



Introduction to Repak

Business *funding* recycling

REPAK 

Agenda

- **2017 Highlights**
- **Stakeholders**
- **Membership**
- **Recovery & Recycling**
- **Marketing, Communication & Awareness Raising**
- **The Plastic Challenge**
- **2018 Priorities**



2017 Overview

Overview Highlights 2017

- **817,888 tonnes** of packaging recovered and recycled up **23,040 tonnes** on 2016
- **Recovery (91% 75%) & Recycling(69% 65%)** Targets Achieved
- Household recycling increased **by 11,999 tonnes** to **268,118 (4.6%)**
- **206,890 tonnes of plastic** recycled & recovered, up **23,254 tonnes on 2015 (12.7%)**
- **2308** Membership Fee Income **€27.559m up on 2016 by €1m** , with **258 new members**
- **Communication & Marketing** (Contamination, Pakman, Christmas–Shop with a Repak Member)
- Developing a Plastic Strategy to meet new Circular Economy targets.



Stakeholders



**Members
2308**

(2111 in 2016)



**DCCA
2020**



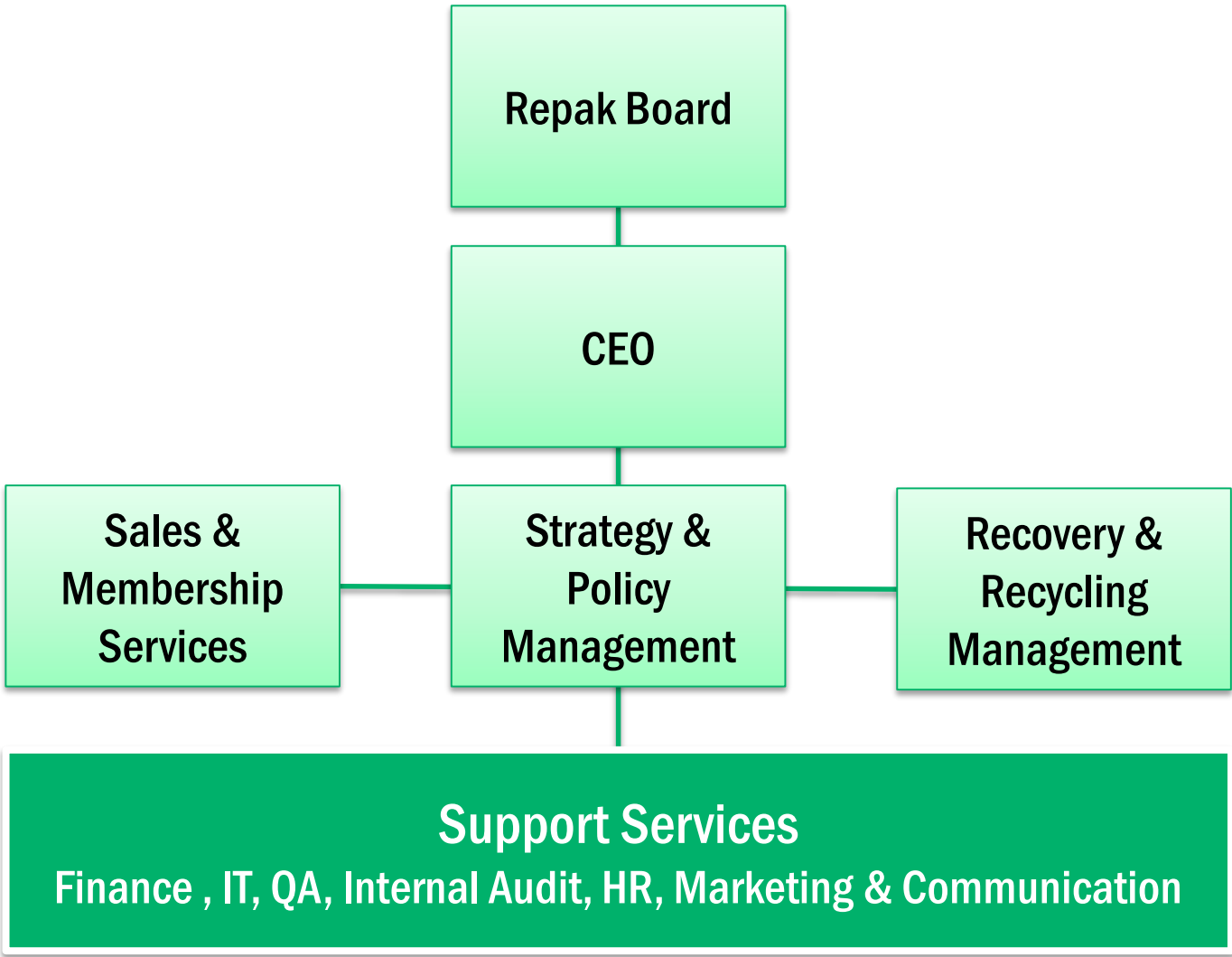
**Recovery
Operators
99**



**Employees
30**



Organisational Structure

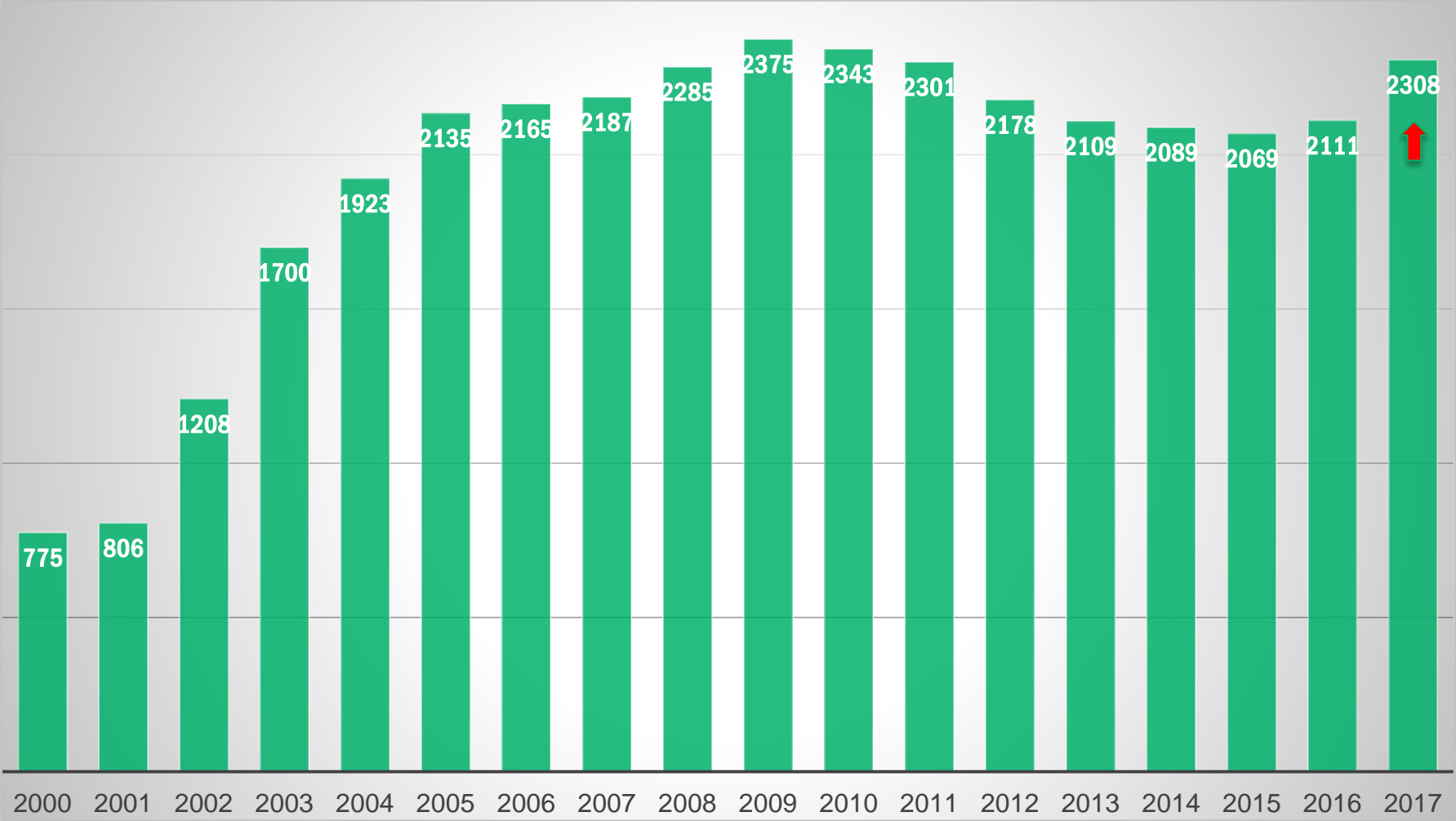


A person wearing a green uniform is shown from the side, handling a stack of cardboard boxes. The person's hands are visible, resting on the boxes. One of the boxes has a green recycling symbol (a hand holding a cube) and an upward-pointing arrow. The background is slightly blurred, showing what appears to be a warehouse or industrial setting. The right side of the image is overlaid with a solid green triangle that contains the text.

