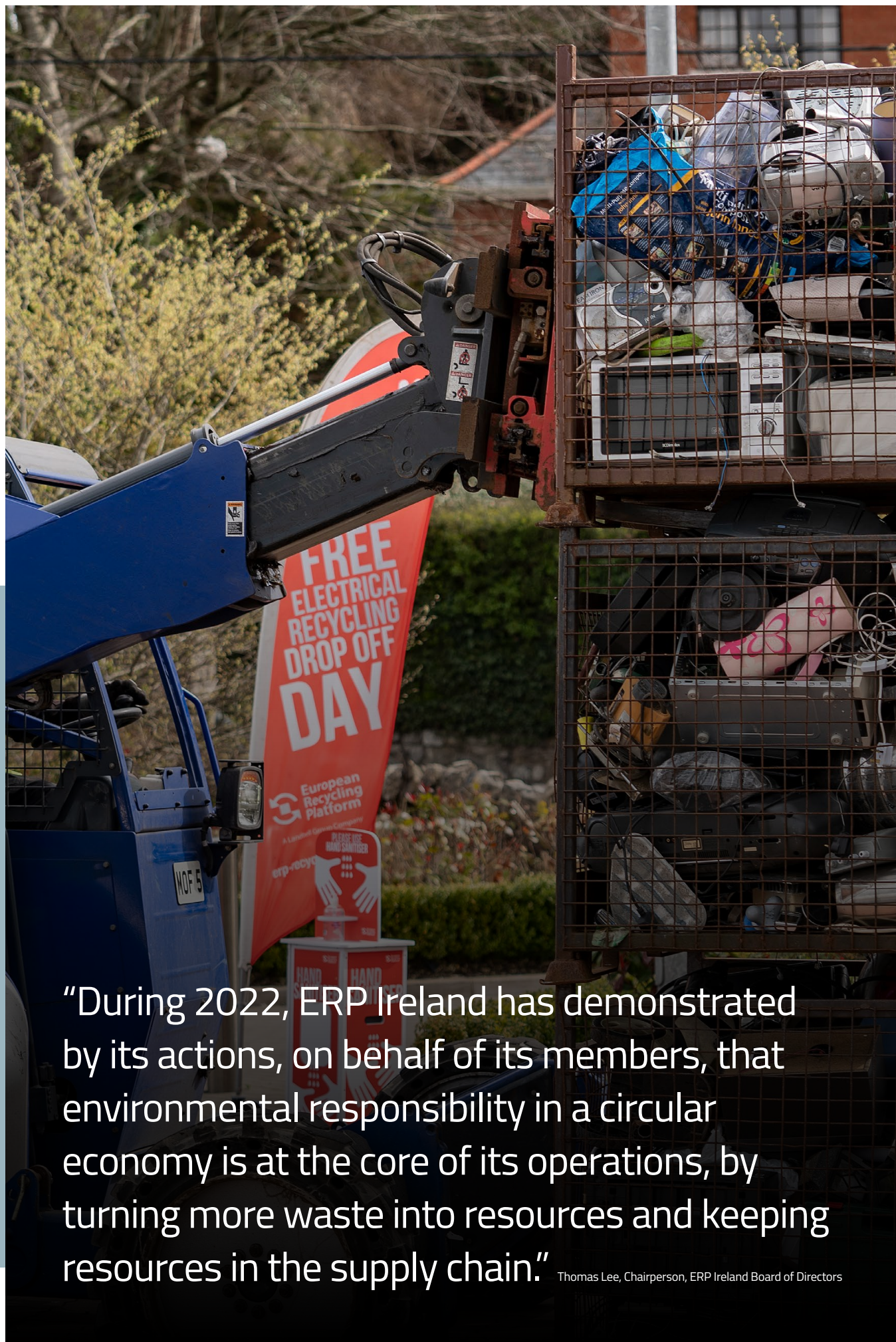
I would like to thank all our members for their continued support. We will endeavour to continue delivering best in class, cost effective and efficient compliance service to members. I would also like to thank the Department of the Environment, Climate and Communications, the EPA, the Producer Register Limited (PRL), 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.

With my best regards,

Martin Tobin, CEO, ERP Ireland

KEY ACHIEVEMENTS IN 2022

- In 2022, we collected an average of **12.39Kg** of electronic waste per person in Ireland. ERP Ireland collected **65.39%** of the average of EEE placed on the market over the three preceding years, exceeding the 65% target.
- We collected **15,106 tonnes** and treated **14,681 tonnes** of WEEE.
- For portable batteries, we collected **453 tonnes** or **48.27%** of the average of what was placed on the market from 2020 to 2022, exceeding the collection target.
- At the end of the year, we had grown our membership by **16%** and have a total of 185 members in our WEEE and waste battery compliance schemes.
- Since we started our Battery Compliance Scheme in August 2008, we have collected **3,846 tonnes** of batteries.
- Since ERP Ireland commenced WEEE operations in August 2005, we have collected **190,349 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 **3,160** retailers registered in respect of WEEE and battery schemes.
- We continue to operate to the best environmental standards in our recycling and recovery operations.
- During 2022, ERP Ireland's communications campaigns were seen over **7 million times!**
- Since 2017, the equivalent of over **122,000,000** AA batteries have been recycled thanks to the Batteries for Barretstown campaign – enough to circle the island of Ireland!
- The ERP Ireland and www.mywaste.ie joint campaign 'Don't Waste a Day!' is an overwhelming success with over **4.2 million views** since its launch!
- Operating 32 Producer Responsibility Organisations (PROs) for WEEE, batteries and packaging in **13** countries, ERP 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 Department of the Environment, Climate and Communications.



"During 2022, ERP Ireland has demonstrated by its actions, on behalf of its members, that environmental responsibility in a circular economy is at the core of its operations, by turning more waste into resources and keeping resources in the supply chain."

Thomas Lee, Chairperson, ERP Ireland Board of Directors

02. MESSAGE FROM THE CHAIRPERSON



As Chair of the board of ERP Ireland, it is my great pleasure to write to you for this Annual Report 2022. In my role at Electrolux and the White Goods Association (WGA), I have seen first-hand the extensive work undertaken by producers to meet the requirements of the WEEE and Battery Directives. During 2022, ERP Ireland has demonstrated by its actions, on behalf of its members, that environmental responsibility in a circular economy is at the core of its operations by turning more waste into resources and keeping resources in the supply chain.

I am delighted to say our scheme has delivered once again on its WEEE and battery targets, communications and financial objectives and stands out as a reliable, competent, and effective Producer Responsibility Initiative (PRI). Overall, ERP Ireland collected 65.39% of what WEEE is placed on the market, exceeding the 65% target and 48% for portable batteries, also exceeding the 45% collection target.

Another great positive of 2022 was a survey that was published regarding industry repair volumes, and repair work on domestic appliances which showed a large volume of product had been reworked by producers.

