

WEEE IRELAND

ANNUAL ENVIRONMENTAL REPORT 2014

WEEE RECYCLE FOR YOU FOR TEN YEARS & COUNTING...



WEEE Ireland

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WEEE IRELAND ANNUAL ENVIRONMENTAL REPORT TWENTY FOURTEEN

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WEEE RECYCLE FOR YOU FOR
TEN YEARS & COUNTING



WEEE ARE 10

What is the WEEE Ireland Compliance Scheme?

We represent **89%** of the Irish battery industry and **74%** of the Household, Electrical & Electronic Industry who have a producer responsibility under EU Battery **Directive 2006/66/EU & WEEE Directive 2012/19/EU** to organise and finance the environmental management of their products at end of life. This includes Producers (importers and manufacturers) of anything household with a plug or a battery including washing machines, televisions, computers, kettles and toasters, lighting equipment, electrical toys and tools and batteries. WEEE Ireland has been operating for nearly **10 years since commencing operations in 2005** and has grown the membership of the organisation to over **800 Producers**. Since the start it has been the **Scheme of Choice for Producers in Ireland** maintaining majority market share across all sectors.

What do WEEE do on their behalf?

We organise awareness and collection programmes, including sorting and recycling of waste electrical and electronic equipment (WEEE) and waste portable batteries from over 5,000 collection points utilising a network of shops, workplaces, schools, public buildings all across Ireland displaying our WEEE Ireland Containers and Blue Boxes for take back for recycling. WEEE Ireland is a collective Producer Compliance Scheme developed on the following pillars of responsibility:

- Not for Profit, Cost Effective Services
- Support of Members
- Best In Class Compliance
- Quality Service to Stakeholders
- Open and Transparent Communications

How are WEEE doing?

WEEE Ireland have increased the WEEE Take back rate in our collection area to over **50%** of household WEEE placed on the market since 2005 and the portable waste battery collection rate in our counties from **3% to 33%** since 2008. In 2011 we exceeded the 25% EU target rate and are now working towards our share of the 45% national take back target for all WEEE (B2C & B2B) in 2016. To date WEEE Ireland has reported **250,000 tonnes of WEEE** and over **2,300 tonnes of portable, waste batteries** as collected for recycling and diverted from landfill on behalf of our Members and the public. In **2014** alone the Scheme took back for recycling **over 26,000 tonnes of WEEE** and **529** tonnes of portable waste batteries in its collection area.

...to date WEEE Ireland has collected for recycling **250,000 tonnes of WEEE** and over **2,300 tonnes of portable, waste batteries**

How much WEEE is that?

WEEE Ireland estimates the Scheme has collected for recycling over 75 million waste electrical appliances since it began in 2005. That is more than 20 pieces of WEEE per person in our collection area in Ireland. Nearly 3 million monitors or screens were collected for recycling which equates to 3 old TVs per household in Ireland. WEEE Ireland thanks everyone who took their old and broken appliances to a collection event, recycling centre or retailer for authorised recycling since 2005.

Why should WEEE be recycled?

It is better for our **environment**. **Preventing pollution and contamination** and recycling is a more **resource efficient** way of recovering resources and developing a **Circular Economy** than mining or importing from elsewhere in the world. We also encourage **reuse, repair and preparation for reuse** where appropriate and cost efficient to prevent waste where possible.

We encourage all our Stakeholders to Share with us on #WEEEIreland, like us on Facebook or follow on Twitter for more Recycle for Good news and views, competitions and collection events near you

WEEE Ireland contributes to **LauraLynn, Ireland's only Children's Hospice Charity** when you recycle a waste portable battery with the Scheme.



10

Years of WEEE

5,000

Collection Points

250,000

Tonnes

CEO REPORT

10 years of WEEE

WEEE Ireland is now in operation for ten years and during that period we have met all the challenges of both the WEEE and Battery regulations. In fact we have gone far beyond the targets for WEEE, making Ireland one of the top WEEE recycling countries in Europe.

During the last 10 years, WEEE Ireland has built up a take back infrastructure for WEEE and batteries, from a low starting point of less than 100 Civic Amenity sites. We have now grown the number of collection points for WEEE and batteries to over 5,000. In the process we have supported local Irish recyclers, creating much needed local employment in Ireland and maintained the added values of the recovered resources in the Irish economy.

WEEE Ireland has actively managed its finances and as Ireland's only "not for profit" scheme owned by its members, we have prudently put aside a contingency fund that more than meets the recommended amount by the PRI review, while at the same time built up a reserve to cover the future liability for historic WEEE.

WEEE Ireland has worked with all stakeholders over the years, building up a positive working relationship, encouraging all stakeholders to drive towards

better collection of WEEE and Waste Batteries. WEEE Ireland have initiated various conferences and workshops on a range of topics to focus in on achieving cost effective solutions for Ireland. WEEE Ireland has brought in best practice from the EU through the WEEE Forum. Through active participation on the Board I helped establish the WEEE Forum as the well-respected international organisation it is today.

2014 New WEEE Regulations

2014 saw the introduction of the new WEEE Regulations, which included new collection and recycling targets, as well as making it mandatory for WEEE in Ireland to be recycled to new EU standards such as WEEELabex. Ireland is only one of two countries in Europe who made this a mandatory requirement. WEEE Ireland is glad to report that ALL WEEE Ireland recycling contractors have achieved this standard covering the majority of the WEEE families.

The new regulations saw Ireland continue with its successful policy of visible Environmental Management Costs (vEMC's) in certain product categories. As well as creating awareness for the customer of WEEE recycling, the vEMC also helps to unite the stakeholders in striving to achieve a common goal which is to increase the take back of WEEE and ensure that this WEEE is treated to EU standards. The electrical retailers are now firmly behind the principle of vEMC's and they now have a commercial incentive to collect as much electrical waste as possible. WEEE Ireland's innovative proposal to link the advertising of WEEE recycling with the electrical retailers promotional campaigns, led to the " We'll take it back" program which in its first 6 months of operations has resulted in over 20% more waste electrical equipment collected by the retailers compared to previous years.

Through the funding raised from vEMC's, WEEE Ireland is now able to contribute toward the additional investment that Local Authorities will make in order to improve WEEE collection facilities and enforcement, throughout the country. Metal theft and WEEE Leakage remains a serious issue for Ireland and threatens it's ability to meet future EU targets. Illegal export of WEEE at Ports is being addressed by the NTFSO*. Additional funding has been provided by WEEE Ireland from the vEMC income to support the EPA's additional enforcement requirements and to assist Research and Development into WEEE recycling and recovery.

Battery Target for 2016

Ireland faces a significant current environmental challenge to achieve the 45% take back target set by the EU for the recovery and recycling of waste portable batteries in 2016. WEEE Ireland as Ireland's largest approved battery recycling scheme representing 89% of the total battery market (72% of portable); has invested €6m over the past 6 years in building a collection infrastructure to achieve Ireland's target and maintain a sustainable battery recycling rate into the future. Since the introduction of the Battery Regulations WEEE Ireland has increased the take back rate from 3% in 2007 to 33% in 2014; to reach 45% will be challenging to achieve. To this end WEEE

Ireland has implemented a 10 point plan for the collection of portable batteries involving a €2.5m investment on behalf of its members to continue to meet their Producer Responsibilities over the next two years, which in addition to the investment already made, will result in a total investment of €8.5m by 2016.

WEEE Ireland has put a huge emphasis on health and safety and environmental best practice and has introduced a flame retardant box in consultation with the HSA for the collection of waste portable batteries. WEEE Ireland undertakes at considerable cost, sorting and segregation of the collected waste batteries into their different chemical types in a state of the art authorised facility in Tullamore. This operation supports much needed employment in the green sector and ensures our waste batteries are exported under the appropriate regulatory requirements, complying with marine transport legislation when exported to dedicated processing facilities in Europe.

WEEE Ireland takes a 'best in class' approach to compliance, working with our colleagues in Eucobat we have learned and shared our experiences as a Battery Compliance Scheme. We have played our part in developing and implementing health, safety, environmental best practice guidelines and position papers that were presented to the EU Commission in 2014. However we feel strongly that an equal and fair Battery PRI system must be in place to achieve this, so our Members are not placed at a competitive disadvantage when supporting environmental best practice and innovation in their sector.

A Word of Thanks

WEEE Ireland must thank the collection points including retailers, local authorities and workplaces who have worked with us and our Battery Producer Members in achieving increasing collection and recovery rates over the years. The real champions are of course people at home, in work and school who have Recycled for Good with WEEE Ireland. One of the notable highlights is the success of the Charity partnership in encouraging people to recycle their batteries for LauraLynn, Ireland's only Children's Hospice and the goodwill this attracts, including a continued partnership with the ubiquitous Bosco helping to raise awareness of the program.

The fantastic achievement over the past 10 years would not have been possible but for the support of a very experienced management and administrative team. They have worked diligently and with great enthusiasm over the years, bringing their own individual talents to the team. I have also been fortunate to have had the support of a Board of Directors who over the years has always put WEEE Ireland and its goals above their own professional interests. A special word of thanks must go to our chairman Kieran Whelan, who has enthusiastically supported WEEE and Battery recycling and given exemplary and generous leadership, making every effort to ensure that Ireland achieves the objectives of the regulations.

Leo Donovan

WEEE Ireland CEO



CHAIRMAN'S REPORT

Dear Member,

This year we mark a significant milestone, our Tenth year of operations. Looking back over the ten years the organisation has evolved enormously and we have achieved a huge amount in that period.

- **We have collected and processed approximately 75,000,000 units of waste electrical products.**
- **We have diverted from landfill nearly 250,000 tonnes of waste including an equivalent CO2 emission saving of nearly 90,000 tonnes for the fridge freezers alone that we have recycled.**
- **We have developed a highly organised industry which has created services opportunities and employment in the areas of transport, processing, marketing and communications.**
- **We have forged strong links with our European partners and have a strong voice in improving standards in recycling and operations.**
- **We have a highly knowledgeable, experienced and committed executive team.**
- **We have a stable and financially sound organisation that is well positioned to maintain our operations for the future.**
- **We have a highly recognisable Brand and are the leader in the market place.**

When I look back to our initial engagement with the Department in 2004 it was clear that this was going to be a major undertaking. Apart from quite an intense period of negotiations centred around the Irish Regulations to implement the EU WEEE Directive we had to manage a host of stakeholders, industries and the commencement and development of an operational

organisation which included staff recruitment, contractor recruitment, communications, and the development of a brand. The success of the scheme is due in no small part to you our members who have fully supported the organisation, our contractors and to our retail partners who as stakeholders have worked closely with the team to create awareness and facilitate enhanced collections. A very big thank you to all of you.

I would also like to recognise the commitment and input of the Department, its various Ministers and the officials who we have closely worked with throughout the last 10 years and also the significant talents and skills of the late Donal Buckley of IBEC without whose expert guidance at the outset we would not have the organisation we have today.

This year saw the implementation of new Irish Regulations to give effect to the revised updated 2nd EU Directive on WEEE. It has also seen the publication of a Review of the Waste Industry in Ireland carried out by consultants RPS. Your Board and Executive have met many times over the year discussing the implications of these new regulations and negotiating a new program with the Department and other stakeholders which will see enhanced cooperation with our retail partners and a continuance of vEMC's in certain categories through to 2020.

Our CEO Leo Donovan and his team have yet again performed extremely well, increasing collection tonnages, implementing the new program, carrying out member and contractors audits and working closely with the various local authorities and oversight bodies to ensure that we can provide you our members with the most complete, efficient and cost effective service to ensure your compliance and obligations are met. Once again on your behalf I would like to thank Leo and his team for another great performance.

We have also seen a number of changes to our Board in line with our Governance policy of recruiting new Directors on a rotational basis to ensure that the Board maintains its relevance, experience and objectivity. Tom Moriarty who has been a Director since we began, stepped down and was succeeded by Ms Jean Cox-Kearns of Dell. I would like to thank Tom for all his contributions and wish him well for the future.

Finally on behalf of the Board we look forward to another year of your continued support and I hope that you find the attached 2014 environmental report informative.

Kieran Whelan

Chairman, WEEE Ireland Board of Directors

ABOUT WEEE IRELAND

WEEE Ireland Business Model

WEEE Ireland is a collective Compliance Scheme owned by the Producers (Importers, Brand owners and Manufacturers) of Electrical and Electronic Equipment and Batteries in Ireland. We are a private company limited by guarantee, operating on a not for profit basis under Ministerial approval as an Approved Body as described in S.I. 149 of 2014 European Union (Waste Electrical and Electronic Equipment) Regulations of 2014 and S.I. 283 of 2014 European Union (Waste Batteries and Accumulators) Regulations of 2014.

Producers of EEE and Batteries who place products onto the Irish market must register with the National Registration Body – The WEEE Register Society, and notify the Society how they are meeting their Producer Responsibility for management of these products at end of life .

A Certificate of Membership from the WEEE Ireland shows they are part of a collective Scheme, financing and organising the take back for quality recycling, of WEEE and Waste Batteries from collection points across Ireland.

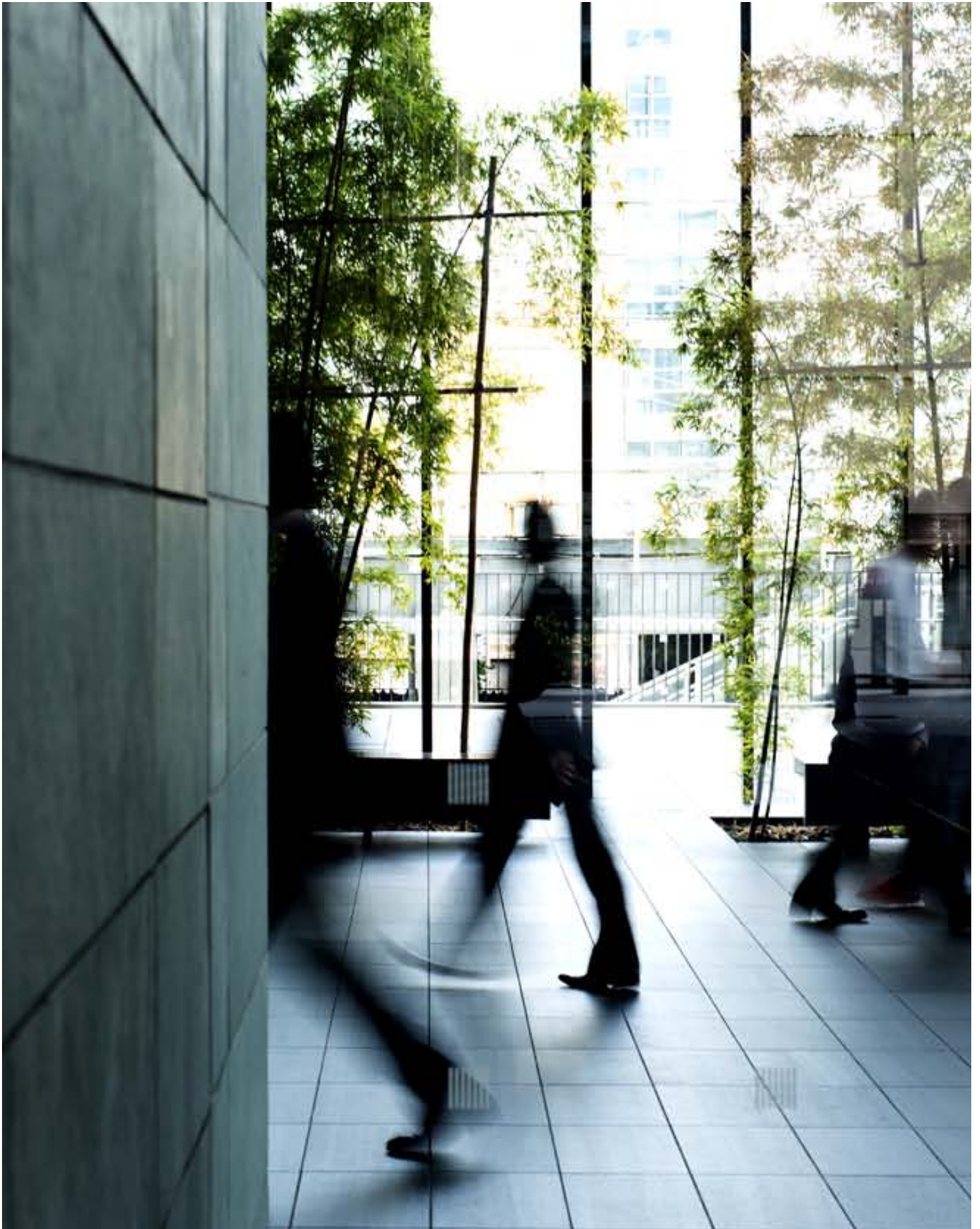
WEEE Ireland has put in place significant infrastructure for collection of these waste streams throughout our designated area, which reaches 75% of the population of Ireland and employs authorised Collection and Recycling Operators to uplift and manage WEEE and Waste Batteries on our behalf from collection points accordingly.