Membership

- Numbers
- Rebate
- Prevent & Save

Membership Numbers 2000 - 2017



Membership Categories update 2017

Regular members – 1,047

- Producers along the packaging supply chain - packaging material manufacturers, converters, brand holders, importers, distributors and retailers
- Supply packaging statistics twice yearly and pay fees based on tonnage / materials

Scheduled members – 1261

- Smaller independent retailers (esp. symbol groups), hotels, hospitality, off-licences
- Pay a once-yearly fee based on a schedule of turnover / tonnage

Our Members

Repak has 2,308 members; supermarkets, manufactures, independent retailers, hotels and more.



CHEMICAL / PETROCHEMICAL AND ANIMAL FEED CLOTHING / FOOTWEAR / TEXTILES



CO-OPS / GROCERY WHOLESALE / CATERING

ELECTRICAL RETAILER



FOOD / DRINK / TOBACCO

FURNITURE / JOINERY MANUFACTURER



HARDWARE / BUILDING

HITECH / TELECOMMUNICATIONS



HOTELS / CATERING / RESTAURANTS

MACHINERY SUPPLIER / MANUFACTURER

enviropak solutions



OFFICE SUPPLIES

PHARMACY / PHARMACEUTICALS / COSMETICS / HEALTHCARE



PUBS / OFF LICENSES / LICENSED PREMISES

RETAIL



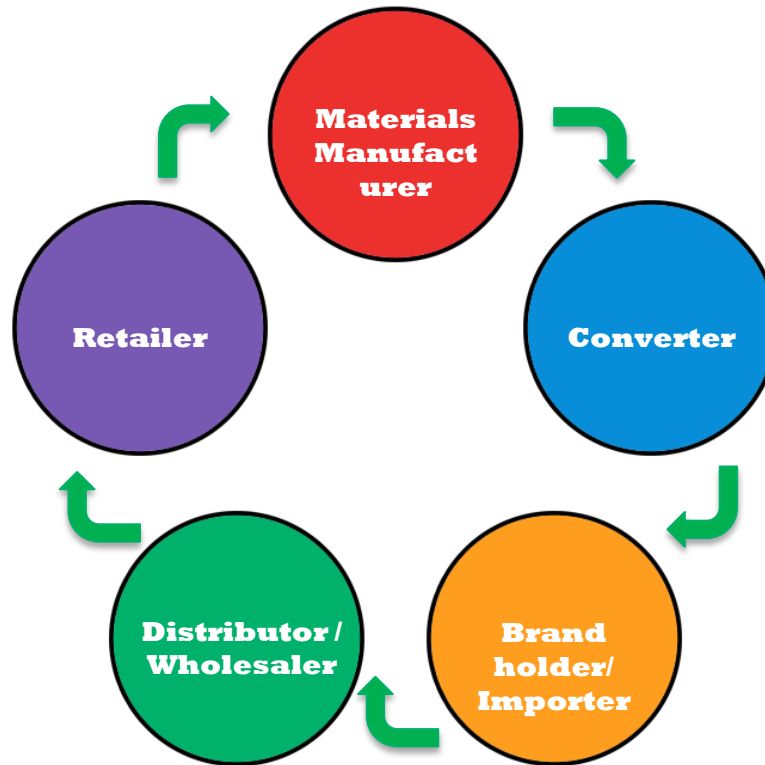
RENAULT
Passion for life



Repak Vs Self Compliance

Compliance Option	Repak Member	Self-Compliance
Registration fee for Producer	No registration fee	Registration fee of €500 per premises
Annual Fee	Fixed fee for small producers, €400 & €980 respectively. Variable fee for large producers based on tonnes of packaging placed on the market	€15 per tonne
Data Reporting requirements	Bi-annual reporting.	Quarterly reporting
Annual waste management plan	Required and produced by Repak	Required
3 Year Plan	Not Required	Required
Packaging take back	Not Required	Take back from public and customers of any packaging similar to that supplied
Provision of onsite facilities general public usage	Not Required	Access and on-site facility required to take back waste packaging from the general public
Advertising of take back facility	Not Required	Bi-annual in local newspaper
Provision of signage advertising take back facilities	Not Required	Required
Collection from customers	Not Required	Collection from customers of any packaging similar to that supplied within one week of request
Recovery min 60% of packaging placed on the market	Repak delivers recycling and recovery targets collectively for its members	Required to ensure that 60% of packaging recovered each quarter (importers & pack/fillers)
Green Dot Fee	Not required	Required if supply packaging marked with Green Dot in Ireland