Once again, we have seen circularity in action this year, and I have witnessed first-hand the innovation and collaboration from the electrical and battery sectors towards supporting sustainable initiatives. Two training courses for repair technicians were run during the year. The courses aim to produce qualified technicians to extend the lives of electrical appliances such as washing machines, dishwashers, and dryers. And there is an ongoing training course run in conjunction with the WGA to entice people to enter the business for repair work.

The appointment of James Burgess, our new General manager, has brought an extra strength to the team and I would like to formally welcome him to ERP Ireland.

Challenges

The biggest challenge we have right now is the retention of visible Environmental Management Costs (vEMCs). ERP has worked extensively over the last year, engaging with all stakeholders to secure alignment amongst all parties. The extension of vEMCs is fundamental to reaching targets and we keenly await the decision of the Department of Environment, Climate and Communications on retaining these.

Today, more producers are selling to Irish consumers by means of distance selling. It is of paramount importance that all distance sellers meet their obligations under the regulations. During this year, a sub-group was established to explore how we can ensure distance sellers meet their obligations. We are working hard on this challenge.

Throughout this Annual Report you will see the breath and range of activities ERP Ireland is involved in and I would like to congratulate Martin and his team on another successful year. 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, have made Ireland the excellent reference country it is today.

Best regards,
Thomas Lee, Chairperson,
ERP Ireland Board of Directors



I'd like to thank both Martin Tobin and Thomas Lee for giving me the opportunity to join ERP Ireland. I'm delighted to become part of an organisation that I have enormous respect for. The work that we do alongside the Department of Environment, Climate and Communications, our supply chain and our valued members is critical to the future of our shared planet.

I look forward to working alongside these key stakeholders and my team to further achieve our joint and most important objective, of developing the Circular Economy for Ireland.

James Burgess

General Manager, ERP Ireland



03. ERP IRELAND 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 17th Annual Activity Report covering the period 1st January to 31st December 2022.

OVERVIEW

Our report shows a successful performance by ERP Ireland in 2022 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 2022 of 12.39Kg per person. ERP Ireland collected 65.39% of the average of what was placed on the market in the three preceding years exceeding the 65% target for 2022. Also, for waste batteries, ERP Ireland collected 453 tonnes or 48.27% of all batteries placed on the market in Ireland by our members during the three years up to 2022, exceeding the 45% target.

ERP Ireland had 185 members at the end of 2022. 25 producers were members of the WEEE Compliance Scheme alone. 52 producers were members of the Battery Compliance Scheme only and 108 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 21.66% in 2022 within its WEEE Compliance Scheme and 25.71% 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 2022, ERP Ireland collected WEEE from close to 300 collection points and continued collecting batteries from retailers, schools, businesses, libraries, etc.

THE RECYCLING OF WEEE NOT ONLY SAVES VALUABLE NATURAL RESOURCES, BUT ALSO REDUCES THE ENVIRONMENTAL HARM OF E-WASTE AND SUPPORTS OUR TRANSITION FROM A LINEAR TO A CIRCULAR ECONOMY.

Operating **32** Producer Responsibility Organisations for WEEE , batteries and packaging in **15** countries, the European Recycling Platform has contributed to the circular economy for over 20 years.



THE EUROPEAN RECYCLING PLATFORM'S TOTAL CUMULATIVE COLLECTED WASTE VOLUMES ARE:

6,800,000
+TONNES OF PACKAGING
TREATED SINCE 2004

4,000,000
+TONNES OF WEEE
TREATED SINCE 2004

110,000
+TONNES OF BATTERIES
TREATED SINCE 2010

ERP 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 15 countries for WEEE, batteries and packaging and has increased its members to nearly 39,000 plus 23,500 customers online.

As EPR is continuously gathering interest globally, Landbell Group is in a key position to support the development and implementation of EPR policies around the world.

**ERP'S AIM IS TO BE THE
PREFERRED CIRCULAR
ECONOMY PARTNER FOR:**

MANAGING PRODUCT AND PACKAGING
COMPLIANCE

BUILDING
SOFTWARE
SOLUTIONS AND SERVICES

ENGINEERING AND MANAGING
ENVIRONMENTAL
SERVICES



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 six 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 are as follows:

Thomas Gerard Lee, Electrolux – Chairman.
Board meetings attended: 4/4

Martin Tobin, ERP Ireland - Director.
Board meetings attended: 4/4

Noel Anthony McStay, REW – Director.
Board meetings attended: 4/4

Umberto Raiteri, ERP SAS – Director.
Board meetings attended: 4/4

Philip Gerard Foley – Director.
Board meetings attended: 4/4

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 (PRIs) 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 SUPPORTS ITS MEMBERS THROUGH ACTIVE INVOLVEMENT IN THE SHAPING OF WEEE AND BATTERY REGULATIONS THROUGHOUT EUROPE.

Enforcement

ERP works closely with our members to ensure they comply with all conditions of membership including:

- Monthly placed on market declarations
- Timely payment of invoices

All declarations are checked by the back-office team to ensure:

- They are consistent with previous declarations
- Any fluctuations are explained and understood

We have established an audit programme and we regularly conduct:

- Desktop audits of placed on market quantities and weights
- Audits of collection points at waste management companies and retailers

Waste Minimisation and Prevention

ERP, in conjunction with their producer members and collection and recycling partners, is playing a significant role in waste minimisation and prevention. We are actively working with these key stakeholders to reduce the environmental impact of their products throughout their lifecycle.

Product Design: ERP is working closely with key producers to assess the introduction and deployment of modulated fees. We are evaluating the introduction of eco modulation across other streams and member states and will liaise closely with the local stakeholders to develop and implement a national solution. ERP will set fees to encourage manufacturers to design products that are more durable, repairable, and recyclable. By considering the entire lifecycle of a product, manufacturers can minimise waste generation from the start.

Collection and Recycling: ERP has developed a robust collection system for end-of-life management of ewaste and batteries, ensuring that they are properly recycled. This system prevents these items from ending up in landfills or being improperly handled, reducing potential environmental harm. We are constantly assessing and improving this network to ensure we have a closed loop system for the management of waste.

Resource Recovery: We manage valuable resources such as metals, plastics, and rare earth materials and ensure these are recovered from all waste presented. We are actively promoting circular economy principles by making these materials available for the production of new products, reducing the need for raw material extraction.

Awareness and Education: ERP's extensive range of awareness campaigns and educational initiatives are used to inform consumers about the importance of responsible disposal and recycling of electronic waste and batteries. By raising awareness, ERP encourages individuals to make informed choices and participate in the proper management of electronic and battery waste.

Overall, ERP is contributing extensively to waste minimisation and prevention by promoting sustainable product design, establishing proper collection, and recycling systems, recovering valuable resources, raising public awareness, and providing financial incentives for responsible waste management.