The Scheme reports to the DECLG and EPA annually and throughout the year on this activity and validates all reports with an bespoke auditing and compliance review programme.

WEEE Ireland promotes responsible environmental management of WEEE and Waste Batteries as its key call to action to end users through a communications programme with multiple and varied campaigns and media outputs including collection events, advertisements, press releases and targeted social media strategies.

Partnership with the LauraLynn Children's Hospice Charity has lent our programme wings since 2011, encouraging more people to get involved and recycle waste batteries in return for significant fundraising for the Charity.

WEEE Ireland promotes **responsible environmental management** of WEEE and Waste Batteries.



“I have also been fortunate to have had the **support of a Board of Directors** who over the years has always put WEEE Ireland and its goals up and above their own professional interests.”

Leo Donovan
WEEE Ireland CEO



CORPORATE GOVERNANCE

WEEE Ireland is overseen by a Board of Directors working under a Corporate Governance Charter, comprising of 11 experienced individuals from the Electrical, Battery and Independent sectors. The CEO Leo Donovan sits on the Board of Directors and sub-committee meetings for key issues such as Procurement, Finance, Strategy, Batteries, Preparation for Reuse and Recruitment are held as required. During 2014 the Board met 6 times and attendance was at 93%.

During 2014 Tom Moriarty from Dell retired from the Board and was succeeded by his colleague Jean Cox-Kearns.

2014 WEEE Ireland Board of Directors

Kieran Whelan

Board Position; **Chairman** ▶ ▶
Company; Independent



Michael O'Shea

Board Position; **Vice Chairman** ▶
Company; KAL



Leo Donovan

Board Position; **CEO** ▶ ▶
Company; WEEE Ireland



Martin Byrne

Board Position; **Director**

Company; Dimpco



Cel O'Reilly

Board Position; **Director**

Company; Philips Ireland



Claire Penny

Board Position; **Director**

Company; IBM



Paul Egan

Board Position; **Director & Secretary**

Company; Independent



Joe Cunniam

Board Position; **Director**

Company; Origo



Des McCormack

Board Position; **Director**

Company; Whirlpool



Tom Moriarty / Jean Cox-Kearns

Board Position; **Director**

Company; Dell



Patrick Lynch

Board Position; **Director**

Company; Independent



WEEE IRELAND TEAM

The core management team of WEEE Ireland have worked together to develop the WEEE and Battery Scheme's on behalf of members since 2005. The overall team has extensive experiences across:

- **Waste Management**
- **Logistics**
- **Electrical Industry**
- **Environmental Resource Management**
- **Sustainability**
- **Auditing**
- **Financial Management**
- **Administration & Customer Service**
- **Communications & Marketing**

“The fantastic achievement over the past 10 years would not have been possible but for the **support** of a very **experienced** management and admin team. They have worked **diligently and with great enthusiasm over the years, bringing their own individual talents to the team.**”

Leo Donovan
WEEE Ireland CEO





WE RECYCLE **ANYTHING**
WITH A PLUG, REDUCING
IRELAND'S LANDFILLS

RECYCLE
FOR
GOOD

During 2014 WEEE Ireland worked with additional organisations with specialised skill sets to deliver services on behalf of our Members to stakeholders. These included Green Aware, Insight Consultants, Motif and Newworld graphic design agencies as well as the authorised waste contractors detailed in the Operations section of this report.

Leo Donovan

Position; **CEO**

Email; leo@weeeireland.ie

Laurence Kieran

Position; **Operations Manager**

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Elizabeth O'Reilly

Position; **Compliance & Membership Manager**

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Eddie Seery

Position; **Finance Manager**

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Conor Leonard

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Sandra Gleeson

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Robert Nolan

Position; **Operations Executive**

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Stacey Maloney

Position; **Operations & Marketing Executive**

Email; stacey@weeeireland.ie

Bo Browne

Position; **Communications Coordinator**

Email; bo@weeeireland.ie

COMPLIANCE SCHEME APPROVAL & REPORTING

WEEE Ireland was approved as a Battery Compliance Scheme in 2008 for 5 years by the Minister for Environment. In 2013 the Scheme submitted an application for reapproval for a minimum of 5 years. During 2014 WEEE Ireland participated in the Review of Producer Responsibility Initiatives (PRI) in the waste management sector and submitted significant amounts of information to the various consultants commissioned to review and report on Producer Responsibility in Ireland by the then Minister Phil Hogan.

The Scheme reports annually to the Minister and his Department, to the EPA and to its Members. As per the approval requirements the WEEE Ireland Annual Environmental Report and Financial Statements are available on www.weeeireland.ie for public viewing.

On a quarterly basis information is submitted to the WEEE Register Society and Department of Environment Community and Local Government (DECLG) on WEEE Scheme activity and each month a portable waste battery collection report is supplied to the DECLG.



COOPERATION

WEEE Ireland works with stakeholders across the WEEE and waste battery value chain to best implement a cost effective system on behalf of its Members helping Ireland achieve its environmental targets. Some examples are given below on recent cooperative ventures and programmes:

- Attendance at IBEC trade association environmental meetings
 - WGA, CEDA, ICT
- Working on behalf of Lighting Europe on a dedicated national lamp recovery and awareness programme
- Active participation in the WEEE and Battery Monitoring Group
- Involvement In An Garda Siochana's Metal Theft Forum
- Participating with WEEE Forum colleagues in the CWIT programme
- Organizing Farm Waste Collection Events with the EPA, IFFPG and ERP
- Financially supporting EPA enforcement and R&D programmes
- Preparation for Reuse LHA trial with Rehab Recycle and the White Goods Association
- Supporting the Clondalkin Community Recycling Initiative's pilot WEEE kerbside collection programme
- Establishing WEEE Retailer Take Back Programmes with the electrical industry on **www.weee.ie**
- Exhibition and sponsorship with the AECI
- Continuing to explore complimentary partnerships with Alupro Ireland, SMILE and more.....

We firmly believe that all stakeholders must work together to ensure the capture of all suspected avenues of WEEE and Waste Batteries escaping the current reporting structure. This should include all exports of waste including second hand mobile phones, laptops and I.T. Equipment. There must be a combined effort to document the flows of all electrical waste and waste batteries. WEEE Ireland will work with Members who have B2B reporting obligations outside of the Scheme to ensure documentation of WEEE and Waste Batteries managed under their B2B or asset management systems is in place.

WEEE IRELAND ENVIRONMENTAL POLICY

WEEE Ireland is Ireland's largest Electrical and Battery compliance scheme organising the environmental management of Waste Electrical and Electronic Equipment (WEEE) and waste Batteries on behalf of our members. Our members are Producers at the top of the supply chain for the Irish Electrical and Electronic Equipment (EEE) and Batteries market.

WEEE Ireland is a not for profit Private Limited By Guarantee Company owned by members in Ireland and operates under approval of the Minister for the Department of the Environment, Community and Local Government. WEEE Ireland is committed to operating in accordance with this Government approval at all times as well as complying with applicable legal requirements and with other requirements to which WEEE Ireland subscribes which relate to our environmental aspects.

As a not for profit company, the revenue raised by the Scheme is solely to promote the recycling and safe treatment of WEEE and Waste Batteries as required under the legislation. WEEE Ireland is committed to continual improvement and prevention of pollution in all of our organisations activities.

WEEE Ireland is located in Whelan House, South County Business Park, Leopardstown, Dublin 18, operates under a transparent corporate governance charter. Environmental details that are made available to Members and to members of the public and other interested parties are included in Annual Reports and press releases which can be found on www.weeeireland.ie

WEEE Ireland comprises of 12 employees who report through the CEO to a Board of Directors comprising 11 individuals representing both WEEE and Battery Industry sectors and independent appointees. Leo Donovan, the CEO of the scheme also sits on the Board of Directors. Top Management and all of the WEEE Ireland team are committed to the Environmental Management System within WEEE Ireland and this Environmental Policy provides the framework for setting and reviewing the environmental objectives and targets.

Leo Donovan

CEO, WEEE Ireland

WEEE VALUE CHAIN OF STAKEHOLDERS



WEEE report to the EPA, Department of Environment Heritage and Local Government, our Members and Stakeholders on behalf of Producers each year to help Ireland meet its EU WEEE and waste battery recycling and recovery targets

LEGAL & POLICY UPDATES

Since the original WEEE Regulations were published in Ireland in August 2005 the Scheme has implemented Compliance Programmes to aid Producers in meeting their responsibilities under the legislation. WEEE Ireland's Members benefit from a dedicated team of Environmental Management and Industry experienced professionals who track and review regulatory developments and advise on their impact to the various EEE and battery sectors as part of the Scheme's services. Working with European Colleagues in Eucobat and the WEEE Forum helps the Scheme develop best practice and cost effective Compliance solutions for Members which have been key objectives of WEEE Ireland since its formation in 2005.

During 2014 WEEE Ireland continued to make submissions representing its Membership during public and stakeholder consultations for applicable legislation and policy changes. These included submissions on: National Waste Prevention Policy, Producer Responsibility Initiative Reviews, and Registration Criteria for Preparation for Reuse of WEEE and National Waste Collection Permit reviews.

S.I. 149 of 2014

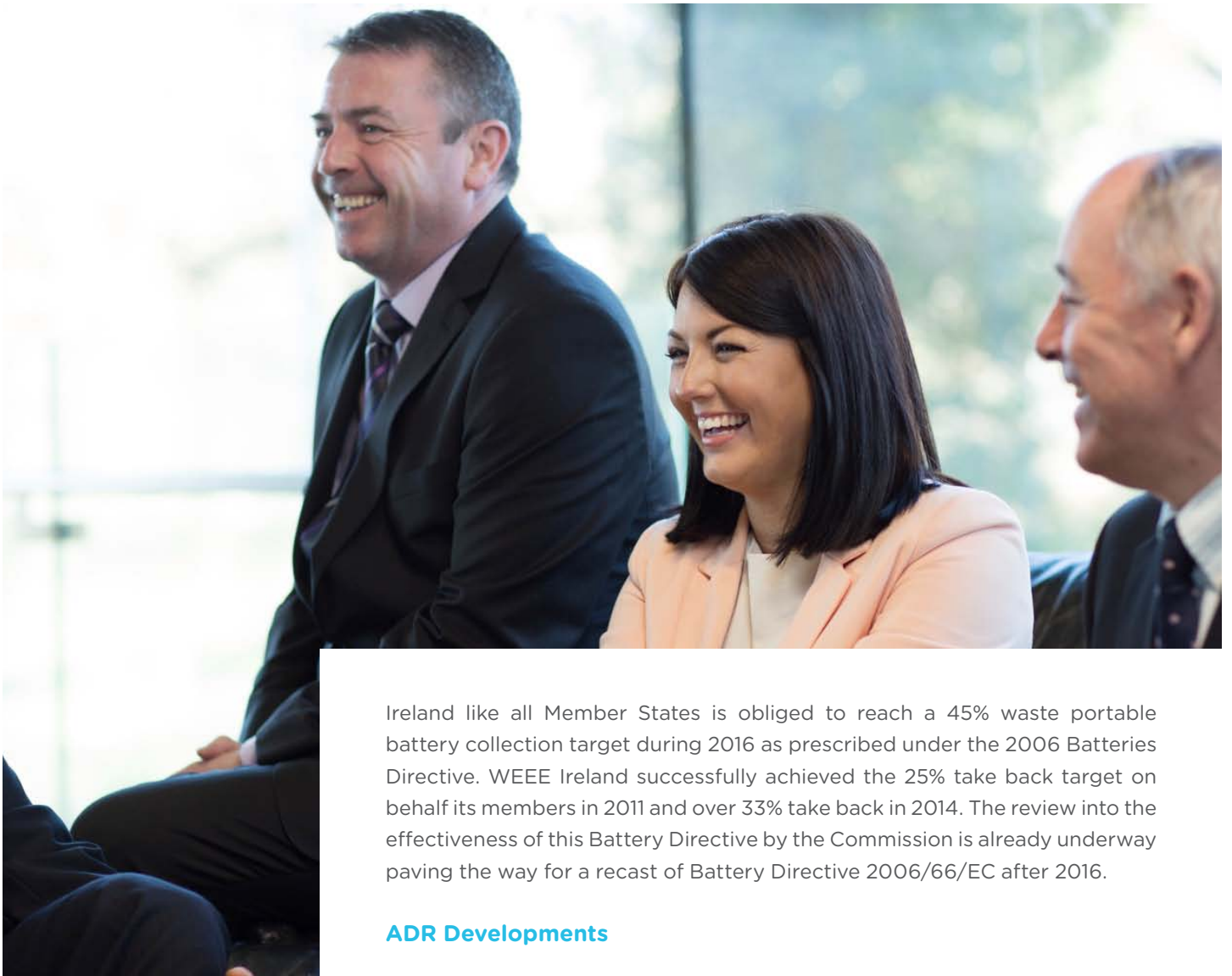
S.I. 149 of 2014 European Union (Waste Electrical and Electronic Equipment) Regulations 2014, were published on March 29th last year to transpose the recast 2012 WEEE Directive into Irish law. Directive 2012/19/EU imposed higher collection targets on all business and household WEEE streams and encouraged Member States to impose quality standards for recycling and recovery of separately collected WEEE. Ireland has included a mandatory recycling standard and allowed for visible Environmental Management Costs in these new WEEE Regulations. Increased powers for enforcement authorities and take back by large Electrical Retailers (>400m²) of all very small WEEE with no obligation to purchase on consumers, are other key developments in this legislation.

Authorised Representatives

Producers without established places of business in Ireland may now register in this country using Authorised Representatives (AR). Distance Sellers from outside of the country supplying customers in Ireland must register using Authorised Representatives. WEEE Ireland can advise and guide Producers on their options regarding ARs although the Scheme is not permitted by law to act as an AR itself. WEEE Ireland's Board of Directors has determined that all Producers will maintain direct affiliation through the application system, signing of the Rules of Membership and Certification with the Scheme regardless of direct or AR registration in Ireland.

Directive 2006/66/EC

During 2014 new Irish Battery Regulations were also published - S.I. 283 of 2014 European Union (Batteries and Accumulators) Regulations 2014. These new regulations aimed to give greater powers and clarification to regulatory authorities in enforcing environmental management of waste batteries and Producer and Distributor responsibilities.



Ireland like all Member States is obliged to reach a 45% waste portable battery collection target during 2016 as prescribed under the 2006 Batteries Directive. WEEE Ireland successfully achieved the 25% take back target on behalf its members in 2011 and over 33% take back in 2014. The review into the effectiveness of this Battery Directive by the Commission is already underway paving the way for a recast of Battery Directive 2006/66/EC after 2016.

ADR Developments

The Irish WEEE and Battery Regulations give due recognition to the requirements for operators to comply with the Carriage of Dangerous Goods (ADR¹) legislation which mainly references transport by road within Ireland. Shipment of waste batteries for treatment abroad must be carried out under appropriate Transfrontier Shipment (TFS) of waste and IMDG² requirements. The Health & Safety Authority is the competent authority for ADR requirements in Ireland and WEEE Ireland has informed the HSA of all developments in relation to the Scheme's Blue Battery Box to ensure they are in line with regulatory requirements. The Scheme is also reviewing feedback from our colleagues in Europe on this topic; particularly in Belgium where concerns in relation to updated ADR legislation and management of WEEE containing Lithium batteries have led to the remanufacture of WEEE collection and transport containers at significant cost. WEEE Ireland has always maintained a sorting process for waste portable batteries in Ireland to ensure they are shipped under proper TFS waste classification for recycling.

