



WEEE IRELAND
ANNUAL ENVIRONMENTAL
REPORT TWENTY TWENTY



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CEO's Report

Dear Ministers, Members & Stakeholders

The Year 2019

Over 12 months ago we published WEEE Ireland results based on 'normal' activity for the year 2019 where the challenges of meeting 65% takeback targets and new Circular Economy responsibilities and opportunities ahead for our Members, were our key focus. We could not predict that 2020 would be a year like no other. In the 16 years of WEEE Ireland activity and throughout my own working life I have not seen such unprecedented change to our economy, social and personal lives.

Challenge

Our sincere sympathies go out to all who were personally affected by bereavement from the Covid-19, we know people across our industry like so many others have been affected. I commend and thank the frontline workers who supported us all throughout the pandemic. As well as the amazing work done by our healthcare workers, essential workers from our sector included those in the electrical appliance distribution and retail sector and of course the waste industry. Our WEEE and Battery operators deserve special mention, as they put significant health and safety measures in place to protect workers while keeping collections and recycling activities going.

Opportunity

Thank you to my management and executive team and our Board and Members who facilitated new communication platforms, remote meetings, and more digital solutions to our collective e-waste challenge. While at the time of writing we are beginning to see the lifting of many restrictions in Ireland, during 2020, we developed new digital platforms, which gave us more opportunities to connect with our Members and stakeholders located across Ireland, Europe and beyond. We held our first online AGM and conference event in October, which showed us how many more of our stakeholders we can meet in this way. Working on behalf of all our Members to meet your extended Producer Responsibilities is at the heart of what WEEE Ireland do and enabling more participation into the activities of Scheme by Members, is a priority activity for us in 2020 and into 2021.

All Actors Approach

Working together to deliver a more Circular WEEE and Battery system and supporting an all-actors approach where Producer responsibility is not isolated from other

economic operators' activity, is another priority for WEEE Ireland. Our Scheme continued its European collaboration with the WEEE Forum in 2020, and alongside the 43 global Forum partners, input into a new EPR publication, which details measures to be implemented to improve collection rates and reach the WEEE collection target.

Sustainable Horizon

The new Waste Action Plan for a Circular Economy published by DECC in 2020 recognised the unique challenges put on our sustainable development by Covid-19, and how the pandemic had exposed fragilities within our global and indeed local economy. The plan highlights the potential in our recovery for more resource efficient programmes; including opportunities for more repair and remanufacturing, the need for shorter and more resilient supply chains and how a circular economy can create local jobs, training and enterprise opportunities for existing and new business. I have seen the innovation and strong frameworks our electrical, battery and waste industries have collaborated on since the inception of the WEEE system in 2005, I am in no doubt this sector will rise further to the Circular Economy and Green recovery challenges in 2021 and beyond. WEEE Ireland will work with all our Members and authorities to implement the required actions of the plan.

Strategy

WEEE Ireland's strategic focus aims to meet the requirements of its Producer Compliance Scheme Approval through:



I now look forward to working with my team to deliver a new *circularity* strategic focus across all our key areas which we will be working on behalf of our Members going forward.

Challenging EU Targets

Up until 2020 WEEE Ireland had achieved takeback targets for our Members B2C WEEE obligations, however we had already projected this would be exceedingly difficult to maintain as on the market volumes have increased very dramatically over the past three years, more longer life appliances such as PV Panels lengthening the takeback curve and significant volumes of WEEE not being handed over to the Schemes but going to export, metal recycling and other flows. These factors as well as the unprecedented pandemic and lockdown measures meant despite collecting more WEEE volumes than ever before, WEEE Ireland recorded 61% takeback rate for direct collections by WEEE Ireland from its designated collection area. In addition to direct collections, WEEE Ireland Members funded additional tonnes of WEEE due to market share adjustments, and if we take into account the long life of PV Panels new to the Irish market, we were close to 65% takeback of WEEE in 2020. July 2020 saw the Scheme achieve its biggest ever takeback volume in a month in our 16-year history with a record 3,763 tonnes of electrical waste collected for recycling when the first lockdown was lifted.

In this Annual Environmental Report, we outline the work undertaken by our team and contract partners during the challenging 12 months of 2020, including successful achievement of the portable battery waste collection target and surpassing all required WEEE recovery and battery recycling efficiency targets. Once again, we have supported and grown the indigenous recycling system in Ireland. With all our main contract partner sites certified to EN 50625 standards, I can safely say quality and best in class compliance remains a priority for this Scheme even in the most challenging circumstances.

2021 is the last full year of our current Scheme Approval and in this report, we have highlighted the key activities we are carrying out under that mandate. We know future approvals for EPR Schemes in Ireland will incorporate many new requirements outlined in the 2020 Waste Action Plan, legislated for in the planned Circular Economy Bill and national strategy to be published this year. I look forward to the opportunities as well as challenges this poses for the Scheme WEEE Ireland. With my team I will continue to work on behalf of our growing Membership on delivering environmental solutions that work for Irish industry and the customers we serve.

Thank you

My sincere thanks to our outgoing Chairperson Declan Moylan for his expert direction and guidance to our Board of Directors over the last 5 years. Having worked alongside our incoming Chairperson Herbert Sharkey as a key participant in the development of WEEE in Ireland over the past 15 years, as a Director of WEEE Ireland and previous Chair of the White Goods Association, I know he takes over with a wealth of WEEE compliance experience. I also thank my fellow Directors Cel O'Reilly, Thomas Barillot and Aine Higgins who finished their tenure as Board Members. Their service on behalf of the lighting, Battery and IT sectors they represented was exemplary, and we welcome new Directors Dermot Deely and Brenda McEvoy in their stead. My thanks as always to our Members, who have continued to support WEEE Ireland as the largest Scheme of its kind in Ireland in 2020 as they have done since we began our collection and recycling programme in 2005. Finally, once again I acknowledge the great performance of my team and thank them in the challenging year that was 2020.

Is mise le meas

Leo Donovan
Chief Executive Officer
WEEE Ireland



Letter from the Chairperson

Dear Members,

On behalf of the Board of Directors I have the pleasure of writing to you again, this time with the 2020 Annual Environmental Report of the WEEE Ireland Scheme. While we outlined challenges relating to environmental and market conditions looking to the year ahead in our previous report for 2019, none of us could perceive the cataclysmic impact Covid-19 would have in the following months.

My fellow Directors and I along with the CEO and WEEE Ireland team express our condolences to those among our sector and their wider family and friends who have experienced loss in the past 12 months. We commend those essential workers from our sectors - in the logistics, waste recycling and retail area - who continued to provide, under appropriate guidance, the system and services needed across our society. I would like to thank our team at WEEE Ireland for the work they have done remotely without disruption to the support of our Members during this time. As required under its Approval and Code of Governance Charter, WEEE Ireland has in place an effective risk management system coordinated under its certified ISO 14001 and 9001 environmental and quality management systems. Risk mitigation measures in place include disaster recovery and business continuity planning. These measures were tested during 2020 with significant changes required to operational activity due to the pandemic. The results reported in this document are impressive under the circumstances.

We acknowledge the impact of extended lockdown restrictions on the wider business sector too. There are more challenges ahead as the Irish economy recovers but with an emphasis on 'building back better' and a renewed focus for a more climate resilient and resource efficient future, embracing a less wasteful and more circular ethos. The strategic direction of the WEEE Ireland Scheme has required the Board of Directors and our executive team to steer our Scheme toward this sustainable future and work alongside Producers and authorities to bring it to fruition. We look forward to embedding the requirements of the 2020 Circular Economy Regulations and new national policy; A Waste Action Plan for a Circular Economy into the Scheme's operational activities and engaging our industry in the opportunities this will bring for them and their customers.

The electrical retail section was able to trade with restriction during 2020. As a result, we have already seen new business models emerging and the innovation this sector is renowned for coming to the fore. The importance of digitalisation, remanufacturing and after sales service, already strong factors within the Irish EEE and battery industry, will be further underlined in the coming years. In my time as Chairperson of the WEEE Ireland Board I have experienced first-hand the strength of collaboration in across this sector and commend all those involved who have established and supported this Extended Producer Responsibility initiative since its implementation in Ireland in 2005. 2020 may not have been a year where WEEE collection targets were surpassed, but the significant achievements represented in this report cannot be underestimated and are testament to the quality and resilience of all actors involved.

I would like to close this letter by thanking my fellow Directors, CEO Leo Donovan and the WEEE Ireland team for their support during my tenure as Chair of the WEEE Ireland Board over the last 5 years. The strong corporate governance charter in place in the Scheme ensures appropriate representation and rotation of the industry sector regularly brings new thinking and leadership to the Scheme. I welcome my successor Herbert Sharkey of BSH Ireland as Chairperson and know his experience at the helm of BSH in Ireland, Director of WEEE Ireland and previous chair of the White Goods Association, will be positive for the Compliance Scheme in 2021 and beyond, working on behalf of you, our Members.

Declan Moylan
Outgoing Chairperson
WEEE Ireland Board of Directors



Circular Ambition

Dear Members,

It is my great pleasure to write a brief fore-ward to the 2020 Annual Report as I begin my tenure in 2021 as Chairperson of the WEEE Ireland Board of Directors. In my role at BSH Home Appliances, as previous chair of White Goods Association and Director on the Board since 2018 I have seen first-hand the extensive work undertaken by Producers to meet the regulatory requirements of the WEEE and Battery Directives, and indeed the sustainability movement far beyond compliance that many organisations have taken. I look forward with my fellow Directors to continue serving the 1200 plus Members of this Scheme, representing your views and interests in this best-in-class Compliance Scheme.

It is a unique time in the history of WEEE Ireland, after 16 years as a successful recycling and recovery-based Scheme we are poised to begin delivery of a new Circular Economy focus; building on new EPR requirements with legislative and policy direction from our Minister and Department of the Environment, Climate and Communications. With my fellow Directors and the Management Team of WEEE Ireland we are planning a 5-year strategy which will support our Members in meeting their extended producer responsibilities as key stakeholders in a more circular economy. We will endeavour to do this while achieving

the strong values behind our Scheme ethos - *cost effective solutions, best in class compliance, open and transparent communications, support to Members and quality service provision*. However, we are replacing Steering WEEE Ireland into the future with Circular Vision as that future is now upon us. All our divisions and key partners will be required to embed circularity ambition and principles into their operating and reporting responsibilities. We will be presenting on this Strategic Vision at our 2021 Members Event later this year.

We look forward to 2022 and the reapplication for our Ministerial approval. We have no doubt this will contain many of the new EPR and circularity measures outlined for the WEEE and Battery Sector. I know Leo Donovan and his team are already presenting in detail in this 2020 report the pathway and programmes to achieving future obligations on behalf of our electrical and battery industry.

Yours sincerely

Herbert Sharkey
BSH Home Appliances Ltd
Incoming Chairperson
WEEE Ireland Board of Directors



“ ...with the impact of the current crisis, the green transition that we had already planned for with the European Green Deal became also our roadmap for recovery in Europe.

It will focus on sustainable infrastructure, renewable energy and energy efficiency, on greening our cities and countryside, on green products and services, on sustainable agriculture and food, on clean transport and on innovation in clean tech and it will put us on the right path to a sustainable future ”

Frans Timmermans,
2020 ¹



¹ https://ec.europa.eu/commission/commissioners/2019-2024/timmermans/announcements/executive-vice-president-frans-timmermans-lecture-european-green-deal-stepping-stone-toward_en

2020 Key Performance Indicators

The WEEE Ireland Board of directors reviews the performance of the Scheme against key performance indicators through monthly reporting by managers. In 2020 a new KPI reporting framework and dashboard approach was established to measure progress and effectiveness using both qualitative and quantitative metrics. Result highlights for 2020 include:



Total WEEE collection volumes tonnes



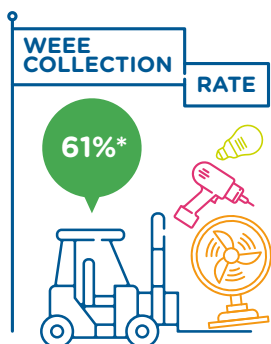
10.93

Takeback kg per capita



932 tonnes

Total Waste Portable Battery Collection Volumes



61%*



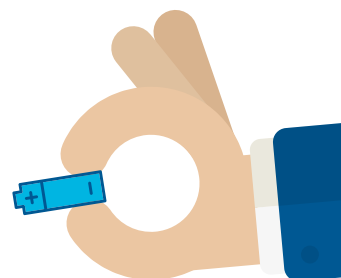
Battery Efficiency Rates **Achieved**



WEEE Recycling & Recovery Rates **Achieved**

47%

Waste Portable Battery Collection Rate



137
New Members

1189
Total Members

7950
Retailers



250+

Compliance reviews & audits



13

Newsletters



40+ million

WEEE Ireland Marketing reach



External Finance Audit 2020

Clean audit statement

Results

2020 in Numbers

WEEE Collection Results

WEEE Ireland Collection Data

10.93kg
Per Person

Total
38,724
Tonnes

Local Authority Sites
11,736
Tonnes

WEEE Ireland Collection Points*
5,306
Tonnes

Retailer Sites
21,682
Tonnes

“30%”
From Local Authority Sites

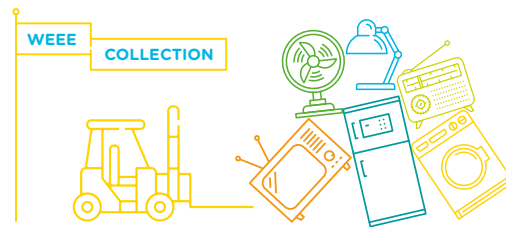
“14%”
From WEEE Ireland Collection Points*

“56%”
From Retailer Sites



* Includes Education sites, Public Collection Events, Waste Industry and Workplace collection points.

WEEE Collection Points



WEEE Ireland coordinates collections of waste electrical and electronic equipment via three core channels: Retailers, Civic Amenity Sites and other WEEE Ireland Collection Points. In 2020 only 9 public events were able to be held compared to a normal average of 50 events per year.

“Accessibility, visibility and service are essential components in the attainment of increased targets both at national and EU level”

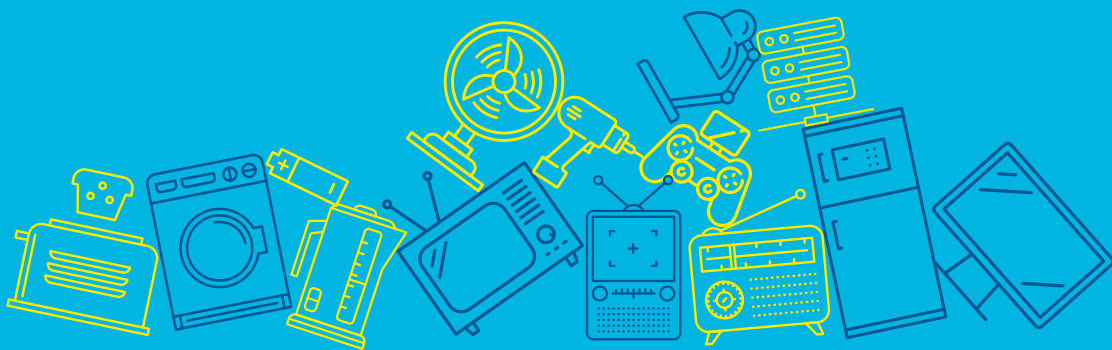
*WEEE Ireland Scheme Approval
2017-2022 DCCA*



- More WEEE was collected for recycling in 2020 than any other year by WEEE Ireland
- For the sixth year in succession there has been an increase in the weight of WEEE collected from Retailer collection points with 300 more tonnes taken back in 2020.
- Retail collections higher than the previous year despite the challenges of lockdown from Q2 onwards
- Collection volumes from Local Authority CA Sites significantly increased from 2019 by over 1,000 tonnes
- The pandemic restrictions limited footfall and travel to collection points and meant public collection days could not be held after March 2020.
- Despite this, the continued rise in placed on the market sales of EEE for the 4th year in a row along with Covid-19 restrictions, meant the required 7% percent direct collection volume increase needed to reach 65% was not achieved.
- WEEE Flows data shows additional collection data and reconciliations to be considered toward target achievement.
- Contingency planning for 2021 target achievement includes renewed focus on additional WEEE flows, reintroduction of collection days when restrictions are lifted and more communications around ‘not binning’ e-waste.

Collection per WEEE Category comparing 2019 and 2020

Category	TONNES 2019	2019 % SHARE OF TAKEBACK	TONNES 2020	2020 % SHARE OF TAKEBACK	INCREASE OR DECREASE
1 Temperature Exchange Equipment	6,396	17%	6,271	16%	-
2 Screens	3,770	10%	3,543	9%	-
3 Lamps	431	1%	318	1%	-
4 Large Appliances	22,361	58%	21,764	57%	-
5 Small Appliances	4,817	12%	5,901	15%	+
6 Small IT&T Equipment	819	2%	927	2%	+
Total	38,594		38,724		+



Units Per Family

WEEE is processed in ‘family’ groups defined by the specific recycling and recovery processes that the e-waste undergoes.

An estimated

18million+

WEEE appliances were collected for recycling by WEEE Ireland in 2020 including:

FAMILY TYPE	Fridge Freezers	Large Household Appliances	Mixed WEEE	Televisions & Monitors	Lamps ²
UNITS 2020	120,000	353,000	>15.5million	>200,000	2.4 million

Total **18.6 million**

² Gas discharge lightbulbs including energy saving compact and longer fluorescent tubes. Units of lamps decreased noticeably in 2020 mainly due to the impact of restrictions on building and refurbishment sites where significant volumes of waste FL and CFL are generated during normal times.

Sampling for Data

WEEE and waste battery material flows are managed in different processes depending on the type of depollution and treatment needed and influenced by the hazardous components that must be removed and the remaining materials to be recovered. Recycling and recovery process groups or 'families' do not always align with the reporting of EEE and Batteries on the market. In order to fulfil national reporting obligations and support benchmarking against what is placed on the market, sampling is required.

Mixed WEEE Sampling Process

Sampling requires amassing a significant volume (over 10 tonnes) of unbiased incoming containers of Mixed WEEE on site in KMK Metals Recycling in Tullamore and a full shift of operatives to support the sorting and recording process.