THE BENEFITS OF ERP IRELAND MEMBERSHIP

CUSTOMER BENEFITS

- ✓ QUICK, EASY AND CONVENIENT COMPLIANCE
- ✓ WE CONSISTENTLY REDUCE THE COMPLEXITY OF COMPLIANCE SERVICES
- ✓ WE SAVE TIME FOR OUR CUSTOMERS TO CONCENTRATE ON THEIR CORE BUSINESS

ENVIRONMENTAL BENEFITS

- ✓ REDUCED CO₂ EMISSIONS
- ✓ INCREASED RECYCLING OF VALUABLE RESOURCES
- ✓ MORE OPPORTUNITIES FOR PRODUCERS TO MEET THEIR ENVIRONMENTAL OBLIGATIONS
- ✓ MORE PRIMARY RAW MATERIALS SAVED

04. 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

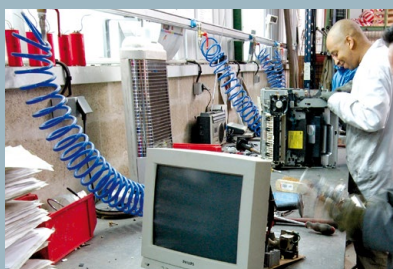
Establishing the optimal processes for collection and treatment of electrical and electronic goods and batteries.

6. Strategic 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 and Batteries Directives.

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.

THE LEGISLATIVE LANDSCAPE IS FOCUSING MORE AND MORE ON THE CIRCULAR ECONOMY: TURNING WASTE INTO RESOURCES AND KEEPING THESE RESOURCES IN THE SUPPLY CHAIN.



COLLECTION



TRANSPORTATION



DISMANTLING



TREATMENT



RECYCLING



REPORTING



COLLECTION SERVICES

ERP Ireland 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 2022, ERP had 3,160 retailers registered with it as part of the Retailer Registration obligations of the regulations.

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

ERP'S COMPLIANCE SOLUTIONS ENSURE THAT OUR CUSTOMERS' WASTE ELECTRONICS AND BATTERIES ARE REUSED, RECYCLED OR RECOVERED. THIS IS HOW WE HELP OUR CLIENTS TO UNLOCK THE VALUE OF THE CIRCULAR ECONOMY.

The circular economy is a crucial building block for creating a healthier future and Extended Producer Responsibility (EPR) is one of the key elements for building a circular economy.



Through the tendering process, ERP has selected several service providers, including EWM, Envirobat España, Enva Toomebridge & Duleek and S. Norton.

EWM

Electrical Waste Management Ltd (EWM) was established in 2002 and has operated from Block C1, Greenogue Business Park, Rathcoole, Co. Dublin since August 29th 2022 under WFP-DS-22-0001 issued by South Dublin County Council. Immediately prior to that EWM operated from Unit 648 Greenogue Business Park, Rathcoole, Co. Dublin under WFP-DS-11-0014-09.

TRDL (Trevor Ratcliffe Deliveries Ltd), our sister logistic company, was established in 1997 and operates under Waste Collection Permit No. NWCPO-08-01130-03 issued by NWCPO.

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 WEEE Label of Excellence (WEEELABEX) standards to treat CRTs, monitors, LED TVs, LCD TVs, 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 Duleek also accept, sort and export Waste Batteries for further 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 accreditation in 2017. This accreditation was renewed in 2021 and remains in place until 2023. 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 ISO 45001:2018 for quality, environmental and health and safety management systems and continues to strive for improvement in all aspects of its business.

S. Norton has achieved Approved Authorised Treatment Facility (AATF) status and Approved Exporter (AE) status to allow it to treat WEEE material from its suppliers.

S. Norton can efficiently separate and recycle the majority of components that

make up consumer products such as kettles, toasters and washing machines. The company is also able to remove any hazardous elements, such as persistent organic pollutants (POPs), through its downstream processes.

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. Envirobat was recently approved for R14 second life operations for all Lithium Batteries including those from Electric Vehicles. 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.

Recypilas

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 (license number 16-I-01-000000000396.). It is also certified by ISO 14001 environmental management system and ISO 9001 quality management system.

Operational Areas

The establishment of the three Waste Enforcement Regional Lead Authorities (WERLAs) 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. The Regional Waste Management Offices (RWMOs) focus on planning and are responsible for drafting the national waste management plan for a Circular Economy. ERP Ireland's operations are incorporated within each of the three WERLAs. The areas within which ERP operated in 2022 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.

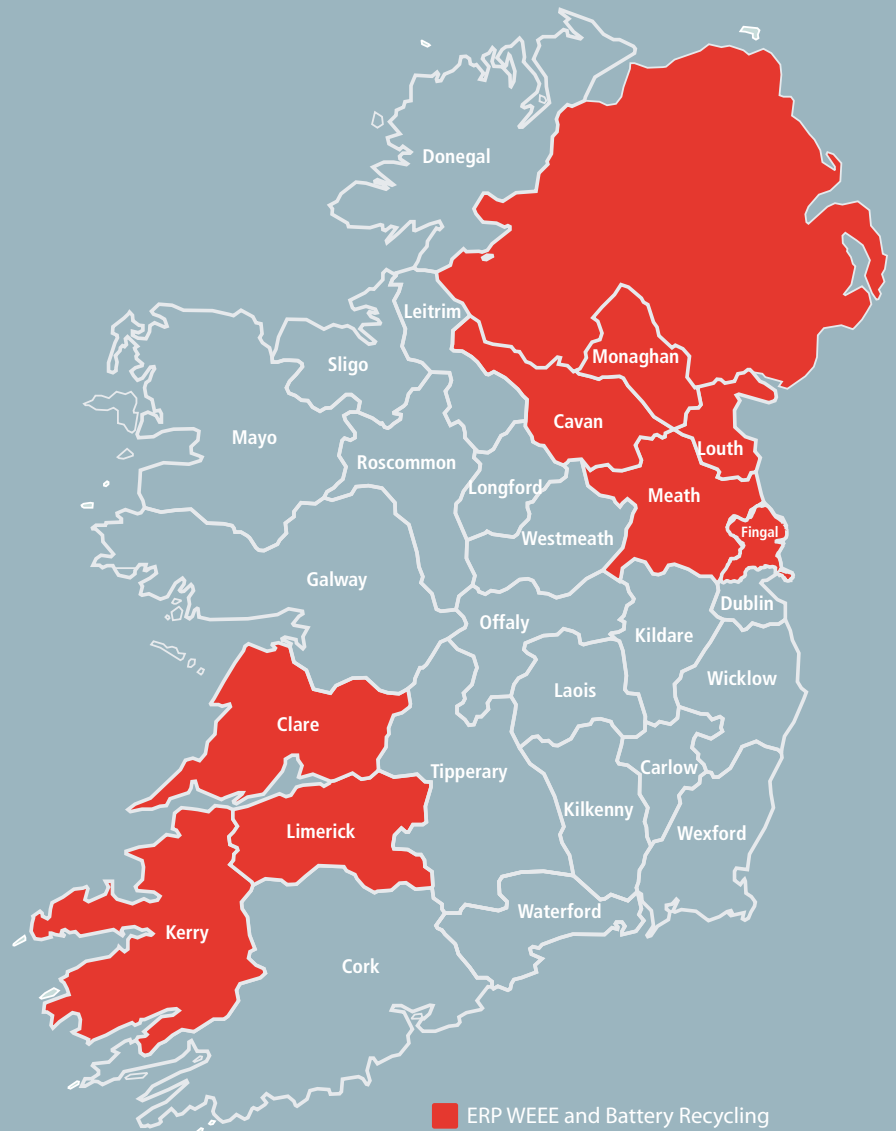


FIGURE 1 - ERP Ireland operational areas for WEEE and batteries

05. WEEE AND BATTERY STATISTICS

At the end of 2022, ERP Ireland had 185 members, 108 producers were members of both our WEEE and Waste Battery compliance schemes, 25 producers were members of our WEEE compliance scheme and 52 producers were members of our Waste Battery compliance scheme.