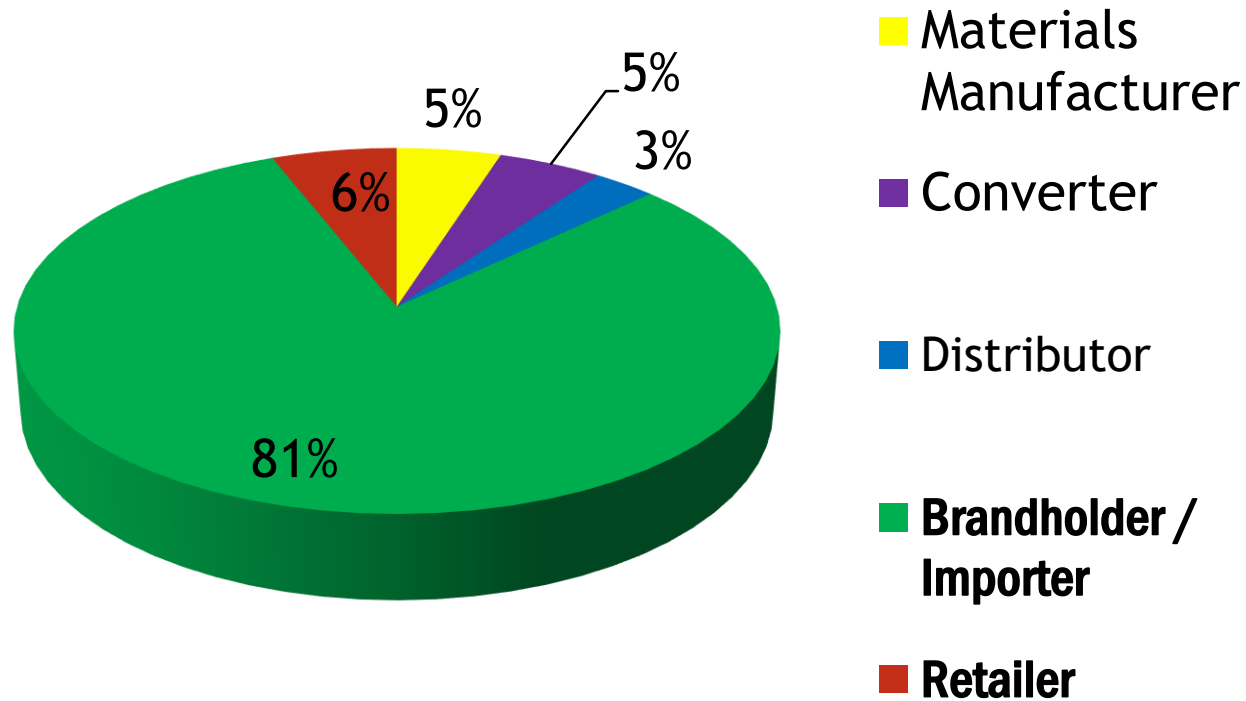
Shared Responsibility



Shared Responsibility

- **Materials Manufacturer** - makes or imports materials that will be used to make packaging
- **Converter** - makes packaging or imports empty packaging
- **Brand holder/Importer** - owns the brand-name, applies packaging or imports packaged product
- **Distributor** - 1st Party to transport the packaged goods in the ROI
- **Retailer** – If your customer removes any/all the packaging (& does not supply it on to their customer), you are the retailer of what they remove

Repak fee structure per tonne



Example – Batchelors Beans sleeve

- › Uniboard makes cardboard – **Materials Manufacturer**
- › Uniboard then sells it to Elopak who make it into packaging – **Converter**
- › Batchelors buys it to pack 3 tins of beans in a handipak for consumers
 - › - **Brandholder**
- › Batchelors delivers to Tesco – Batchelors also the **Distributor**
- › Tesco sell the 4 pack to the consumer – **Retailer**
- › **Note** – a single company may have responsibility for all or several stages of the supply chain e.g large retailer importing own label products from abroad may have responsibility for all stages
- › Scheduled members not involved in this process



Prevent and Save Program 2017

- **Expanded service to numerous industry sectors**
- **Packaging Optimisation Surveys & Revised Optimisation Tool Kit**
- **Case studies for Pharma & Hospitality Sectors**
- **Packaging Waste Prevention Report 2006 - 2016**
- **857,000 tonnes prevented, €553m savings in procurement and supply chain**
- **Online Consumer Sales Report - 27million goods, 7,520 tonnes imported packaging**
- **Irelands third level Institutions – collaboration programme**