Operatives sort through the individual pieces of WEEE and allocate each in the correct cage, which are labelled to the appropriate categories and subcategories. These labelled cages are weighed, filled, emptied and then tared numerous times through the sampling day, and a mixed WEEE sampling exercise takes almost 2 full days to complete, including preparation of site and material. No mixed WEEE recycling can take place while Sampling is underway as it requires extensive operative time, equipment and space to manage. During 2020, Covid-19 protocols, appropriate PPE wearing and distancing meant more time was needed for sampling. Due to the level of contamination and non WEEE that arises in the sample, up to 3 tonnes of material will not be suitable for use in final results. In 2020 from the 20 tonnes of material sampled only 15 tonnes was suitable for use in category allocation.

“ Additional sampling is undertaken on other material flows in cooperation with WEEE Ireland contractors, including sampling of portable batteries for quality and chemical type analysis and the lead acid waste battery volume to ascertain the percentage of portable batteries it contains. There is also review of waste lamp volumes to understand changes in unit weight ratios over time. ”



Recycling Operators: the impact of Covid-19 on frontline waste services

In following Government announcements in 2020 WEEE Ireland reviewed all work programmes to ensure continuity and conformity with Covid-19 restrictions were in place and health and safety protocols implemented. As waste was deemed an essential service WEEE collection and recycling activity was able to continue; respecting the limits on collection points and the closure of public collection events for 2020.

“ As an employer of 100 plus people our responsibility to our colleague’s health and safety was paramount as we endeavoured to provide WEEE Ireland with the same high-quality service throughout 2020. Therefore, KMK Metals developed a business continuity plan specific to Covid-19 in place as early as possible and prioritised staff training on health, safety, distancing and screening protocols. A risk assessment approach was taken and cessation on non-essential business travel to and from facilities with a facilitation of remote working for non-operative staff put in place very quickly. We held regular Emergency Response Team meetings and daily pandemic updates for all staff. Updates were made to general Company Policies on absence from work, travel, income supports and more to ensure everyone knew where to get all required information. New procedures were established on waste acceptance from healthcare facilities, employees return to work and additional communications established with haulier and other contractors.

New signage was put in place everywhere accompanied by provision of hand sanitizers, additional cleaning supplies and stations as well as provision of company face coverings and additional PPE. Routine cleaning activities were extended, and additional external cleaning contractors brought in. There were significant purchases required including additional first aid rooms, new air purification and sanitising fogging units, handsfree biometric clock in systems.

The social distancing measures, cleaning times and changes to shifts and teams has had a significant impact on throughput of material and productivity. Our team has worked around the clock to continue to provide a first class WEEE and waste battery service to WEEE Ireland and its Members during this challenging time. ”

*Max Kyck Director,
KMK Metals Recycling*

“ Irish Lamp Recycling undertook a wholesale review of its health and safety procedures, always following HSE guidance, to assess and manage the risks posed by the Covid-19 pandemic. We prioritised the health, safety and well-being of our staff but have endeavoured to limit disruption to business continuity and provide continued service to WEEE Ireland lighting collection points during the restricted operating environment of 2020 and 2021. Our commitment and certification to the lighting recycling standard EN50625 has been maintained throughout this time ”

*John Cuddy,
Irish Lamp Recycling*



WEEE Targets

Under Directive 2012/19/EU Ireland is required to demonstrate an effective WEEE system is in place, benchmarked by a target to achieve of 65% of all e-waste collected in the country for recycling and recovery, compared to the average total weight of new appliances placed on the market across the previous 3 years.

In 2020 WEEE Ireland recorded

38,724 tonnes

of WEEE taken back during the calendar year, the highest volume achieved to date. However, the increasing consumption of EEE onto the Irish market in 3 preceding years means for 2020 this represents **61%** of household and dual use (B2C) EEE from WEEE Ireland Members, equating to an average of 10.93 kg per person in the Scheme's designated collection area³.

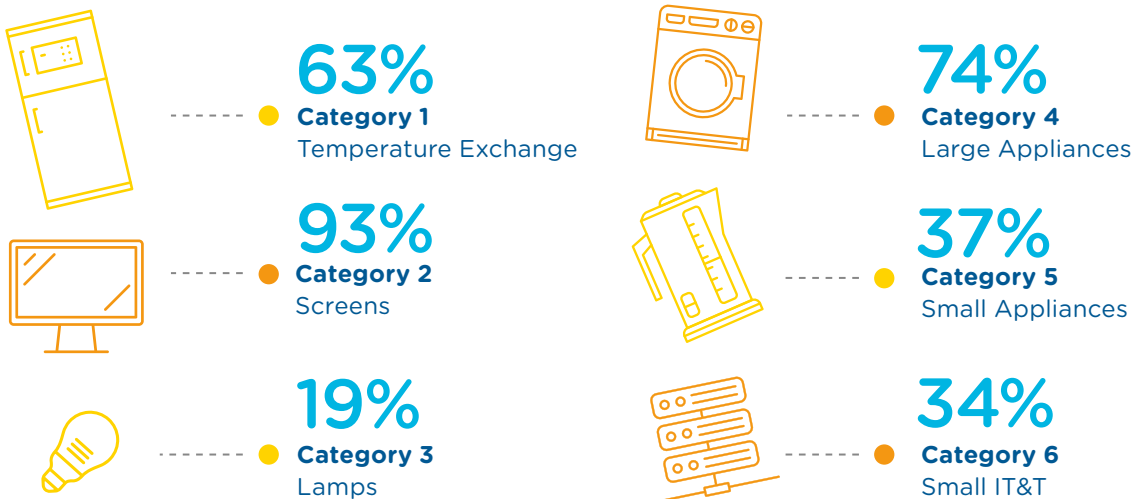
From 2019, the minimum collection rate to be achieved annually shall be 65 % of the average weight of EEE placed on the market by its Members in the three preceding years or alternatively 85% of WEEE generated in Ireland by its Members..."
WEEE Ireland Scheme Approval 2017-2022 DCCAE

“ **WEEE Ireland’s market share for 2020 was 76.7% however the Schemes designated collection area in the year only equated to 74.9% of the population based on census information. To balance this as we continue to meet our Members’ share of national WEEE take back, the Scheme funded an additional 1,304 tonnes of WEEE through the national collection reconciliation programme and proposes a WEEE flows methodology must be considered towards 2020 target achievement.** ”

WEEE Takeback Rate WEEE Ireland 2020



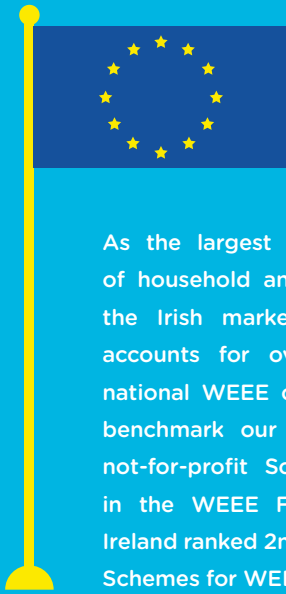
WI % takeback 2020 3year POM⁴



³ Population within WEEE Ireland Collection area based on 2016 Census www.CSO.ie (3,542,932)

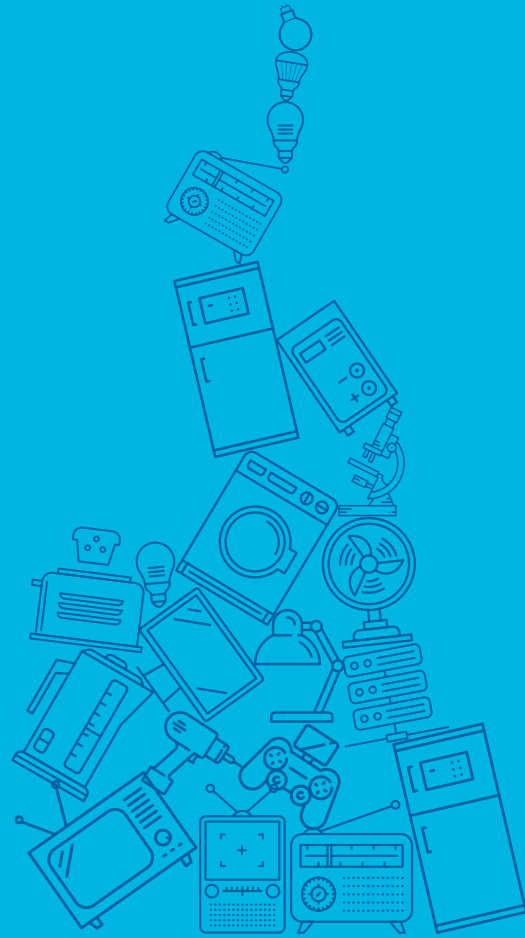
⁴ based on allocated 6 category data for 2017 and 2018 as prior to 2019 reporting of placed on the market data was done in 10 categories

Benchmark & Breakdown of the Targets



As the largest Scheme for collection of household and dual use e-waste in the Irish marketplace, WEEE Ireland accounts for over two thirds of all national WEEE collection activity. We benchmark our activity against other not-for-profit Schemes across Europe in the WEEE Forum. In 2019 WEEE Ireland ranked 2nd out of 23 comparable Schemes for WEEE collection rates ⁵.

National context: WEEE data



“ The 2018 EU WEEE collection target is set at 45% of electrical and electronic equipment placed on the market. In 2018, Ireland achieved a collection percentage of 61. This EU target will rise to 65% from 2019. More than 62,700 tonnes of WEEE (all categories, household and non-household) were collected for treatment in 2018, a 20% increase on 2017. This increase reflects the inclusion in the 2018 figures of a substantiated estimate of WEEE contained in mixed metal streams ^{6,7} ”

Ireland is a competitive marketplace with other Approved Bodies and B2B self-compliance options in operation. Achievement of 65% takeback rates for Ireland across this national system requires all other operators in both the household and professional WEEE sector to play their part. In 2020 WEEE Ireland worked with other stakeholders to document additional ‘WEEE Flows’ data and highlight areas for improvement including in municipal waste, scrap metal sector and commercial WEEE (B2B) system.

⁵ <https://weee-forum.org/key-figures/>

⁶ <https://www.epa.ie/nationalwastestatistics/weee/>

⁷ Ryan-Fogarty, Y., Casey, K., Coughlan, D., Lichrou, M., O'Malley, L., Fitzpatrick, C., (2020). An Investigation into WEEE Arising & Not Arising in Ireland (EEE2WEEE), 2017-RE-MS-9, Research_Report_366.pdf (epa.ie)

If we apply a *WEEE Flows* approach to WEEE Ireland Scheme reporting, then achieving and surpassing the 65% target becomes more realistic:

“ A Scheme Takeback rate should consider:

Collection direct takeback volumes

- WEEE generation
e.g. Lifecycle considerations, removal of PV Panels POM,
- + national collection reconciliation
- + substantiated estimates from metal recycling
- + (Member CE data – EEE exports and repair & reuse statistics) ”

This is demonstrated in the table below with known and estimated WEEE Ireland material flows from research projects and other sources⁸

WEEEflows	TONNES	%
POM	63,736	100%
Target	41,428	65%
Actual	38,724	61%
+ National reconciliation	1,304	2%
- PV POM	932	1%
+ EEE2WEEE	5,869	9%
- EEE Export	455	1%
Reuse & Repair	<i>Potential identified for further reporting</i>	
Waste Bin	5,207	8%

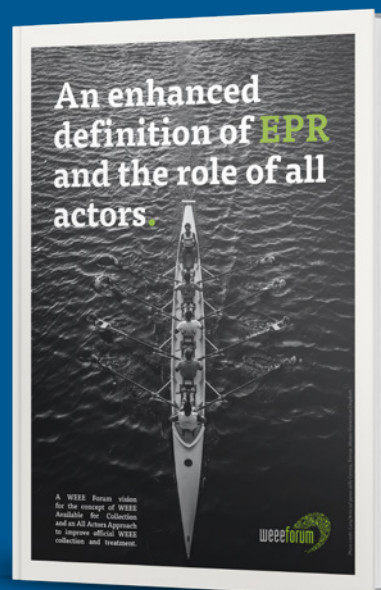
⁸ⁱ <https://www.epa.ie/publications/monitoring--assessment/waste/national-waste-statistics/household-waste-characterisation-campaign-2017-2018---final-report.php>

⁸ⁱⁱ See EEE2WEEE previous reference and preliminary results from EEE export research 2020

⁸ⁱⁱⁱ National Reconciliation with both Irish Schemes carried out annually with data and financial reconciliation based on WEEE family collection volumes from each geographical designated collection area.

Achieving EU Targets: WEEE Forum all actors approach

“EPR means extended producer responsibility, not exclusive producer responsibility⁹”



Published in 2020 with inputs from Schemes across Europe including WEEE Ireland, this insightful collaboration provides a constructive assessment into how realistic the collection targets are and the review of targets which is now required. The report considers 17 years of implementation of the WEEE Directive and the changing nature of electrical and electronic equipment coming onto the global market. This document provides insights in what is required to meet current targets and update the policy principles behind target setting and Extended Producer Responsibility. The fundamentals of the new policy approach detailed in the publication include:

- **An All-Actors Approach.**
- **Revision of the EPR principle using the WEEE Available for Collection concept.**
- **Adoption of a range of supporting measures to properly report and recycle WEEE.**
- **Change to collection target calculation methods.**



⁹ https://weee-forum.org/wp-content/uploads/2020/11/EPR-and-the-role-of-all-actors_final.pdf

All WEEE Flows

WEEE Ireland also supported the publication and findings of the detailed Unitar report in 2020 “*In-depth review of the WEEE Collection Rates and Targets*”



In-depth review of the WEEE Collection Rates and Targets

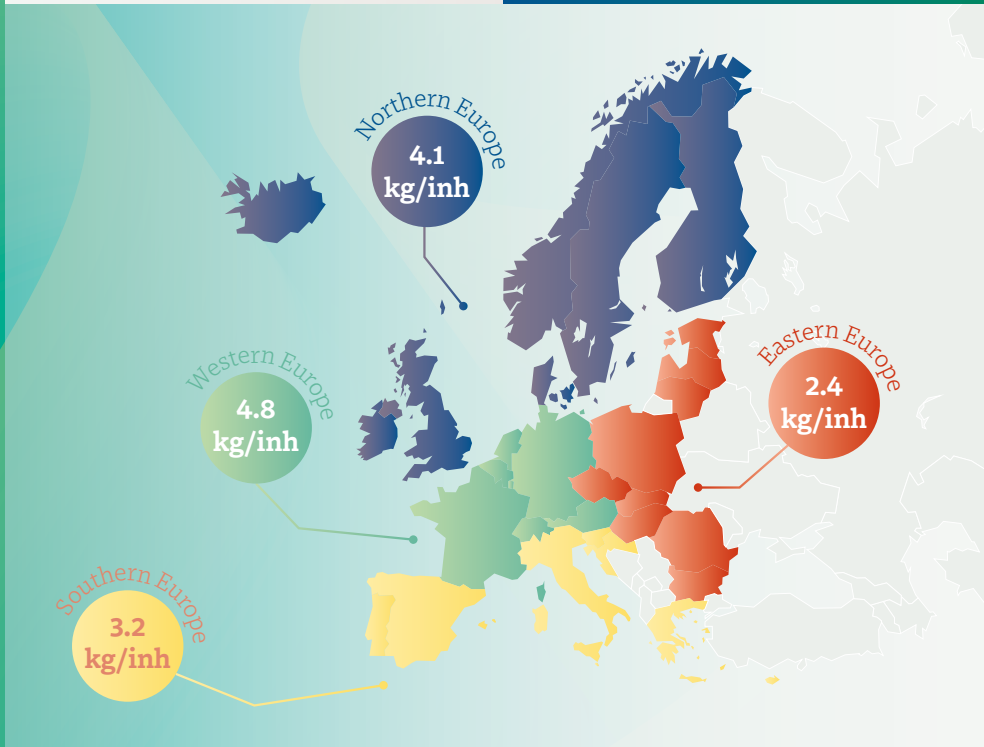
in the EU-28, Norway, Switzerland, and Iceland

“ The current collection rates will be insufficient to meet the 65% EEE POM target or 85% WEEE Generated target in the WEEE Directive 2012/19/EC, which are in force from 2019 onwards for most EU Member States¹⁰ ”

The study recommends countries improve monitoring across WEEE systems to divert flows from unwanted destinations and outcomes, and proposes some practical solutions including adjust the WEEE Directive target calculations to correct for exports for reuse, allow for economic fluctuations and long-life products such as photovoltaic panels.

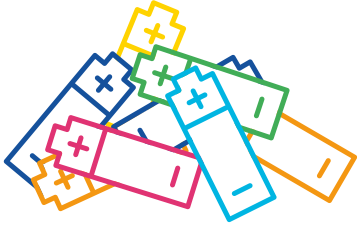
Distance to 65% EEE POM target.

EU-28, Norway, and Iceland:
3.9 kg/inh



¹⁰ <https://unitar.org/about/news-stories/news/eu-28-switzerland-norway-and-iceland-collect-and-report-55-waste-electrical-and-electronic-equipment>

Battery Collection Results



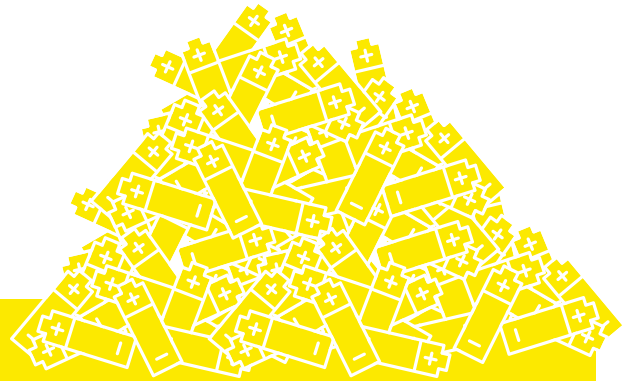
932 tonnes

of waste portable batteries were collected by WEEE Ireland in 2020

“WEEE Ireland is required to maintain, subject to any amendments to the Directive’s collection target, a minimum collection rate of 45% by weight of the portable batteries placed on the market by its Members by December 2017 for the duration of this Approval”

WEEE Ireland Scheme Approval 2017-2022 DCCA

“ In 2020 WEEE Ireland achieved a **47% waste portable battery collection rate** on behalf of Members, once again surpassing the EU target of 45%¹¹. ”



Waste portable battery targets are set to increase significantly under the forthcoming European Battery Regulation.