At the end of the year, we had grown our membership by 16% and have a total of 185 members in our WEEE and waste batteries compliance schemes.

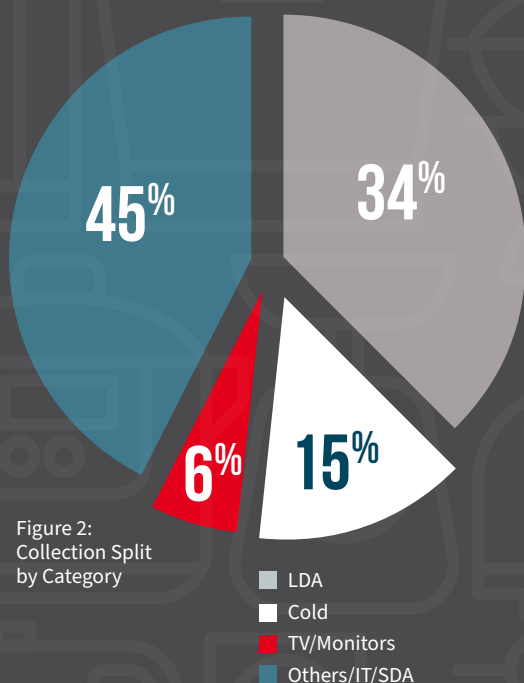


Figure 2:
Collection Split
by Category

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 monthly. 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 45% of collections. This category includes a wide range of domestic appliances such as home computers, toasters, lighting and telephones.

185 MEMBERS





**DURING 2022, ERP COLLECTED
ENOUGH BATTERIES TO LINE THE
LENGTH OF IRELAND TWICE**

453
**TONNES OF
PORTABLE BATTERIES
COLLECTED
IN 2022**

15,106
**TONNES OF WEEE
COLLECTED IN
2022**

7,682,401
**SDA — ELECTRIC
TOOTHBRUSHES, REMOTE
CONTROLS, TOASTERS,
CURLING IRONS ETC. ITEMS
COLLECTED**

124,489
**CRT — TVS, MONITORS
ETC. ITEMS COLLECTED**

121,072
**LDA — WASHING MACHINES,
DISHWASHERS ETC. ITEMS
COLLECTED**

57,324
**COLD — FRIDGES,
FREEZERS ETC. ITEMS
COLLECTED**

**OVERALL, ERP IRELAND HIGHLIGHTED A 33% INCREASE IN THE
RECYCLING OF SMALL DOMESTIC APPLIANCES (SDA) DURING 2022.**

WEEE COLLECTIONS 2022

The largest category of WEEE collected was Others. This category includes a wide range of domestic items such as home computers, toasters and telephones etc, which accounted for 45% of collections. Next was Large Domestic Appliances (LDAs) at 34% and consisting of cookers, hobs, washing machines etc.

TVs/monitors were 6% 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 2022, 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 2022 of approximately 15,016 tonnes. During 2022, we collected 15,106 tonnes, exceeding this target. The monthly collection rate in 2022 is shown in figure 3.

FIGURE 3 - WEEE Collections 2022

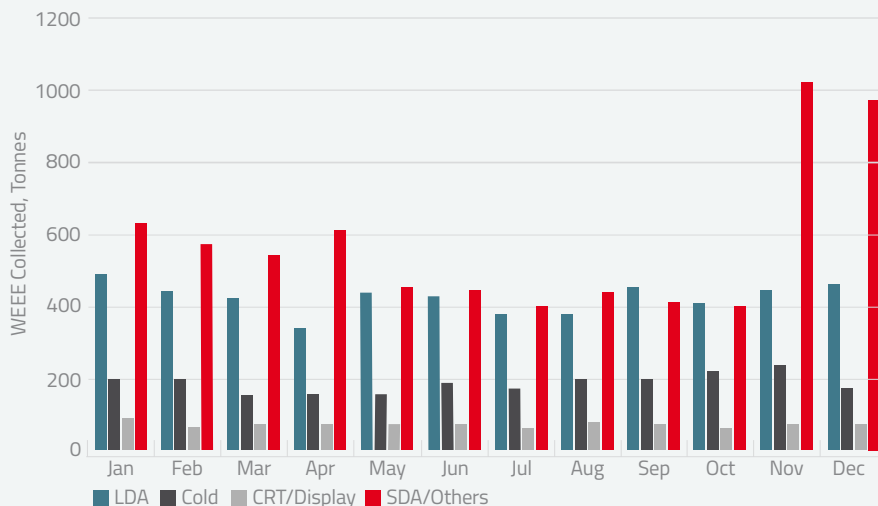
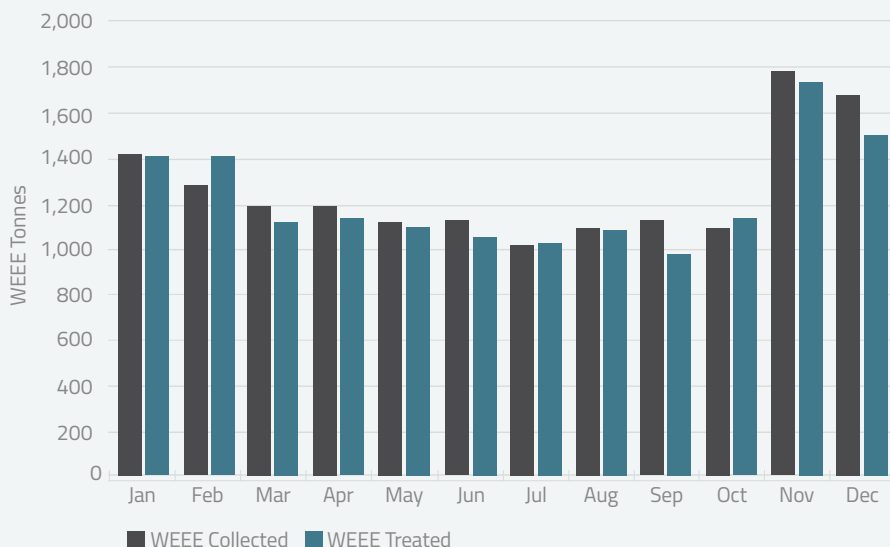


FIGURE 4 - WEEE Collection and Treatment 2022



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 15,106 tonnes and treated 14,681 tonnes of WEEE in 2022. The WEEE collected and treated monthly is displayed in figure 4.

Our WEEE collected figure for 2022 of 15,106 tonnes increases our overall collection rate since ERP Ireland commenced operations in August 2005 to 190,349 tonnes of WEEE.

