







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

## CONTENTS

<b>01. CEO Statement</b>	<b>4</b>	<b>06. COMMUNICATIONS</b>	<b>26</b>
Message	4	Impact of Covid-19 on Communications Programmes	26
Key Achievements in 2021	6	Don't Waste a Day!	27
<b>02. Message from the Chairperson</b>	<b>8</b>	Batteries for Barretstown	28
<b>03. ERP Ireland Overview</b>	<b>10</b>	"Recycling Habits during Covid-19" Survey Findings	29
General Overview	10	ERP Celebrates Recycling Four Million Tonnes!	30
ERP History	12	ERP Free Electrical Recycling Drop Off Events Programme	30
WEEE Stakeholders Working Together	13	Green Alley Awards	31
ERP Ireland Activities	14	Green Christmas Campaign	32
ERP Ireland Structure	14	Working Together	35
ERP Membership Benefits	15	Chambers Ireland Sustainable Business Impact Awards	35
<b>04. Collection and Treatment Operations</b>	<b>16</b>	Chambers Ireland Excellence in Local Government Awards	35
Collection Services	18	We'll Take it Back Programme	35
Treatment, recovery and recycling service providers	18	Pakman Awards	36
<b>05. WEEE and Battery Statistics</b>	<b>22</b>	ERP Partners with CIRCULÉIRE	36
Collection Split by Product Category	22	ERP Supports Repairmystuff.ie	36
WEEE Collections 2021	24	ERP WEEE Research	36
WEEE Collection and Treatment	24	<b>07. ERP Ireland's Vision for 2022</b>	<b>38</b>
Collections by Collection Point Type	24		
Battery Statistics	25		
Collections and Operations	25		
Battery Treatment	25		
Materials Collected and Treated	25		
Annual Portable Battery Collection	25		

This Annual Report for 2021 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. Approval under Waste Management (Waste Electrical and Electronic Equipment (WEEE)) Regulations S.I. No. 355 of 2011 and S.I. No. 268 of 2008 Waste Management (Batteries and Accumulators) Regulations 2008 was granted by the Minister on June 19th, 2017.

# 01. CEO STATEMENT

2021 marked a milestone achievement as the European Recycling Platform (ERP) celebrated collecting and treating more than four million tonnes of waste electrical and electronic equipment (WEEE) across Europe since its foundation in 2002. 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. I was delighted to be joined by Minister of State at the Department of Public Expenditure and Reform, Ossian Smyth, TD, to mark this achievement at the launch of the Green Alley Awards 2021.



As always, ERP is obligated to meet the ever-demanding targets as detailed in both the WEEE and Battery Directives. Despite the many challenges presented by the Covid-19 pandemic, our scheme had a successful year.

During 2021, we collected an average of 12 Kg of electronic waste per person in Ireland, an increase of 3% over 2020. ERP collected 67% of the average of EEE placed on the market over three preceding years, exceeding the 65% target. For portable batteries, we collected 507 tonnes or 56% of the average of what was placed on the market from 2019 to 2021, exceeding the collection target. This is equivalent to over 20 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.

I would like to draw your attention to other key developments in the sector over the last year that we have been actively involved in driving and shaping:

- **vEMC Extension** – The visible Environmental Management Cost (vEMC) scheme is a complementary funding mechanism that covers retailer takeback and marketing programmes, Local Authority funding and EPA enforcement and research. The current arrangement is in place until December 2022. A committee has been set up to look at extending vEMCs to fund essential access to waste channels to ensure we continue to meet the ever-increasing targets.
- **Distance Sellers** – 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 and the White Goods Association (WGA) has raised this issue with the regulator. Accordingly, a sub-group has been established to explore how we can ensure distance sellers meet their obligations.
- **WEEE Arising and Not Arising** – The Environmental Protection Agency (EPA) has published a report and its key findings are being

# “Ireland’s Waste Action Plan for a circular economy recognises that WEEE is one of the fastest growing waste streams worldwide and we aim to build on the success of our existing compliance schemes, like ERP Ireland, to capitalise on circularity potential.”

Minister of State at the Department of Public Expenditure and Reform, Ossian Smyth, TD.

examined. It is understood 11,000 tonnes of WEEE is ‘not arising’ annually and 6,000 tonnes of this total are B2C items. A sub-group has been established and ERP Ireland will have a place on this. ERP Ireland has worked closely with the EPA and Local Authorities to identify entities outside the formal system that are managing WEEE today. We have been working with these operators to bring them into the formal system and have been very successful to date. Our work in this area shall continue into 2022 as we expand our collection network and assist these operators in complying with the regulations.

- **Waste Action Plan for a Circular Economy –** ERP Ireland has been working on the Waste Action Plan, in particular on the Extended Producer Responsibility (EPR) aspects of it which will cover areas such as the on-going achievement of the ambitious 65% target; incentives for producers to design sustainable products; fair and transparent process for setting fees for producers; and supporting a reuse programme promoting circularity.
- **New Waste Battery Regulation –** ERP Ireland prepared a submission to the national consultation process. The Landbell Group also submitted a position paper to the European Commission. Key areas of focus are that it shall be implemented as a regulation not a directive; that automotive and industrial batteries are coming into focus; and that targets and recycling efficiencies are increasing. The regulation will be implemented in 2022. The Department has set up a committee and ERP Ireland is represented.

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 with the result that ERP’s communications campaigns were seen over 8 million times during 2021.

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. During 2021, ERP Ireland and Barretstown teamed up with renowned Irish artist and designer Helen Steele. Helen created a bold and dramatic piece of art to live at Barretstown. She also created a second piece in black and white to allow Barretstown campers to leave their mark. Total reach for this campaign was 2.2 million views. ERP continued and extended its Don’t Waste a Day! campaign with Mywaste.ie. The campaign was launched 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 and has achieved over 2.7 million views. More information on these campaigns can be found later in this annual report.