When defining a collection target, one should take into account several elements that influence the collection rate:

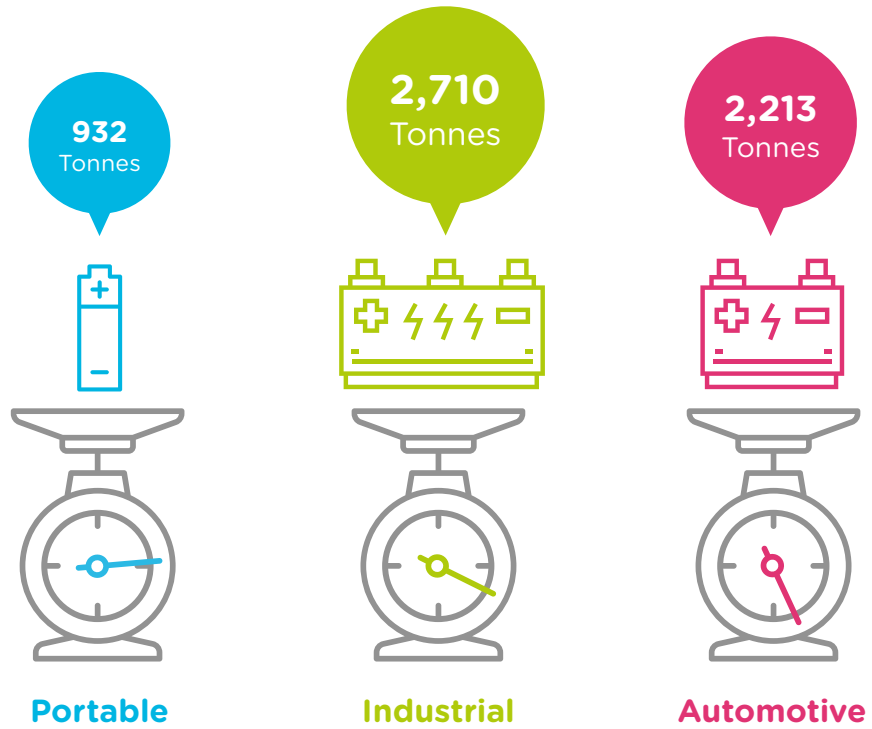
- Lifespan of batteries
- WEEE collection rate
- Removal of batteries from WEEE
- Impact of competition
- Interpretation of definitions
- General consumer awareness towards waste
- Density of the collection network
- Intensive consumer awareness campaigns¹²

¹¹ “The collection rate is calculated on the basis of the total weight of portable waste batteries (PWB) collecting in the respective year expressed as a percentage of the average weight of portable batteries placed on the market (PoM) in the respective year and two preceding years:
Collection rate $y_i = \text{PWB collected } y_i / ((\text{PoM } y_i + \text{PoM } y_{i-1} + \text{PoM } y_{i-2}) / 3)$.”

¹² https://www.eucobat.eu/sites/default/files/2019-02/PP%20Collection%20Target%202018%20v1_1_0.pdf

Collections by Battery Type

“ WEEE Ireland is the only Scheme in Ireland to offer compliance and take back solutions for all types of Batteries – Portable, Industrial and Automotive; anticipating the future EPR needs of the Irish industry in advance of new European wide Regulation in 2022. ”



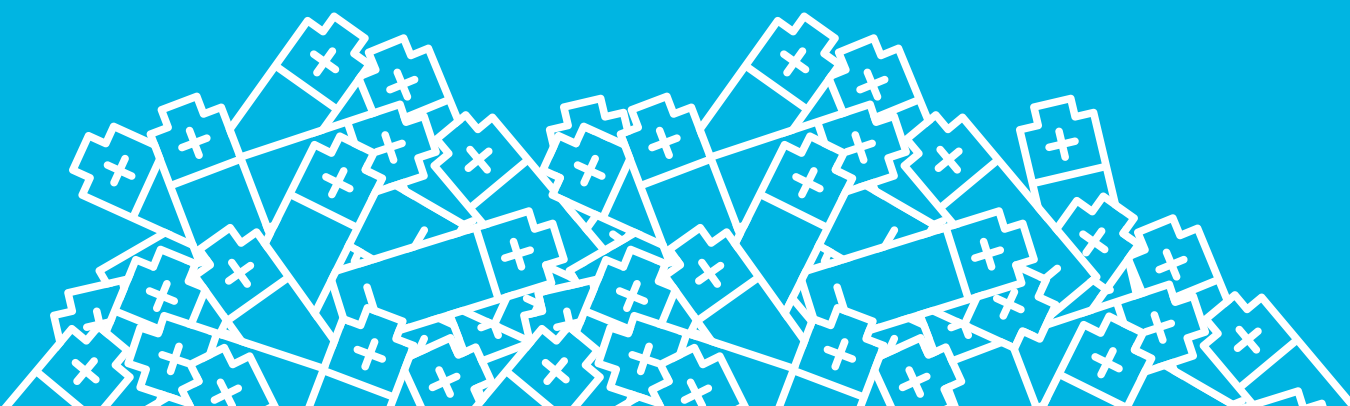
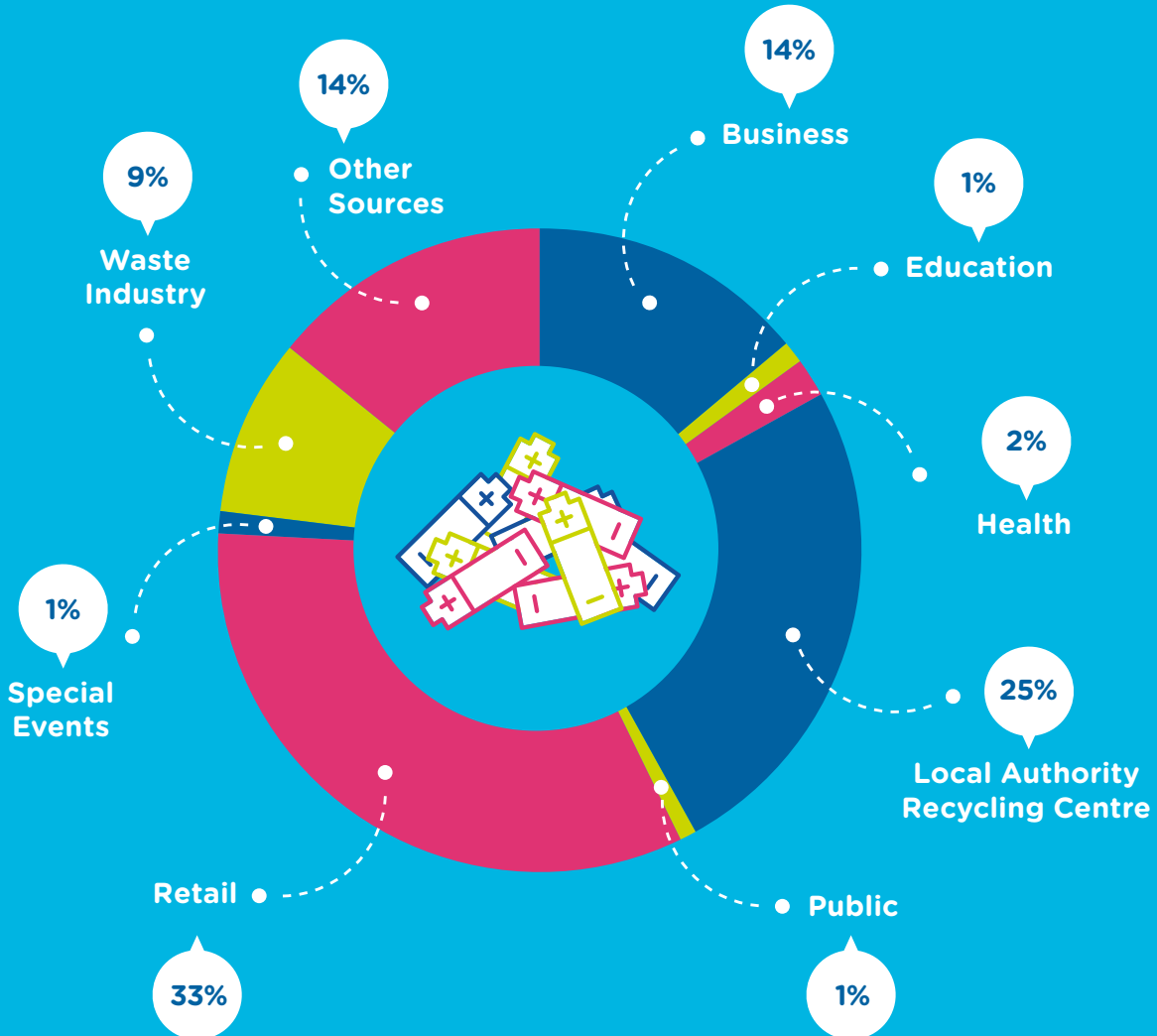
Waste Portable Batteries, WEEE Ireland with KMK Metals Recycling collected portable waste batteries via a network of circa 2,000 direct collection points. Three branded Merchandisers service smaller collection points on a scheduled programme while bulk collections are carried out at hubs and larger sites.

WEEE Ireland continued its work with Newsprint in 2020, utilising reverse logistics to enable an efficient collection programme from thousands of smaller retailers – newsagents and convenience stores – that will only have 1 or 2 full blue battery boxes arising for collection at any one time. Retailers who use Newsprint for their print media supplies can also order empty boxes through this system.

Waste Automotive batteries, which are predominantly lead acid starter batteries are taken back by a panel of Scheme approved collectors, who in turn are reviewed by WEEE Ireland to validate the transfrontier shipment export for recycling and recovery of these battery types.

Waste Industrial batteries can arise from numerous sources including farm fence batteries taken back at Co-ops and collection days, waste UPS batteries from the tech sector, lead acid waste batteries from forklifts and newer technologies including batteries used in electric and hybrid vehicles and energy storage applications.

Portable Battery Collection Point Data



“ Throughout 2020 we encountered a lot of challenges in achieving our portable waste battery collection target volumes. While WEEE and Battery collections were considered part of essential waste services, during the initial lockdown phase in April and May our merchandiser team operated with a reduced schedule when collection points were closed, and additional training and procedures put in place. New PPE wearing and sanitisation procedures were introduced to protect merchandisers and those at collection points with additional protocols specifically for collection of waste batteries from health centres and hospitals. As schools and colleges restricted visitors and then were shut down our collection stream from these sites was extremely limited. Engagement with our Schools WEEE Pledge programme was difficult for teachers and educators during this time.

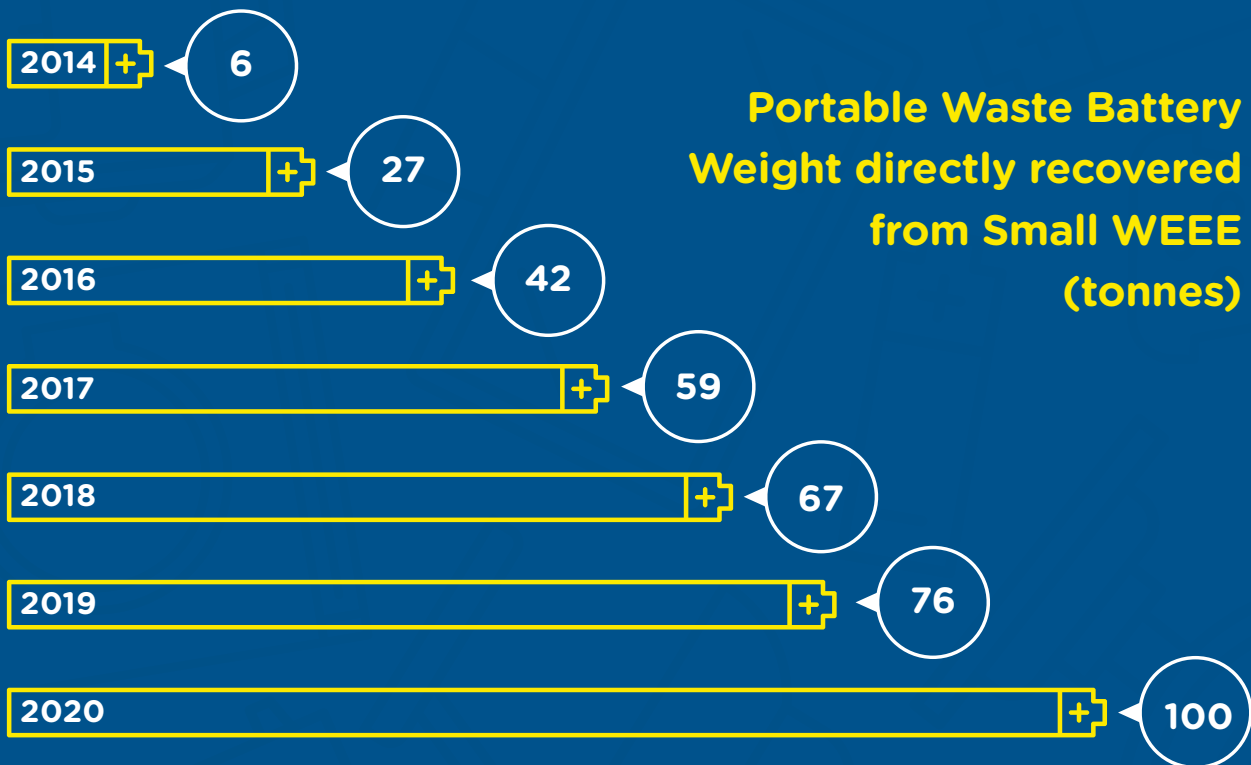
To counteract this, we redoubled our efforts at other sites and saw increased volumes coming back from some retailers. Irish people still wanted to get involved to help our donation efforts to the LauraLynn Charity too and we were amazed at the amount of calls we received asking how they can help during the pandemic. As the sales of consumer equipment and individual batteries increased again in 2020 this has an impact on the collection volumes for 2021 targets as it is benchmarked on sales across 3 years, and we need to work even harder to ensure no batteries end up in the rubbish bin. I thank all the participating retailers and other collection points for their ongoing battery recycling efforts in a challenging environment. ”

**Conor Leonard,
Battery Manager**



Batteries in WEEE

“ 100 tonnes of portable batteries – over 10% of the total WEEE Ireland waste portable battery volume in 2020 – were recovered from mixed WEEE processing by KMK Metals Recycling Ltd at their EN 50625 certified Mixed WEEE recycling facility in Tullamore. As the proportion of batteries in the e-waste stream increase so does the importance of quality recycling measures that remove batteries before and during WEEE processing.

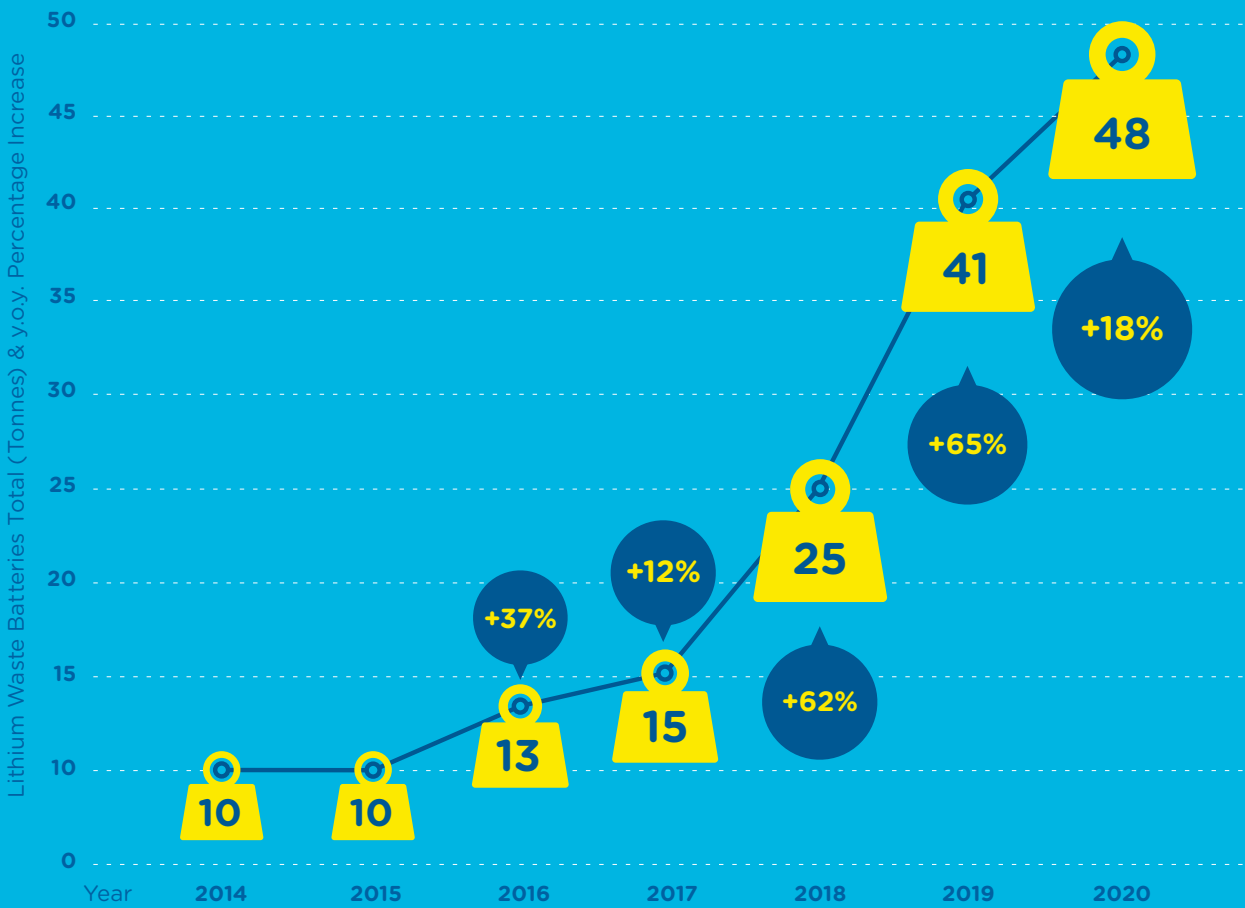


The increased use of longer life lithium batteries is continuing to impact on battery recycling activity with year on year increases of these battery types in the waste stream. During 2020 a collaboration including EuRIC, EERA, EUCOBAT and the WEEE Forum published the first results on the characterisation of fires caused by batteries in WEEE. The report summarised responses given by 109 actors of the WEEE management sector in Europe.¹³

“ the number of fires in the WEEE management chain is growing. Both in the case of recurrent fires and of severe fires occurring at collection and treatment facilities, mixed WEEE is the most affected waste stream, and damaged batteries are seen as responsible for those fires in the large majority of cases. ”

¹³ <https://www.euric-aisbl.eu/position-papers/item/379-characterisation-of-fires-caused-by-batteries-in-weee>

All WEEE Ireland collection and recycling operations must take the risks associated with these batteries during the waste phase into account which have a significant cost effect. Lithium Batteries are increasing in our waste stream, a trend which will continue upwards in the coming years.