1 - ADR are the initials of a French phrase meaning "international agreement concerning the carriage of dangerous goods by road" S.I 349 of 2011 European Communities (Carriage of Dangerous Goods by road and use of transportable pressure equipment) Regulations 2011 are the Irish regulations governing the enforcement of the agreement.

2 - IMDG Code or International Maritime Dangerous Goods Code is accepted as the international guideline for the safe transportation or shipment of dangerous goods or hazardous materials by water on vessel.

Waste Policy

Following on from the publication of “A Resource Opportunity, Waste Management Policy in Ireland” by the DECLG in 2012, the then Minister for Environment commissioned a Producer Responsibility Initiative (PRI) Review of all existing and potential compliance schemes and systems in Ireland. WEEE Ireland submitted and cooperated extensively with the consultants undertaking the report throughout 2013 and 2014. In 2014 the Battery and WEEE sections of the PRI report was published and it noted the positive aspects of the WEEE Ireland scheme in particular in relation to the collection boxes and PR activity.

Battery Directive 2013/56/EU

Battery and accumulators Directive 2006/66/EC was amended by Directive 2013/56/EU in December 2013 with the aim of decreasing the amount of cadmium and mercury arising in the waste stream as new processes and substitutes are developed by manufacturers. Member States including Ireland have until July 2015 to transpose these requirements into their national Battery legislation. Key changes this Directive will bring:

- *Lifting the current exemption of mercury containing button cells (<2% by weight) by 1st October 2015; all batteries and accumulators from this point onwards will be subject to a 0.0005% (by weight) mercury limit.*
- *Lifting the current exemption of cadmium containing power tools by 31st December 2016; all batteries and accumulators from this point onwards will be subject a 0.002% (by weight) cadmium limit.*

Batteries and accumulators placed on the market before these dates can still be sold to allow for stocks in hand to be distributed out.

Ensuring removability of batteries from WEEE is also an issue for both manufacturers and recycling operators in Ireland and throughout Europe as Directive 2013/56/EU states that

“Member States shall ensure that manufacturers design appliances in such a way that waste batteries and accumulators can be readily removed...” This requirement is aimed at increasing incorporated batteries retrieved from the WEEE recycling system prior to treatment processes but it poses significant challenges for some Producers of EEE containing batteries.

Some changes in requirements for Battery Producer registration were also detailed in Annex IV in the new Directive and these have already been implemented by the WEEE Register Society in Ireland. Draft legislation to implement this Directive is currently being developed by the Department of Environment.



WEEE IN EUROPE

Europe generated the highest e-waste quantity **per inhabitant** in the world in 2014, ~15.4kg, equating to **11 million metric tonnes** of WEEE

(The Global E-waste Monitor, UN University 2014)

WEEE Forum 2014

The WEEE Forum is a European association of 32 electrical and electronic waste collection and recovery systems. Its mission is to provide for a platform for co-operation and exchange of best practices working towards effectiveness of operations in its Members Schemes alongside excellence and continuous improvement in environmental performance. The WEEE Forum also seeks to be a centre of competence that allows members to make constructive contributions to the general debate on e-waste policy matters. The WEEE Forum developed the WEEELABEX standard in 2012 under EU life funding which has significantly contributed to enhanced quality treatment of waste electrical equipment in Europe. Ireland is one of the first countries to mandate this standard be attained by WEEE recycling facilities.

WEEE Ireland as part of the WEEE Forum is contributing to the **ProSUM** project submitting information on Irish WEEE flows. ProSUM is an EU co-founded and funded project which will deliver the First Urban Mine Knowledge Data Platform (EU-UMKDP), a centralised database of all available data and information on arisings, stocks, flows and treatment of EEE end-of-life vehicles (ELVs), batteries and mining wastes throughout their lifecycle from source to end. This project will improve the management of these wastes and enhance the resource efficiency of collection, treatment and recycling with both economic and environmental benefits. The ProSUM project will continue throughout 2015.

www.weee-forum.org

Countering WEEE Illegal Trade (CWIT) Project

Countering WEEE Illegal Trade (CWIT) Project is another significant research programme which WEEE Ireland contributes to as a WEEE Forum Member. The fact that only around 3 million tons of the estimated total of 9 million tons waste in electrical and electronic equipment (WEEE), was officially collected, treated and reported to authorities across Europe in 2012, raises several concerns among the various WEEE-stakeholders. The CWIT project running until 2014 aims to address these concerns and has been established to identify the policy, regulatory, procedural and technical gaps as observed in today's business environment, and to suggest tangible improvements for today's situation. It will ultimately provide a set of recommendations to support the European Commission, law enforcement authorities, and customs organisations, in countering the illegal trade of ewaste in and from Europe.

www.cwitproject.eu

Research & Development

WEEE Ireland works with a number of other organisations to help develop the knowledge base on WEEE and battery environmental management from the Irish perspective. WEEE Ireland is on the steering committee of the Irish based **Revolv** project – an engineering and design project aimed at developing an automated flat panel display recycling system. During 2014 the team at WEEE Ireland also worked on European **Horizon2020** research applications aimed at increasing the amount of Critical Raw Material (CRM) recovery from WEEE and Waste Batteries and in 2015 will sit on the steering committee for EPA led **STRIVE** funded research into WEEE flows and historical WEEE volumes in Ireland

Eucobat Participation

WEEE Ireland is also an active member of **Eucobat**, the European association of national collection schemes for batteries details of which can be found on www.eucobat.eu. Their objective is ensure that all waste batteries are collected and recycled in an ecologically sound way, and by doing so contribute to a better environment. Eucobat represents the interests of these national compliance organizations for batteries at European level and provides for a platform for co-operation and exchange of information and best practices, in order to optimise the effectiveness of the operations of the member organizations.

During 2014 EUCOBAT approved a Technical standard for the safe collection of waste batteries and launched a Technical standard on Minimum Information Requirements for Recycling Efficiencies. The organisation also held the inaugural Battery Academy in Belgium with 45 members including WEEE Ireland participating from all over Europe. The seminar provided invaluable training on correct battery sorting methodology, collection models, collection equipment and battery safety training. A key module at the battery academy was the research into best practice safety standards and fire prevention. WEEE Ireland contributed to this module with insight on the development of its flame retardant blue battery box

EUCOBAT applied to obtain consultative status at the ECOSOC sub-committee and have subsequently been approved for the recast Battery Directive review board. The organisation's inclusion in the consultative process recognises the vast accumulative knowledge of its Compliance Scheme members and how valuable this knowledge is to the decision process for future legislation development.

EUCOBAT is collaborating with all of its Member Schemes to build a European wide battery collection awareness programme and WEEE Ireland is planning ahead for 2015 and 2016 target achievements with participation in these activities

www.eucobat.eu

WEEE EUROPE

The WEEE Europe AG was founded in October 2013 and is headquartered in Munich. Its shareholders are some of the largest and most capable European take back systems that deal with all the processes involved in end of life Electrical and Electronic Equipment (EEE) and batteries and cover currently fifteen European countries. WEEE Ireland invested in the development of WEEE Europe and has worked closely with its team to produce a relevant pan European compliance service for Producers and Distributors throughout multiple Member States in Europe.

www.weee-europe.com



EMISSION SAVINGS

2014 Emission Savings from Environmentally Sound Treatment of Household Refrigeration

Fridges and freezers can contain two types of gases that can have negative impacts on our Earth's atmosphere;

- Ozone Depleting Substances
- Greenhouse Gases

The most common ozone depleting substances found in fridges are CFC's (chlorofluorocarbons). These gases are contained in the circuitry at the back of the fridges and/or the insulating foam. CFC's have been banned from production since 1996 under an international agreement called the Montreal Protocol. Despite this it is estimated that just over 30% of the fridges and freezers treated by WEEE Ireland recyclers still contain CFC's due to the lifespan of these appliances. Fridges and other temperature exchange appliances must be recycled in an environmentally sound manner to reduce the risk of such gases escaping into the atmosphere.

Newer fridges (post 1989) contain hydrocarbons which replaced the more harmful CFC's as the refrigerant gases of choice for the industry. Hydrocarbons such as cyclopentane, do not have a direct impact on the ozone layer however they can contribute to global warming effects and are therefore classified as Greenhouse Gases. Greenhouse gases cause increases in global temperatures which in turn can impact climate change. Cyclopentane has a global warming potential of 11 which means it is potentially 11 times more harmful than carbon dioxide (CO₂) in this regard. It should be noted that CFC's are also Greenhouse Gases with a global warming potential of over 10,000! Therefore, all waste fridges regardless of gas type must be collected for recycling and properly treated; in specially designed facilities that can safely extract the gases and reduce their potential impact on the ozone layer and global warming.

CFC

70:30 R11:R12	Tonnes	GWP	CO2 Emissions Equivalents / T
R11	0.717	4275	3065.17
R12	0.307	10900	3346.3
Total	1.024		6411.47

Pentane

GWP	Tonnes	CO2 Emissions Equivalents / T
11	2.213	24.33

The following assumptions were made based on 2014 process information;

- Gases make up approx. 0.08% by weight of an average fridge/freezer
- 31.5% of fridges recycled by WEEE Ireland in 2014 contained CFC gases
- CFC gas content is estimated at 70:30 split R11:R12 per tonne gas
- GWP potentials are based on 100 year time horizon as per Kyoto Protocol



Global Warming Potentials (GWP)³

CFC R11 = **4,275**

CFC R12 = **10,900**

Hydrocarbons (cyclopentane); **11**

Total 2014 Fridge Freezers Emissions Diverted

6,436 tonnes
of CO2 Equivalents

This is the equivalent annual
Co2 emissions from over

5,000
average family cars⁴

Since 2005 The WEEE Ireland fridge freezer recycling programme has diverted the equivalent of almost 90,000 Tonnes of CO2 Equivalents from emission into the atmosphere from 37727 tonnes of this WEEE family”.

“this equates to the same emissions produced from all private cars licensed in Ireland in 2013**”

³ - Based on IPCC Direct Global Warming Potentials http://www.ipcc.ch/publications_and_data/ar4/wg1/en/ch2s2--10-2.html

⁴ - 71,348 new private cars were licensed in 2013, Average emissions of private cars is 125g CO2/km. Average Km per annum is 10,000 Km. Equals 1.25T CO2 per annum

PREPARATION FOR REUSE

Large Household Appliances REEE Trial 2014 with the White Goods Association & RehabRecycle

Acknowledging the requirements in the recast WEEE Directive and transposed Irish Regulations to prioritise preparation for reuse where appropriate; a pilot programme investigating the viability of a LHA preparation for reuse was undertaken in 2014. The Reuse Electrical and Electronic Equipment (REEE) programme located at WEEE Ireland's dedicated transfer station at Ballymount in Dublin.



Reuse value chain as outlined in the REEE project report

(Adapted from Kissling et al. 2012)⁵.

The project was focused on assessing the viability of refurbishment of old LHA (non-cold) appliances discarded by end user. These products include washing machines, dishwashers, tumble driers, cookers, hobs and ovens. No gas powered appliances were to be used for refurbishment. Difficulties with refrigerant gas management in waste fridges and freezers excluded these appliances in the pre-screening stage before the project began. During the project it was decided to focus on washing machines as the priority reuse stream. Warranty returns and shop soiled appliances were not the target WEEE for preparation for reuse in this project. Environmental benefit of preparation for reuse was also outside the scope of this project.

Nearly 300 washing machines were successfully refurbished from the circa 1500 appliances that were selected from the hub for testing under the project. The project provided significant learning experience for the Scheme allowing cost modelling and feasibility data to be gathered. Decisions on next stage marketing of the REEE appliances were delayed until Registration Criteria for preparation for reuse organisations is published later in 2015. Clarification on producer responsibility regarding liability and indemnity on REEE was required. WEEE Ireland welcomes the requirements for registration and regulation of the preparation for reuse of EEE sector and will work with stakeholders to develop a sustainable REEE infrastructure during 2015.

⁵ - Kissling R., Fitzpatrick, C., , Boeni, H., Luepschen, C., Andrew, S. Dickenson, J. (2012) Definition of generic re-use operating models for electrical and electronic equipment Resources, Conservation and Recycling, Volume 65, August 2012, Pages 85-99



the WEEE Ireland fridge freezer recycling programme since 2005 has diverted the equivalent of almost...

90,000 tonnes
of CO2 Equivalents
from emission into the atmosphere...

**...THIS EQUATES TO THE SAME
EMISSIONS PRODUCED FROM
ALL PRIVATE CARS LICENSED
IN IRELAND IN 2013.**





FINANCE MODEL

WEEE Ireland is a Compliance Scheme for Members to help meet their Producer Responsibilities within a collective model.

Producers pay a joining fee and annual administration fee to be Members of the Scheme. They can choose a SEPA direct debit payment method to qualify for significant discounts on these fees. Smaller Producers can also be eligible for lower fee rates based on turnover. Application for Membership and yearly renewal for Certification is made via the Membership portal on www.weeeireland.ie

Producers report EEE and Batteries onto the Irish Market every month via the secure online Blackbox. Units and/or weights are reported depending on the Product type. WEEE Ireland then invoices its Members recycling and environmental management costs for collection, recycling and overheads based on invoice data only from the Blackbox, according to the following streams;

Product Type	Cost Type	How is it Charged?
General EEE	RMCs & vEMCs	Per kg & Per unit
IT EEE	RMCs	Per kg
Batteries	RMCs	Per kg

Since 1st July 2014 **visible Environmental Management Costs (vEMCs)** were continued on certain Product types as allowed under the new WEEE Regulations. These vEMCs will fund continuing historical liability on these Products and additional funding requirements agreed with the DECLG as part of the new legislation implementation, including EPA enforcement, research & development activity, support of Local Authority CA site WEEE collection and the We'll take it back Retailer Take Back Programme

vEMCs 2014.

Category	Description	vEMC (incl VAT)
1.1	Fridge Freezers American side by side	€10
1.2/1.2a/1.3	Other Fridges Freezers & Large Appliances	€5
4.1	Large Televisions (+73cm)	€5
5.1	Gas Discharge Lamps (including CFLs & FLs)	€0.15
5.2	LED Light sources	€0.05

Please see www.weeeregister.ie for a full category listing and further detail

WEEE Ireland Fees are agreed on an annual basis by the Board of Directors representing the Sectors according to the WEEE Ireland Corporate Governance Charter. Consultation with the key industry representatives is carried out as part of this process. The Scheme is committed to cost effective compliance service for its members and reviews of costs, commodity values and historical WEEE reserves are taken into consideration when setting fees whilst ensuring due diligence is adhered to regarding Producer responsibilities in financing the waste stream management

Highlights 2014

- WEEE Ireland again received a clean Audit Report from its external Auditors.
- The agreed Budget approved by the WEEE Ireland Board was maintained
- SEPA conversion was successful and went live in February
- RMC's on some categories were increased to meet the predicted increase in future WEEE arising's and Producer responsibilities which cannot be funded by law from historical WEEE reserves.

Since 2005 WEEE Ireland has directly financed over €60million of WEEE environmental management costs and more than €5million waste Battery costs on behalf of its Members.

Retailer Incentive Programme

The **We'll take it back Campaign** helps retailers promote WEEE recycling in store as a service to their customers. Marketing support and collateral is available for this campaign on the multi stakeholder platform, see www.weee.ie for more details. An industry fund for electrical retail collection points was set in place on 1st July 2014 and is overseen by the WEEE Register Society. Radio adverts, online advertising and extensive in-store promotion of the message has been put in place in retail stores since that date.

WEEE Ireland operates a collection service free of charge directly from retail stores and distribution hubs for WEEE and waste Batteries. It is mandatory under the Regulations for collection points to hand over WEEE to the relevant Compliance Scheme acting on behalf of Producers in the collection area. Retailers can access contributions towards the costs of security, storage and separation of WEEE for handover to the Compliance Schemes by signing the Retailer Take Back Programme agreement and submitting to the appropriate Scheme.