Another campaign that I am particularly proud of was when I was joined by Minister of State at the Department of Public Expenditure and Reform Ossian Smyth, TD, at the launch of our ‘Recycling Habits during Covid-19’ research survey. The research highlighted recycling behaviours during the pandemic, identifying items recycled, items repaired, as well as items kept unused in the family home and the reasons for hoarding them. While the research

## 01. CEO STATEMENT (continued)

showed the positive recycling behaviours people demonstrated during the pandemic, it also revealed that one in four Irish adults (24%) understand what is meant by the Circular Economy. ERP featured on RTÉ TV on the 1pm, 6pm and 9pm news bulletins; we secured coverage in *The Irish Independent*, *The Irish Times*, *The Irish Daily Star*, *The Irish Sun*, *TheJournal.ie*, *Breakingnews.ie* as well as featuring on news bulletins on radio with RTÉ's *Morning Ireland*, and Newstalk's *The Pat Kenny Show*. The campaign had a phenomenal reach of almost 3.4 million views!

Our current number of members to our scheme for 2021 stands at 162. I would like to welcome the new members that have joined during the year including: Leprica Ltd, Gadgetplus, Inkjet, VidaXL International BV, OM Digital Solutions GmbH, R K Wholesale, Prestige Detection Systems Ltd, Suntech Deutschland GmbH, KTM AG, Spigen Korea Co Ltd, Oberg Associates Ltd T/A Max Benjamin, Solis Benelux BV, Swappie Oy, RSA Security & Risk Ireland Ltd,

Hyve Solutions Europe Ltd, Zhejiang Narada Power Source Co Ltd, Alfen ICU BV, Brady's (Dublin) Ltd, Daniel Wellington AB, IMOO Store Limited, ISA SA and Spin Master International BV. 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, 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 2021

- In 2021, we collected an average of **12Kg of electronic waste** per person in Ireland. ERP Ireland collected 67% of the average of EEE placed on the market over the three preceding years, exceeding the 65% target.
- We collected **14,636 tonnes** and treated **14,240 tonnes** of WEEE.
- For portable batteries, we collected **507 tonnes or 56%** of the average of what was placed on the market from 2019 to 2021, exceeding the collection target.
- At the end of the year, we had **162 members** in our WEEE and waste batteries compliance schemes.
- Since we started our Battery Compliance Scheme in August 2008, we have collected **3,393 tonnes** of batteries.
- Since ERP Ireland commenced WEEE operations in August 2005, we have collected **175,243 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 **3,065** retailers registered in respect of WEEE and batteries.
- We continue to operate to the best environmental standards in our recycling and recovery operations.
- During 2021, ERP Ireland's communications campaigns were seen over **8 million** times!
- Since 2017, the equivalent of over **84,000,000** 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](http://www.mywaste.ie) joint campaign 'Don't Waste a Day!' is an overwhelming success with over **2.7 million** views since its launch!
- In 2021, ERP Ireland announced results of the 'Recycling Habits during Covid-19' study by Coyne Research, which highlighted recycling behaviours during the pandemic. The campaign had a phenomenal reach of almost **3.4 million** views!
- 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.

# RECYCLING **4,000,000** TONNES OF WEEE EQUALS...

PREVENTING  
THE RELEASE OF  
**6,000** TONNES OF  
OZONE DEPLETING  
SUBSTANCES



SAVING ENOUGH  
ENERGY TO POWER  
**1,000,000** HOMES  
FOR A YEAR



PREVENTING  
THE EMISSION  
OF **43,400,000**  
TONNES OF CO<sub>2</sub>



RECYCLING: **114** MILLION FRIDGES/  
**85** MILLION WASHING MACHINES/  
**16** BILLION SMALL DOMESTIC APPLIANCES/  
**300** MILLION TELEVISIONS/**3** BILLION LAPTOPS



PREVENTING THE EXCAVATION OF  
**8,957,756** CUBIC METRES OF LANDFILL



2021 marked a milestone achievement as the European Recycling Platform (ERP) celebrated collecting and treating more than four million tonnes of WEEE across Europe since its foundation in 2002.



# 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 2021. 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. As for many businesses across the world, the Covid-19 pandemic has presented unprecedented challenges at an individual, societal and economic level. The electrical retail industry continues to face challenges at a global level due to the availability of components and parts. However, we are still seeing strong demand for products, and we expect that the sector will stabilise later in 2022. I would like to commend the team at ERP Ireland for delivering on all key compliance objectives and continuing to provide essential services during an exceptionally difficult time.

Increasingly, producers are selling to Irish consumers by means of distance selling. The WGA has raised this issue as of paramount importance with the regulator. A sub-group has been established of which ERP and the WGA is a member. As always, we will continue to advocate for members and represent your best interests to explore how we can ensure distance sellers meet their obligations under the regulations.

During 2021, we have seen circularity in action, and I have witnessed first-hand the innovation and collaboration from the electrical and battery sectors towards supporting sustainable initiatives. A training course for repair technicians was launched in November 2021 with the support of the schemes and the WGA and is the first Irish course of its kind. The course aim is to produce qualified technicians to extend the lives of electrical appliances such as washing machines, dishwashers and dryers. Another area of circular activity is that of recording the industry repair volume. Producers are sharing their repair data on a monthly basis to a 'black box' which is totally confidential. This data is now for the first time collated, managed and tracked centrally, further demonstrating a producer's role and commitment to the circular economy.

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 their efforts during this difficult year. Your scheme stands out once again as a reliable, competent, and effective provider of WEEE and battery compliance - collecting at a rate of 67% of EEE placed on the market and 56% of portable batteries placed on market exceeding the collection targets.