COLLECTIONS BY COLLECTION POINT TYPE

ERP Ireland held 21 of its popular Free Electrical Recycling Drop Off Events during 2022. These events contributed approximately 225 tonnes of WEEE. We still saw significant returns through the other existing channels for free WEEE recycling. Civic Amenity Sites were accountable for 29% of WEEE collected as shown in figure 5. A collection rate of 42% of WEEE returns were collected from Retailers, this figure representing consumers returning WEEE items instore and through home delivery networks. Much of the balance was by way of returns of WEEE made to other channels such as ad hoc collections from businesses, schools, hospitals and waste management companies etc.

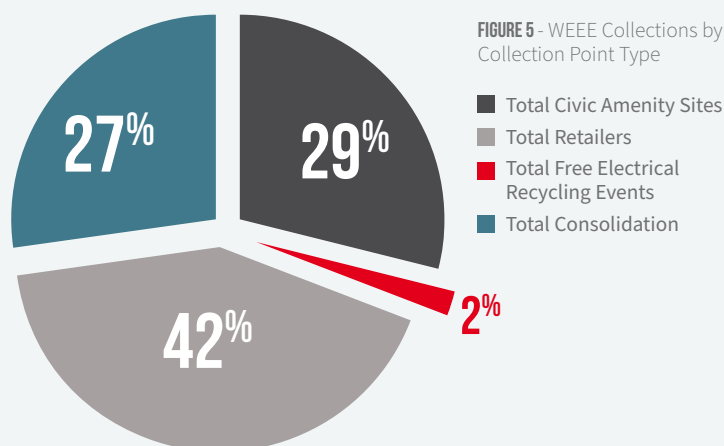
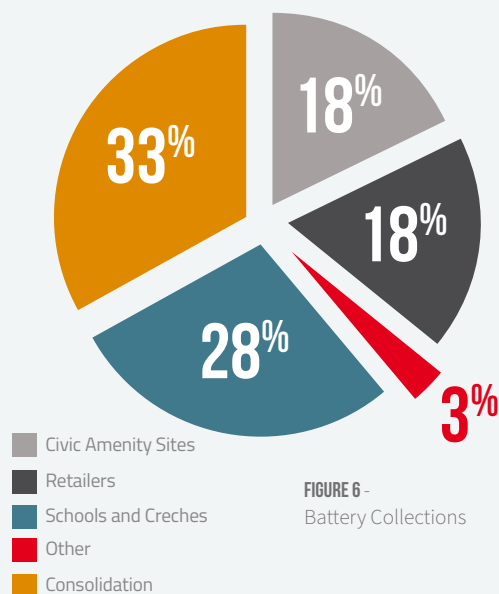


FIGURE 5 - WEEE Collections by Collection Point Type

For portable batteries, ERP Ireland collected 453 tonnes or 48% of the average of what was placed on the market from 2020 to 2022.



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 2022. 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 422 tonnes. ERP Ireland collected 453 tonnes in 2022, exceeding this target by collecting to a rate of 48.27%. The collections per source are shown in figure 6.

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.

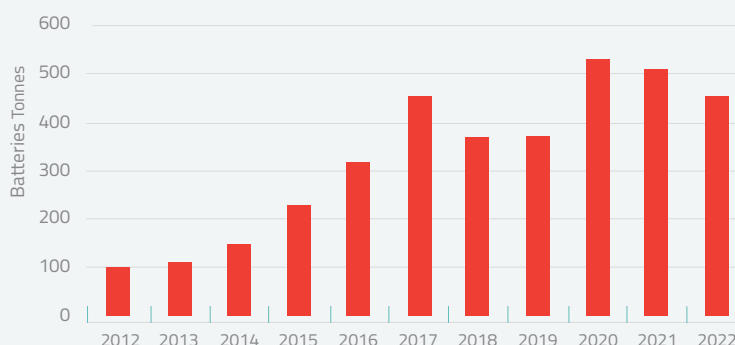
Lithium batteries are shredded and separated into their component elements for recycling or re-use.

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

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 453 tonnes of portable waste batteries in 2022. The portable batteries collected annually is displayed in figure 7.

FIGURE 7 - Annual Portable Battery Collection



ANNUAL PORTABLE BATTERY COLLECTION

Our portable battery collections figure for 2022 of 453 tonnes exceeds the battery collection target of 422 tonnes as set by the EU Directive. Since ERP commenced its Waste Battery Compliance Scheme, it has collected over 3,846 tonnes of portable batteries.

06. POLICY AND ADVOCACY

We aim to ensure cost-efficient Extended Producer Responsibility (EPR) solutions for our clients with ambitious, yet realistic targets. We also advocate for harmonised obligations with reasonable administrative efforts and a level playing field for all actors.

As we aim to deliver effective EPR solutions for producers, in 2022 we closely engaged with their associations – for example, on a joint position paper with the European Portable Batteries Association (EPBA).

TRANSPARENCY AND COOPERATION

Landbell Group and its subsidiary, the European Recycling Platform, are registered on the EU Transparency Register. Our contributions are visible there and also on our website. Moreover, we contribute intensively to discussions, attend stakeholder workshops, support research and contribute to studies conducted by the European institutions.

EU BATTERIES POLICY

The proposed EU Battery Regulation aims to modernise the regulatory framework, reflecting the latest applications and technologies, as well as the high strategic importance of batteries for the European economy. Holistically addressing the life cycle of batteries, the proposal is considered a blueprint for other future legislation.

ERP engaged with the EU institutions on this issue, addressing specific points such as the need for precise battery definitions, and a more realistic calculation method for collection targets based on waste that is “available for collection”.

EU WEEE DIRECTIVE

The evaluation of the WEEE Directive is expected to provide evidence on whether the Directive is still fit for purpose, explore any untapped potential for optimisation and determine whether a review is needed.

ERP contributed to the evaluation, raising topics such as the need for a revised calculation method for collection targets, which considers the lifetime of products. We also asked for better enforcement and closer involvement of the consumer through coordinated awareness-raising.

EU CRITICAL RAW MATERIALS ACT

In early 2023, the EU Commission will publish the proposal for the EU Critical Raw Materials Act. The Act proposes a comprehensive set of actions to ensure

the EU’s access to a secure, diversified, affordable and sustainable supply of critical raw materials. Critical raw materials are indispensable for a wide set of strategic sectors including the net zero industry, the digital industry, aerospace, and defence sectors. The aim of the initiative is to make European strategic raw material value chains more resilient through targets for extraction (10%), processing (40%) and recycling capacity (15%). These targets are indicative, thus not legally binding, but can be enforced through additional measures.

EU WASTE FRAMEWORK DIRECTIVE

The European Commission is planning a targeted revision to reduce waste generation, increase reuse, and improve separate collection for better reuse and recycling.

We contributed to the stakeholder consultation and will engage in the forthcoming revision process.



“We have actively engaged with policy development at national and European level for many years now. Policymakers welcome our input because it is based on unique, multi-national, operational EPR experience for WEEE, batteries and packaging.”