Lithium Battery Solutions

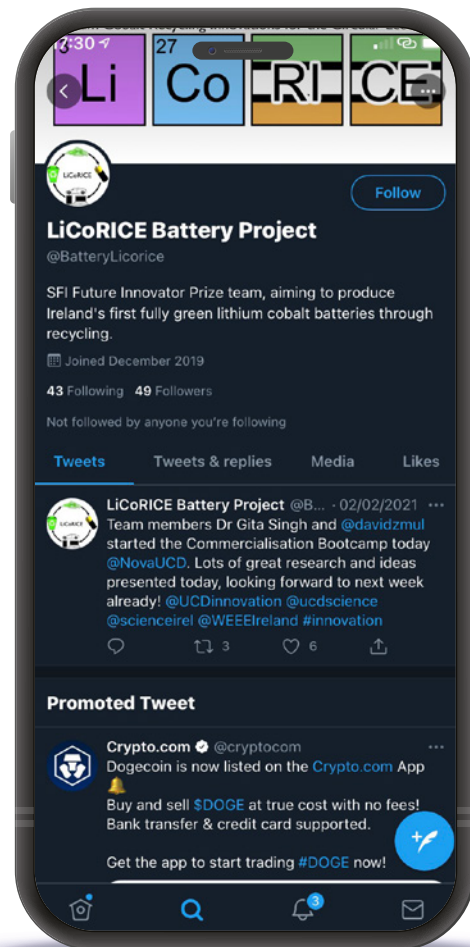
WEEE Ireland continued in 2020 to develop its solutions for end-of-life electric vehicle batteries (EV) and other Long Life Lithium Batteries (LLLB) which will arise in growing numbers at collection points in the future as they power Ireland's transition from fossil fuel sourced energy and mobility solutions. This included working with Reneos, a European network specialising in the collection and recycling of batteries and offering tailor-made solutions to the electric vehicle sector.

reneos



LiCoRICE project

WEEE Ireland as part of its R&D mandate is providing input to the UCD Science Foundation Ireland project - *Lithium Cobalt Recycling Innovations in the Circular Economy*. Conor Leonard Battery Manager is a nominated Societal Champion for the project, supporting researchers with information on real world battery challenges.



Resource Recovery Results

What does Quality look like?

WEEE Ireland tracks the management of WEEE and Battery waste through recycling process and measures the quality of this process. This is then benchmarked as recovery and recycling efficiency rates. These measures are required for Producers as evidence of the proper environmental management of collected volumes from their individual or collective take back systems. WEEE Ireland continues to meet and exceed the high recovery targets required by the WEEE and Battery Directives on behalf of its Members on each category of WEEE and waste batteries.

WEEE Ireland Battery Recycling Efficiency Report 2020

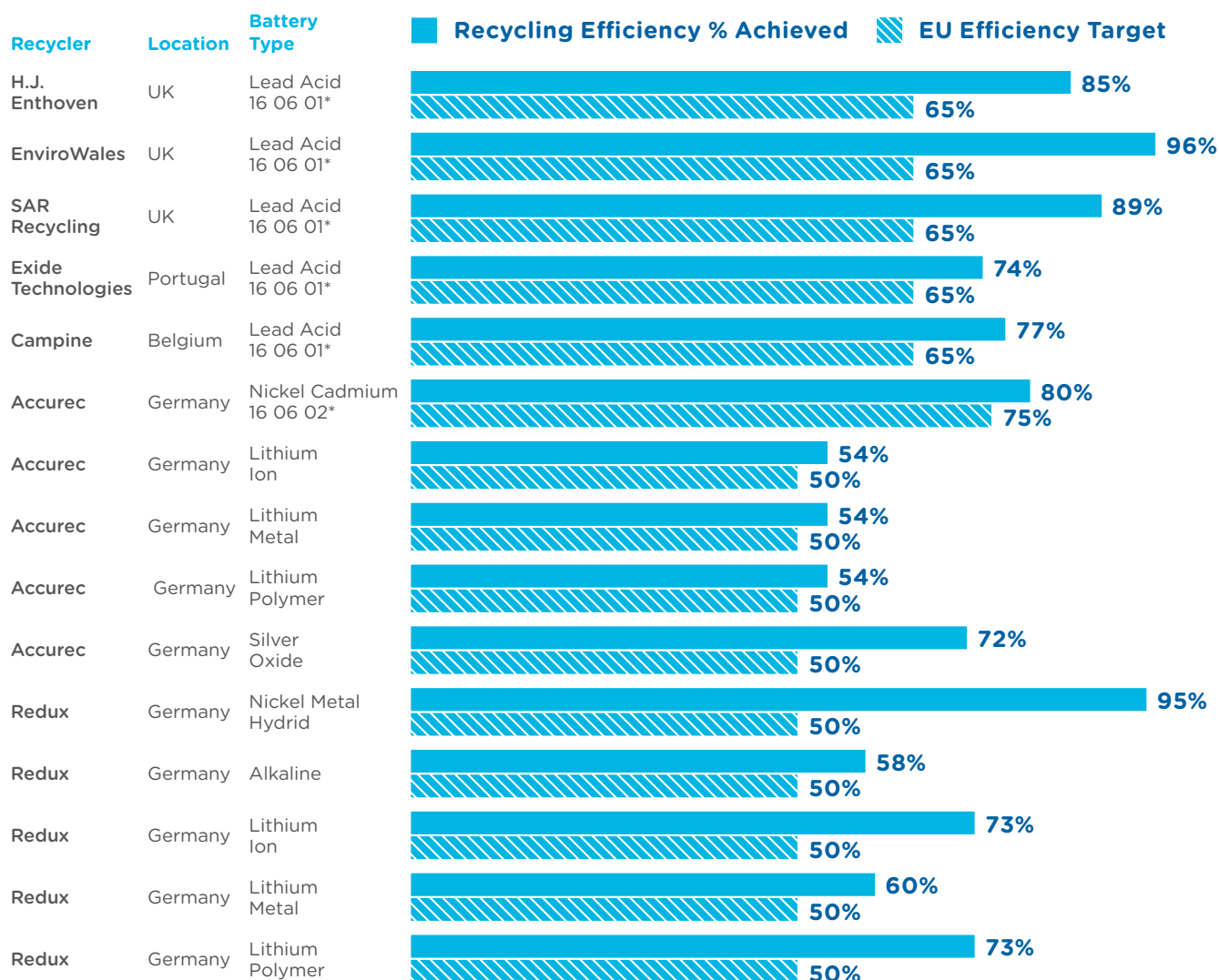
WEEE Ireland shall achieve the target for recycling efficiencies as set out in Annex III of Directive 2006/66/EC. The method for calculating these recycling targets is set out in Commission Regulation (EU) No. 493/2012. Annex IV to VI of this regulation sets out the reports that must be completed on the efficiencies achieved. These reports shall be returned to the Department not more than 5 months after the end of the calendar year concerned.

WEEE Ireland Scheme Approval 2017-2022 DCCAE









WEEE Ireland shall ensure that all shipments of Waste Batteries for treatment abroad are carried out under appropriate Transfrontier Shipment (TFS) of waste and the International Maritime Dangerous Goods Code requirements.

WEEE Ireland Scheme Approval 2017-2022 DCCAE



WEEE Ireland WEEE Recovery Rates 2020

WEEE Ireland component material recovery performance exceeds the required target in all categories supporting resource efficiency and circularity in the WEEE sector. An average of 90% of material across the Scheme's WEEE activity was recovered for use again in manufacturing.

Category	1	2	3	4	5	6
Description	Temperature Exchange Equipment 	Screens 	Lamps 	Large Equipment 	Small Equipment 	Small IT&T 
EU Target Component Material Recycling & Reuse	80%	70%	80%	80%	55%	55%
WEEE Ireland Component Material Recycling & Reuse	84%	82%	82%	85%	79%	90%
EU Target Recovery Rate	85%	80%	N/A	85%	75%	75%
WEEE Ireland Recovery Rate	99%	97%	89%	86%	91%	99%

Overall, 84% of material was recycled and a 90% recovery rate achieved

EN WEEE Standards

WEEE Ireland with our colleagues across the WEEE Forum supports mandatory standards for quality WEEE recycling and has input into the ongoing review by consultants on behalf of the commission on this important topic. Ireland is one of several Members States which requires Producers to recycle e-waste to a certified EN 50625 Standard. The Scheme welcomed the review process towards a global WEEE standard which was begun by IEC in 2020.

Certification to quality WEEE treatment standards requires operators to undergo independent auditing of their facilities and processes, detailed records inspections and laboratory testing of their recyclate, as well as investigation into any downstream treatment processes and partners. KMK Metals Recycling in Tullamore and Kilbeggan and Irish Lamp Recycling, Athy are certified EN 50625 facilities.

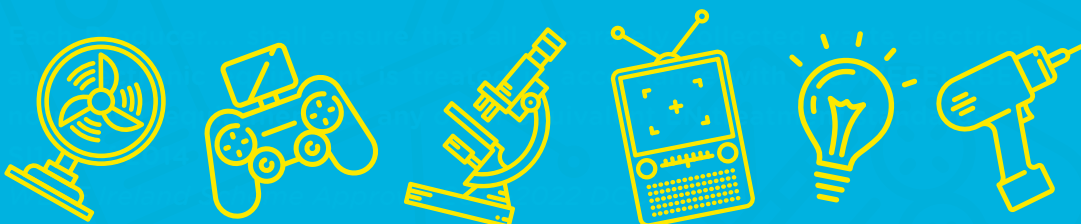
The Compliance team carry out additional compliance reviews of documentation, processes and results to validate the activity and reporting carried out by recycling contractors to the Scheme. WEEE Ireland also commissioned a specialist auditor in 2020 to review LHA downstream processors in the UK, a country which does not have mandatory WEEE standards in place. The pandemic restrictions mean in person audit visits had to be suspended in the main but remote audit and diligence reviews did take place with on-site audit visits rescheduled for 2021.

“Having different national policies on the management of WEEE hampers the effectiveness of recycling policies. For that reason, the essential criteria should be laid down at the level of the Union and minimum standards for the treatment of WEEE should be developed.”

WEEE Directive 2012/EU/19

“Each Producer.... shall ensure that all separately collected waste electrical and electronic equipment is treated in accordance with the WEEELABEX normative requirements or any other equivalent EN treatment standards SI149 of 2014”

WEEE Ireland Scheme Approval 2017-2022 DCCAE





Environmental Footprint

The publication of the Government's 2019 Climate Action Plan and the continued development of the Climate Action Bill into 2021 are significant environmental milestones identifying how Ireland will achieve 2030 targets for carbon emissions.

Meeting climate targets requires a transformation in the way we produce and use goods and services, a more sustainable future is one where a circular, more resource efficient economy plays a key role.

“ A shortage in critical minerals could delay, and make more expensive, transitions to low carbon emission energy and transport systems.¹⁴ ”

The importance of quality recovery systems for e-waste management

If Ireland's WEEE was not processed in WEEELABEX/EN equivalent standard authorised recycling facilities, and instead was landfilled or illegally disposed of:

- the valuable materials contained within these products cannot be reused,
- but instead wasted and lost,
- hazardous material would not be treated properly
- and environmentally harmful gases from cooling and freezing appliances would be released into the atmosphere.



The WEEE Forum CO₂ tool¹⁵ provides WEEE Ireland and other WEEE Forum Schemes through use of a common methodology; an estimated value of the benefit of recycling WEEE expressed as tonnes of CO₂-equivalent emissions saved per tonne of WEEE treated by the Approved Scheme.

In 2020, the equivalent of 225,182 tonnes of CO₂ emissions were avoided by recycling e-waste through the WEEE Ireland Scheme as opposed to landfilling. That is the equivalent of the annual carbon consumption of 4,504 hectares of trees¹⁶.

Without authorised collection systems, and quality recycling and recovery programmes; more metals and critical raw materials would need to be mined causing harm to ecosystems, and overall, more energy would be required for the manufacturing of new products. The potential emission savings from a more circular WEEE and Battery economy is one the Scheme will aim address in future reports incorporating for example reuse and repair metrics where possible.

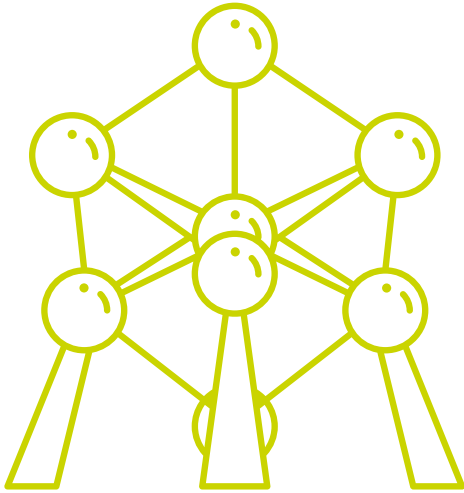
¹⁴ <https://www.iea.org/news/clean-energy-demand-for-critical-minerals-set-to-soar-as-the-world-pursues-net-zero-goals>

¹⁵ <https://weee-forum.org/co2eqcalculation/> and <https://www.pre-sustainability.com/download/WEEE-Forum-E-Waste-Recycling-Assessment-Tool.pdf>

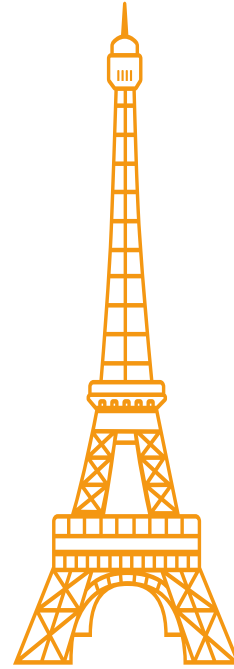
¹⁶ based on average yearly uptake of CO₂ of a hectare of Pinus Halepensis

The WEEE collected by WEEE Ireland for recycling in 2020 has recovered:

20,599 tonnes of Iron.
This is equivalent to

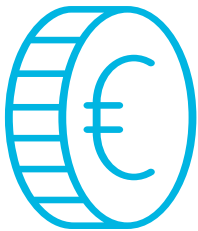


8.58 Atomiums *or*
in Brussels



2.82
Eiffel Towers
in Paris

873 tonnes of Copper.
This is equivalent to



155,223,705
€1 coins

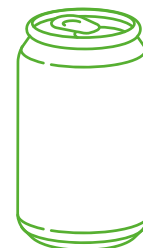
or

9.7
Statues
of
Liberty
in New York



954 tonnes
of Aluminium.

This is equivalent to
63,577,593
cans¹⁷



¹⁷ Building the tower required 7,300 tonnes of iron. Source: <https://www.livescience.com/29391-eiffel-tower.html>
The Atomium weighs 2400 tonnes. Source: <http://atomium.be/360.aspx>
The Statue of Liberty used 90 tonnes of copper.
Source: https://www.copper.org/consumers/arts/2008/february/Statue_of_Liberty.html; https://www.copper.org/education/liberty/liberty_design3.html
A 1 euro coin contains 5.625g of copper. Source: <http://copperalliance.org.uk/applications/coinage/copper-and-the-euro>
Average weight of a 33cl can is 15 grams

Membership & Market Share

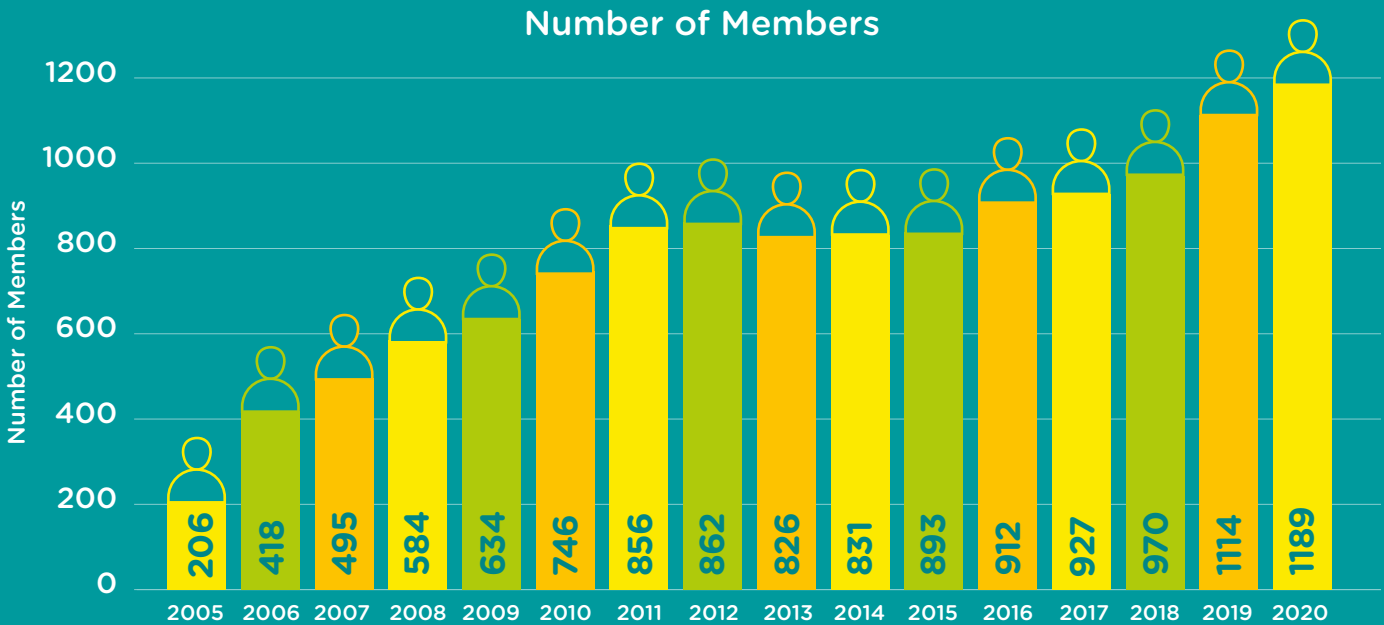


Membership Results

WEEE Ireland is a not-for-profit organisation, committed to delivering cost effective compliance on behalf of our Producer Members. Providing quality best in class compliance solutions and supporting Members in their EPR obligations are a priority for the Compliance & Membership team. WEEE Ireland continued to be the Scheme of choice for the majority of Producers in Ireland in 2020.