Lastly, 2021 marks a fundamental milestone in the European Recycling Platform's history as it celebrates collecting and treating more than four million tonnes of WEEE across Europe since its foundation in 2002 and I am very proud to be part of this achievement.

I would 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





# 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 16th Annual Activity Report covering the period 1st January to 31st December 2021.



## OVERVIEW

Our report shows a successful performance by ERP Ireland in 2021 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 2021 of 12.01Kg per person. ERP Ireland collected 67.32% of the average of what was placed on the market in the three preceding years exceeding the 65% target for 2021. Also, for waste batteries, ERP Ireland collected 507 tonnes or 55.81% of all batteries placed on the market in Ireland by our members during the three years up to 2021, exceeding the 45% target.

ERP Ireland had 162 members at the end of 2021. 19 producers were members of the WEEE Compliance Scheme alone. 49 producers were members of the Battery Compliance Scheme only and 94 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 21.86% in 2021 within its WEEE Compliance Scheme and 25.07% 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 2021, 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.

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 **13** 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:

OVER  
**3,844,693**  
TONNES OF WEEE

OVER  
**95,912** TONNES  
OF PORTABLE BATTERIES

OVER  
**6,220,633**  
TONNES OF PACKAGING



## 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 13 countries for WEEE, batteries, packaging and PV panels and has increased its members to nearly 38,996.

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.

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



# WEEE stakeholders working together



## 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 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: 3/4

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





## 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 15m<sup>3</sup>, 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](mailto: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 2021, ERP had 3,065 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

THROUGHOUT 2021, OUR COMPLIANCE SOLUTIONS ENSURED THAT OUR CUSTOMERS' WASTE ELECTRONICS AND BATTERIES COULD BE REUSED, RECYCLED OR RECOVERED. THIS IS HOW WE HELPED OUR CLIENTS TO UNLOCK THE VALUE OF THE CIRCULAR ECONOMY.





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

#### **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-11-0014-09 issued by South Dublin County Council.

#### **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 (WEEE Label of Excellence) standards to treat CRT's, 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 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 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.

#### **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



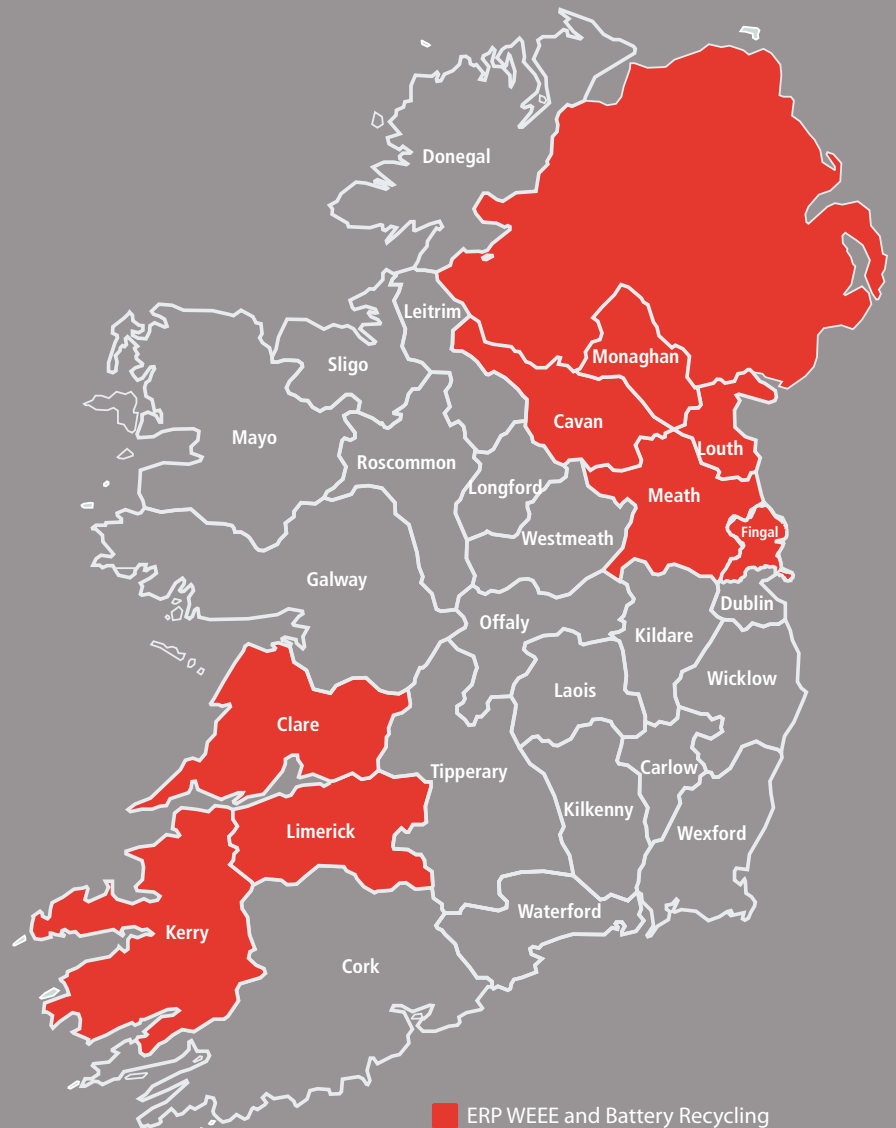
with all associated standards. Envirobat was recently approved for R14 second life operations for all Lithium Batteries including those from Electric Vehicles. It is authorised by the Board of Castilla-La-Mancha (NIMA), number 193000610. The company is also certified by ISO 14001 environmental management system and ISO 9001 quality management system.

### Recypilas S A

Recypilas is a Spanish company that treats some of the batteries collected by ERP. It is based in Asúa-Erandio in Northern Spain. It specialises in recycling and recovery of all types of batteries and is certified as an authorised operator for both hazardous and non-hazardous waste (license number 16-I-01-00000000396.). It 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. 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 2021 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 2021, ERP Ireland had 162 members, 94 producers were members of both our WEEE and Waste Battery compliance schemes, 19 producers were members of our WEEE compliance scheme and 49 producers were members of our Waste Battery compliance scheme.