Martin Tobin, CEO, ERP Ireland





DURING 2022, ERP IRELAND'S COMMUNICATIONS CAMPAIGNS WERE SEEN OVER 7 MILLION TIMES!

07. 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 communication campaigns is to ensure they are integrated, innovative and support ERP's objectives.

During 2022, with most Covid-19 restrictions lifted, ERP Ireland launched several communication programmes to drive behavioural change and promote the message of responsible WEEE and Battery recycling.

Key campaigns include:

- Go Green For St Patrick's Day
- ERP & Mywaste.ie – Don't waste a Day!
- Body and Soul Campaign
- Batteries for Barretstown Campaign
- ERP FREE Electrical Recycling Events Drop Off Programme
- Green Alley Awards 2022
- ERP Ireland and Flossie the Beach Cleaner
- We'll Take it Back Programme
- Working Together



Encouraging Ireland to Go Green and use the extra holiday to Recycle during St Patrick's weekend were: Martin Tobin, CEO, ERP Ireland, Minister of State at the Department of Public Expenditure and Reform, Ossián Smyth, TD with Amelia Holmes (12) and Ethan Holmes (8).



Since 2017, the equivalent of over 122,000,000 AA batteries have been recycled thanks to the Batteries for Barretstown campaign – enough to circle the island of Ireland!



Encouraging Ireland to Go Green and use the extra holiday to recycle during St Patrick's weekend were: Martin Tobin, CEO, ERP Ireland and Minister of State at the Department of Public Expenditure and Reform, Ossian Smyth, TD with Amelia Holmes (12) and Ethan Holmes (8).

GO GREEN FOR ST PATRICK'S DAY

As we prepared to enjoy an extra once-off public holiday on 18th March in 2022, Martin Tobin, CEO, ERP Ireland and the Minister of State at the Department of Environment, Climate and Communications, Ossian Smyth, TD encouraged the people of Ireland to Go Green and recycle their unused electrical items gathering dust in their homes over St Patrick's weekend. This day also was marked by the international community as Global Recycling Day which recognises the importance that recycling plays in the future of our planet.

To mark this event, ERP announced results of the second 'Recycling Habits during Covid-19' study by Coyne Research, which highlights recycling behaviours in year two of the pandemic, identifying items recycled, items repaired, as well as items kept unused in the family home and the reasons for hoarding them. The nationally

representative online survey carried out amongst 1,000 adults aged 18+ years, revealed that:

- A kettle continues to be the most recycled item – with three in ten claiming to have recycled a kettle within the past 12 months (29%). Plugs/cables/chargers (20%), TVs (17%), large kitchen appliances (16%), vacuum cleaners (15%) and phones (15%) amongst the top items recycled.
- Two-thirds of respondents have unused electrical items in their home. One in five have DVD/Video players and video recorders unused. 16% have an unused sewing machine, whilst 14% have an unused iPod/MP3 player.
- The possibility of using the electrical item again remains the primary reason for holding onto unused items followed by not having got around to recycling it yet. Circa one in ten are holding onto unused electrical items for nostalgic reasons.

“Two-thirds of respondents have unused electrical items in their home. One in five have DVD/Video players and video recorders unused. 16% have an unused sewing machine, whilst 14% have an unused iPod/MP3 player.”

Coyne Research March 2022

- Gen Z are much more likely to be holding onto unused electrical items for nostalgic reasons and believing it might be worth something in time. Baby Boomers most likely to cite that they may use the electrical item again.
- Approximately one in seven people still have their first PC/Laptop or iPhone/Nokia/Mobile phone.
- One in twelve respondents have repaired a large kitchen appliance in the past 12 months. Highest incidence of repairing PC/laptop, telephone/mobile phone, and a lawnmower/strimmer/hedge trimmer within the past 12 months – 7% have repaired a PC in the last 12 months.
- The research also pointed out that just under one in three Irish adults now claim to understand the meaning of Circular Economy (up 7% on 2021). Millennials (36%), those living in Dublin (36%) and males (34%) are most likely to claim to have an understanding.

Commenting on the research survey, Minister of State at the Department of Environment, Climate and Communications, Ossian Smyth, TD said, “We are delighted to see behavioural change through the pandemic and hope this continues thereafter. We commend ERP for their work in recycling electrical waste and batteries. [...] Ireland’s waste management policy has long prioritised waste prevention and this has been the starting point for the growth of circular economy thinking. Our goal is to have a circular economy that reduces Ireland’s carbon impact and protects our natural resources, environment and health. Along with Martin Tobin, CEO of ERP Ireland, we would encourage Irish people to use their extra day’s holiday to clear out their attics and sheds and recycle their unused electronic waste.”



ERP commissioned artist, Andrew Clancy to create a sculpture that encapsulated the spirit of the holiday. Andrew created a Celtic knot which incorporated recycling images and was clad in WEEE and batteries.

A press campaign was launched with the images and release shared to all target media and across our social channels. ERP also ran a week-long radio promotion with Classic Hits FM on the Colm and Lucy Breakfast Show. The station played clips of old songs that were “recycled” by current artists and asked listeners to identify what the original song was.

The announcement was a great success with coverage secured on iRadio, 98 FM, Clare FM, FM104, Galway FM, KCLR FM, KFM, MidWest Radio, Newstalk, Northern Sound Radio, Ocean FM, Q 102, Radio Kerry, Radio Nova, Shannonside, South East Radio FM, Sunshine FM and iRadio.

**TOTAL CAMPAIGN REACH:
2.68 MILLION VIEWS**



Ireland’s waste management policy has long prioritised waste prevention and this has been the starting point for the growth of circular economy thinking. Our goal is to have a circular economy that reduces Ireland’s carbon impact and protects our natural resources, environment, and health.

Minister of State at the Department of Environment, Climate and Communications, Ossian Smyth, TD

THE KETTLE

A kettle continues to be the most recycled item - with **3 in 10** having recycled a kettle within the past 12 months (**29%**). Plugs/cables/chargers (20%), TVs (17%), large kitchen appliances (16%), vacuum cleaners (15%) and phones (15%) are amongst the top items recycled.

THE HOME

Two-thirds of respondents have unused electrical items in their home. **1 in 5** have DVD/Video players and video recorders unused. **16%** have an unused sewing machine, whilst **14%** have an unused iPod/MP3 player.

THE UNUSED

The possibility of using the electrical item again remains the primary reason for holding onto unused items followed by not having got around to recycling it yet. Circa **1 in 10** are holding onto unused electrical items for nostalgic reasons.

THE FIRST DEVICE

Approximately **1 in 7** still have their first PC/Laptop or iPhone/Nokia/Mobile phone.

GO GREEN FOR ST PATRICK'S DAY - SURVEY RESULTS

REPAIRS

1 in 12 have repaired a large kitchen appliance in the past 12 months. Highest incidence of repairing PC/laptop, telephone/mobile phone and a lawnmower/strimmer/hedge trimmer within the past 12 months - **7%** have repaired a PC in the last 12 months.