MEMBERS & COMPLIANCE 2014

As an Approved Body under the Regulations WEEE Ireland issues its affiliated Producers with a Certificate of Membership which entitles them to exemptions from individual compliance requirements – as these actions are managed by the Scheme on a collective basis on their behalf. Membership Certification is reissued annually from January onwards following renewal of contact details by the Member payment of fees alongside confirmation of compliance status for Blackbox reporting input.

Members 2014

WEEE Ireland registers Distributors and Retailers of automotive and industrial batteries and EEE as required under the Regulations. Registration is accessed via an online form on www.weeeireland.ie and is free of charge. WEEE Ireland updates its Retailer Registration Database and sends to the EPA on a monthly basis for upload on to the Enforcement Network database for review by Local Authorities.

The new WEEE Regulations published in 2014 require the Schemes to give certificates to Retailers who register in this way and WEEE Ireland has developed a certification programme with certificates and information downloads issued online to retailers to who register with the Scheme. Over 6,000 retailers were registered with the Scheme prior to 2014 on an open ended basis so there is ongoing development work on updating this database and issuing certificates to retailers.

In 2014 432 new Retailers registered with the Scheme, the total Scheme Retailer Registration database numbered 6430 on the 31 December 2014.

Members 2014

Certification Type; **WEEE Only**
Number of Members; **142**

Certification Type; **Battery Only**
Number of Members; **248**

Certification Type; **WEEE & Battery**
Number of Members; **441**

Certification Type; **Total**
Number of Members; **831**



Market Share

EEE - **74%**

Total Battery - **89%**

Portable Battery - **72%**

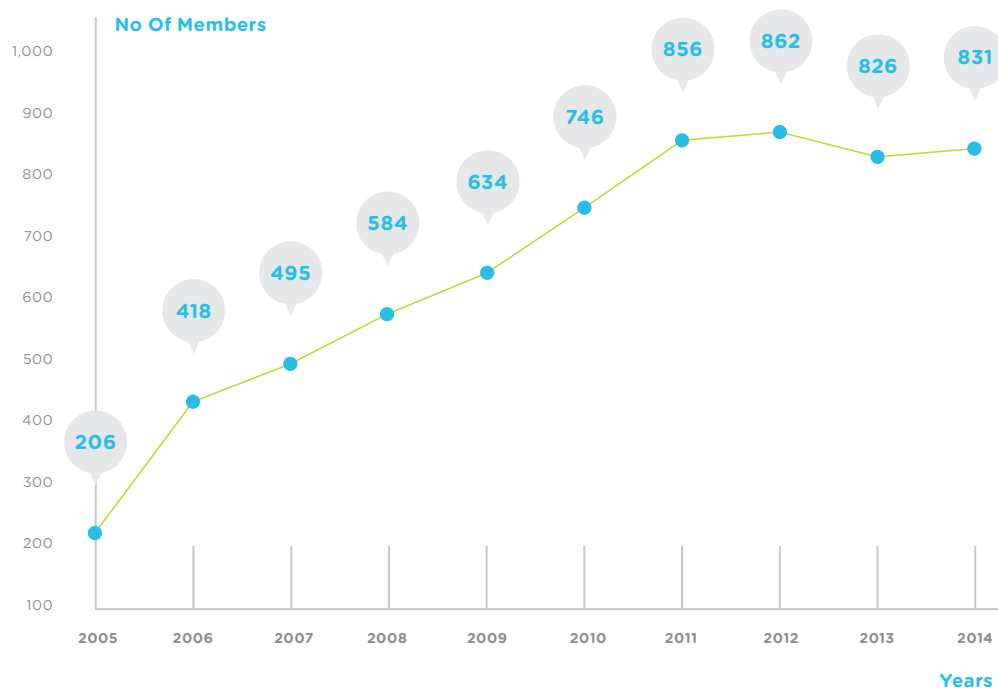
Automotive Battery - **95%**

Industrial Battery - **81%**

WEEE Ireland does not refuse membership to any Producer regardless of market share or geographical location. The Scheme welcomes into Membership all Producers of B2C, lighting equipment and/or batteries on signed agreement of the Rules of Membership and payment of joining and annual membership fees and recycling management costs. To avoid any barriers to SMEs significant discounts are given to Producers with smaller turnovers and paying by SEPA direct debit methods. Applications for joining and renewal of membership with the Scheme can be found on www.weeeireland.ie

RISE IN MEMBERSHIP MARKET

Share Since 2005



Member seminars

Members were consulted on the development of the Regulations and numerous submissions representing views across all of the sectors in WEEE Ireland were made to the DECLG and presented at the WEEE & Monitoring Group sub committees.

WEEE Ireland held a number of seminars and presented at meetings with sector groups in 2014, in particular focused on discussions relating to the new WEEE Regulations. Discussions centred around the increasing recycling management costs required from all sectors as the volumes of WEEE and Waste Batteries arising continue to increase and the increasing take back and recovery rates alongside quality standard requirements. These seminars included meeting with the Large Household Appliance, Consumer Electronics, IT, Lighting, Electrical Retailer and Battery sectors.

In 2014 over **200 compliance reviews** were carried out by the team with our Members in a variety of formats

Some Key Compliance Impacts of 2014 Regulations....

- Environmental Management Costs are displayed visibly in the supply chain for Large Appliances, Large TVs, Lamps and LED light sources from 1st July 2014
- WEEE Register Society will be the national registration body for preparation for reuse organisations www.weeeregister.ie
- Producers who do not have an established place of businesses in Ireland can affiliate with an Authorised Representative for Producer Registration in Ireland.
- Distance Sellers must register with an AR for supply onto the Irish Market
- Retailers with more than 400m² EEE retailer floor space must take back in store very small WEEE (>25cm²) regardless of purchase (i.e. go beyond like for like take back)
- Retailer Certification is now issued when registering free of charge with the Compliance Scheme and must be displayed by Retailers of automotive, industrial batteries and EEE who are obliged to register under the Regulations
- Under the Directive all EEE (B2B and B2C) will be subject to the 45%, rising to 65%, WEEE collection targets
- WEEE arising from Dual use EEE placed on the market will be considered in all events to be B2C EEE
- Separately collected WEEE must undergo recovery/recycling to a WEEELABEX or CENELEC equivalent standard

Compliance Review Programme

WEEE Ireland undertakes a comprehensive compliance review programme every year to validate the system and data from Members reporting their EEE and Battery sales to the Blackbox. This audit activity also reviews Producers activity in relation to Producer Responsibility and the WEEE and Battery Regulations along with WEEE Ireland rules of Membership. In 2014 over **200** compliance reviews were carried out by the team with our Members in a variety of formats. This is done to capture as much activity as possible and suit the Member type and location e.g. desktop reviews & phone conferences, postal audits, member meetings and training, full day compliance audits and more, all formed part of the 2014 Membership Compliance Review Programme.

WEEE IRELAND **SMART** Compliance Audit & Review Programme

S

SERVICE

- WEEE Ireland Membership is a quality service to Members
- Validate Member Certification
- Level playing field for all members - fair and equitable system

M

MARKETING & MEMBERSHIP

- Contact with stakeholders
- Opportunity to discuss WI services, products and marketing tools all available to Members
- WEEE2Work, Lauralynn Bosco Battery Campaign, WEEE Trolleys...

A

ADVICE, GUIDANCE & FEEDBACK

- Advise on legal and regulatory updates
- Advise on potential non-compliances with the regulations
- Two way communication model, members can feedback on WEEE Ireland Scheme and suggest new business requirements

R

REVENUE

- Validate integrity of Blackbox data for invoicing
- Capture 'lost revenue'
- Protect future revenue

R

TRAINING

- Training and review for authorised contacts compiling Blackbox reporting/purchasing EEE/internal reporting.
- Training drives better accuracy for reporting in the long term
- Training for WEEE Ireland team on requirements of its members

Common Queries arising on Audit Review

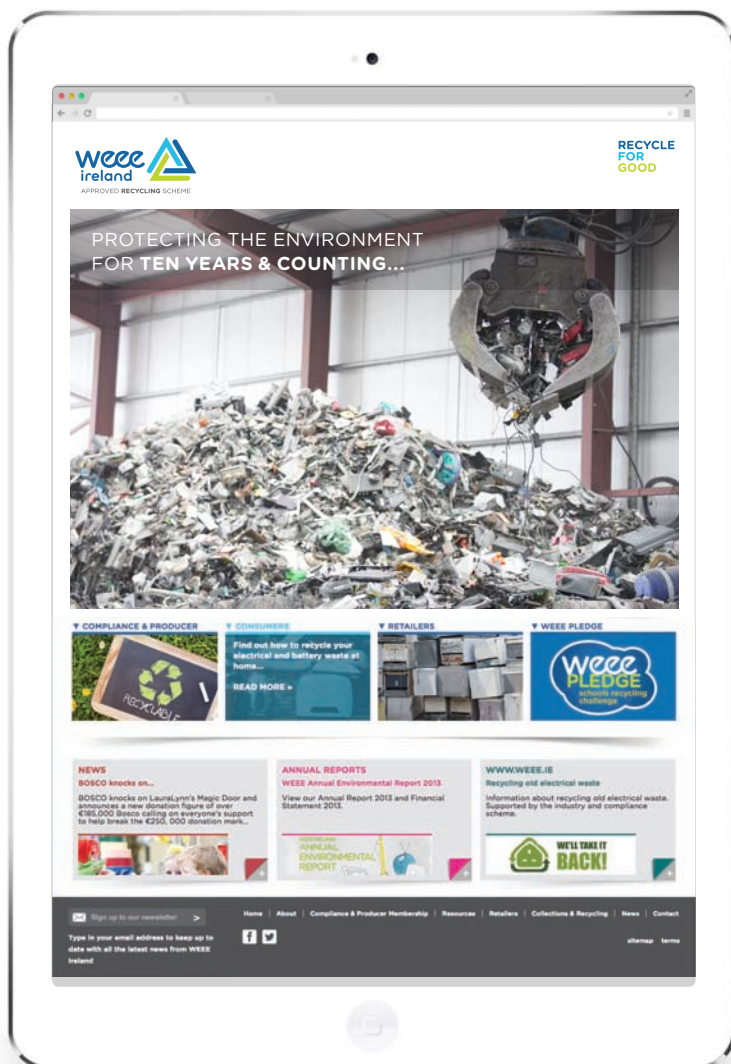
- B2B, B2C and Dual use classification of product
- Reporting of EEE into the correct sub categorisation for Ireland
- Accurate weight submissions for batteries and EEE
- Price display and charging of visible Environmental Management Costs
- Exclusion of export EEE sales from Irish Blackbox Reporting
- RoHS related information, marking and documentation controls

Advice and Guidance

The WEEE Ireland website was updated in 2014 to amalgamate all of the stakeholder services for Producers, Retailers and Consumers on one digital platform. Resources including links to legislation, best practice guidance documents, marketing material,, health and safety guidance and collection information for the public can all be found on www.weeeireland.ie

Member Communication

WEEE Ireland updates its members on all topical issues using newsletters, seminars, sector targeted emails and individual meetings. During 2014 the Compliance team trialled Compliance & Risks C2P software with a view to giving enhanced regulatory information services to members as required.



COLLECTIONS & EVENTS

Collection days

In 2006 WEEE Ireland introduced a schedule of free WEEE recycling events, or collection days, to selected communities and areas throughout our collection areas. These events proved so popular that they have developed into an annual schedule of 300 events.

WEEE Ireland was the first to offer this innovative service for WEEE collection in Ireland. Overtime, we developed a network of smaller collection events, known as “WEEE Wagon Days” which were held mid-week in rural locations, quite often in a town Mart, local sports ground or county council yard.

Over the years we have held events in partnership with all Local authorities, Tidy Town and Community groups, Residence Associations as well as with key retailers including Powercity, Tesco Ireland, DID, Expert group and Supervalu. We have also held events with corporate partners including Apple, Dell & IBM.

WEEE Ireland have also held joint events with the EPA, Teagasc & IFFPG throughout the years to increase the amount of hazardous waste collected from farming sectors and rural areas.

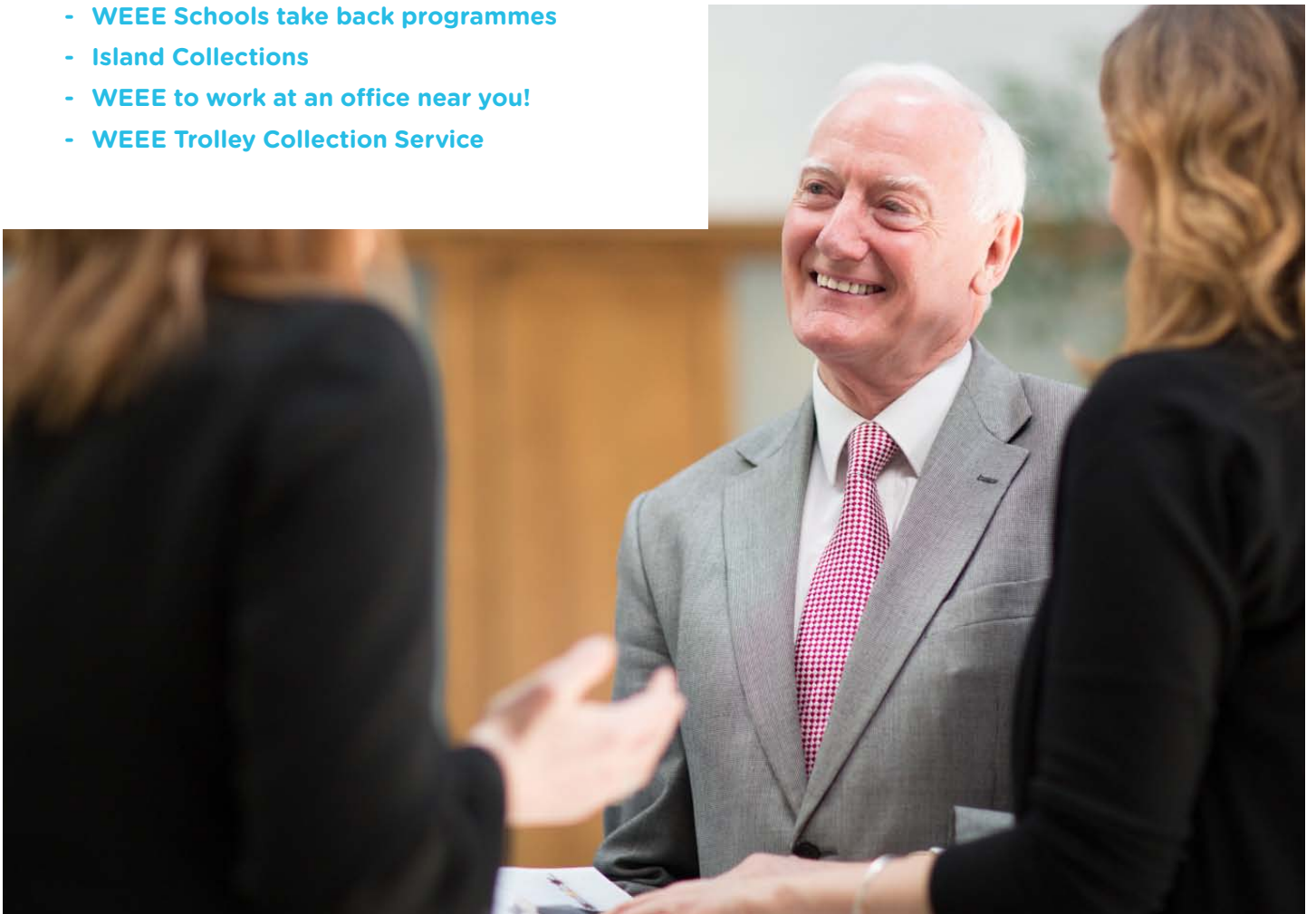
HIGHLIGHTS

- **Over 1300 collection days and WEEE Wagon events held by WEEE Ireland**
- **Since 2006 WEEE Ireland have collected over 16,000 Tonnes of electrical waste at special events**
- **It is estimated over 500,000 people attended these events in the last 10 years**
- **WEEE Ireland have filled nearly 3,000 truckloads with WEEE for recycling at these events**
- **Parked nose to tail these trucks would reach over 80 Kilometres in length**
- **The WEEE collected would be the weight equivalent of over 320,000 Washing machines diverted from landfill**
- **The biggest event we held to date was in Cork in 2008 courtesy of Apple at their site where more than 60 tonnes of electrical waste was collected in one day. That's over 12 truckloads of WEEE from just one local community effort!**