ERP Ireland saw a further increase of electronic waste recycling during year two of the Covid-19 pandemic with over 6 million electronic items collected by the scheme in 2021, up from 5.6 million in 2020.

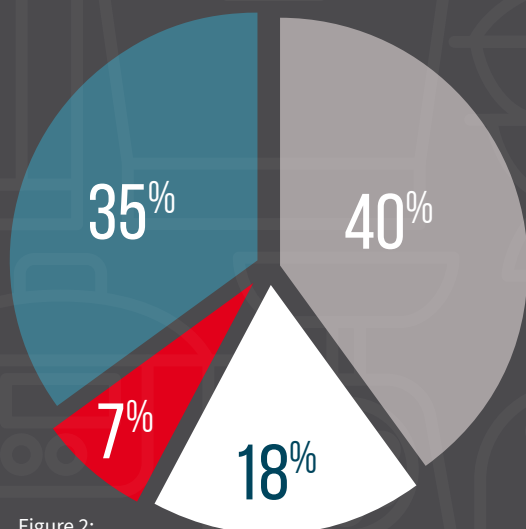


Figure 2: Collection Split by Category

- LDA
- Cold
- TV/Monitors
- Others/IT/SDA

## 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 35% of collections. This category includes a wide range of domestic appliances such as home computers, toasters, lighting and telephones.

162 MEMBERS





DURING 2021, ERP COLLECTED ENOUGH BATTERIES TO LINE THE LENGTH OF IRELAND TWICE

507  
TONNES OF  
PORTABLE BATTERIES  
COLLECTED

14,636  
TONNES OF WEEE  
COLLECTED IN  
2021

5,764,734

SDA – ELECTRIC  
TOOTHBRUSHES, REMOTE  
CONTROLS TOASTERS,  
CURLING IRONS ETC. ITEMS  
COLLECTED

148,780  
CRT – TVS, MONITORS  
ETC. ITEMS COLLECTED

138,604

LDA – WASHING MACHINES,  
DISHWASHERS ETC. ITEMS  
COLLECTED

66,282

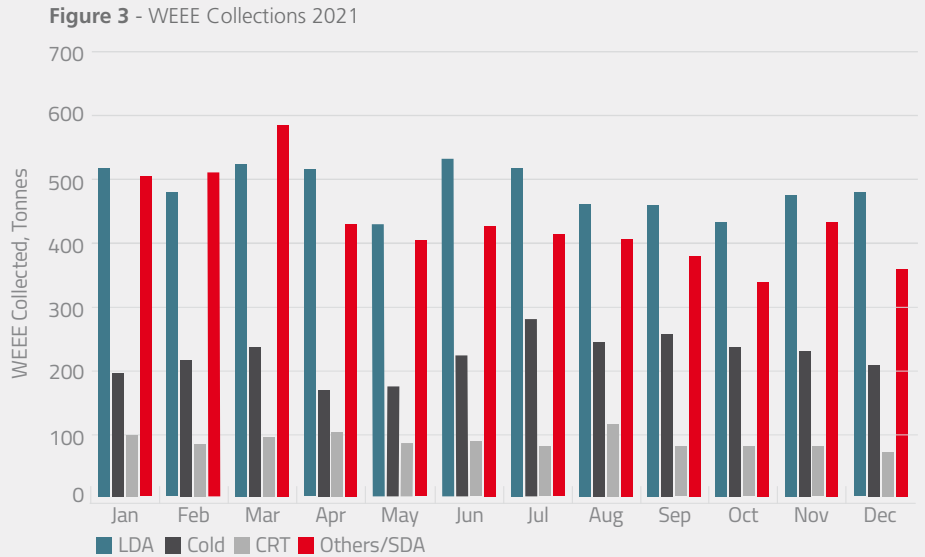
COLD – FRIDGES,  
FREEZERS, ETC. ITEMS  
COLLECTED

**Overall, ERP Ireland identified a 3% increase in electronic waste recycling per person and highlighted a 9% increase in the recycling of COLD appliances including fridges and freezers, and a 10% increase in small domestic appliances (SDA).**

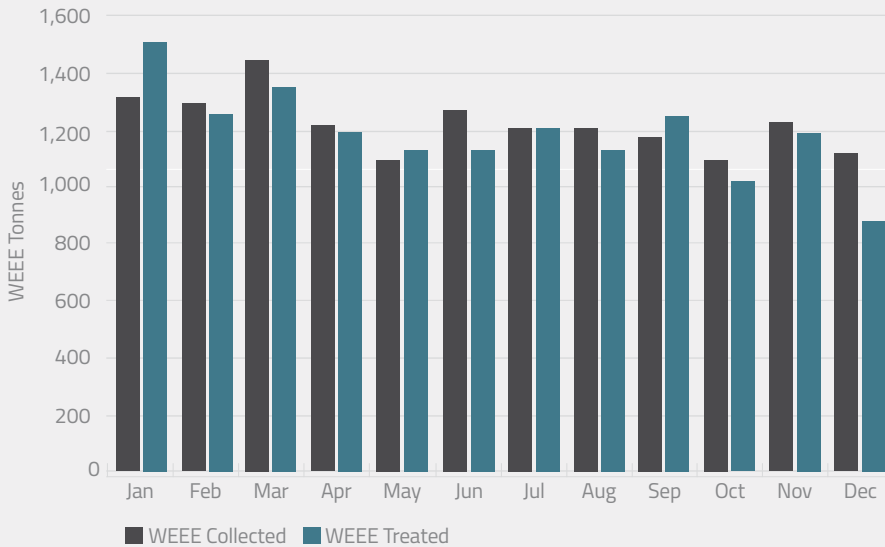
### WEEE COLLECTIONS 2021

The largest category was LDA (Large Domestic Appliances), which accounted for 40% of collections. Next was Others at 35%, this category includes a wide range of domestic items such as home computers, toasters and telephones, etc.