“ By 31 December 2020 WEEE Ireland had 1189 Members, including 137 new Producers who registered with the Scheme during the year. ”

98 Members had Authorised Representatives in place, enabling European manufacturers and importers to take on their Producer responsibilities in Ireland. 64 Producers deregistered because of mergers, take overs or exiting the marketplace.



Compliance & Membership Team



Compliance & Membership Manager
Elizabeth O'Reilly



Membership Exec & Data Protection Officer
Beryl Gilmore

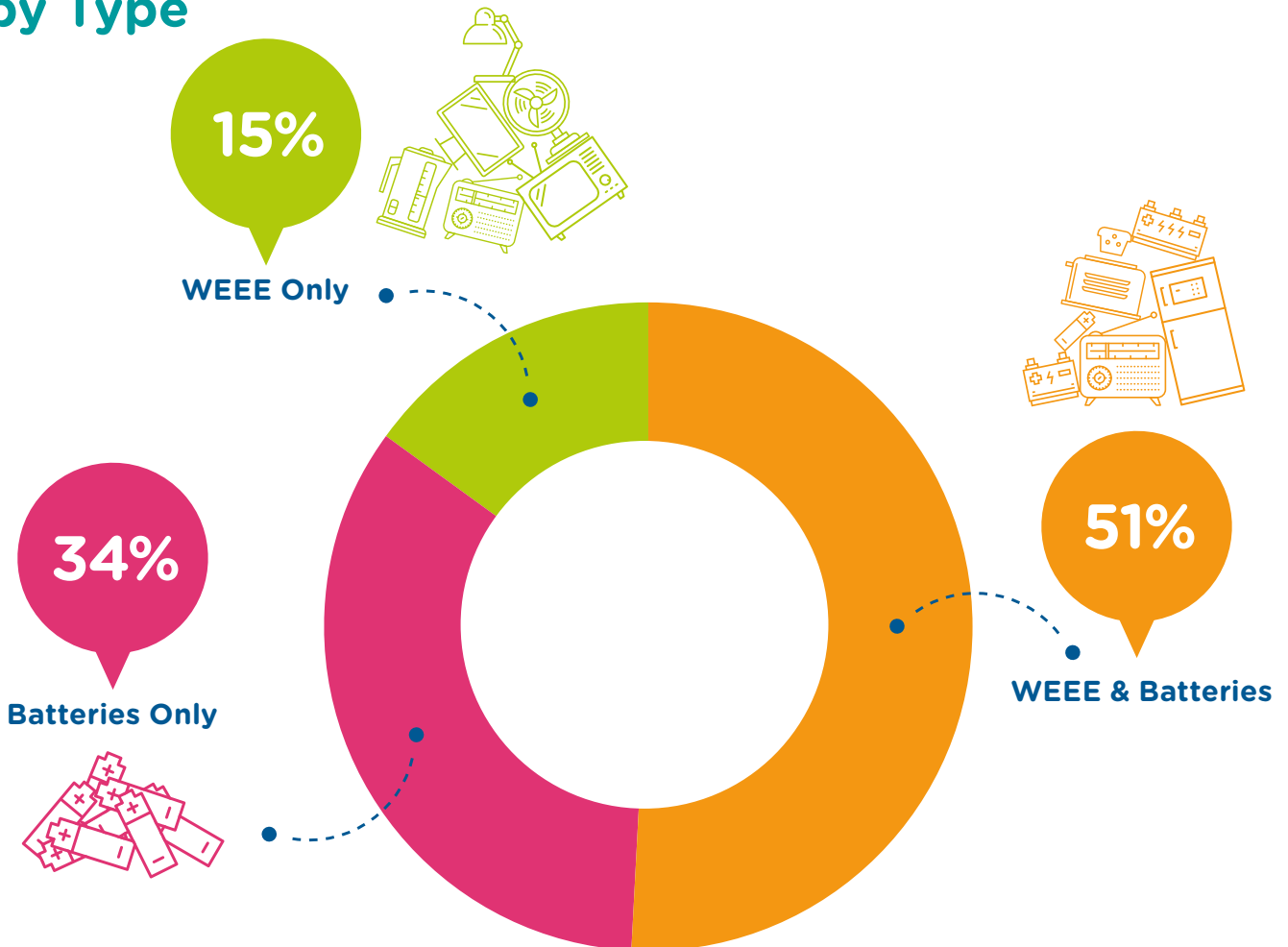


Membership Administration
Caroline Corbally



Compliance Executive
Elise Finidori

WEEE Ireland Producer Members by Type



A valid certificate of Membership is renewed each year with Producers following submission of an online renewal form data, confirmation of accurate up to date Blackbox reporting, and payment of all applicable fees to the Scheme.

Small to medium Producers and those who choose direct debit payment methods will always receive a discount on annual administration fees.

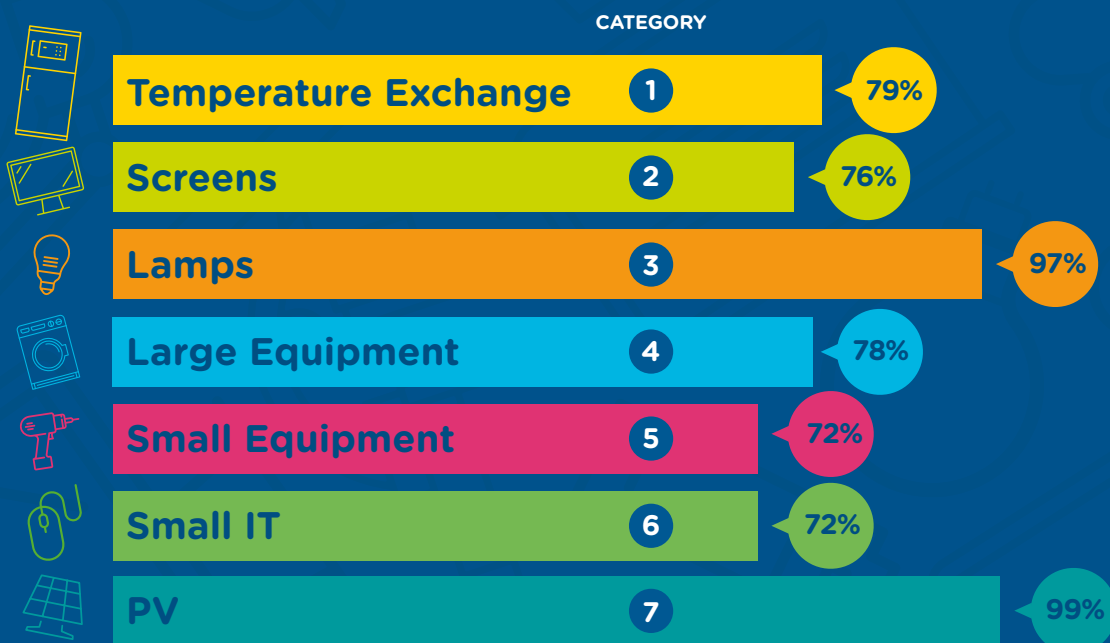
WEEE Ireland Majority Market Share

The market share of the WEEE Ireland Compliance Scheme impacts its designated geographic collection area in Ireland. WEEE Ireland has been chosen as compliance provider by the majority of Producers in Ireland for the 16th year in succession maintaining a significant dominant market share across sectors. WEEE Ireland also provides full national compliance services to the Lighting Sector as well as Industrial and Lead Acid Battery Producers.

Market Share



New WEEE Categories Market Share



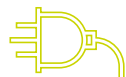
Compliance Support

The Compliance Team at WEEE Ireland carries three primary functions to support Members meeting their environmental management and WEEE and Battery Extended Producer Responsibility:



The WEEE Ireland website provides resources, guidance and links to Members and applicant Producers in managing their Producer responsibilities.





Who Does What

Department of Environment Climate and Communications (DECC)

Transpose the European Directives and other requirements into the Irish statutory framework, namely WEEE & Battery Regulations.

Environmental Protection Agency & Local Authorities

The EPA and Local Authorities have responsibilities for enforcement under the Regulations and provide guidance to Producers and Distributors (Retailers) on their obligations. B2B Producers report their Waste Management Plans and Reports to the EPA Eden portal.

Collection Points

Include Retailers, Civic Amenity Recycling Centres, Collection Events, Waste Industry, Schools and Businesses and Public Sector Buildings

Consumers

End users bring WEEE and Waste Batteries to authorised collection points in their community for proper environmental management.

The Producer Register Ltd

Producers or their Authorised Representatives in Ireland are required to register directly with the PRL and report the EEE/Batteries they place on the Irish market each month to its online Blackbox.

WEEE Ireland

Producers join WEEE Ireland to help meet their compliance obligations and through the Scheme collectively finance the takeback, recycling and recovery of their products at end of life. With our contractors we look after the environmental management of Waste Electrical and Electronic Equipment (WEEE) and Waste Batteries on behalf of Members

Application and Membership renewal forms are all provided online, and a paperless contract system is used whereby Producers can digitally sign the Rules of Membership supporting a quicker turnaround for certification.

Throughout the year the Compliance and Membership Team disseminated 13 online Newsletters to communicate topics of interest including legislative and policy updates directly to Members and worked with our Communications team to engage Members on topics of interest relating national waste policy development and WEEE and Battery related issues.



Compliance Reviews

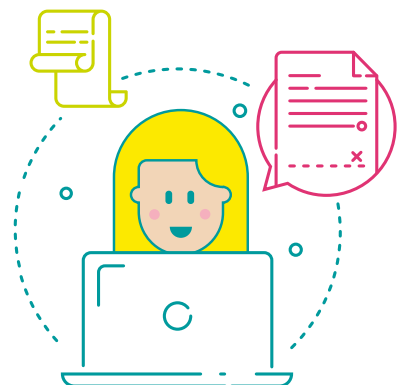
The Compliance Team carries out a range of Compliance Reviews to audit the integrity of data provided by Members to the Blackbox and overview how Producers are meeting other obligations including Registration, Categorisation, Labelling and Information to Users.

The Compliance Review programme is designed to support the range and type of Members of the Scheme including full Data Audits, Remote Compliance Reviews and SME checks and surveys; utilising face to face meetings, calls and online forms for different groups and sectors of EEE Businesses. From March 2020 all interactions were carried out remotely using online video conferencing to connect with Members and their representatives, this was an extension of remote audit processes already in place for Producers with environmental and reporting officers based outside of Ireland.

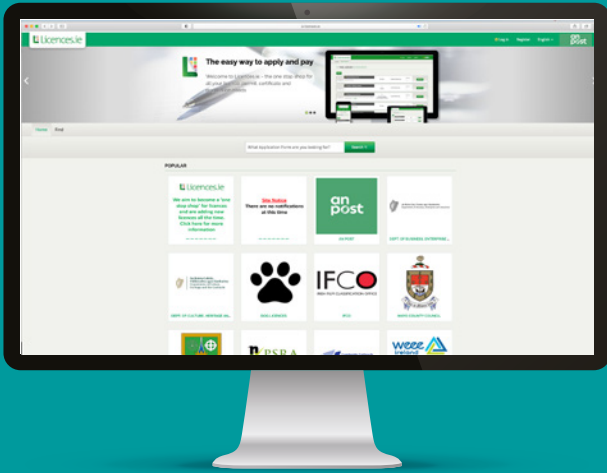
During 2020, over 250 compliance reviews were carried out across all types of Producer Members in addition to the day-to-day interactions and ongoing meetings with Members and trade associations. These included reviews on product scoping and categorisation, the accuracy and completeness of submissions to Blackbox, provision of correct

information, website information requirements, takeback obligations and accuracy of weight recording systems. The team worked to support changes to Member's WEEE and Battery systems in a reasonable timeframe where issues were identified during an audit.

The Compliance team coordinates with the EPA and Producer Register Ltd to notify on updates to Member's certification status, deregistration notices and other compliance or enforcement queries.



Retailers



By 31st December 2020 there were 7950 retailers registered with the Scheme, including 200 new registrants via licences.ie. This registration is allowed for under Regulation 40 (14) of S.I 149 of 2014 and enables the takeback of WEEE without waste permits.

Retailers in Ireland are required to take back WEEE on a like for like/one for one basis. They are required to take back batteries similar to the type they supply without obligation to purchase. Registration by Retailers in WEEE Irelands designated area can be carried out via the An Post hosted portal, www.licences.ie which is a partnership registration programme designed to reduce and simplify administrative burdens for business owners.



7950 Retailers



Environmental & Quality Standards

Strengthening the best-in-class Compliance ethos for WEEE Ireland, the Scheme underwent successful remote audits and 2020 recertification for its ISO14001:2015 and 9001:2015 environmental and quality management systems.

WEEE Europe

www.weee-europe.com

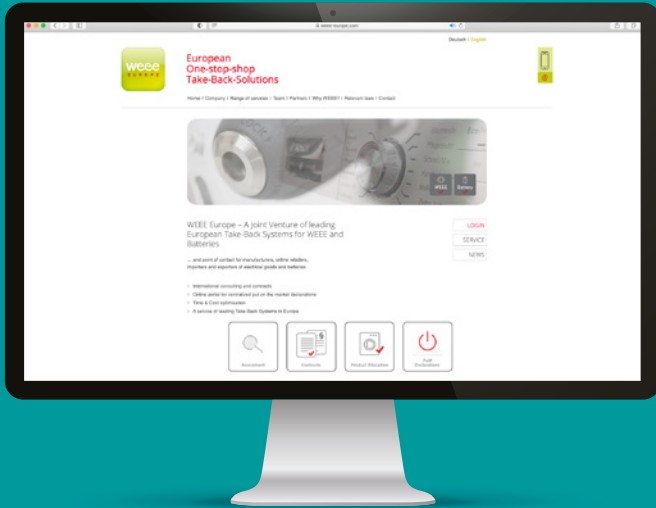
WEEE Europe AG is a pan-European non-profit-organisation based in Munich, Germany. WEEE Europe provides Producers of all kinds of industries - both small and medium sized companies as well as large international corporations - with professional advice on compliance handling regarding European legislation on WEEE & Waste Batteries and their implementation within the 27 EU Member States, Switzerland, Norway and the UK. From in-depth analysis of customer's compliance status quo and explanation of different requirements in each country via European contract handling and Authorised Representative solutions where needed: WEEE Europe is the single point of contact to answer Producer's questions and organise compliance requirements.

A technically elaborate IT-platform allows Producers to declare Put on Market (POM) reporting in one single harmonised format in up to 30 countries. Hundreds of companies from around the world have already trusted WEEE Europe up to now. On average, Producers declare on the platform into 9 different Take Back Schemes for WEEE & Batteries.

"My company has been working with WEEE Europe AG since 2018 and their service on WEEE and Battery declarations and compliance has been excellent. They have helped us with clear assessment on the legal requirements for 15+ countries, offer help with legal representation and in general finding our ways in this complex domain. Also their website / system makes it convenient for us to report volumes to various take back schemes in a uniform way which saves a lot of time. If you have to deal with WEEE & Battery related matters don't hesitate to reach out to them." WEEE Europe customer feedback, international Music Equipment Producer

WEEE Ireland is a member of the WEEE Europe Compliance network to provide Irish Producers with compliance solutions beyond the country borders and is the solution for international Producers and distributors seeking compliance in Ireland.

Leo Donovan,
CEO of WEEE Ireland
currently serves on the
Board of WEEE Europe.



Eucobat

www.eucobat.eu

Eucobat is the organisation for Battery Compliance Schemes in Europe. WEEE Ireland continued its significant activity with Eucobat throughout 2020 with particular focus on the developments shaping compliance for Battery Manufacturers and Distributors with the forthcoming new European wide Regulation.



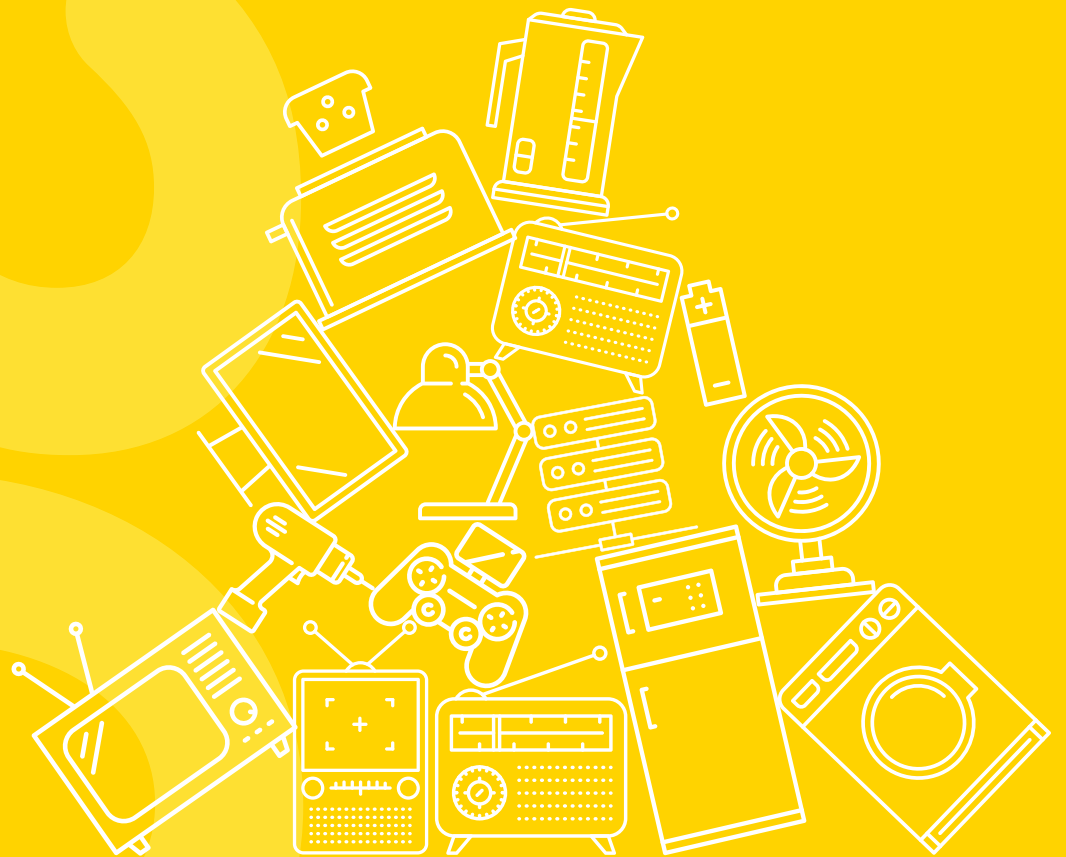
PV Cycle

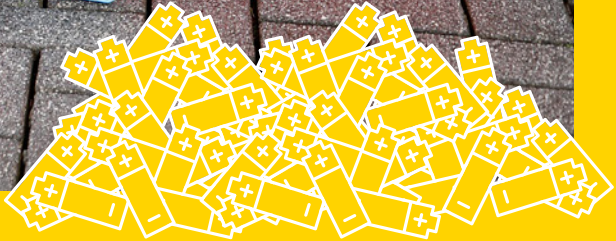
www.pvcycle.org

WEEE Ireland began working with PV Cycle in 2017 to connect international PV panel providers with a best-in-class service for WEEE and Battery compliance solutions in Ireland. PV CYCLE is a pan-European Producer scheme, offering dedicated compliance and waste management services, with a special focus on solar energy systems. Founded in 2007 by and for the PV industry, PV CYCLE set the benchmark for collective PV waste treatment and today remains a clear leader in the sector. The organisation has national representations across Europe, including the biggest PV markets Germany, Italy, France, Spain and the United Kingdom.