Recovery and Recycling

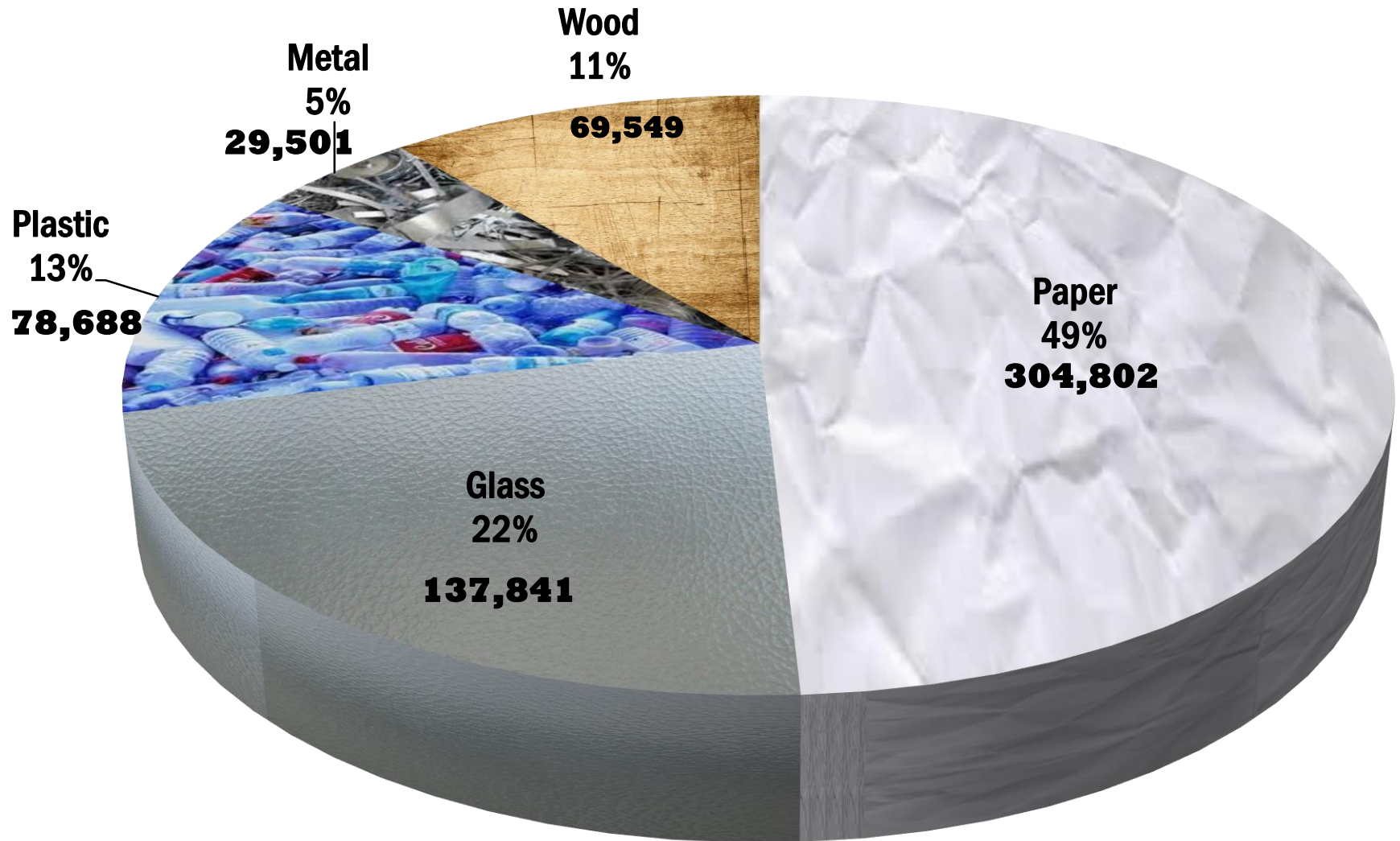
99 Recovery Operators



2017 January to December Recovery & Recycling Tonnage Performance

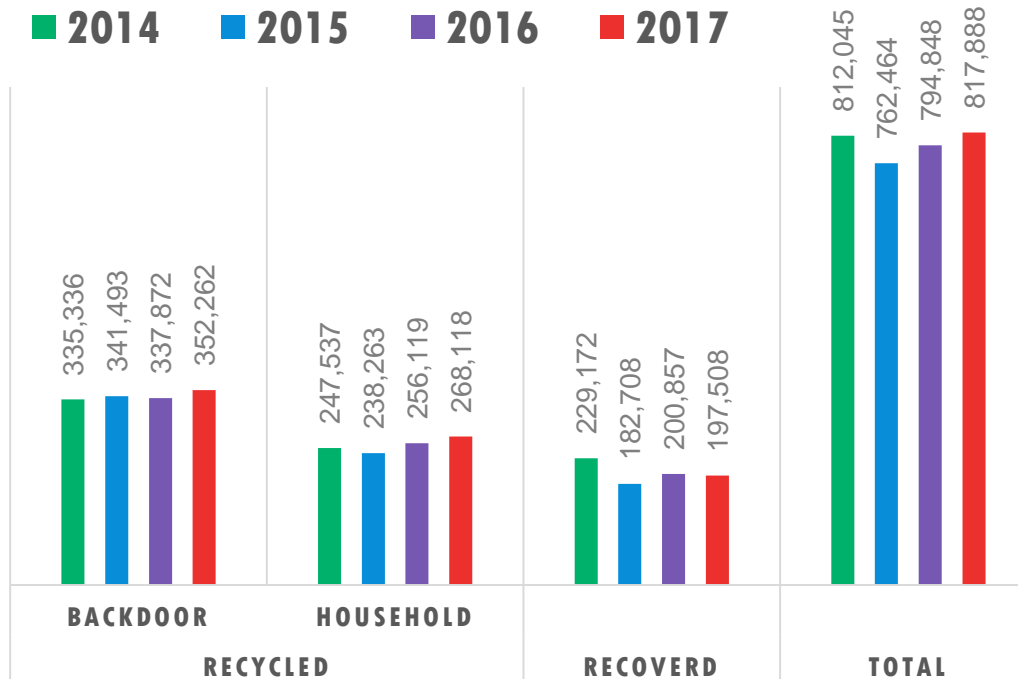
Sector	2016	2017	Variance
Backdoor Recycled	337,872	352,262	14,390 4.3 %
Household Recycled	256,119	268,118	11,999 4.7%
Recovery (EfW)	200,857	197,508	<3,349> (1.7%)
Total(s)	794,848	817,888	23,040 2.9%

Commodities Recycled 2017



Repak Funded Tonnes

		2014	2015	2016	2017	2014 to 2017 % Increase
Recycled	Backdoor	335,336	341,493	337,872	352,262	5%
	Household	247,537	238,263	256,119	268,118	8%
Recoverd		229,172	182,708	200,857	197,508	-14%
Total		812,045	762,464	794,848	817,888	1%





Marketing Communication & Awareness Raising

Marketing Communication & Awareness Raising

- **Membership understanding & Responsibilities of Repak**
- **Increase Targeted Investment – Behavioural Change**
- **Operate educational and awareness raising programmes**
- **Easter, Christmas and Repak Recycling Week**
- **Pakman Award**

- Our Online Packaging Report – calling for a fairer retail playing field - made over 15m impressions on the Irish public and was featured on RTE news several times
- Our Shop With a Repak Member campaign made over 6m impressions