TV/Monitors were 7% of collections and Cold items were 18%. The volumes of treated materials closely matched collections for all products for most of the year. The EU target for 2021, 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 2021 of approximately 14,100 tonnes. During 2021, we collected 14,636 tonnes, exceeding this target. The monthly collection rate in 2021 is shown in figure 3.



**Figure 4 - WEEE Collection and Treatment 2021**



### WEEE COLLECTION AND TREATMENT

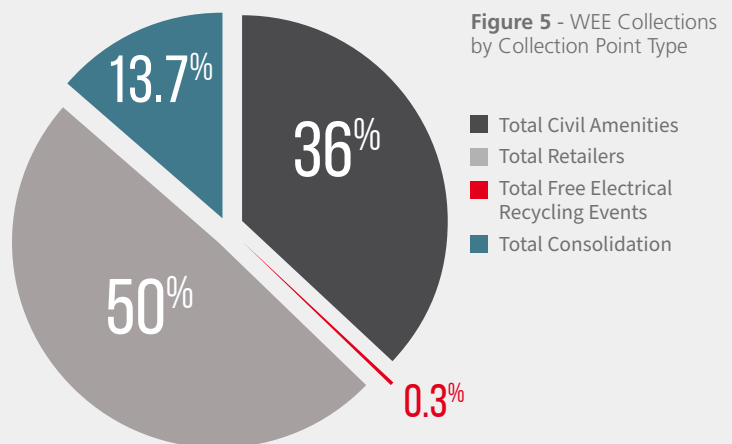
ERP Ireland has established over 300 collection points in its areas of operation where the householder can deposit WEEE for recycling, free-of-charge.

These include Local Authority Civic Amenity Sites, retailers and ERP Free Electrical Recycling Drop Off Events. ERP collected 14,636 tonnes and treated 14,240 tonnes of WEEE in 2021. The WEEE collected and treated monthly is displayed in figure 4.

Our WEEE collected figure for 2021 of 14,636 tonnes increases our overall collection rate since ERP Ireland commenced operations in August 2005 to 175,243 tonnes of WEEE.

### COLLECTIONS BY COLLECTION POINT TYPE

Notwithstanding the ongoing Covid-19 pandemic, ERP did hold five of its popular Free Electrical Recycling Drop Off Events during 2021. These events contributed approximately 44 tonnes of WEEE. ERP still saw increases in returns through the other existing channels for free WEEE recycling. Civic Amenity Sites were accountable for 36% of WEEE collected as shown in figure 5. A collection rate of 50% was collected via WEEE returns from Retailers, this figure represents the consumer returning WEEE 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, etc. and waste management companies.





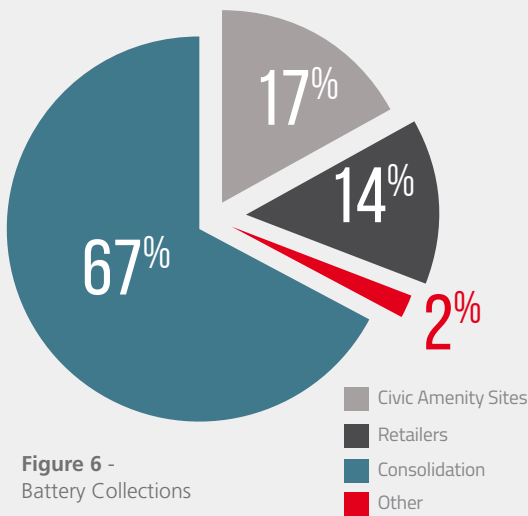


Figure 6 - Battery Collections

**For portable batteries, ERP collected 507 tonnes or 56% of the average of what was placed on the market from 2019 to 2021.**

### 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 2021. 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 408 tonnes. ERP Ireland collected 507 tonnes in 2021, exceeding this target by collecting to a rate of 55.81%. 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.

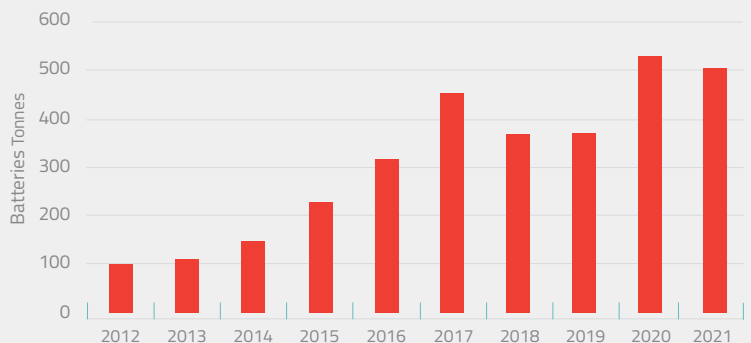
Lithium batteries are shredded and separated into their component elements for recycling or re-use.

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 507 tonnes of portable waste batteries in 2021. 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 2021 of 507 tonnes exceeds the Battery Collection Target of 408 tonnes as set by the EU Directive. Since ERP commenced its Waste Battery Compliance Scheme, it has collected over 3,393 tonnes of portable batteries.



DURING 2021, ERP'S COMMUNICATIONS CAMPAIGNS WERE SEEN OVER 8 MILLION TIMES!