WEEE go everywhere to collect WEEE for recycling. Other collection projects and special events that the Scheme has developed since 2005 include

- **Kerbside collection trials in Dublin with CCRI**
- **WEEE Schools take back programmes**
- **Island Collections**
- **WEEE to work at an office near you!**
- **WEEE Trolley Collection Service**

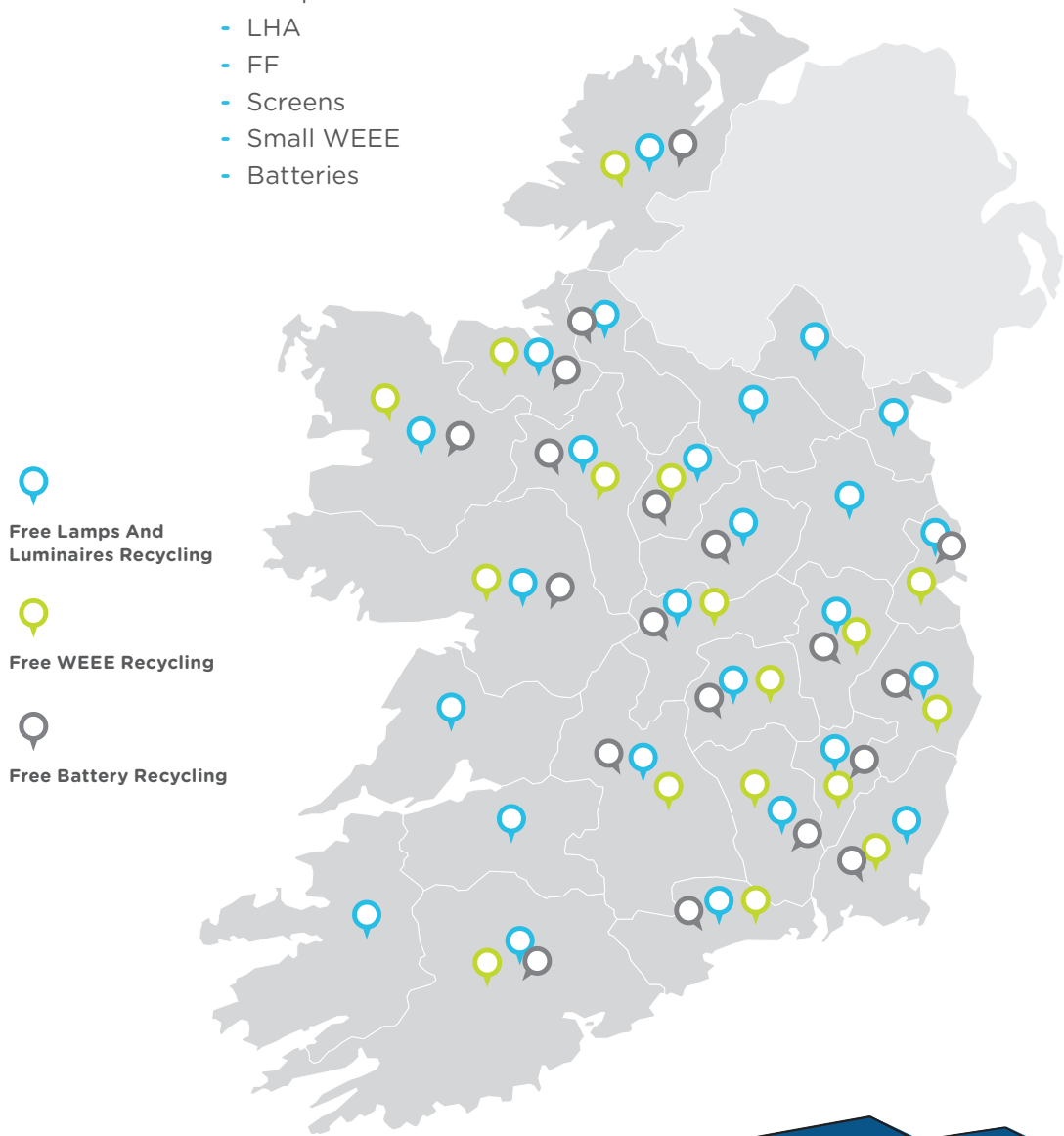


WEEE Collect from Collection Points

Information on where, when and how is on our Website, Facebook and Twitter and advertised in regional media. Additional Collection programmes through Schools, Workplaces and Local Authorities and Retailer sites help increase the availability of WEEE and Battery recycling points throughout Ireland

WEEE COLLECT IN 6 FAMILIES OF MATERIAL

- Lamps
- LHA
- FF
- Screens
- Small WEEE
- Batteries



Over **5,000 collection points** utilising a network of shops, workplaces, schools, public buildings all across Ireland...

We represent 89% of the Irish battery industry and 74% of the Household Electrical Industry



WEEELABEX collection requirements

WEEE must be collected separately from other waste and in compliance with Waste Collection Regulations S.I. 820 of 2007. These Regulations require among other things;

- Collectors to be permitted for the collection and transport of WEEE.
- Permit must clearly state where the WEEE will be treated
- Permit number must be clearly visible on the vehicle
- WEEE collected must be classified accurately using European Waste Catalogue (EWC) codes
- EWC Codes assist recording and traceability of waste and should be quoted on all relevant transport documentation and containers.
- Most importantly WEEE must also be transported in a manner that will prevent damage and potential emissions of hazardous materials.

RESULTS

2014 - 26,801 tonnes total

	2014 Tonnes	2013 Tonnes	2012 Tonnes
Local Authority Sites	9,368	9,576	10,267
Retailer Sites	12,370	11,456	11,682
Special Collections	5,062	4,620	3,303
Total	26,800	25,652	25,252
Population	3,301,094*	3,301,094*	3,301,094*
Kg per Person	8.12	7.77	7.65

**CSO 2011 Census figures used as official population for our designated collection area

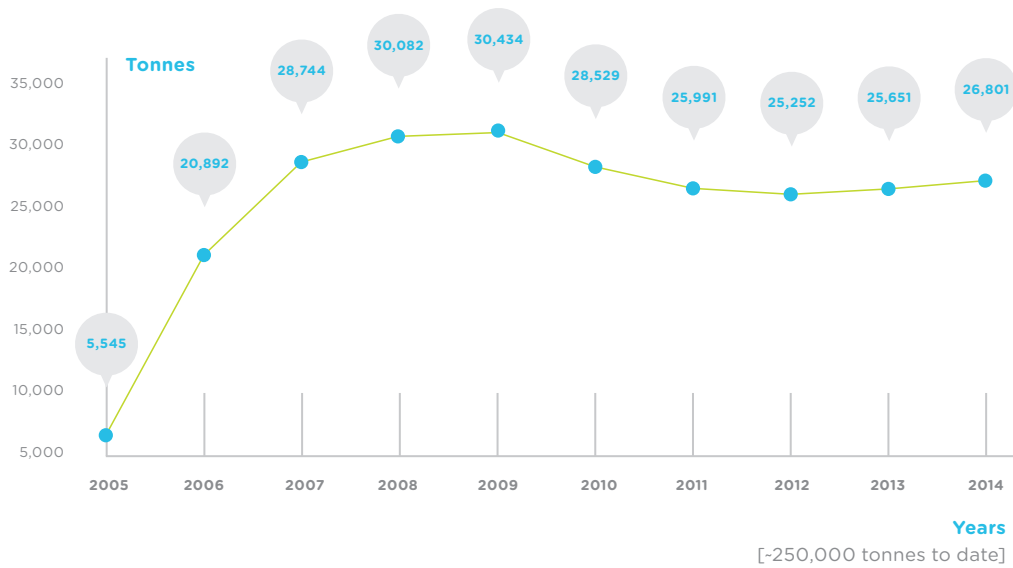
A 5% increase in WEEE collections since last year

WEEE Ireland Collection Points

1,000 collection points for WEEE in 2014 servicing **>3,000** take back points including distribution hubs and retailer groups

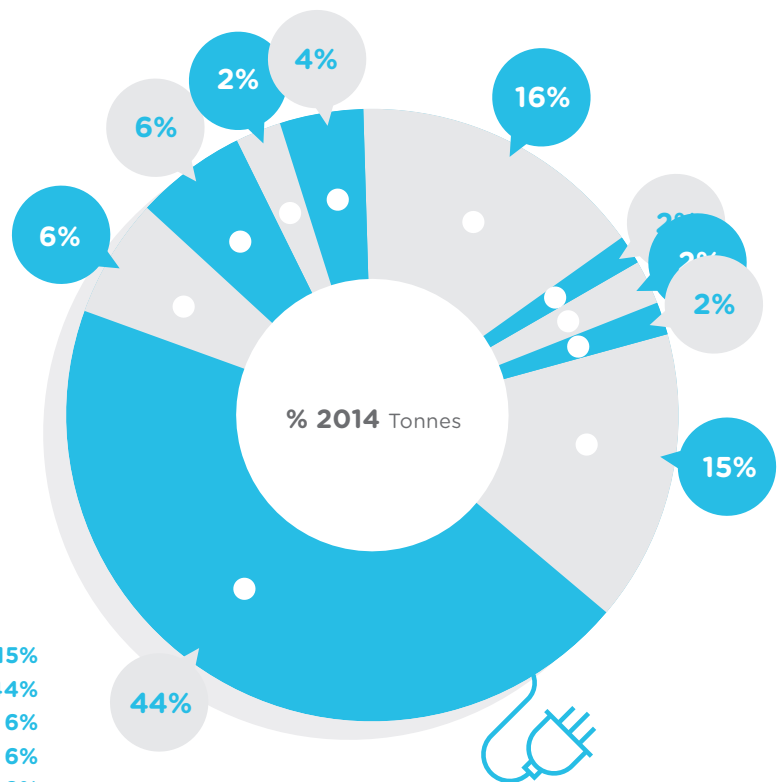
And we have **>5,000** battery collection points

WEEE Tonnes Collected for Recycling since 2005



WEEE Ireland has collected more than **250,000 tonnes of WEEE** for authorised recycling and material recovery since 2005. **This is the equivalent of more than 50,000 truckloads of electrical waste!**

Category	2014 Tonnes	% 2014 Tonnes
Fridge/Freezers	4067	15%
Large Household Appl	11,906	44%
Small Household Appl	1,689	6%
IT & T Equipment	1,595	
Monitors	624	2%
Consumer Equipment	1,158	4%
TVs	4,202	16%
Lamps	395	2%
Luminaries	634	2%
Electrical Tools	487	2%
Toys	36	<1%
Monitoring Instruments	7	<1%
	26800	100%

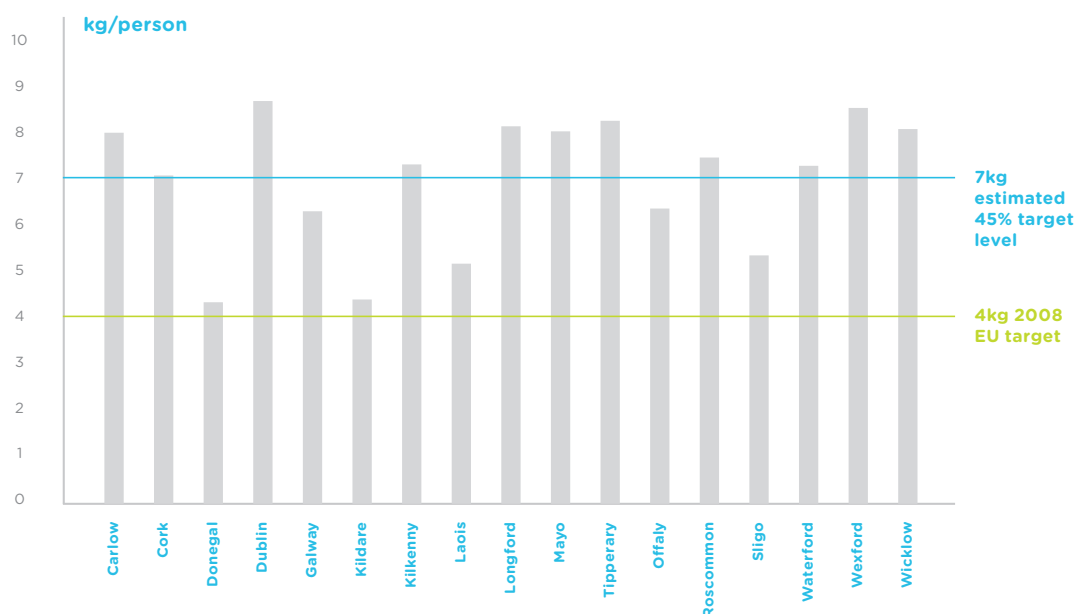


% 2014 Tonnes

Fridge/Freezers	15%
Large Household Appl	44%
Small Household Appl	6%
IT & T Equipment	6%
Monitors	2%
Consumer Equipment	4%
TVs	16%
Lamps	2%
Luminaries	2%
Electrical Tools	2%
Toys	<1%
Monitoring Instruments	<1%

WEEE Collected by County kg/person 2014*

*Calculated based on WEEE Collected at CA sites and Retailer Collection Points



Total Units Per Family

Fridges

Units 2014; **73,032**
 Units 2005-2014; **750,000**
 ~Per household*; **-1 Each**

Televisions and Monitors

Units 2014; **351,407**
 Units 2005-2014; **3,000,000**
 ~Per household*; **-3**

Large Household Appliances

Units 2014; **517,630**
 Units 2005-2014; **5,000,000**
 ~Per household*; **-5**

Lamps

Units 2014; **2,743,056**
 Units 2005-2014; **21,000,000**
 ~Per household*; **-20**

Mixed WEEE

Units 2014; **6,557,209**
 Units 2005-2014; **45,000,000**
 ~Per household*; **-45**

Estimated Total to Date

Units 2005-2014; **Nearly 75 Million**
 ~Per household*; **>70 Units of WEEE**

Note: WEEE is collected in tonne/kg loads. Units are calculated based on new EEE weights per category with adjustment for older model weightings e.g. CRT TV and Monitor screens. *1.1 million households was used for national household calculation.

Estimated B2C Takeback Rate 2014 (Ireland)

	POM 2011	POM 2012	POM 2013		
	B2C	B2C	B2C	B2C T/back '14	Avg B2C % T/back '14
FridgeFreezers	10057	9354	10028	5807	59%
LHA	27792	25129	24105	13671	53%
SHA	7600	9680	13499	3807	37%
IT&T	4653	4087	4134	2424	57%
Monitors	96	168	98	1076	892%
CE	3855	4427	4247	3040	73%
TVs	5577	5118	3185	5805	126%
Lamps	989	883	825	395	44%
Luminaires	2531	2438	2138	650	27%
Tools	4212	4047	3452	810	21%
Toys	1861	1291	2611	36	2%
Medical	79	44	66	<1	<1%
Monitoring	180	185	172	6	3%
Auto Dispensers	36	42	46	<1	<1%
Total	69518	66893	68606	37527	55%

National B2C take back rate for 2014 is an estimated 55%. **Note:** the National Take Back rate for EU WEEE target achievement will be submitted including the B2C information submitted by the Compliance Schemes and the B2B Sector information and data collated by the WEEE Register Society and EPA. *CSO 2011 Census figures

OPERATIONS, RECYCLING & RECOVERY

WEEE Ireland has worked with majority Irish collection and recycling contractors since 2005. **More than 300 people are employed in Ireland** in direct connection with **WEEE Ireland collection and recycling activity including**

KMK Metals Recycling

Location; **Tullamore, Offaly**

Key Area; **WEEE & Battery Collection & Recycling & Special Events**

Irish Lamp Recycling

Location; **Athy, Kildare**

Key Area; **Nationwide Lamp Collection & Recycling**

Rehab Recycle

Location; **Ballymount, Dublin**

Key Area; **WEEE Collection & WEEE Transfer Station**

The Recycling Village

Location; **Duleek, Meath**

Key Area; **Television/Monitor Recycling**

Techrec Northern Ireland

Location; **Dungannon, Tyrone**

Key Area; **Fridge & Freezer Recycling**

Trevor Ratcliffe Deliveries

Location; **Rathcoole, Dublin**

Key Area; **WEEE Collections & Special Events**

Clondalkin Community Recycling Initiative

Location; **Clondalkin, Dublin**

Key Area; **Kerbside Collection, Dublin Area**

The **WEEE Label of Excellence** standard, WEEELABEX, is a technical standard for the treatment of WEEE... developed to improve the quality and traceability...