- Repak Recycle Week Future Gazing breakfast event was attended by over 150 people
- Residents of Ireland saw and / or heard mentions of Repak 11.3 times per person throughout 2017. Total PR value of €1,772,883 generated at a cost of €574,915

Online retail giants creating costly waste, says Repak

Likes of Amazon paying nothing towards recycling of wrapping waste, says State body

© Thu, Nov 23, 2017, 18:50

Conor Pope



ys waste wrapping from online deliveries has to be "collected, gathered
ers paying approximately €500,000. Photographer: Dara Mac Dónaill



Repak Easter Appeal

Audience: Consumers and Members

Objective: Reinforce Repak as the representative organisation for packaging recycling in Ireland

Drive awareness of recycling the additional packaging that is accumulated at this time of the year. This year we will put a strong focus on the reduction in packaging that our retail and confectionary members have achieved and encourage the public to shop with a Repak Member this Easter

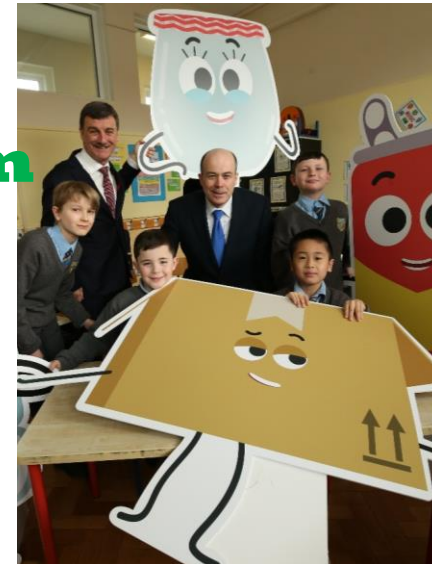


Repak Schools Program

Audience: Primary schools students, teachers and parents

Objective: Drive behavioural change with packaging recycling and promote our members