WEEE Communication Results





The Communications Challenge

“WEEE Ireland shall operate a programme of national and sectoral educational and awareness raising activities. This awareness raising and communications campaign shall operate across all existing and emerging media platforms... exploring innovative new approaches to raising public awareness of the need to recycle waste batteries and WEEE.” WEEE Ireland Scheme Approval 2017-2022 DCCA

In March 2020, lockdown restrictions sent brands and organisations into shock across the globe. Like all organisations we initially suspended media spending budgets and had to stop all collection events. Crisis communication strategies were implemented across all channels.

The pandemic encouraged WEEE Ireland to connect with customers in a different way under epic restrictions. As people’s habits were changing with more time spent online, we launched an ambitious goal to reach people through a public relations, digital and social media drive.

As encouraging media advertising performance figures emerged from the sector later in the year, we activated our media spending. We rolled out a nationwide competition on radio in July to reward 30 frontline heroes with a new Hotpoint washing machine. We launched the Small Things Matter awareness drive with a special focus on lighting in November. Tonnage take-back levels were incredibly encouraging at such unprecedented time.

With continuous measurement and evaluation of all activity, we ensured the highest return on investment and greatest reach, engagement, and impact on our WEEE community.

2020 Reach & Engagement



30,000+

Social Media Community



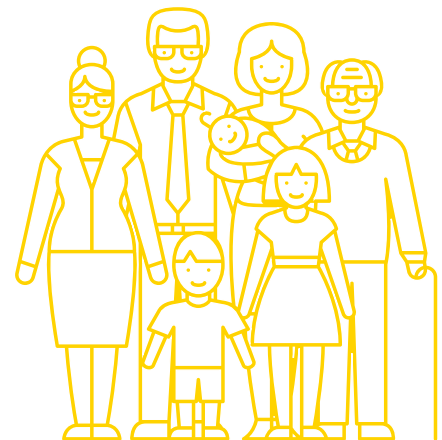
25 Million

Audience Reach from
Public Relations activity



100%

Positive Brand Sentiment



40 Million+

times members of the public
saw or heard our message.

Communications Strategy - Public Awareness drive

In June 2020, we recruited a new PR company Media Consult along with its social media sister company MediaSocial to help us drive the awareness programme. A calendar of targeted PR and social campaigns were implemented focusing on the results from the 2019 AER, *We'll Take It Back* Retail programme, Electrical, Battery and Lighting recycling, Circular Economy activity and the launch of RepairMyStuff.ie.

Compared to last year, there was a significant boost in Media Cost, Media Value and Potential Reach of analysed volume with a 24% increase in audience reach at 25.59M, respectively.

WEEE Ireland's analysed volume in 2020 demonstrated that print accounted for 49% of the overall media content while broadcast and online had 21% and 30% respectively. The Irish Independent was the top source in terms of volume with 26 articles generated. It was closely followed by the Irish Daily Star with 22 mentions.

The content for WEEE Ireland was driven mainly by mentions of statistics revealed by WEEE Ireland's annual report, the *We'll Take it back* programme, Battery and Electrical recycling scheme, The Annual Conference and the Launch of Repair My Stuff.

CEO Leo Donovan was present in 55% of WEEE Ireland's mentions. He was active around the Annual Report, promoting repairmystuff.ie, the Battery Pledge and Lighting.

Highlights



JUNE 2020 - ANNUAL REPORT 2019
No Time to Waste.
Media value at 70k
Reach of 1.7 million
Source - 52



AUGUST 2020 - WE'LL TAKE IT BACK PROGRAMME
E-Waste recycling hits 15 year high.
Media Value - €38k
Audience Reach - 220,000
Source - 22



SEPTEMBER - BATTERY RECYCLING

Recycling prevents battery material shortage.
 Media Value - €21K
 Audience Reach - 104,000
 Source - 14



OCTOBER 2020 - LAUNCH OF REPAIR MY STUFF

Online Director gives new lease of life to broken products.
 Media Value - €32K
 Audience Reach - 700,000
 Source - 40



OCTOBER 2020 - ANNUAL CONFERENCE AND IEWD
 WEEE Ireland call on consumers to boost the lifespan of unwanted electronics.
 Media Value - €9K
 Audience Reach - 426,000
 Source - 21



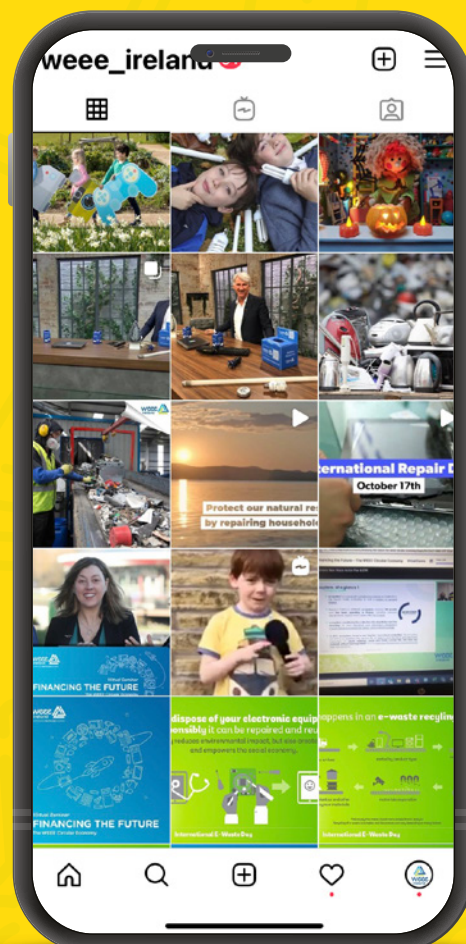
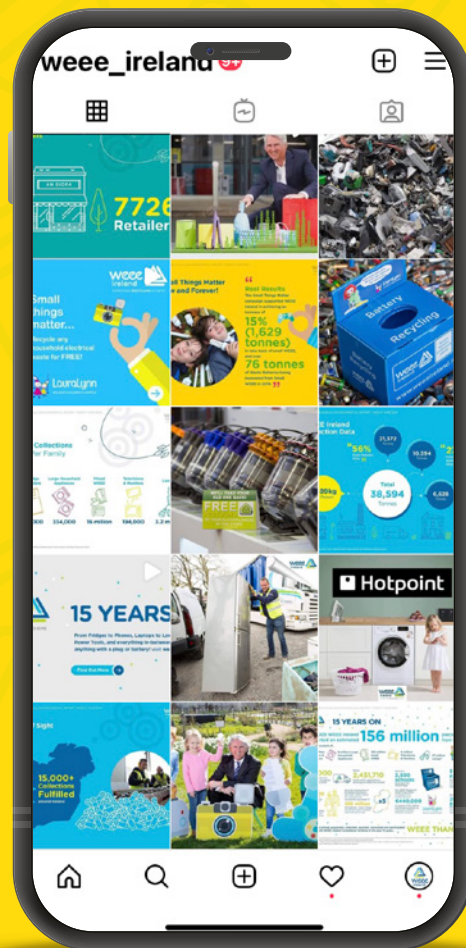
NOVEMBER 2020 - Small Things Matter - Lighting
 Two thirds of lightbulbs not recycled creates potential health hazards
 Media Value - €15K
 Audience Reach - 1.3m
 Source - 20

Social Media - Spotlight

Our social media activity primarily promoted our collection events in the first two months of the year. In March 2020, communication of postponed events was rolled out across social media. We shared key government messaging related to waste management and recycling.

With restrictions in place, we adapted our communications strategy to engage more with the online community. As our platforms played a vital role in delivering our key messaging, we reactivated our contract with MediaSocial in August. Our social media strategy included the launch of the WEEE Ireland Instagram page in September where we engage with the public and stakeholders reaching over an average of 20,000 accounts per month.

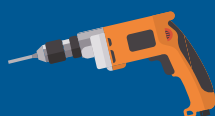
Followers 30,000
Reach 3M





Small Things Matter – Spotlight Real Results

“ The Small Things Matter campaign supported WEEE Ireland in achieving 36% in take back of small WEEE and over **1,846 tonnes** of Waste Lighting. ”



In early 2020 we planned a National Marketing campaign with two bursts of activity for *Small Things Matter* for the spring and the autumn. The campaign's objective was to build on the momentum of 2018 and 2019 to encourage Irish householders to return waste batteries, electrical and lighting equipment for FREE recycling at Local Authority Recycling Centres or participating retailers. The campaign focuses on small electrical items with a plug or a battery with a special focus on lighting waste in the autumn. Emotive drivers were incorporated to encourage the protection of our environment alongside support for LauraLynn Ireland's Children's Hospice.

In March, Covid restrictions took hold of the world and the campaign was postponed. As restrictions lifted in the summer of 2020 and encouraging media performance figures emerged, we committed to activate our national *Small Things Matter* campaign in November 2020 with a focus on Lighting.





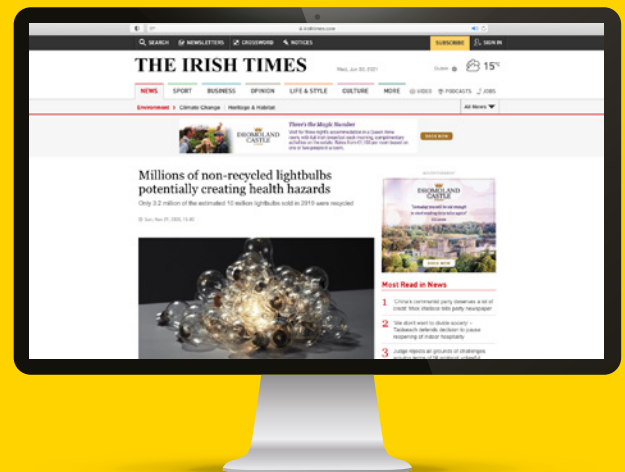
Small Things Matter - Lighting - November 2020

Our *Small Things Matter* campaign built on the momentum of the last two years continuing to encourage Irish Householders to return lighting, battery, and electrical waste for free to local authority recycling centres or participating retailer. 80% of the delivery was using the lighting creative with the balance small electrical.

The media plan comprised a 20 sec radio advert promoted on national, local and urban radio reaching 88% of the adult population resulting in 3,470,000 adults hearing the ad an average of 6.9 times.

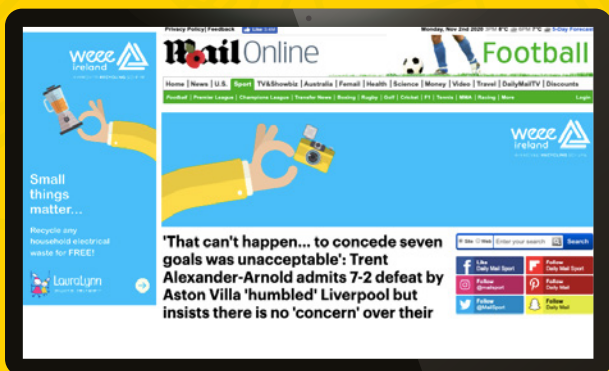
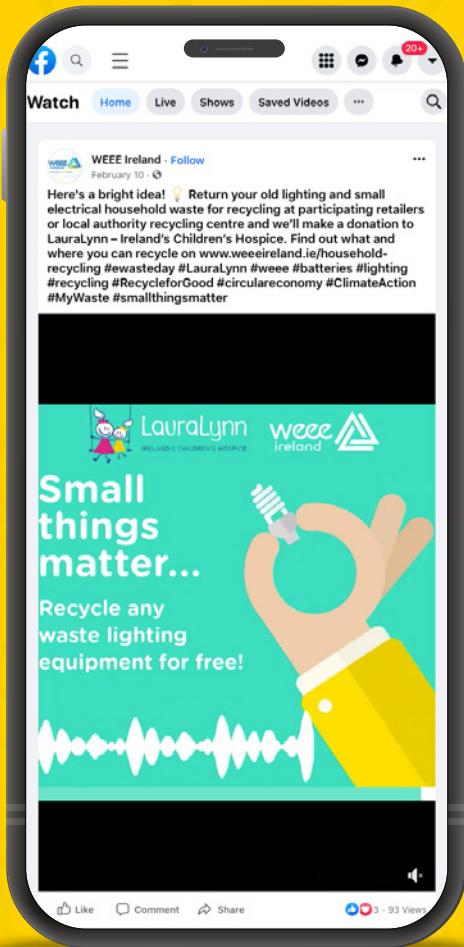
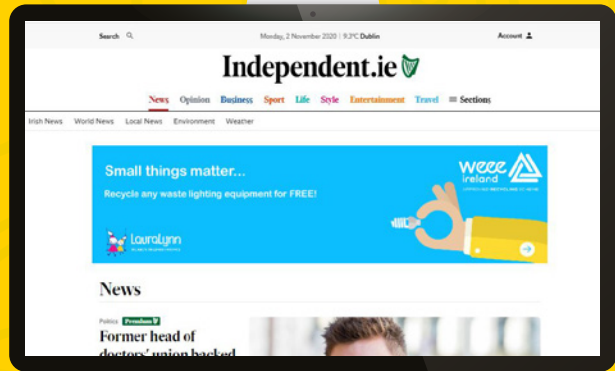
The digital plan delivered 2.8m ad impressions and combined both engaging content formats as well as high impact display advertising across premium Irish publisher platforms such as the Journal.ie, Joe.ie, IrishTimes.com and Independent.ie, Evoke.ie, DailyMail.ie. Content employed quiz-based formats that both engaged the user while at the same time educating them as to the spectrum of what can be recycled with WEEE.

We issued a PR story to support the campaign and it was covered in over 20 media press, broadcast and online sources reaching a potential audience 1.3million - covered on Breakingnews.com, IrishTimes.com, The Sun and The Daily Mail.



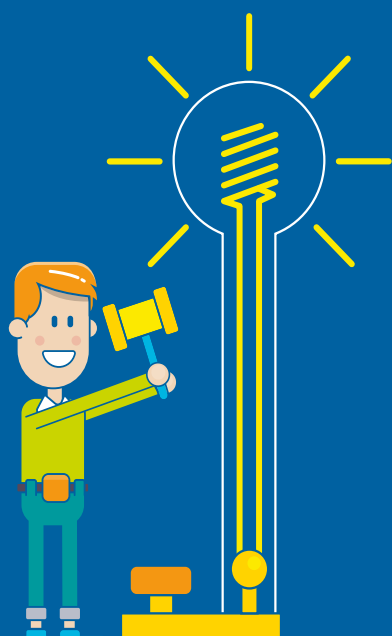


Social and Digital Campaign



Lighting the way - Our message

- 3.2 million of the estimated 10 million bulbs sold last year were recycled – meaning up to 6.8 million could have been lost to landfill via household rubbish bins.
- It is estimated that 40% of Irish households get rid of lightbulbs in their general waste.
- WEEE Ireland asked everyone to reverse the damaging trend of any bulbs ending up in landfill so that metals and glass can be recovered for further use in manufacturing.
- Our campaign highlighted the health and environmental hazards.
- We informed householders and small firms that they can recycle their waste lightbulbs free of charge by returning them to their local hardware or lighting store, bringing them to their nearest local authority recycling centre or asking their lighting installer to return waste lightbulbs to their wholesaler.
- Our story also highlighted that 100% of waste lighting equipment returned is recycled here in Ireland at Irish Lamp Recycling in Kildare.



“100%
of waste lighting
equipment returned is
recycled here in Ireland
at Irish Lamp Recycling
in Kildare.”

Hotpoint Competition

July 2020

WEEE Ireland and Whirlpool ran a competition on urban radio to reward 30 frontline heroes with a new Hotpoint washing machine and to promote the take back option for old appliances.

Stations: FM104, Q102, WLRfm, 96FM, C103 and Galway Bay FM

Promos: 21 promos per station

Mentions: 22 live mentions per station

13.9% of Ireland's Adults 10.2 times.



We'll Take It Back campaign

56% of WEEE take back was sourced through the retail sector in 2020. This was made possible by an extensive network of 200+ *We'll Take It Back* nationwide electrical retailers facilitating FREE take back of any household e-waste.

The take back of e-waste through retailers is higher in Ireland than in any other country in Europe. This network of key retailers complements nationwide Local Authority Recycling Centres and is an important programme as part of our National Marketing Awareness Programmes.

The *We'll Take It Back Retail Programme* was launched in 2014 by WEEE Ireland and industry stakeholders to support electrical retailers across Ireland in their legal obligation to take back WEEE, waste Battery and lighting equipment for free from consumers. The marketing element of the programme promotes the idea of retailers as e-waste recycling centres for their customer base.