STANDARDS & QUALITY

WEEE RECYCLING

Traceability and Auditing – Verification of processes

WEEE Ireland has an in-house auditing programme which all contractors undergo on an annual basis with follow up meetings and reviews throughout the year. Collection and Recycling Operators submitting for tender are encouraged to submit details of their Environmental and Quality Management Systems. WEEE Ireland committed to the development of the WEEELABEX standard in Ireland prior to its transposition into Regulations in 2014. In 2014 the Operations Team oversaw further development and investment in the WEEE Ireland Waste Management System (WIMS) software to ensure continued quality recording and reporting of WEEE and waste Battery collection data.

WEEELABEX

The WEEE Label of Excellence standard or “WEEELABEX” is a technical standard for the treatment of WEEE that was developed to improve the quality and traceability of WEEE flows. The WEEELABEX standard is now a requirement in Ireland under the new WEEE Regulations S.I. No. 149 of 2014 which states that producers and final users; **“Shall ensure that separately collected WEEE is treated in accordance with the WEEELABEX normative requirements or any other equivalent EN treatment standards.”**

This means that producers or final users must prove that facilities treating any WEEE in Ireland meet the requirements of WEEELABEX or equivalent standard (EN50625-1).

WEEE Ireland Recyclers Achieve WEEELABEX Certification

As part of the WEEE Ireland contract agreement with its recyclers, WEEELABEX certification is a requirement. Three of the main WEEE Ireland recycling contractors have shown outstanding commitment and quality management of waste electric equipment by recently achieving WEEELABEX certification. These facilities are;

- KMK Metals Recycling, Tullamore, Co. Offaly
- The Recycling Village, Duleek, Co. Meath
- Irish Lamp Recycling, Athy, Co. Kildare

A key factor in achieving certification was due to investment and innovation in the recycling processes by the facilities which improved environmental performance and better various fractions contributing to added value for the export economy.

Official European Standard Published

The European Standard EN 50625-1 for the Collection, Logistics and Treatment for WEEE was officially published in Ireland by the National Standards Authority of Ireland (NSAI) in 2014. This standard was developed by CENELEC in Europe supporting the work done for WEEELABEX and will eventually supersede all other WEEE standards in Europe.

EPEAT

WEEELABEX is a recognised standard under EPEAT, a global register for green electronics where manufacturers must prove the environmental credentials of their products in order to be listed. One of these credentials includes recycling in accordance with a recognised standard that effectively tracks downstream flows of WEEE and its fractions. WEEE Ireland can now assure its producer members registered with EPEAT that these requirements are sufficiently met through WEEELABEX certification. For more information on EPEAT go to www.epeat.net or talk to the Compliance Team in WEEE Ireland.

Next Steps

The WEEELABEX certification process involved significant commitment and hard work by the WEEE Ireland contractors over the last two years. However, like any standard maintaining it will be key to ensuring continued quality and compliance with legislation. WEEE Ireland will work with the various stakeholders to ensure a level playing field is achieved and that its producers are aware of the requirements for downstream treatment in Ireland. Certification of two remaining families (large household appliances and cooling and freezing appliances) still remains. WEEE Ireland is working closely with its recycling contractors to have these treatment processes certified during 2015.

How is WEEE Recycled?

Under the new WEEE Regulations S.I. 149 of 2014 all separately collected WEEE must be treated in Ireland by an operator that is certified to WEEELABEX standard or equivalent European standard e.g. EN 50625-1. If WEEE is exported, proof of treatment to equivalent level as stated in the Directive is necessary. This refers in particular to Annex VII (Selective Treatment for Material & Components of WEEE) and Annex V (Recycling and Recovery Rates).

Sampling

A continuous sampling programme is undertaken at key recycling locations throughout the year to ascertain the calculation basis for transforming data on the Mixed WEEE volumes collected by WEEE Ireland, into categories for reporting and financing purposes. Maintaining documentation on sampling procedure, results and management is the responsibility of the individual contractors and is included in the WEEE Ireland audit process as a control measure. Additional sampling procedures are undertaken by the WEEE Ireland team or requested from contractors on a periodic basis to validate additional calculations as required; for example the changing ratio of waste televisions versus monitors collected in the Screen family.

RECYCLING & RECOVERY RATES 2014

During 2014 all EU target recovery rates from recycling were achieved and surpassed.

Category	1	2	3
Description	Large Household Appliances	Small Household Appliances	IT & T Equipment
EU Target Recovery Rate	80%	70%	75%
EU Target Component material Recycling & Reuse	75%	50%	65%
WEEE Ireland Component Material Recycling & Reuse	82%	87%	88%

Category	4	5	6
Description	Consumer Electronics	Gas Discharge Lamps	Luminaires
EU Target Recovery Rate	75%	N/A	70%
EU Target Component material Recycling & Reuse	65%	80%	50%
WEEE Ireland Component Material Recycling & Reuse	91%	93%	87%

Category	7	8	9
Description	Electrical Tools	Toys & Sports Equipment	Monitoring & Control Equipment
EU Target Recovery Rate	70%	70%	70%
EU Target Component material Recycling & Reuse	50%	50%	50%
WEEE Ireland Component Material Recycling & Reuse	87%	87%	87%

Congratulations to Kurt Kyck and all of his team at KMK Metals for achieving the first Irish WEEELABEX certificate in 2014.



CASE STUDY 2014

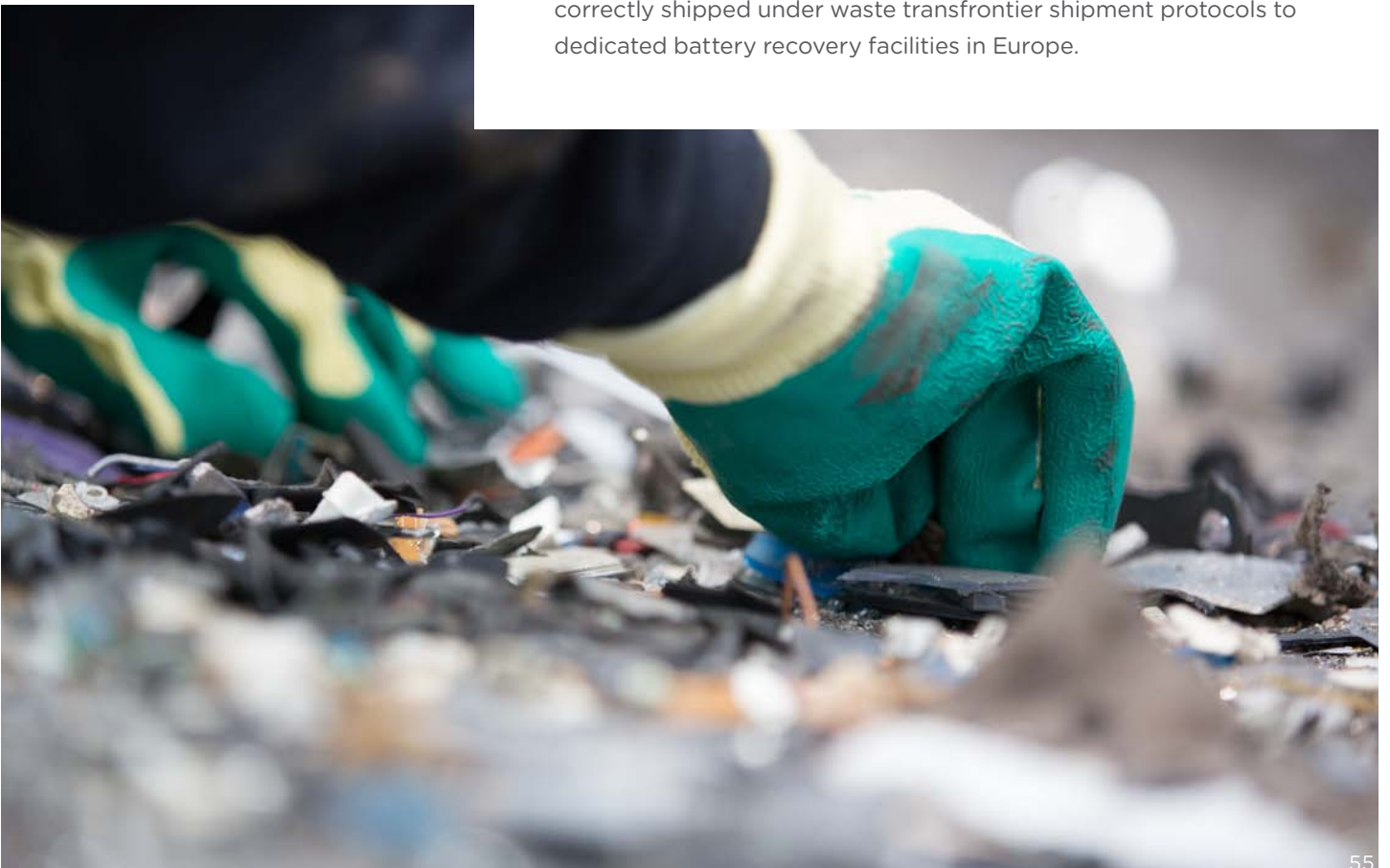
Ireland's first WEEELABEX Certified Mixed WEEE facility **Project Smasher** is located in KMK Metal Recycling in Tullamore.

This large scale multi process operation recycles all of WEEE Ireland's mixed WEEE which includes waste IT&T, small household appliances, consumer equipment electrical toys and tools.

The material fractions that arise from this process can then be sent to dedicated recovery facilities in Europe managing each material type e.g. nonferrous metals, mixed plastics etc. whilst the hazardous components are removed during the depollution phases for proper environmental treatment.

The line of sight provided by this state of the art local recycling facility allows WEEE Ireland directly audit and review how WEEE is managed on behalf of Members. Congratulations to Kurt Kyck and all of his team at KMK Metals for achieving the first Irish WEEELABEX certificate in 2014.

The Tullamore plant is also home to the only portable battery sorting facility in Ireland ensuring that all of WEEE Ireland's waste portable batteries are sorted into the required chemistry types and correctly shipped under waste transfrontier shipment protocols to dedicated battery recovery facilities in Europe.





RECYCLE
FOR
GOOD

FREE HOUSEHOLD WEEE RECYCLING

The Irish Compliance Scheme For Electric Recycling

WEEE Accept All Electrical Household Items:

Radios, iPods, MP3s, TVs, remotes, Video/DVD players, consoles and games, I.T. equipment (erase any hard drives), Mobile phones, Fluorescent lighting, CFLs, LEDs, Household batteries, car batteries, fence batteries, Electronic toys, Power tools, Fridges, cookers, washing machines, and much more...

WEEE Do Not Accept:

General household waste, Green organic waste, Paints, Hazardous chemicals, Aerosols or Medical waste.

MARKETING & COMMUNICATIONS

Since 2005 WEEE Ireland has strived to build a culture of community recycling for WEEE and waste Batteries, developing local and national education and awareness programmes with a strong call to action thesis underlying all of its campaigns.

WEEE Ireland's brand values underpin all communication activities;

**Trust
Dedication
Openness
& Community.**

Overall Marketing Ethos

Consistency, Frequency and Effectiveness drive our marketing activities. These are critical in building brand/message awareness which in turn is what drives WEEE and Waste Battery collection rates.

WEEE Ireland's **target markets** are divided among members, retailers, contractors/partners and consumers. WEEE Ireland delivers tailored messaging for each target group, meaning more effective and results orientated communications across online social, print and television media.

An **Integrated marketing communications** approach helps develop one strong, cohesive and consistent message and supports the overall organisational objectives of meeting collection targets.



EFFECTIVE CALLS TO ACTION

A Small Overview of Selected Applications



Please support the **WEEE Ireland** battery recycling campaign for **LauraLynn!**



WEEE Ireland Promotional Van Livery

WEEE Ireland Battery Email Campaign.



WEEE Ireland Collection Day Advertisements

Communication Strategy

The 'WEEE Trolley', WEEE Ireland branded Print Adverts 'Blue WEEE Ireland Battery Box' and 'My Battery Recycling Box' are central marketing collateral assets for creating recall and engagement with our consumers

Continuity of message is key and WEEE Ireland has weekly radio and press coverage promoting public collection days as free WEEE and Battery Recycling events for everyone. Retailers and CA sites are key recycling locations promoted to the consumer in press editorials and online messages. Interviews and profile feature pieces promote the WEEE Ireland Scheme and highlight the work it is doing on behalf of Members, building trust and recognition with the organisation as a Recycling Brand.

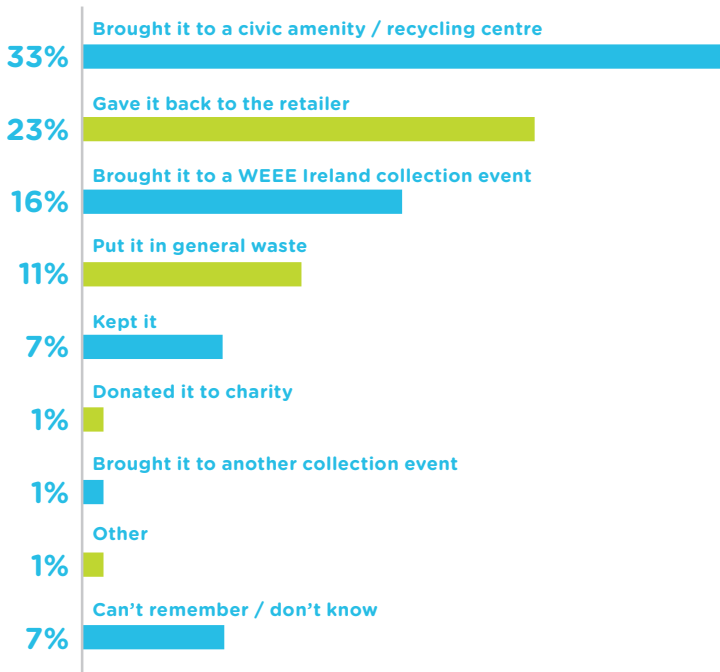


Be a **bright spark!** Recycle for free with **WEEE Ireland**

WEEE Ireland uses a variety of media channels to promote the Recycle for Good recycling message to all its stakeholders.

Survey Results

WEEE Ireland carries out annual baseline research online to review how effective our communications and awareness campaigns are and what areas we need to target and improve on.

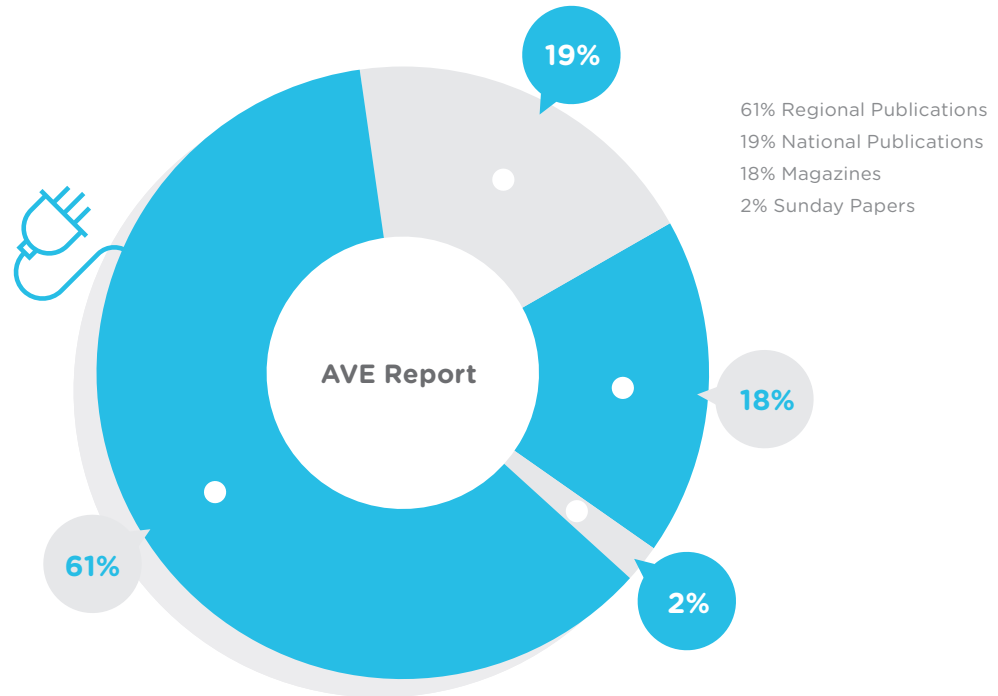


2014 WEEE online research survey question, N=1,007

Our most recent survey asked people about their recycling activity in 2014. The results were very positive with **73% and 72%** of respondents citing recycling their waste batteries and WEEE respectively through different collection points and events. Interestingly this has stayed at the same level as our previous survey however there is a change in where people are recycling; **39%** of Irish adults told us they bring their old batteries to a retailer/supermarket to recycle - up from **28% in 2013** - while **23%** bring their WEEE to a retailer for recycling, - up from **19%** in 2013. This is great news and is in line with our increased focus on promoting retailer collection points for WEEE and waste battery return by consumers. However **22%** are still admitting to putting old batteries in the bin and **11%** putting their WEEE in the general waste; reminding us in WEEE Ireland that we need to continue to remind people to *recycle not rubbish* their WEEE and Waste Batteries and make it easy and convenient for them to do so!