GEN Z

Gen Z (born mid-1990s and mid-2010s) are much more likely to be holding onto **unused electrical items** for nostalgic reasons and believing it might be worth something in time. Baby Boomers are most likely to cite that they may use the electrical item again.

Source: Coyne Research

DON'T WASTE A DAY!

Don't Waste a Day! Animation Series

ERP Ireland and Mywaste.ie launched the Don't Waste a Day campaign in 2020 to encourage the people of Ireland to recycle by offering tips and insights to help develop positive and easy-to-follow everyday habits. These practices will not only benefit our own lives but the lives of generations to come.

The campaign uses a mixture of entertaining animated videos highlighting how to recycle and the benefits of recycling items such as TVs, as well as static banners that emphasise the scale of electric waste recycling in Ireland and the impact we can all have when we recycle our e-waste responsibly.

During 2022, six new videos were created which centred on the following themes:

1. Did you know that two thirds of householders have unused electrical items in the home?
2. Batteries for Barretstown Battery Recycling
3. Why are we hoarding our electrical items?
4. Online shopping and Click & Collect
5. Is your TV glitching? Find your local repair service at Ireland's leading repair directory Repairmystuff.ie
6. Think Green for your New Year's Resolution and Recycle



The ERP and www.Mywaste.ie joint campaign Don't waste a Day! has been an overwhelming success with over 4.2 million views since its launch

Outreach Strategy:

- Generate high engagement for those aged 26 – 55 living in ERP areas.
- Promote videos across Facebook, Instagram, Twitter and YouTube channels.
- Distribute a promotional kit to all Local Authorities and relevant stakeholders.

Key Results:

- The 2022 campaign was an overwhelming success with a reach of 1.5 million views.
- The campaign has achieved over 4.2 million views since its launch with stakeholders such as the EPA, Mywaste.ie and all Local Authorities in ERP territories endorsed and promoted the video content and shared the materials across their platforms.
- Based on the results of the 'Recycling Habits during Covid-19' study by Coyne Research, ERP created 12 banner adverts for its social media. These banner ads were shared on our social channels and a kit was sent to all stakeholders and Local Authorities. RESULTS: 280,000 impressions

TOTAL CAMPAIGN REACH IN 2022:
1.5 MILLION VIEWS

THE ERP AND WWW.MYWASTE.IE JOINT CAMPAIGN “DON'T WASTE A DAY!” IS AN OVERWHELMING SUCCESS WITH OVER 4.2 MILLION VIEWS SINCE ITS LAUNCH!



Festival-goers Charlotte Moloney and Laju Uwatse are pictured alongside a large-scale installation – Go Green - made from small household electronic waste created by artist, Andrew Clancy, and commissioned by ERP.

BODY AND SOUL

ERP Ireland was announced the Principal Circular Festival Partner for Body & Soul Festival, Ireland's leading creative festival as it moves towards a more sustainable and circular model. Together, ERP and Body & Soul joined forces with its large-scale installation - GO GREEN - made from small household electronic waste, which was on display over the weekend of the festival on June 17th - 19th, 2022. The aim for the art installation was to act as a call to action for the Irish public to stop hoarding unused or broken small electrical items within their homes.

ERP also ran competitions for tickets across *The Irish Sun*, *Entertainment.ie* and the *Irish Daily Mirror* and across its social channels and featured in *The Irish Times*.

ERP is well placed to support Body and Soul as Principal Circular Festival Partner - operating 32 producer responsibility organisations for WEEE, batteries and packaging in 15 countries. ERP has contributed to the circular economy for over 20 years.

Avril Stanley, Body & Soul Founder said, "Traditionally, economies in the developed world have been based on a "take, make, dispose" model. A circular economy is based on long-life products that can be renewed, reused, repaired, upgraded, and refurbished to preserve precious natural resources, protect habitats, and reduce pollution."



**TOTAL CAMPAIGN REACH:
2.2 MILLION VIEWS**



A circular economy is based on long-life products that can be renewed, reused, repaired, upgraded, and refurbished to preserve precious natural resources, protect habitats and reduce pollution.

Avril Stanley, Body & Soul Founder

BATTERIES FOR BARRETSTOWN

In 2017, ERP Ireland created a programme, ‘Batteries for Barretstown’ to educate Ireland on the importance of battery recycling, increase the number of batteries recycled in Ireland through ERP collection points 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, Co. Kildare. 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 Results:

- Since its launch in 2017, the campaign has been viewed over 8.7 million times.
- Batteries for Barretstown is promoted through online promotion.
- Working with Local Authorities, ERP refreshed Batteries for Barretstown collaterals in all council and offices, public buildings and libraries across its territories during 2022.
- Once Covid-19 restrictions lifted, ERP Ireland continued its work with the HSE and rolled out a battery collection programme for all acute hospitals in its territories.
- ERP continued its retailer battery collection programme. All supermarkets are serviced on a three-week collection schedule. For most retailers, we have rolled out battery boxes and 20L collection tubes. During 2022, we moved three retailers to 60L barrels as the volumes of batteries returned has increased significantly over the year.
- During 2022, as more people returned to offices, we had a 50% increase in requests from businesses in our territories to establish Batteries for Barretstown collection programmes to support the charity.

**THE CAMPAIGN HAS BEEN VIEWED
OVER 8.7 MILLION TIMES SINCE 2017**

“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



ERP FREE ELECTRICAL RECYCLING DROP OFF EVENTS PROGRAMME

Since 2008, 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 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.

Direct engagement with the general public is the ideal time to educate and reinforce sustainable behaviour. Going forward, ERP Ireland will explore how we can reshape these events to go beyond WEEE recycling and incorporate re-use and repair to make these events more circular.

Key Results:

- During 2022, 21 ERP Free Electrical Recycling Drop Off Events organised.
- The events were promoted through multi-channel, traditional and digital marketing channels.
- The events were also promoted by Local Authorities, Mywaste.ie and other stakeholders.
- 225 tonnes of WEEE was collected through the programme.
- Online promotion has reached almost 1 million impressions across Facebook and You Tube.



The kettle was the most recycled item in 2022 with three in ten claiming to have recycled one in the past 12 months!

GREEN ALLEY AWARDS



Since 2019, ERP with the support of the Department of the Environment, Climate and Communications (DECC) has launched a campaign inviting Irish startups to enter the Green Alley Awards, Europe's first startups 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.

In 2020, Philip Nugent, Assistant Secretary at the DECC Green Alley joined Martin Tobin, CEO, ERP Ireland at a photocall and video shoot and called on Irish startups to enter the Awards.

The video was produced by the award-winning Tiny Ark production team. ERP also invited startup founders to participate in the video among them, 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.

In September 2021, Minister of State at the Department of Public Expenditure and Reform, Ossian Smyth, TD and startup The Upcycle Movement attended a photocall to launch the 2022 Green Alley Awards. A series of videos were promoted across LinkedIn, Twitter and YouTube. In September 2022, ERP launched its campaign and re-edited the video and imagery from previous shoots and refreshed collateral with new images.