## 06. 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.

### IMPACT OF COVID-19 ON COMMUNICATION PROGRAMMES

**Like many other areas of the business, ERP Ireland's communications programmes were affected by the Covid-19 pandemic during 2021 with many planned campaigns cancelled in line with government guidelines.**

Despite the disruption caused during lockdown, ERP Ireland maintained active communications promoting 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 2021 include:

- Don't Waste a Day! campaign
- Artist Helen Steele and Batteries for Barretstown
- Recycling Habits during Covid-19' Survey
- 4 Million Tonne Landmark Reached
- Green Alley Awards 2021
- We'll Take it Back Programme
- Working Together - with Chambers Ireland and Pakman Awards
- WEEE Research Programmes



*Launching ERP Ireland's Recycling Habits during Covid 19 survey results were: Martin Tobin, CEO, ERP Ireland, Minister of State at the Department of Public Expenditure and Reform, Ossian Smyth, TD with Amelia Holmes (11).*



Since 2017, the equivalent of over 84,000,000 AA batteries have been recycled thanks to the Batteries for Barretstown campaign – enough to circle the island of Ireland!

## DON'T WASTE A DAY!

Following on from the massive success last year, ERP Ireland decided to further expand its 'Don't Waste A Day!' video series, in partnership with MyWaste.ie. The animated series was created to encourage the people of Ireland to use their time for the better by offering tips and insights to help develop positive and easy to follow everyday habits through a series of animations which ran across Facebook, Instagram, Twitter and YouTube.

Six videos were created which centred on the following themes:

1. Doing household renovations or a big clear-out? Remember not to put your electrical waste in your general waste bin or skip.
2. Did you know that over 90% of the raw materials of electrical goods can be recycled?
3. Lithium batteries and the risk of fires, in association with the Irish Waste Management Association (IWMA).
4. Minimise your e-waste – Remember the Three Rs.
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

### 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.



*Don't Waste a Day campaign*

### Key Results:

- The 2021 campaign was an overwhelming success with a reach of 1.4 million views.
- The campaign has achieved over 2.7 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.
- The series also featured on RTÉ Learn, a valued and important resource for teachers, educators and families. It showcases a diverse range of educational content from RTÉ and its contributors.
- During the year, ERP Ireland received a request from the EPA to raise the issue of WEEE arising in household bins following a report which it had launched. ERP was able to quickly respond to this request and created a video tackling this issue as part of its Don't Waste a Day! campaign which was promoted by all parties and shared with the appropriate stakeholders.
- In 2021, ERP Ireland and the IWMA launched a video on the growing issue of fires associated with WEEE that contain batteries. Further to a request by the IWMA, ERP was able to quickly turn this campaign around and created a video tackling this topic as part of its Don't Waste a Day! campaign. The video highlights the potential dangers of disposing of used batteries into the recycling or general rubbish bins.

**TOTAL CAMPAIGN REACH:  
2.7 MILLION VIEWS**

THE ERP AND WWW.MYWASTE.IE JOINT CAMPAIGN DON'T WASTE A DAY! IS AN OVERWHELMING SUCCESS WITH OVER 2.7 MILLION VIEWS SINCE ITS LAUNCH!



## 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 reached over 7.5 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 Communications’ at the Chambers Ireland CSR Awards 2019 and was shortlisted for a Green NGO Award in 2019 and 2020 and for a Pakman Award in 2018, 2019 and 2021.

In February 2021, ‘Batteries for Barretstown’ teamed up with renowned Irish artist and designer, Helen Steele, to mark the success of the Barretstown and ERP



Artist and designer, Helen Steele, displays her latest work for Barretstown.

Ireland joint initiative. Helen created a bold and dramatic piece of art to live at Barretstown which encapsulated the spirit behind the ‘Batteries for Barretstown’ campaign. She also created a second piece in black and white to allow Barretstown campers to leave their mark with their own colourful brush stroke when they could eventually return to camp.

Since children and campers were not able to attend school due to the Covid-19 restrictions at that time, we created an online art class to promote positivity. Helen filmed a short class and gave creative tips. This was launched through Barretstown Live, an online interactive platform to livestream Barretstown’s programmes into homes nationwide. This has been viewed close to one million times to date.

National and regional media relations secured coverage in eight tier one targets including the *Irish Independent*, the *Irish Daily Mail*, the *Herald* and the *Irish Daily Star* with a reach estimated at 700,000. Social Media Results of the corporate presentation and art class videos achieved almost 1.5 million views.

**TOTAL CAMPAIGN REACH:  
2.2 MILLION VIEWS**



Helen Steele, Irish designer and artist said:

**“I love the ethos of ERP Ireland’s Batteries for Barretstown campaign. The campaign is all about ‘Powering Positivity’ and there is nothing that makes me feel more positive and upbeat than playing with paint and colour, and the piece I created reflects those values.”**

## “RECYCLING HABITS DURING COVID-19” SURVEY FINDINGS

**ERP Ireland recently announced the findings of the ‘Recycling Habits during Covid-19’ study by Coyne Research, which highlights recycling behaviours during the pandemic, identifying items recycled, items repaired, as well as items kept unused in the family home and the reasons for hoarding them.**

Commenting on the ‘Recycling Habits during Covid-19’ research survey, Minister of State at the Department of Public Expenditure and Reform, 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.”



Recycling During Covid

### **Some key findings from the research study include:**

- The kettle was the most recycled object over the past twelve months, with one in four Irish adults claiming to have recycled one in the past year.
- TVs (19%), large kitchen appliances (17%), plugs/cableschargers (16%), microwaves (14%), toaster/sandwich makers (14%) and mobile phones (13%) were also amongst the top items recycled.
- One in five Irish adults has a DVD player and video player unused and gathering dust in their homes.
- A PC or laptop was the most repaired item in 2020, with 1 in 10 Irish adults fixing one in the last twelve months.
- Over two-thirds of respondents claimed to have unused electrical items in their home.

- 14% claim they have a sewing machine, iPod/MP3 player, Walkman/Discman, and plugs/cableschargers unused in their home.
- Just under half of respondents said they do not recycle unused electrical items as they feel they may use them again in the future, with only 8% concerned about data privacy.