“ 56%
of WEEE take
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sector in 2020. ”

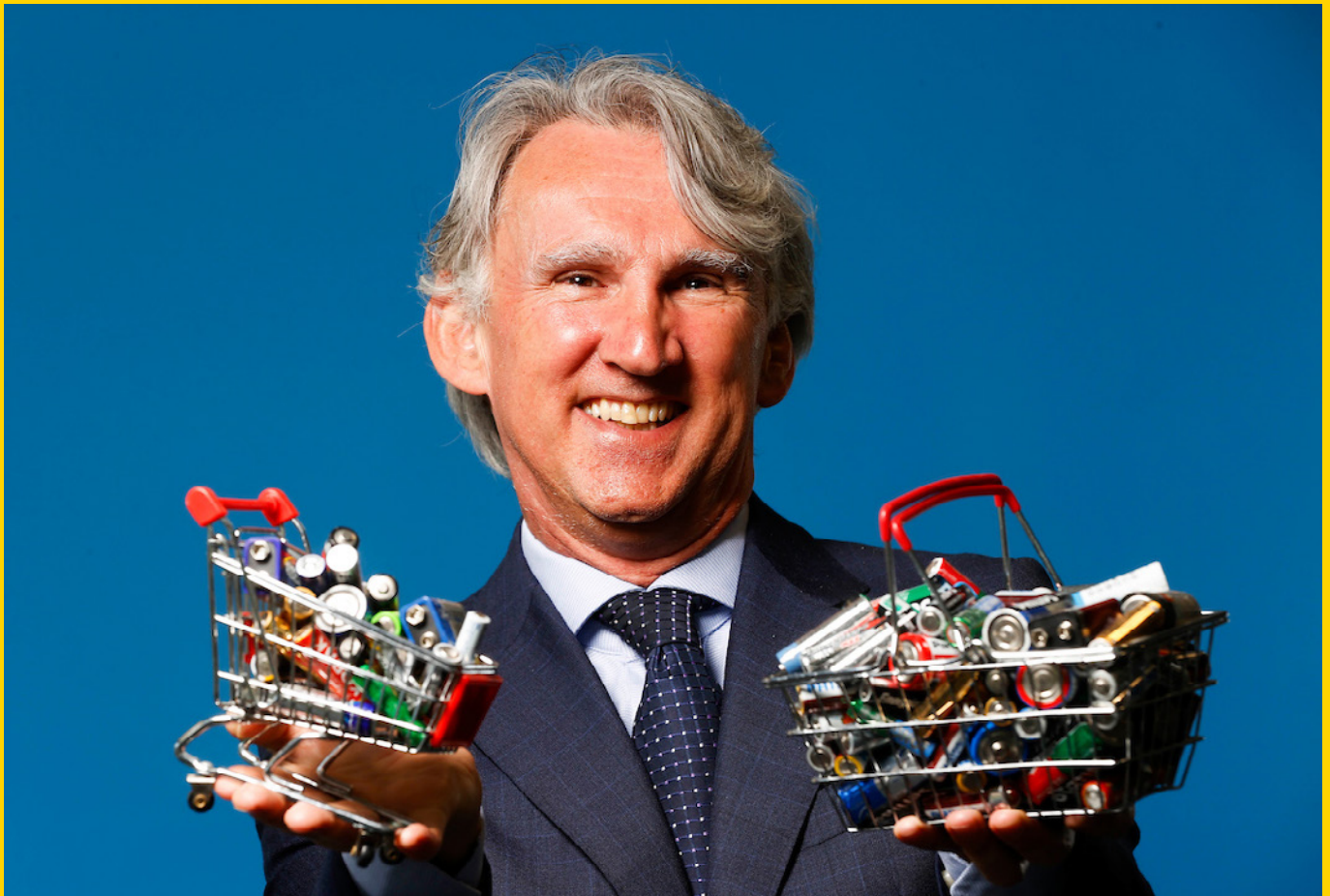


In return the *We'll Take It Back Programme* supports retailers to promote free WEEE recycling as part of their overall marketing strategy and as an added value service to their customers. Through the programme retailers are able go beyond like-for-like, one-for-one take back obligations and include free recycling of all household WEEE and batteries instore as part of their offering.

Most Irish electrical retailers participate in the programme with the main groups PowerCity, Expert, DID, Euronics, Currys, Harvey Norman and Soundstore accounting for 85% of total retailer e-waste takeback for recycling. WEEE Ireland work in conjunction with our retail partners to promote We'll Take It Back as a key offering for their customer base.

WEEE Ireland promotes the retail partners on our interactive online map and in all communications directly with the public about options for e-waste recycling. This autumn, we delivered a high impact PR and social media campaign highlighting the We'll Take It Back Programme and the partner retail stories as key recycling points.





Battery Recycling

2020 was a strong year for battery recycling despite all the challenges with Covid Restrictions with **47%** of all portable batteries placed on the market recovered and recycled by WEEE Ireland. This is the **equivalent of 11 AA batteries for every person in Ireland!**

With national statistics estimating that 23 AA batteries are purchased per person in Ireland, this meant that **12 more batteries per person were “hiding” in homes across the country.** Householders were called on to continue their support for the fantastic work done by LauraLynn and help the environment by bringing their batteries to any of the thousands of recycling locations around the country.

We continue to promote battery recycling as part of our overall Marketing Awareness Programme. WEEE Ireland’s dedicated Battery Box merchandisers worked to ensure collection points have blue boxes on display for their customers and support takeback when they are full.



“11 AA Batteries for every person in Ireland!”



Since the introduction of the Battery Directive in late 2008, WEEE Ireland has collected and recycled **the equivalent of 363 million AA batteries** – if laid end to end it would measure just over 9,000 Kilometres.

Continuing to create awareness for WEEE Ireland's blue box battery recycling throughout the year, **our Battery Recycling Champion, Bosco the nation's favourite red head, was always on hand reminding us.**



“ Every battery that is recycled as part of WEEE Pledge helps to provide important support to WEEE Ireland's charity partner, LauraLynn, Ireland's Children's Hospice. I am so proud of all the boys and girls and grownups in Ireland for being such brilliant battery recyclers. ”

WEEE Pledge Schools Programme

2020 was a challenging year to roll out the WEEE Pledge Schools Programme. Early in the lock down period, we decided on health & safety grounds to stop visiting schools for battery collections unless absolutely necessary. Even then, we had strict protocols to follow regarding accessing school grounds, social distancing and hygiene. As we adjusted to the lockdown, we were able to put some drivers back on the road with these protocols in place.

Throughout the lock down period, we maintained contact with participating schools via emails and social media. We encouraged teachers, parents, and pupils to gather up their unused batteries and bring them to the local drop off points including supermarkets.

Due to the success of our WEEE Pledge Schools programme, we have educated children and families of the importance of recycling batteries. Families played their part in 2020 despite a challenging year. Almost six million batteries were recycled through five supermarket chains last year as more families used their grocery shop to do their bit for the planet. In total, the equivalent of 21 million AA batteries were

recycled by householders in 2020 through retailers and civic amenity sites alone – an average of four for everyone in Ireland.

We look forward to reactivating our schools' program in 2021 and thank you to all the students and teachers who participate in battery recycling, supporting the environment and LauraLynn.



Pupils from of Kiltormer National School



Our Charity Partner - LauraLynn

Every Moment Matters, Every Battery Counts



LauraLynn

IRELAND'S CHILDREN'S HOSPICE

2020 saw the continuation of our special partnership with LauraLynn, Ireland's Children's Hospice on behalf of industry Members, highlighting that *Small Things Matter* and can really make a difference.

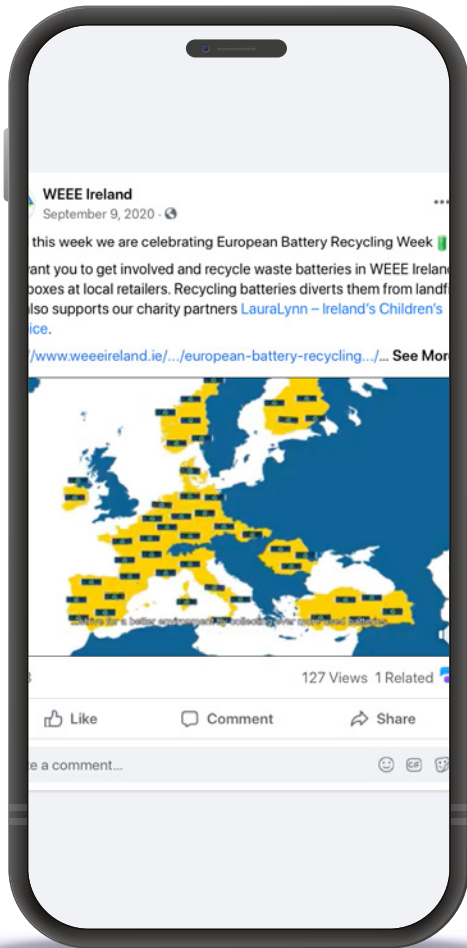
A donation of €50,000 brought total donations to €440,000. This support for LauraLynn was thanks to the fantastic recycling efforts of the Irish public. By recycling their waste batteries, they are benefiting the environment and supporting LauraLynn to provide much needed services to children and families across Ireland.

Accepting the donation on behalf of LauraLynn CEO, Kerry McLaverty shared:

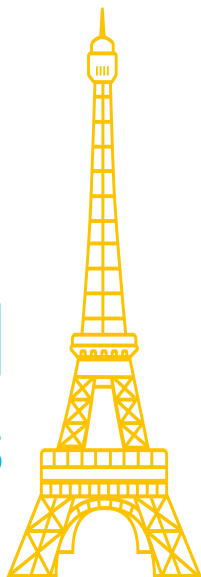
"Congratulations to our partner WEEE Ireland on the success of their battery recycling campaign and the fantastic outcome achieved in 2020 despite the huge challenges that the year brought for all of us. This is a very special campaign that we are honoured to have been involved in for the last 10 years. The funds that we have received from WEEE Ireland as a result of the campaign have had such a positive impact on the children and families who need LauraLynn, the campaign also helps to raise awareness of our services and our ongoing need for support and donations as Ireland's only Children's Hospice."



European Battery Recycling Week



7.5
Eiffel
Towers



From 7th to 13th September, we marked another European Battery Recycling Week, an initiative of the Members of Eucobat, the European Association of National Battery Collection organisations in Europe.

Local awareness campaigns ran in Ireland and across countries throughout the EU during the week to remind European citizens of the importance of collecting, sorting and recycling their used batteries. Our campaign was shared and promoted by our Local Authority and Electrical Retail partners – helping us get this key message out to the public.

WEEE Ireland together with our fellow EUCOBAT Members collect more than 2.5 billion batteries per year, or more than 10 million batteries collected per day. Which is more than 75% of all portable batteries collected in Europe and the same weight as 7 and 1/2 Eiffel Towers.

In Ireland, the equivalent of 21 million AA batteries were recycled by householders in 2020 through retailers and civic amenity sites – an average of four AA batteries for everyone in Ireland.

These batteries are first accurately sorted and then processed in various recycling facilities throughout Europe. Next all valuable materials such as cobalt, nickel, rare earth metals, zinc, lithium, lead, manganese, and steel are recovered from the batteries. The recovered materials are processed into new products such as spectacle frames, jewellery, forks, knives, gutters, and even batteries for electric cars and e-bikes.

European Battery Recycling Week 2020 welcomed the Commission's initiative to modernise the EU's batteries legislation and we are calling for the modification of key provisions of the current "Batteries Directive".



International E-Waste Day 2020



WEEE Ireland held our annual conference 'Financing the Future, the WEEE Circular Economy' virtually to coincide with International E-Waste Day on the 14th of October.

International E-Waste Day was developed by the WEEE Forum, an international association of e-waste collection schemes, of which WEEE Ireland is a founding member with the objective to raise public awareness of e-waste and promote the correct disposal of electrical and electronic equipment throughout the world.

WEEE Ireland organised a PR and social media awareness campaign to support International E-Waste day and the virtual event to drive awareness of the global e-waste challenge and to encourage consumers to prolong the use of their electrics and move towards a more circular economy.

The communications drive called on consumers to boost the lifespan of unwanted electronics by repairing them or passing them on to others. We highlighted the importance of keeping our resources in circulation for longer, reducing waste and easing demand for new raw materials used to manufacture new electronic goods.

Excellent nationwide exposure was attained reaching an audience of 426,000 with coverage in over 20 sources online, press and broadcast. Leo Donovan was interviewed on Ireland AM on Virgin Media One giving helpful advice on how to recycle efficiently.





Community Values

Public Collection Day Events – 9 Events held in early 2020.



9 Public Collection Day Events –

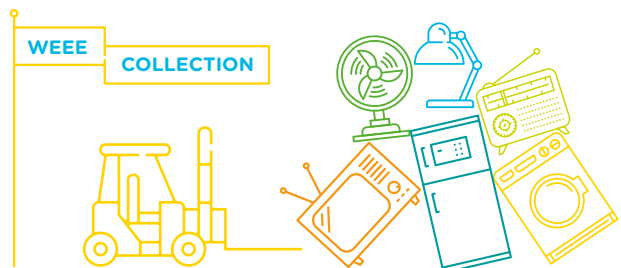
First 10 weeks of the year.

+191 Promotional adverts

+395,582 people saw or heard WEEE Public Collection Day Event advertising

WEEE Ireland’s free community based Public Collection Day Events commenced in 2020 with a target of 40 events. Due to Covid Restrictions, we held 9 events at the start of the year.

Working closely with our partners in Local Authorities and Community Recycling Groups in each location, each event was promoted locally through press, radio, PR, social media and local community networks. This targeted promotion of WEEE Ireland Public Collection Day Events resulted in 127.5 tonnes collected e-waste.



Partnerships

RepairMyStuff.ie

WEEE Ireland is supporting an online initiative called RepairMyStuff.ie. The RepairMyStuff.ie website is operated by local authorities, with Monaghan County Council the lead authority on the project and funding from the EPA through the National Waste Prevention Programme.

We are promoting the initiative through a PR, digital and social media campaign with the aim to increase registrations of more authorised repair engineers for popular electrical brands used every day in households across Ireland. WEEE Ireland in conjunction with the White Goods Association have appointed repairers as authorised repairers for certain white good Producers.



On the 17th of October we launched our PR awareness programme around RepairMyStuff.ie to coincide with International Repair Day. We encouraged people to reduce the amount of goods discarded of every year and use authorised repair engineers for quality and safe repair of home electrical equipment. Our story reached an audience of 700,000 people from 40 various online and press sources.

Recycle IT

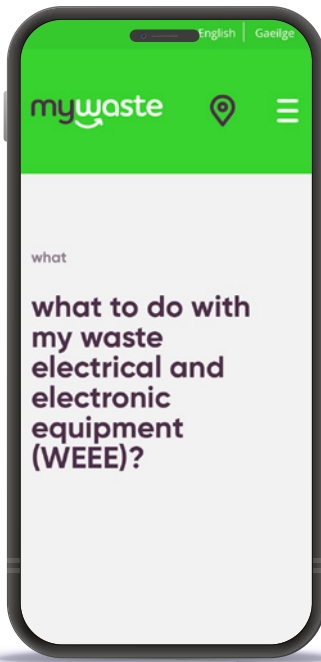
WEEE Ireland continued our longstanding and valued partnership with Recycle IT in 2020, a unique Community Electronic Recycling Social Enterprise providing a neighbourhood and community kerbside and business collection service for all types of waste electrical and electronic equipment in South Dublin and surrounding areas. Recycle IT is also a member of CRNI (Community Resources Network Ireland). Recycle IT was established in 2002 to offer employment and reduce environmental harm created by the illegal dumping of old household appliances. As a not-for-profit social enterprise, Recycle IT has benefited the WEEE sector through

the collection of electronic waste from householders and organisations who may otherwise find it hard to recycle.

On average each year they offer collection services to approx. 100,000 homes and organisations across Dublin collecting a range of WEEE including kettles, TVs, dishwashers, and computers. Income generated by collection and breakdown of e-waste is reinvested in training and employment and environmental awareness. In 2020 despite challenging conditions with Covid Restrictions, their team safely recycled over 560 tonnes of waste equipment.



My Waste.ie



In 2020 we continued our partnership and support of My Waste - Ireland's official online guide to managing waste. An initiative powered by the Regional Waste Management Offices on behalf of the Department of the Environment, Climate and Communications.

The site provides a hub for local waste services - bring banks, recycling facilities along with ways to help prevent waste, repair, reuse and upcycle. They offer a helpful A to Z guide of all types of waste, greener living guides, information on waste services and bye laws, and much more. Members of the public can easily find everything they need and want to know about managing their waste responsibly, efficiently and in the way that suits them.

WEEE Ireland have worked with My Waste since its launch in 2018, sharing resources and information, and amplifying each other's communications. We share the common goal of increasing public awareness that recycling turns our waste materials into new useful products, reducing the use of finite raw materials, saving energy and helping control air, water and land pollution.

Shining a Light on Excellence

WEEE Ireland continued to grow our lighting sector partnerships in 2020. These key partnerships across the electrical wholesale and trade sector seek to drive lighting take back and build awareness. With support from our Lighting recycling partners Irish Lamp Recycling Ltd and sector media such as Electric.ie, we continue to drive awareness of lighting recycling.

AEW Sector Partnership

Retail partnership driving lighting take back and awareness across the electrical wholesale and trade sector. AEW and WEEE Ireland are running a poster campaign on every trade counter nationwide aimed at highlighting the free recycling service for customers. The objective is to create awareness and generate significant increases in the amount of WEEE recycled through electrical wholesalers over the next five or six months. AEW and its 100+ members have worked closely with WEEE Ireland and Irish Lamp Recycling over the last few years to improve the WEEE recycling performance in the industry and this new campaign is aimed at taking it to the next level.



Ken Legros - AEW

Marketing Strategy Planning 2021

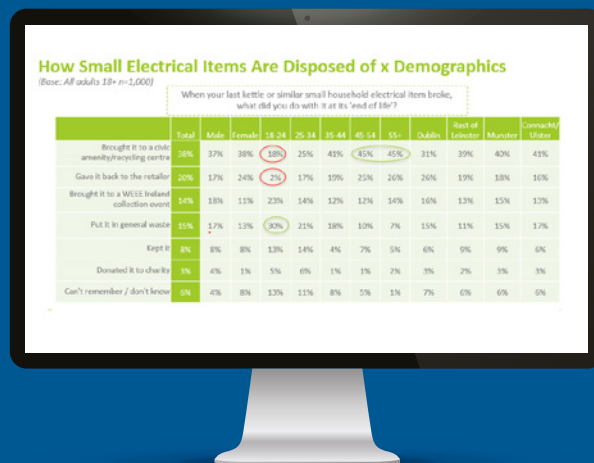
The Marketing strategy for 2021 centres around driving awareness of the circular economy and running promotional campaigns to increase levels of e-waste take back.