- Funded by Repak's 2300 members, the aim of the Schools' Program was to encourage behavioural change with recycling from a young age
- Launched by Minister Denis Naughten
- Sent to every primary school (over 3,300) in Ireland
- Packs available in both English and Irish



Shop with a Repak Member

Audience: Consumers and Members

Objective: Encourages consumers to support Repak members by shopping in their stores

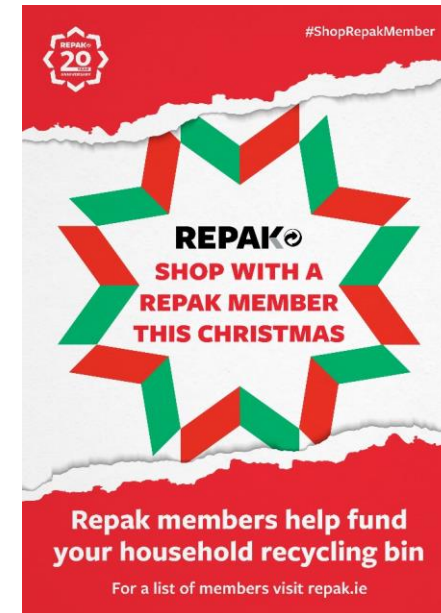
Recognise our members **contribution** to funding packaging recycling in Ireland

All members sent packs containing stickers, posters and digital assets

National Integrated campaign across Radio, Digital, Print, Outdoor, Social and PR

Numerous media interviews encouraging the public to shop with Repak members

PR value of almost €500k



REPAK® Repak
Published by John Smith [?] · 10 November 2017 · 🌐

Europe has a goal to ensure 74% of paper produced in Europe is recycled by 2020. Paper and cardboard recycling has risen significantly over the last 24 years, but which of the items below can you not recycle?

REPAK®
Recycle and Change for the Better.

REPAK® Repak
Published by John Smith [?] · 23 September 2017 · 🌐

Are you confused on some aspects of recycling? Why not head over to our new website? We have everything you need to know, all in one place, to ensure you're recycling correctly. <http://www.repak.ie>

REPAK®
Recycle and Change for the Better.

REPAK® Repak @RepakRecycling · 19 Jul 2017

Fancy winning a Repak reusable tote bag? To be in with a chance tell us what you do to help reduce contamination happening in your recycling

🗨️ 4 ❤️ 6 ✉️

REPAK® Repak @RepakRecycling · 13 Sep 2017

Together, we have diverted over 10.1 million tonnes of packaging waste from landfill since 1997. Here's to the next 20 years!

Since 1997, you have recycled over...

6 BILLION CANS

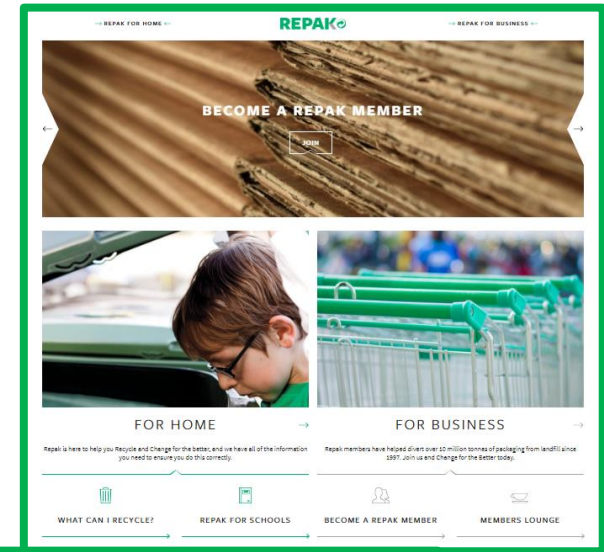
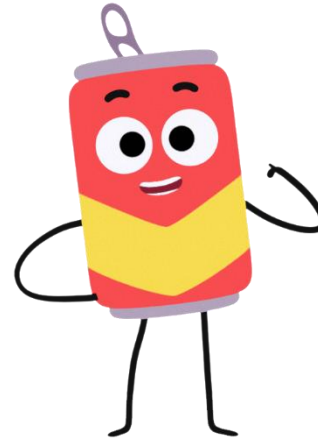
#repak20

🗨️ 2 ❤️ 15 ✉️

Channel	June 2017	June 2018	Difference
Facebook	36,706	39,566	+8%
Twitter	3,831	4,383	+14%
Instagram	442	521	+18%
LinkedIn	72	397	+451%

Repak continued to drive our main objectives of adding value to our members and encouraging best recycling practices through all of our communications in 2017