Additional Insights on recycling behaviours identified within the ‘Recycling Habits during Covid-19’ research include:

- 4 in 5 Irish adults are aware of their local recycling centre as a location for recycling electronic equipment for free.
- Over 7 in 10 are aware of their local electrical retailer as a location for recycling electronic equipment for free.
- 4 in 5 adults are aware of their local recycling centre and their local supermarket as locations for recycling used batteries for free.

The ‘Recycling Habits during Covid-19’ research also pointed out that only one in four Irish adults (24%) understand what is meant by the Circular Economy with those aged between 18 and 37 most likely to understand the meaning of the term.

The announcement was a great success and was featured on RTÉ TV on the *One O’Clock*, *Six One* and *Nine O’Clock news bulletins*; we secured coverage in the *Irish Independent* (page 2), *The Irish Times*, the *Irish Daily Star* (full page spread), *The Irish Sun*, *The Journal* and *Breakingnews.ie* as well as featuring on radio programmes *Morning Ireland* and *The Pat Kenny Show*.

Minister of State at the Department of Public Expenditure and Reform, 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. We are currently consuming at a rate that requires three planets. This is unsustainable.”**



## ERP CELEBRATES RECYCLING FOUR MILLION TONNES!

**2021 marked a milestone achievement for ERP as it celebrated collecting and treating more than four million tonnes of WEEE across Europe since its foundation in 2002. 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.**

### Recycling four million tonnes of WEEE equals:

- Preventing the release of 6000 tonnes of ozone depleting substances
- Saving enough energy to power 1,000,000 homes for a year
- Preventing the emission of 43,400,000 tonnes of CO2
- Preventing the excavation of 8,957,756 cubic metres of landfill
- Recycling 3000 million laptops or 300 million TVs

Commenting on ERP’s collection and treatment of four million tonnes at the launch of the Green Alley Awards, Minister of State at the Department of Public Expenditure and Reform, Ossian Smyth, TD, said, “Ireland’s Waste Action Plan for a circular economy recognises that WEEE is one of the fastest growing waste streams worldwide and we aim to build on the success of our existing compliance schemes, like ERP Ireland, to capitalise on circularity potential.”

## 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.

During 2020/21 due to the Covid-19 pandemic, the ERP Free Electrical Recycling Drop Off Events programme was cancelled in line with government guidelines. Five pilot events under new operational arrangements ran successfully in late 2021.

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.



**The kettle was the most recycled item in 2021 with one in four 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 start-ups 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, 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.

### 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.



At the launch of the Green Alley Awards for 2022 were Martin Tobin, CEO, ERP Ireland, Lynn Houghton, founder of The Upcycle Movement and Minister of State at the Department of Public Expenditure and Reform, Ossian Smyth, TD.

### Key Results:

- The launch of the Green Alley Awards resulted in extensive media coverage across national, business and trade titles including The Irish Times and Irish Independent Business, in Sustainability supplements by Sustainable Ireland, in business and technology trade titles and in the regional press.
- Since 2019 the campaign has resulted in almost 1.5 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.
- Traceless Materials from Germany won the Green Alley Award for 2021. The startup's winning idea is a material that claims to be one step ahead of other bioplastics on the market today - agricultural industry residues that are transformed into a sustainable alternative to film or hard plastic packaging or plastic coating. The result is an all-natural material that is not only completely bio-based but can also be composted in your organic waste bin within two to nine weeks.
- Jan Patrick Schulz, CEO of Landbell Group said: "Circular startups like Traceless Materials meet consumers' expectations to promote sustainability more strongly. With the Green Alley Award, we want to foster those business models that combine resource conservation with economic success."

Jan Patrick Schulz, CEO of Landbell Group said:

**"Circular startups like Traceless Materials meet consumers' expectations to promote sustainability more strongly. With the Green Alley Award, we want to foster those business models that combine resource conservation with economic success."**

## GREEN CHRISTMAS

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.



### 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 has achieved a total reach of 1.3 million since 2017.
- The overwhelming majority of comments reflected how moved the audience was by our videos.



Dee Ahearn, CEO, Barretstown said:

**“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.”**





*Encapsulating the spirit of Barretstown! Yvonne Holmes, ERP Ireland, Irish artist and designer, Helen Steele and Dee Ahearn, CEO, Barretstown display Helen's latest work for the children's camp.*

**MARTIN TOBIN, CEO, ERP IRELAND SAID:** "BATTERIES FOR BARRETSTOWN HAS CAPTURED THE HEARTS AND MINDS OF LOCAL COMMUNITIES ACROSS THE COUNTRY SINCE ITS LAUNCH IN 2017, BEING RECOGNISED WITH NUMEROUS AWARDS OVER THE YEARS. I WOULD LIKE TO THANK THE BARRETSTOWN TEAM, CAMPERS AND SUPPORTERS AND THE PUBLIC FOR THEIR CONTRIBUTION TO THIS PHENOMENAL ACHIEVEMENT."





## WORKING TOGETHER



Outstanding Achievement in Sustainable Business Impact Winner - Earth's Edge.  
L to r: Mags Brennan, President, Chambers Ireland; Ian Talbot, Chief Executive, Chambers Ireland;  
Tadhg Lucey, COO, Civils BAM Ireland and James McManus, MD, Earth's Edge.

### 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.



Local Authority of the Year – Cork City Council. L to r: Ian Talbot, Chief Executive, Chambers Ireland;  
Cllr. Colm Kelleher, Cork City Lord Mayor; Conor Healy, Chief Executive, Cork Chamber and Brian Geaney, Assistant Chief Executive, Cork City Council.