Outreach Strategy:

- Develop engaging video content for targeted social media.
- Contact stakeholders and arrange a photocall.
- Draft and finalise press releases 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:

- Since 2019 the campaign has resulted in almost 2.2 million video views.
- The 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 their social media.
- The winner of the Green Alley Award 2022 was Voltfang from Germany. The start-up's winning idea: Extending the lifecycle of batteries from electric vehicles. Voltfang's green electricity storage system uses only second life batteries from electric cars. In this way, the Voltfang system can store excess energy from solar panels and provide clean energy to companies and private households.

**THE CAMPAIGN HAS BEEN VIEWED
ALMOST 2.2 MILLION TIMES**

Jan Patrick Schulz, CEO of Landbell Group and creator of the award, said "Voltfang addresses a vital topic for the circular economy. The number of electric cars on our roads will increase to 30 million by 2030 according to EU plans and so will the amount of waste batteries from these cars. What convinced us about Voltfang's business idea was that they not only specialise in making the best out of these used batteries but also contribute to closing the gap in our renewable energy transition."

JAN PATRICK SCHULZ, CEO OF LANDBELL GROUP: "WITH THE GREEN ALLEY AWARD, WE PUT A SPOTLIGHT ON CIRCULAR START-UPS LIKE VOLTfang THAT CAN MAKE A DECISIVE CONTRIBUTION TO OUR FIGHT AGAINST CLIMATE CHANGE."

ERP IRELAND AND FLOSSIE THE BEACH CLEANER



Flossie the Beach Cleaner, Harriet Donnelly, and Jennie Flory

During 2022, Flossie the Beach Cleaner, her mother, Harriet Donnelly, and her grandmother, Jennie Flory, participated in an ERP Ireland video to remind people about the importance of recycling e-waste and the fact that everyone has a role to play recycling unused electronic items in their homes.

ERP Ireland is delighted to support Flossie and the Beach Cleaners vision of sustainability as they drive home the importance of recycling in a circular economy. We launched the video in October as part of International e-Waste Day and achieved phenomenal results.

Outreach Strategy:

- Generate high engagement for those aged 26 – 55 living in ERP areas.
- Promote videos across Facebook, Instagram, Twitter and YouTube channels.
- Distribute a promotional kit to all Local Authorities and relevant stakeholders.

THE CAMPAIGN RESULTED IN A REACH OF OVER 130,000 VIEWS.

GREEN CHRISTMAS 2022

Every year since 2009, ERP Ireland has launched its annual Green Christmas campaign reminding consumers of the importance of recycling during the festive season. ERP has created several videos which are promoted across our social channels and shared with stakeholders as appropriate. Our Green Christmas campaign generates a huge level of engagement from the public and stakeholders alike.



For 2022's Green Christmas campaign we created two new animations to promote the recycling of WEEE and batteries around the festive period.

Outreach Strategy:

- Drive awareness of WEEE and battery recycling and the importance of having a green Christmas.
- Generate high engagement for those aged 26 – 55 living in ERP areas.
- Create various versions of the video for social channels.
- Dial up the communication with influencer mailing.
- Promote the videos across Facebook, Instagram, Twitter and YouTube.

Key Results:

- The EPA, Mywaste.ie and all Local Authorities in ERP territories shared video content.

THE CAMPAIGN RESULTED IN A TOTAL REACH OF 81,000 VIEWS.

"Climate Change and Pollution are why we have to move to a circular economy. We all play an important role as the way we consume and dispose of items has a huge impact on resources used."

Flossie the Beach Cleaner

WORKING TOGETHER



Chambers Ireland Sustainable Business Impact Awards overall winners (from L to R): Mags Brennan, President of Chambers Ireland; Peter Quinn, CFO of An Post; Gina Maguire, Senior Project Manager at An Post; and Darren Devane, Construction Director at BAM Ireland.

Chambers Ireland Sustainable Business Impact Awards

ERP Ireland has had a long-standing relationship with Chambers Ireland. Since 2013, our CEO, Martin Tobin, has been a judge on the panel of the Sustainable Business Impact Awards, formerly the CSR Awards, which recognise the work carried out by Irish and multinational companies to improve the lives of their employees and to enhance the environment.



Winners of the Chambers Ireland Excellence in Local Government Awards - Sustainable Environment - Cork City Council Air Quality Strategy (from L to R): Minister of State with responsibility for Planning and Local Government, Peter Burke TD; David Joyce, Cork City Council; Martin Tobin, ERP Ireland; Cllr Deirdre Forde, Lord Mayor of Cork City; Brian Geaney and Noel Murtagh, Cork City Council and Ian Talbot, Chambers Ireland.

Chambers Ireland Excellence in Local Government Awards

This initiative showcases best practice in local government and highlights some of the great projects that Local Authorities are undertaking. Martin Tobin has been a judge on the panel since 2013.



Pakman Awards 2022 (from L to R): Cllr Joe Bonner; James Burges and Martin Tobin, ERP Ireland; John Keehan, Castletroy College; Aoife Curtis and April Dunn, Currys Ireland; Lisa Kiely, Castletroy College; Neill Tobin, Ecoplex; Yvonne Holmes, ERP Ireland and PJ Pat Spillane.

Pakman Awards

ERP Ireland is delighted to participate in the national awards programme, the Pakman Awards, which recognises and supports excellence in Waste Management and Recycling. Yvonne Holmes, Head of Corporate Communications at ERP Ireland, has sat on the judging panel since 2015.

Congratulations to Currys Ireland, winners of the Battery and WEEE Recycling Champion category which was sponsored by ERP Ireland at the Pakman Awards 2022. Currys recently extended its recycling collection service offering its customers free collection of small electrical items for recycling upon the delivery of a large appliance. The retailer also launched a campaign earlier in the year entitled Cash for Trash which offered a €5 voucher to customers that returned electronics to Currys stores for recycling.

ERP Ireland also congratulated Castletroy College which was shortlisted for the Environmental Education and Awareness Initiative. ERP Ireland has worked with this school alongside the University of Limerick on the collaborative educational project E-Mining@School which aims to raise awareness and engage secondary school students on the importance of recycling e-waste. Meath County Councillor, Joe Bonner, was also shortlisted for the Community Recycling Initiative. Over the last 18 years, Joe has organised numerous recycling events with the support of ERP Ireland where the community could recycle all its general and WEEE waste.

“Our customers are doing business in a rapidly changing and demanding world. Our goal is to support them as much as possible in this environment: wherever they need us and with every new challenge.”

Martin Tobin, CEO, ERP Ireland



WEEE RESEARCH

Research Project into an Automated Battery Detection System

Researchers at the University of Limerick asked ERP Ireland and Hardware Association Ireland to assist them on a research project into an automated battery detection system for recycling facilities. The project's aim is to use artificial intelligence and robotics to identify and separate items with batteries from the main WEEE waste stream. It is hoped the end result of this project will improve recycling efficiencies and help reduce potential hazards to human health.

In order to facilitate the research, we approached all hardware stores in our counties requesting for a large stock of used drills destined for recycling, both battery operated and mains powered. The study is ongoing.

**JOIN US ON THE PATH TOWARDS
A MORE SUSTAINABLE FUTURE**



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