- We launched our successful Recycle and Change for the Better School's Programme with Minister Denis Naughten in April 2017
- Our overhauled website launched in September 2017 and was nominated for a prestigious eir Spider Award
- Our dedicated Pakman Awards website launched and we had the highest number of entries ever



The Plastic Challenge

Plastics Challenges

1. Population Growth V's Packaging Growth - Decoupling

2. Packaging Waste Directive –

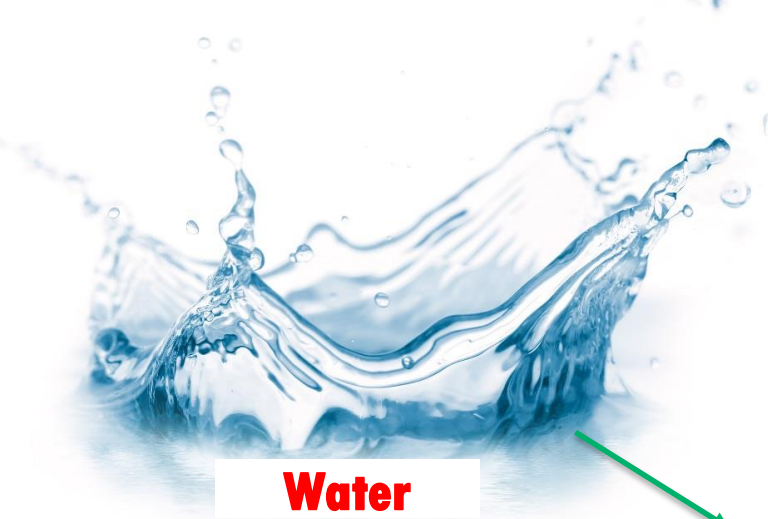
- **Circular Economy Package**
- **CEP Plastic Strategy**
- **Targets 22.5% to 55% by 2030**

3. Single use Plastics

4. Litter

5. Functionality V's Environmental Sustainability

6. Stakeholders responsibilities



Water



Energy

Population
5,574,000
Yr. - 2030

- 1. EU
- 2. China

- 1. Infrastructure Capacity
- 2. Recycling Capacity
- 3. Technology Developments
- 4. Consumer Education
- 5. Plastic Strategy



Food



Waste

Increase of Recycling Targets

	Current ones as adopted in 2008		2025	2030
Overall target	55 % - 68%		65%	70%
Plastic	22,5 % 34%		50%	55%
Wood	15 % 85%		25%	30%
Ferrous metals	50 % (metal) 75%		70%	80%
Aluminium	50 % (metal)		50%	60%
Glass	60 % 78%		70%	75%
Paper and Cardboard	60 % 88%		75%	85%

* Current Performance

Max 10 % for municipal waste sent to landfill by 2035

European - Packaging Supply Chain

RAW MATERIAL SUPPLIERS

PACKAGING DESIGNERS MANUFACTURERS

PACKAGING USERS / BRAND OWNERS

ArcelorMittal

BOREALIS

BASF
We create chemistry

DSM

DOW

Jindal
Films

ADITYA BIRLA

NOVELIS

storaenso

amcor

ArdaghGroup

Ball

coesia

Constantia
Flexibles

CROWN

DS
Smith

ELOPAK

ecolean
a lighter approach to packaging

Huhtamaki

NatureWorks LLC
ingenious materials from plants not oil

Sealed Air
Re-imagine™

SIG

Tetra Pak
PROTECTS
WHAT'S GOOD

WestRock

3M

Baxter

bel

Coca-Cola Enterprises, Inc.

DANONE

Coca-Cola

HEINEKEN

FERRERO

COLGATE-PALMOLIVE COMPANY

Hellmich
Coca-Cola
Passion for Excellence

L'ORÉAL

P&G

MARS

Nestlé

JTI

Unilever

Mondelēz International

PEPSICO

Strategic Framework

Collectors

MRF 90K

Collection Systems

MRF - Infrastructure

Recycling - Capacity

Technology

Development

Consumer

Education/

Behavioural Change

Contamination

Litter

Cost



EU CEP

Government

Policy - Legal

- Fiscal

Capacity

Single Use Plastic

Producers

2015 - 282K Tonnes

2030 - 319.7K Tonnes

Prevention

Reduced

Eco Design

Fee Modulation



Priorities 2018

Priorities 2018

- **Circular Economy – Plastic Strategy Development**
- **Membership Recruitment**
- **Packaging Regulation review**
- **Fees Modulation & Subsidy review**
- **Increase the Prevent & Save Program**
- **Increase consumer communications**
- **Pilot projects on separate collection of plastics**



**Questions
Thank You**