### 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.

**WE'LL TAKE YOUR  
OLD ONE BACK!**

**FREE  
RECYCLING**



**OF YOUR OLD  
APPLIANCES  
IN THIS STORE\***

### We'll Take it Back Programme

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 2021, almost 50% of WEEE take back was sourced through the retail sector which is a noteworthy achievement compared to our European counterparts.





Martin Tobin, CEO ERP Ireland and Caroline Tobin, Corporate Fundraising Manager, Barretstown at the Pakman Awards 2021

**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.



**ERP Partners with CIRCULÉIRE**

In 2021, ERP announced it had partnered with CIRCULÉIRE – The National Platform for Circular Manufacturing. CIRCULÉIRE’s mission is to take manufacturers and their supply chains on a journey from a linear to a circular business model. Operating 32 producer responsibility organisations for WEEE, batteries and packaging across 13 countries, ERP Ireland has contributed to the circular economy for over 20 years. Based on this long-time experience, ERP is well placed to support CIRCULÉIRE in this initiative and we look forward to working with them to help identify and unlock innovative and sustainable solutions that reside in an Irish



circular economy.

**ERP Supports Repairmystuff.ie**

In 2021, ERP Ireland joined forces with Repairmystuff.ie, Ireland’s leading online repair directory service. The directory aims to make it easier for consumers to avail of repair services throughout the country. ERP Ireland launched several joint campaigns with Repairmystuff.ie during 2021 and has planned for a ‘Spring Clean’ campaign in early 2022.



**WEEE RESEARCH**

ERP Ireland is a member of the Steering Committee for the EPA’s Sustainability Call projects on WEEE and Battery research. Since 2017, ERP has contributed to fund this research programme. Some of the research projects published during include:

**An Investigation into WEEE Arising and Arising in Ireland (EEE2WEEE)**

This research provides insights into consumer and business behaviours towards WEEE and its disposal. The conclusions from the research provide an understanding of current flows and the quantities and types of WEEE not currently entering the waste stream. Scrap metal sites were surveyed and a substantiated estimate of WEEE arising was calculated.

**Estimating the Quantity of EEE Exported from Ireland as Used EEE**

This research looks at the fact that Ireland has met or exceeded collection and recovery targets for WEEE in recent years. As targets rise, stakeholders must identify and address challenges presented by WEEE that does not arise in collections that include exported Used Electrical and Electronic Equipment (UEEE) for the purpose of refurbishment and resale. UEEE is not waste, and it will not arise as WEEE in the future and become available for collection in Ireland. This may impact the country’s ability to meet the WEEE collection target. Estimates of annual UEEE exports must be determined for consideration in policy decisions.

**Analysis of Extended Producer Responsibility Schemes**

A study commissioned by ERP has assessed the performance of different EPR schemes in Europe. The report, Analysis of Extended Producer Responsibility Schemes, has found that Producer Responsibility Organisations (PROs) operating in a competitive environment show a strong focus on driving innovation and improving the services offered to producers. It finds that EPR schemes tend to perform better when there is competition between multiple PROs suggesting that competition is beneficial to the circular economy. They also tend to lead to higher customer satisfaction and ensure a cost-efficient implementation of waste management activities such as collection, sorting and recycling. Monopolistic systems, on the other hand, tend to rely on effective but often costly innovation and have a higher risk of market power abuse if transparency is insufficient.

**Based on our long-time experience, ERP is well placed to support CIRCULÉIRE and Repairmystuff.ie. We look forward to working with them to help identify and unlock innovative and sustainable solutions that reside in an Irish circular economy.**



**RECYCLING 4,000,000 TONNES OF WEEE EQUALS...**

PREVENTING THE RELEASE OF **6,000** TONNES OF OZONE DEPLETING SUBSTANCES



SAVING ENOUGH ENERGY TO POWER **1,000,000** HOMES FOR A YEAR



PREVENTING THE EMISSION OF **43,400,000** TONNES OF CO<sub>2</sub>

**RECYCLING:** 114 MILLION FRIDGES/  
85 MILLION WASHING MACHINES/  
16 BILLION SMALL DOMESTIC APPLIANCES/  
300 MILLION TELEVISIONS/3 BILLION...

 **European Recycling Platform**  
Landbell Group Company

PREVENTING THE EXCAVATION OF **8,957,756** CUBIC METRES OF LANDFILL



Minister of State at the Department of Public Expenditure and Reform, Ossian Smyth, TD, Lynn Haughton, founder of The Upcycle Movement and Martin Tobin, CEO, ERP Ireland.



# 07. OUR VISION FOR 2022

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

1. The Circular Economy Bill
2. New EU Regulation for Design, Production and Disposal of Batteries
3. Distance Sellers and the Drive Towards a Level Playing Field

## **1. THE CIRCULAR ECONOMY BILL**

We are expecting the Government to approve The Circular Economy Bill in early 2022. This bill will define the Circular Economy for the first time in Irish domestic law and create a statutory footing for measures to reduce waste and influence behaviour. It will build on the 2020 Waste Action Plan for a Circular Economy and the 2021 Whole of Government Circular Economy Strategy. The bill will work to stop the wasteful pattern of using valuable resources once and binning them, improving the process for allowing recycled materials onto the market, and supporting the development of sustainable products and business models across the country. We welcome the Government's commitment to making the Circular Economy a reality in Ireland.

## **2. NEW EU REGULATION FOR DESIGN, PRODUCTION AND DISPOSAL OF BATTERIES**

During 2022, the European Commission will release its proposal to modernise the regulatory framework for batteries with more stringent targets for waste collection, recycling efficiency and material recovery. We expect the proposal will include amendments to the regulatory framework to convert the legislation from a directive to a regulation to ensure harmonised rules between Member States. 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.

## **3. 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 last two years. 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. We are working with the DECC, the WGA and the EPA to ensure greater enforcement and a level playing field for all retailers and expect this work to continue into 2022.





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