AVE Report

Media monitoring on the effectiveness of the WEEE Ireland communications strategy is carried out on a weekly basis and AVE (advertising value equivalency) reports are commissioned each year.



	AVE	Percentage
Regional Publications	€480,159	61%
National Publications	€147,120	19%
Magazines	€146,153	18%
Sunday Papers	€15,830	2%
	€789,262	100%

As illustrated in the chart above WEEE Ireland achieved significant unpaid editorial and media pickup on its WEEE and Battery awareness programmes throughout 2014 particularly in the regional media and its target audience the local community. This high level of AVE was achieved through strategic application of the communications budget into above the line paid advertising alongside focused PR activity promoting WEEE Ireland campaigns among the media. This chart is for print media only and does not convey the large volume of conversations WEEE Ireland generated across broadcast and social media during the year.

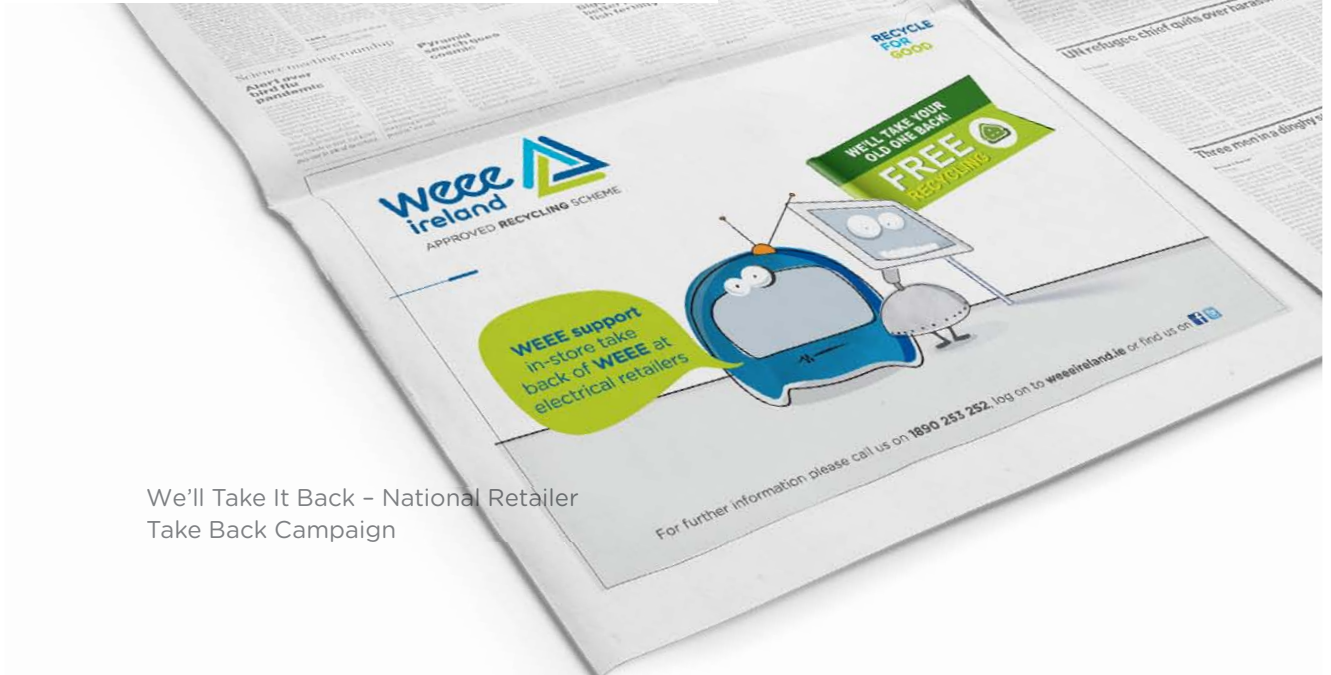
WEEE History

The WEEE Ireland brand has evolved since 2005 and the use of different media channels have expanded with the rise of new social media outlets to bring more of our promotional activity through the line and directly into people's homes and devices. Traditional print and radio advertising and editorial PR still remains a significant part of the Scheme's marketing spend particularly in the regional press, however over the years WEEE has been promoted in many different ways:



2014 KEY CAMPAIGNS

A Small Overview of Selected Applications



We'll Take It Back - National Retailer Take Back Campaign

ELECTRICAL RECYCLING STARTS AT HOME

45% of electrical items on the market were recycled in 2013. This is made up of everyday electrical items you can find in the home...



PARTICIPATE IN THE FREE TAKE BACK OF ELECTRICAL WASTE

By 2019 we need to increase our take back to 65%, what can you do?

WEEE infographic - illustrating how WEEE recycling starts at home using annual reporting statistics and press release



Recycle for Good - PRSA
Award winning Battery take back campaign with Bosco in aid of the LauraLynn Children's Hospice Charity

Sponsorship in the Community - Kilmacud Crokes GAA club



WEEE Pledge with Schools



Trade Promotion, exhibitions, advertisements & editorials

BOSCO & LAURALYNN

WEEE Ireland is half way through a 5 year programme with **LauraLynn, Ireland's Children's Hospice** - promoting portable Waste Battery recycling as a way to contribute to this worthy cause.

Ambassador for the programme **Bosco** has been central in helping WEEE Ireland connect with parents and families, and encourage battery recycling. The use of social media alongside traditional print and radio formats has helped in encouraging a like and share viral aspect to the campaign and raise even more awareness.

In the last 18 months alone the campaign secured spots on The Late Late Toy Show, Today FM, Newstalk, as well as many other national and regional media. In 2014 alone the programme generated PR content on television, radio, print and online with an estimated value of over **€175,000** showing the effectiveness of this communications approach. In 2014 the campaign won WEEE Ireland and Insight Consultants a PRSA, a national award for Excellence in PR communications for Best Public Information Campaign.

From 2011 to 2015 **€185,000, including €50,000 for 2014 activity**, has been donated to LauraLynn on behalf of the battery industry in recognition of peoples' recycling efforts and the goodwill generated by the programme.

WEEE would like to say a special thank you to our Battery Recycling Ambassador Bosco who reminds everyone to Recycle for Good with WEEE Ireland to help the LauraLynn Charity



WEEE Pledge - Schools Recycling Programme

Since its relaunch in 2013 our dedicated Schools programme has been managed on behalf of WEEE Ireland by Green Aware with brand new interactive website on www.weepledge.ie going live in 2014.

Over 2100 schools have signed up to date and engaged in battery recycling with 1500 participating last year alone. This has given WEEE Ireland the opportunity to educate and engage with approximately **500,000 plus students** throughout our collection areas.

This programme helps encourage more battery recycling with school children and their families at the heart of communities around Ireland. The team were delighted that the **WEEEPledge** website was shortlisted for a prestigious Eircom spider award in 2014 and the programme continues to receive significant interest from regional media highlighting the schools in their locality who achieved prizes for their battery recycling activity throughout 2014.



Waste Prevention Programme 2014

SMILE Resource Exchange 'Saving Money through Industry Links & Exchanges' is a free service for businesses that encourages the exchanging of resources between its members in order to save money, reduce waste going to landfill and to develop new business opportunities. Companies can post unwanted materials (Offers), and materials they are looking for (Wanted). www.smileexchange.ie

WEEE Ireland attended a number of SMILE Resource Exchange Networking events since the initiative was set up and has actively promoted these to WEEE Ireland members to help expand the range of the network. To coincide with the National Launch of the SMILE Resource Exchange by An Taoiseach Enda Kenny, TD during European Week for Waste Reduction in November, WEEE Ireland together with SMILE prepared a survey for all WEEE Ireland members.

The survey itself was aimed at getting more members to think about re-use and was sent as part of an information newsletter relating to re-use. Questions were worded in such a manner to promote ideas on corporate and commercial waste streams that could be re-used or recycled. The questions also addressed the barriers people and organisations have surrounding re-use and re-used products. During 2015 WEEE Ireland has plans to work more with SMILE on a dedicated programme, encouraging our Members to reuse office equipment and other resources still in good working order with a particular emphasis on EEE.

Re-Use in the Office

As an alternative to buying new, upcycled office dividers were commissioned by WEEE Ireland from the Rediscovery Centre in Ballymun. These revamped dividers are made from waste material - wooden pallets, textiles and paint that have all been discarded and rescued for use again by the Rediscovery team.

The dividers have been fitted throughout the WEEE Ireland office and have proved functional, fit for purpose and of course a talking point for visitors! www.rediscoverycentre.ie



Green Social Media

In 2014 we focussed more of our social media activity on raising awareness of waste prevention, upcycling and reuse of materials, supporting local Irish organisations dedicated to these activities. For example our popular summer Facebook competition to win a 'Textile Ted' encouraged entrants to comment on what ideas they had for upcycling or re-use at home. Textile Ted is an Irish 'sew your own' kit by The Upcycle Movement designed to stimulate creativity, encourage alternative ideas for textile reuse & raise awareness of environmental issues. Textile Ted is made up of left over textiles that are too good to 'rag' or recycle and even the stuffing is made from recycled plastic bottles! www.textileted.com



Irish 'Sew Your Own' kit
by **The Upcycle Movement**
designed to stimulate creativity,
encourage alternative ideas for
textile reuse and raise awareness
of environmental issues.



Over **2100 schools** have signed up to date and engaged in battery recycling with **1500** participating last year alone. This has given WEEE Ireland the opportunity to educate and engage with approximately **500,000 plus students...**



“I have been very impressed by the enthusiasm and commitment of all of the staff in WEEE Ireland...”

BATTERY REPORT

Dear Minister,

Since I began working with the battery sector I have been very impressed by the enthusiasm and commitment of all of the staff in WEEE Ireland to increasing the collection rate for waste batteries, and achieving our national collection target. Their dedication also extends to ensuring that our transportation and recycling systems fully adhere to the many onerous regulatory requirements, such as those governing the movement of hazardous waste.

The PRI Review also advocated a new single national brand for battery collection, and itemised just a few of the very significant costs that such a move would entail. The merits of a single brand are clear, but the proposal to develop a new brand is an unnecessary waste of money. A single national collection system under the WEEE Ireland brand offers the best chance of achieving the national target.

We are committed to working with you and your officials to meet the collection targets and indeed develop a more resource efficient and circular economy in Ireland. The Scheme has been working toward a 10 year Battery plan on behalf of its Members since 2008 with the 2016 45% target on as a benchmark. The investment by WEEE Ireland and its Producers in collection point infrastructure, Blue Battery Box distribution, awareness programmes, Irish waste battery sorting facilities and collective goodwill towards the programme have laid the foundations for the future of waste battery recovery in Ireland.

Michael O'Shea

WEEE Ireland Independent Director
& Battery Steering Committee Representative

We are incredibly proud to be part of WEEE Ireland's Battery Recycle for Good Campaign. This simple yet effective concept has had a huge impact on LauraLynn Children's Hospice and WEEE Ireland. It has captured the imagination of the Irish public, recycling for good, helping children, and the environment all in one initiative. To date the campaign has raised €135,000, with another €50,000 donation coming next month. Given the huge challenges we face, support like this is so important to the sustainability of our services. We are so thankful for WEEE Ireland's support over the last 4 years and hope to continue this wonderful partnership, allowing us to make precious moments for Ireland's sickest children and their families.

Sharon Morrow, CEO, LauraLynn Children's Hospice, March 2015

Battery Collection Activity

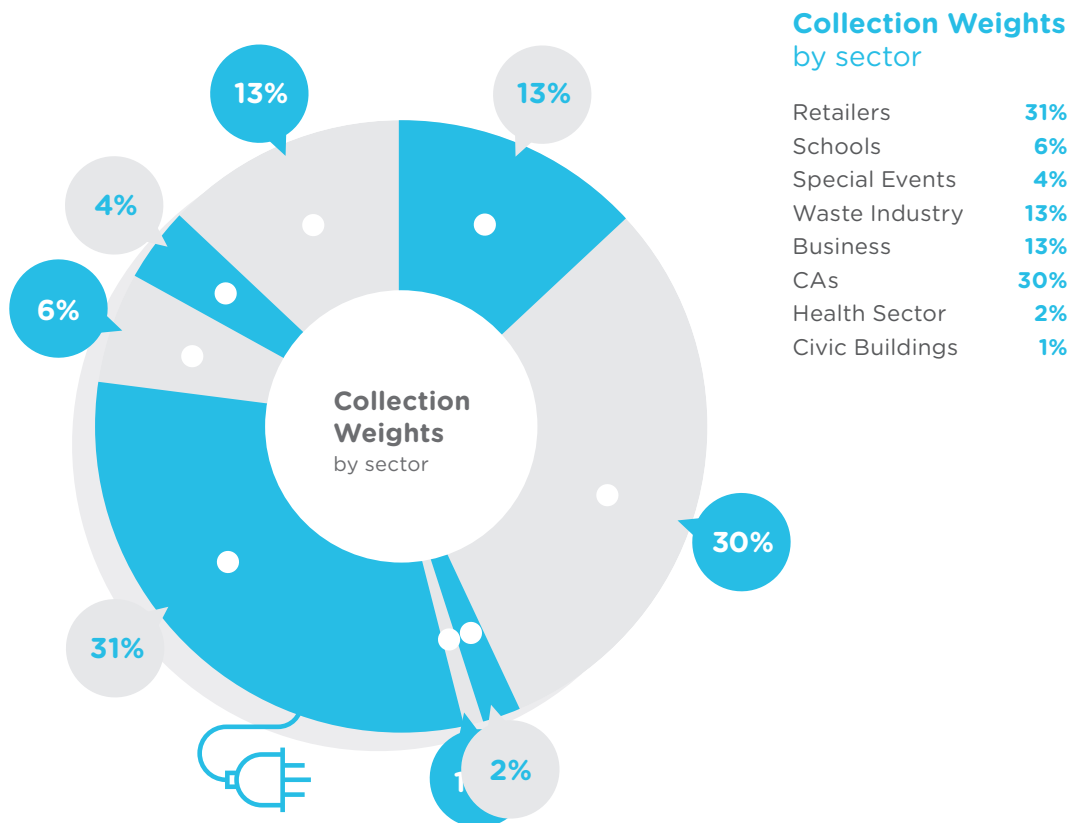
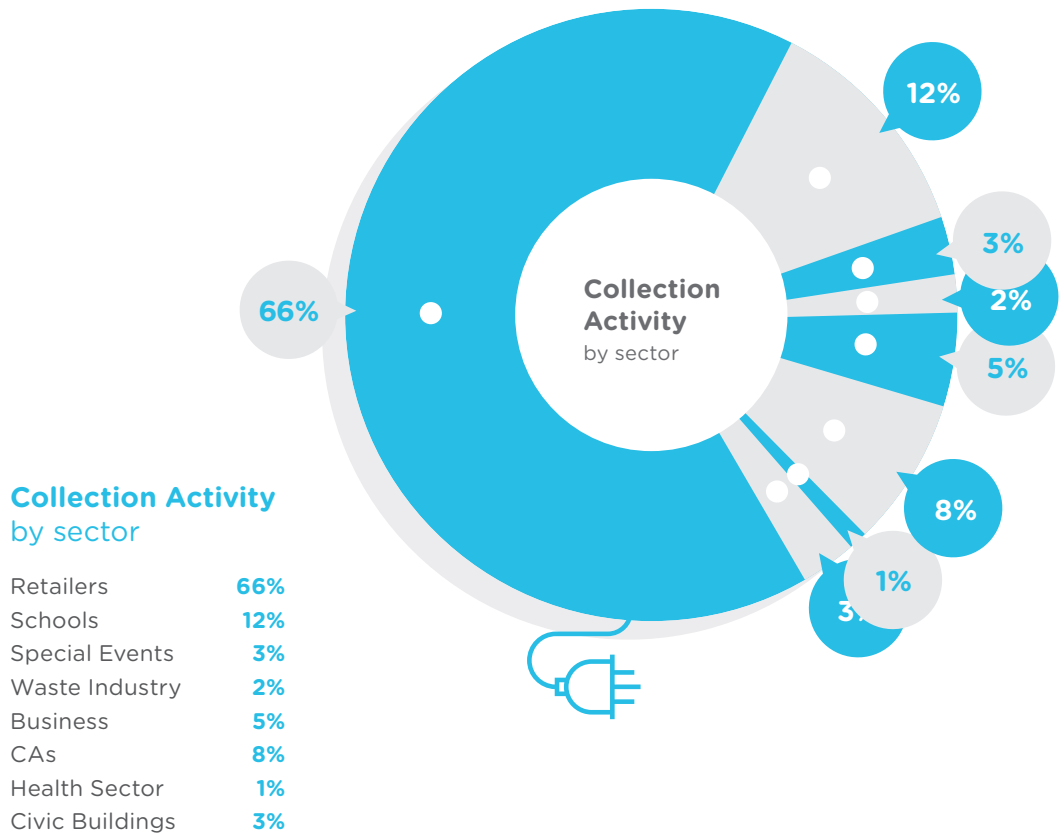
WEEE collect waste portable batteries all across our designated collection area and industrial and automotive batteries are managed on a national basis.

We put in place WEEE Ireland containers – boxes and barrels - in collection points including CA sites, Retailers, Schools, Workplaces, Public buildings, once off special events and more.

WEEE Ireland engages three full time battery merchandisers to cover our collections area. These Merchandisers fulfil collections from Schools, Business, Retailers and offices. They also engage in promotional activities and provide recycling information, promote the LauraLynn campaign when visiting schools and delivery of new battery boxes. WEEE Ireland operates a collection rotation system whereby the Merchandisers endeavour to visit main collection points every three months where possible. The Scheme intends to increase collection activity for waste portable batteries in the commercial and industrial sector in 2015.

Collection points can call the lo-call number on the WEEE Ireland battery box or contact the contractor directly to arrange for new boxes to be delivered or collection of full boxes.

When sufficient quantities have been filled with waste batteries a contractor is dispatched to uplift and bring the waste portable batteries to Tullamore for separation, sorting and shipment to large waste battery processing facilities in the UK and Germany.



	National	3 Yr Avg	WEEE Ireland	National	National
Year	POM (t)	POM (t)	Collection Obligation (t)	Target (%)	Obligation (t)
2009	2017		1492		
2010	2181	2099	1553	15%	314
2011	2096	2098	1552	20%	525
2012	1951	2076	1536	25%	623
2013	1913	1986	1491	30%	596
2014	2378	2080	1560	35%	728
2015	2000	2100	1575	40%	840
2016	2000	2100	1575	45%	945

(@75% POM)

	WEEE Ireland	WEEE Ireland	WEEE Ireland
Year	Target (t)	Collected (t)	Collected (%)
2009		151	10.12%
2010	232	225	14.49%
2011		445	28.67%
2012	460	472	30.73%
2013		506	33.94%
2014	546	529	33.91%
2015	630		0.00%
2016	709		0.00%

National target	Max (t)	Min (t)
Average annual POM	2400*	2000
Target @ 45% 2016	1080	900
WEEE Ireland target	Max (t)	Min (t)
Lead acid portable batteries	240	200
Other portable batteries	570	475
WEEE Ireland Market share @ 75%	810	675

*(based on forecast POM volumes)

Automotive & Industrial Batteries

WEEE Ireland has a dedicated national collection programme for waste Industrial and Automotive batteries helping Producers of these products integrated into vehicles and B2B WEEE including industrial tools, and IT equipment, meet their Producer Responsibilities. WEEE Ireland takes a sectorial approach to these programmes, working for example with the SIMI trade association and the Farm Fence Battery Producers on a take back approach that works for their industry.

Year	Portable	Industrial	Automotive
2008			
2009	150		
2010	225	1677	8354
2011	445	2658	10016
2012	472	2395	9079
2013	507	1796	7469
2014	529	1345	7721
Total to date	2,328		

WEEE Ireland Waste Battery Collection Tonnes to date

Special Events & Collection Days

WEEE Ireland holds special collection events and programmes in areas not easily serviced by retail stores or Civic Amenity sites and/or focusing on specific streams of WEEE and Waste Batteries. The WEEE Ireland public collection and WEEE WAGON days have become annual events in community calendars throughout the Schemes collection area. In 2014 WEEE Ireland also collaborated once again with the EPA and other stakeholders to hold Farm Hazard Waste Collection Days and collected nearly 7 tonnes of waste farm fence batteries from farmers at these events last year.

Retailers

Retailers account for 66% of the waste battery collections that WEEE Ireland carries out and were forefront in the minds of the team during the design of the Blue Battery Boxes. Retailers are obliged to take back waste batteries from consumers similar to those they sell, regardless of purchase and the Collection team work in partnership with the chains to drive better collection efficiencies through reverse logistics and the use of hubs.. However the volume of small collection points in Ireland has meant dedicated 'milk run' or 'Merchandisers' have also been employed by the Scheme to service them, In late 2014 WEEE Ireland began a trial with a new supplier to convenience-stores and newsagent for swap and return of battery boxes in our collection area. This trial will be reviewed during 2015.

Planning Ahead & Challenges

WEEE Ireland have prepared an innovative 10 point plan for 2015/16 aimed at achieving the 45% recycling target. The plan is diverse and focuses across different industry sectors and collection strategies to maximise the potential take back rate for waste portable batteries in Ireland. WEEE Ireland is determined however that the ambitious national target can be achieved by Ireland with an integrated approach supported by all stakeholders and a concerted call to action to all consumers to **RECYCLE FOR GOOD!**

BATTERY RECYCLING & TREATMENT

WEEE Ireland Contractors And Partners

Name; **KMK Metal Recycling**
Battery Type; **Portable, Industrial, Automotive**
Contract Type; **Direct Contract**

Name; **Enva**
Battery Type; **Industrial, Automotive**
Contract Type; **Agreement**

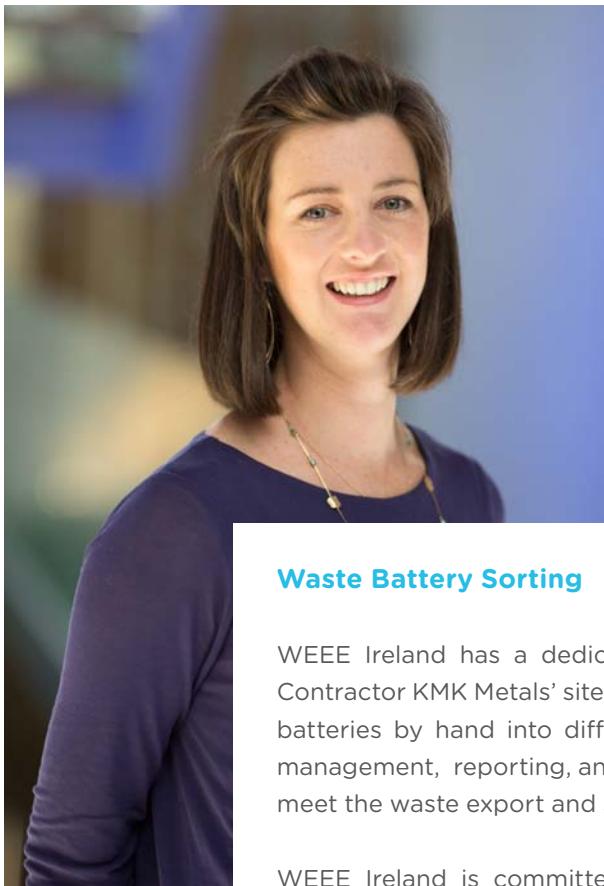
Name; **Rilta**
Battery Type; **Portable, Industrial, Automotive**
Contract Type; **Agreement**

Name; **Recycling Village**
Battery Type; **Industrial, Automotive**
Contract Type; **Agreement**

Name; **Battery Recycling**
Battery Type; **Industrial, Automotive**
Contract Type; **Agreement**

Capturing Batteries in WEEE

Detail on incorporated or other batteries placed on the market are not captured in Blackbox reporting data however our colleagues in Europe estimate at least 30% of all batteries are sold in this way. This is set to increase with advances in technology and prices becoming more accessible for consumer electronics such as tablets, smart phones, e readers etc. It is important these batteries are recycled and reported at the end of life of the WEEE into which they are incorporated. As well as manual dismantling and removing of Waste Batteries from the WEEE stream, WEEE Ireland includes in its annual reports details on volumes of batteries removed from WEEE via Project 'Smasher' at the KMK Metal Recycling Facility in Tullamore.



Waste Battery Sorting

WEEE Ireland has a dedicated Battery sorting plant at its main Battery Contractor KMK Metals' site in Tullamore. This plant separates waste portable batteries by hand into different chemistry types for better environmental management, reporting, and more cost effective recycling and treatment, to meet the waste export and shipping regulatory requirements.

WEEE Ireland is committed to supporting indigenous recycling industry efforts in managing WEEE and Waste Batteries in Ireland as evidenced by our Irish contractors and the activities they undertake working with the Scheme.

Waste Battery Recycling

In 2014 WEEE Ireland's contractors supplied sorted Waste Batteries for recycling to specialised facilities in Europe as detailed in the following table. The quality of this recycling process can be measured by the recycling efficiencies achieved during these processes. Directive 2006/66/EC requires specific efficiencies to be achieved for certain chemistry types of Waste Batteries. Sample details below from WEEE Ireland's main Battery Contractor

Recycler	Location	Battery Type	Recycling Efficiency %	Target
HJ Enthoven	UK	Lead Acid 16 06 01*	>75%, (95% pb content)	65%
Campine	France	Lead Acid 16 06 01*	95%	65%
Enviro	Wales	Lead Acid 16 06 01*	96%	65%
G&P Batteries	UK	Lead Acid 16 06 01*	97%	65%
Accurec GmbH	Germany	Nickel Cadmium 16 06 02*	77.50%	75%
Accurec	Germany	Other (Lithium primary) 16 06 05	>68%	50%
Accurec	Germany	Other (Lithium ion) 16 06 05	56%	50%
Redux	Germany	Other (Alkaline) 16 06 04	82%	50%
Recypilus	Spain	Alkaline 16 06 04	60%	50%



WEEE IRELAND MEMBER LISTING 2014

Member Name

3M IRELAND LTD
4E-FULFILLMENT.COM LTD
A&O IT SYSTEMS & SERVICES IRELAND LTD
A.H. ANDERSON & CO LTD
A.M. DUNNE & SON LTD
AB POWER SYSTEMS LTD
ABBOTT LABORATORIES IRL LTD
ABC ABRASIVES LTD
ACCUSCIENCE IRELAND LTD
ACEC DISTRIBUTORS LTD
ACOUSTIC TECHNOLOGIES LTD
ACTIVE MIND TECHNOLOGY LTD
ADATTSI LTD
ADT FIRE & SECURITY LTD
AEF LIMITED
AERECO LTD
AGFA GRAPHICS NV - IRISH BRANCH
AGFA LTD
AGILENT TECHNOLOGIES IRELAND LTD
AGRIHEALTH LTD
AILESBURY COMMERCIAL & INDUSTRIAL
SECURITY LTD
AIRDRYER SYSTEMS LTD
AIRLUX LIGHTING LTD
ALCON LABORATORIES IRELAND LTD
ALDI STORES IRELAND LTD
ALFRED MCEVOY BATTERIES
ALIPH UK LTD
ALLEGRO LTD
ALLIED FOODS LTD
ALLIED IMPORTS LTD
AMAZON EU SARL
AMAZON FULFILLMENT SERVICES
AMBASSADOR COMMUNICATIONS LTD
AMICA WRONKI S.A.
AMWAY (UK) LTD
ANN SUMMERS IRELAND (RETAIL) LTD
ANTHONY TULLY COMPONENTS LTD
APPLE DISTRIBUTION INTERNATIONAL
APPLEBY JEWELLERS LTD
AQUATEC
AR O'HARE & CO LTD
ARC TEC WELDING LTD
ARCO SAFETY LTD
ARDILAUN ELECTRICAL SERVICES LTD
ARGOS DISTRIBUTORS IRELAND LTD
ARISTA NETWORKS LIMITED
ARJO HUNTLEIGH (IRELAND) LTD
ARMALOU LTD
ARMSTRONG ELECTRONICS LTD
ARQIVA LTD
ARROW EMERGENCY LIGHTING LTD
AS WATSON LTD
ASBIS LTD
ASH TECHNOLOGIES LTD
ASHGROVE INTERPARTS LTD
ASSOCIATED HARDWARE PLC
ATLANTIC HOMECARE LTD
ATLANTIC SURGICAL LTD
AUDIO CITY LTD
AURORA BOREALIS DISTRIBUTION LTD
AUTO DIESEL ELECTRIC LTD
AUTOMATED TECHNICAL CONTROLS LTD
AUTOMATIC IDENTIFICATION SYSTEMS LTD
AVA SYSTEMS LTD
AVAYA INTERNATIONAL SALES LTD
AVCOM AUDIO VISUAL
COMMUNICATIONS LTD
AVID TECHNOLOGY INTERNATIONAL BV
AVOCENT INTERNATIONAL LTD
AZETTE LTD
B J FITZPATRICK LTD
B S LEWIS LTD
B&G LIMITED
B&Q IRELAND LTD
B. BRAUN MEDICAL LTD
BANAGHAN & CO LTD
BARD LTD
BARKER PHOTOGRAPHIC LTD
BATTERYMAN DISTRIBUTION LTD
BAYER LTD
BD ENTERPRISES LTD
BEAM VACUUM SYSTEMS LTD
BEAUMEX LTD
BEAUTY SAVERS INTERNATIONAL LIMITED
BECHTLE DIRECT LTD
BECKMAN COULTER DIAGNOSTICS LTD
BEECHILL ENTERPRISES LTD
BEKO PLC
BELLEW ELECTRICAL WHOLESALE LTD
BELTRONICS COMPUTERS LTD
BENNETSTONE LTD
BERING TIME APS
BETTER ENERGY MANAGEMENT LTD
BIO-SCIENCES LTD
BLACK & DECKER
BLUESTONE SALES & DISTRIBUTION LTD
BMC DIGITAL LTD

BMW AUTOMOTIVE (IRELAND) LTD
BNR LTD
BOC GASES IRELAND LTD
BODEL DISTRIBUTORS LTD
BORD GÁIS NETWORKS
BOSE SMS LTD
BP MULTIPAGE LTD
BRAND ADDITION IRELAND LTD
BRANDON MARKETING LTD
BRETT SUPPLIES LTD
BRIGHTER IMAGE LTD
BRITELUX LIGHTING LTD
BROTHER INTERNATIONAL CORP (IRL) LTD
BROWN THOMAS & CO LTD
BSH HOME APPLIANCES LTD
BT COMMUNICATIONS IRELAND LTD
BURKE BROS, SON & CO. LTD
BUSHELL INTERIORS LTD
BUSINESS ELECTRONIC EQUIPMENT LTD
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WEEE IRELAND

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