Following research through an online survey across a nationally representative sample of 1,000 adults aged 18+, we learn that there has been a significant increase in the proportion of adults aware of the WEEE Ireland brand who believe that WEEE Ireland are responsible for recycling batteries and electrical items, 77% from 65% in 2019.

Almost 8 in 10 (79%) adults are aware that they can recycle their household waste electrical goods for free, back in line with the levels recorded in 2017 levels. Awareness amongst those aged 18-24 has increased significantly (now 82%).

Unfortunately, we still have issues with people hoarding WEEE and disposing of electrical, battery and lighting waste incorrectly into municipal rubbish. There has been an increase in the proportion of adults who claim that they disposed of small household electrical items in the general waste. **Those in the 18-24 age group are significantly less likely to recycle their small electrical items by bringing them to a recycling centre (18%) or giving them to a retailer (2%) and significantly more likely to put these items in the general waste (30%).**

Our Marketing Campaign 2021 *Binning is Sinning* will target those who are incorrectly disposing of e-waste and to inform them of where and what to recycle responsibly. The schedule will include activity with our retail partners for the *We'll Take It Back* programme. We will continue to run campaigns with the collection points across Ireland by running *Small Things Matter*, Battery and Lighting Recycling Promotions. We will work in partnership with the WGA and other Member groups to promote more circular thinking in WEEE management including with RepairMyStuff.ie and our new Dream of Change campaign.



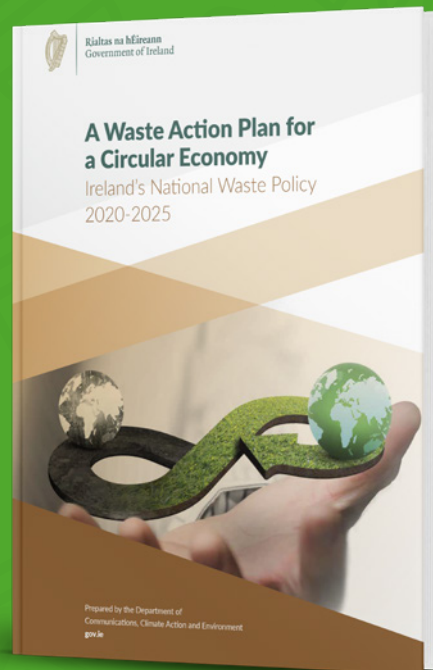
79%
of adults
are aware that they can
recycle their household
waste electrical goods
for free



WEEE Circularity in Action



“ New Rules for EPR Schemes to incentivise good practice in waste recycling and drive better product design¹⁸ ”



¹⁸ <https://www.gov.ie/en/publication/4221c-waste-action-plan-for-a-circular-economy/>

Legislation & Policy Updates

Throughout 2020, the Compliance & Membership team kept stakeholders briefed on significant developments particularly in Circular Economy and Extended Producer Responsibility, that would impact on the WEEE and Battery Sectors in Ireland. All Members can feedback to the Compliance Team to input into all policy and other submissions being made from the Scheme to the DECC, European Commission and other regulatory bodies. The Scheme continued to participate in conferences and briefings as part of its Approval mandate and to underpin its best-in-class compliance service, albeit remotely from March onwards.

Public Consultation

A public consultation process on a new Waste policy as part of the programme for government commitment was completed in February 2020 with almost 300 responses received. Copies of all submissions including WEEE Ireland's can be found on the DECC website consultation page¹⁹.

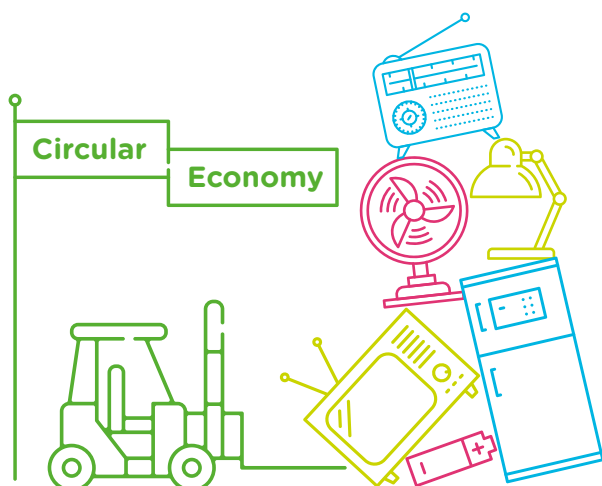
DECC Waste Advisory Group

Led by Philip Nugent, DECC on behalf of Minister Richard Bruton, the Waste Action Plan Advisory Group was set up in 2020 to support an inclusive exploration of the issues surrounding waste and resource management in Ireland and to provide a platform for comprehensive input from stakeholders guiding strategic thinking and decision making for a new Irish Waste Policy. WEEE Ireland was represented among the 30 plus economic, environmental and social organisations inputting on a range of circularity issues including environmental communications, deposit return schemes, enforcement, reuse and more.

Circular Economy transposition

The transposition of the Circular Economy Waste Legislative Package was one of the key activities required under the 1st European Circular Economy Action Plan, was signed by Minister Eamon Ryan on the 27th August 2020 and published shortly afterwards in Iris Oifigiúil .

The transposition was in three parts - the one of primary interest to WEEE Ireland and our Producer Members was the European Union (Waste Directive) Regulations 2020 S.I. No. 323 of 2020, which contained the aspects relating to Extended Producer Responsibility (EPR) - especially costs²⁰.



The purposes for which these Regulations are made include the purpose of giving effect to provisions of the Waste Directive and partial effect to the Batteries, ELV, WEEE, Packaging and Landfill Directive(s). The Regulations set out additional measures to protect the environment and human health by preventing or reducing the generation of waste, the adverse impacts of the generation and management of waste and by reducing overall impacts of resource use and improving the efficiency of such use, which are crucial for the transition to a circular economy and long-term competitiveness ”

¹⁹ <https://www.gov.ie/en/consultation/a6626b-public-consultation-waste-action-plan-for-a-circular-economy/>

²⁰ <http://www.irishstatutebook.ie/eli/2020/si/323/made/en/pdf>

New Waste Policy - Circular Future

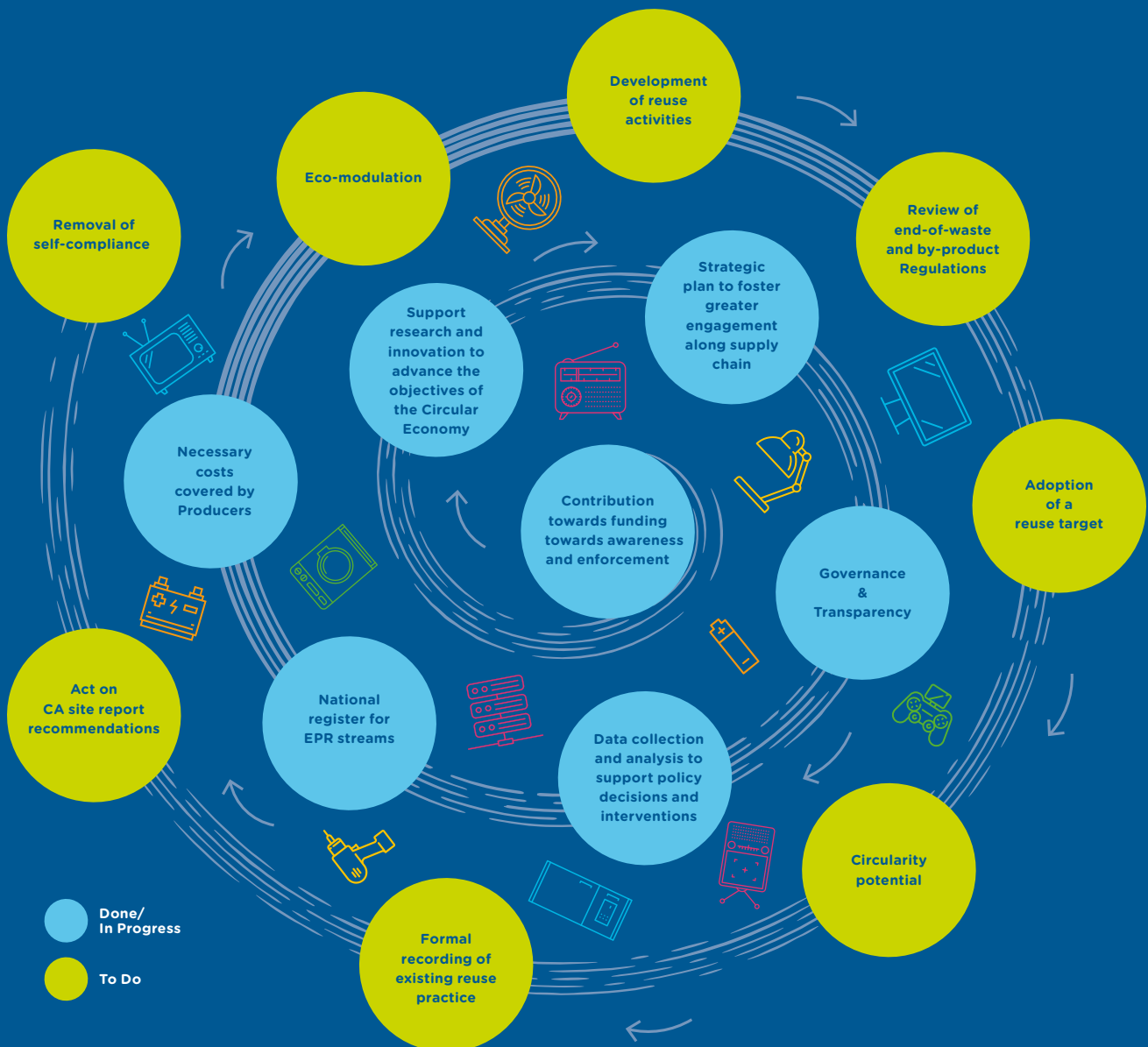
In September 2020, the DECC published the Waste Action Plan for a Circular Economy. This new national waste policy will inform and give direction to waste planning and management in Ireland over the coming years including of course the WEEE and Battery sector. It will be followed in 2021 by a Circular Economy Bill to give statutory footing to many of the 200 plus actions outlined in the policy and the development an All of Government Circular Economy Strategy.



The Plan outlines the contribution of the sector to the achievement of a number of other national plans and policies including the Climate Action Plan. It also matches the level of ambition being shown across the European Union through the European Green Deal, which encompasses a range of actions supporting circularity and sustainability



WAPCE EPR actions that will impact WEEE Ireland Scheme and Members include:

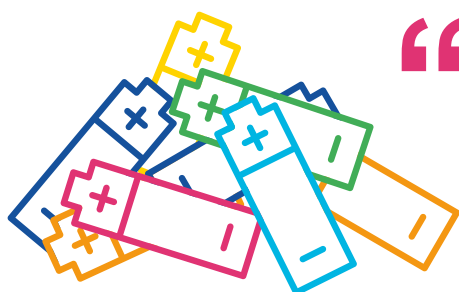


Draft European Battery Regulation

WEEE Ireland is supported in its current Battery activities and inputs to legislation and policy consultations by a Battery Steering Committee. In 2020 Brenda McEvoy, WEEE Ireland Director and Environmental Manager of Apple took on the role of Chair of the Committee. The group undertook 2 meetings during 2020 to review the Battery EPR activities of the Scheme and get feedback from the different battery sectors and stakeholders.

A Proposal for a European-wide Battery Regulation was published in 2020 with ongoing consultation into 2021. This Regulation aims to be the first key legislative development under the European New Green Deal with taking a sustainable lifecycle approach, beyond waste management, for batteries. As a Regulation it will be prescriptive in its requirements for Ireland and all other Member States and is expected to be published by mid-2022.

Targets for portable waste battery recycling are proposed to significantly increase under this future Regulation. WEEE Ireland supports the Eucobat position, echoed by Battery Producer associations, on available-for-collection target setting for these battery types.



“ A collection target can only be adequate if it is related to the quantities of waste batteries available for collection ”

Eucobat proposes to define the collection target as a function of the quantities of “batteries available-for-collection”, rated at 65% of the batteries “put-on-the-market” (80% * 80%).

This concept has already been integrated into the new WEEE Directive, where a methodology for calculating collection rates based on WEEE generated should be developed soon. This methodology considers the differing life cycles of the batteries and of the appliances they are used in, as well as the market situation and saturation. It requires however the obligation for all actors to report to the national authorities and the obligation for the Member States to monitor all waste streams. The Producers remain responsible for accepting all waste batteries handed over to them.

Elements influencing the collection rate

When defining a collection target, one should take into account several elements that influence the

- Lifespan of batteries
- WEEE collection rate
- Removal of batteries from WEEE
- Impact of competition
- Interpretation of definitions
- General consumer awareness towards waste
- Density of the collection network
- Intensive consumer awareness campaigns ²¹



²¹ <https://www.eucobat.eu/news/proposal-regulation-batteries-and-waste-batteries-eucobat-position>

Events 2020

While meeting in person was not possible for most of 2020, the WEEE Ireland team engaged with Members and other stakeholders at many different online conferences, webinars and workshops, both to hear from Producers and ensure their views were represented in relevant discussions. These included:

CIRCULÉIRE launch

Irish Manufacturing Research's flagship circular economy initiative, CIRCULÉIRE - The National Platform for Circular Manufacturing was officially launched in November by Minister Eamon Ryan, Department of the Environment, Climate & Communications (DECC).

CIRCULÉIRE is a €4.5m public-private partnership co-created by IMR, and its three strategic partners; the Department of the Environment, Climate and Communications (DECC), the Environmental Protection Agency (EPA), EIT Climate-KIC and Founding Industry Members (MNC's and SMEs alike) from a range of sectors.

WEEE Ireland is one of 25 founding Members of CIRCULÉIRE and our Compliance Manager Elizabeth O'Reilly leads the team on leveraging support, expertise and opportunities from the platform to complement the Scheme's circular transition as required under the Waste Action Plan for all EPR schemes in Ireland.

CIRCULÉIRE is Ireland's 1st innovation network dedicated to accelerating the transition to the net-zero circular economy in Ireland and Ireland's first dedicated circular economy hotspot. IMR, as CIRCULÉIRE's secretariat, has signed an MOU with the European Hotspot Network, coordinated by Holland Circular Hotspot. This innovative and expansive network seeks to enable knowledge sharing and capacity building to leverage international best practice and accelerate the implementation of circularity around Europe and the rest of the world.



DECC CE Event

In October 2020 WEEE Ireland WEEE Ireland participated at the virtual Waste Circular Economy event where Minister Eamonn Ryan and DECC officials hosted key contributors and panel discussion on the delivery of Ireland's circular ambition.

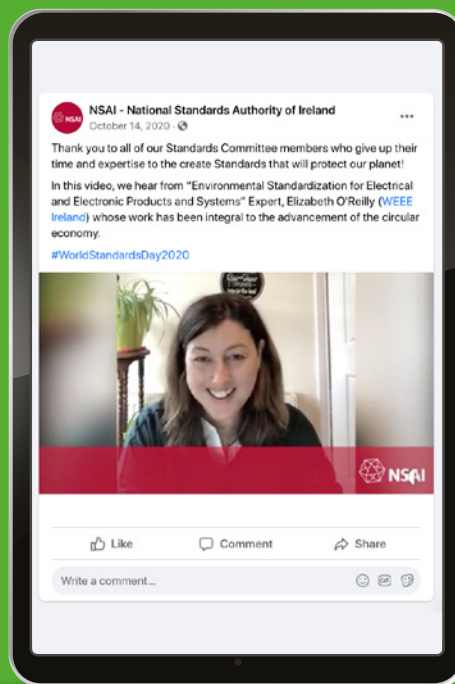
Leo Donovan, CEO presented on the success of the Scheme in developing a leading e-waste and battery recycling system in Ireland since 2005, and of the plans for the Scheme in delivering circularity solutions to Members and other Irish stakeholders.



NSAI National Standards Day

WEEE Ireland recorded a piece for NSAI as part of their online campaign for World Standards Day on Oct 14. This year's theme was 'Protecting the Planet with Standards'. Elizabeth O'Reilly highlighted the benefit of environmental standards from the point of view of a Standards national committee Member.

As an active Member of *NSAI ETC TC 22 Environmental Standardization for Electrical and Electronic Products and Systems*, WEEE Ireland inputs into the committee discussions and national voting on EN and IEC standards development on behalf of its Members. This includes the most recent WEEE standard; *EN 50614:2020 on Requirements for the preparing for re-use of waste electrical and electronic equipment*, which complements the full suite of quality recycling and recovery standards for e-waste now published in Ireland and across Europe.

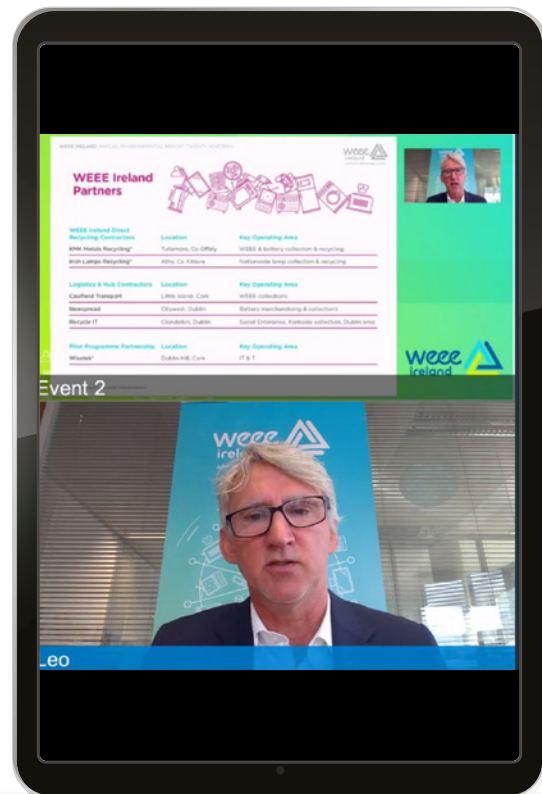


WEEE Ireland Members Conference & AGM 2020

On the 14th October, WEEE Ireland welcomed over 150 registered attendees to a morning of presentations and panellists at the Scheme's first online AGM and conference with interactive Q&A focused on the future direction of the Scheme and the Irish WEEE and Waste Battery system.

Due to pandemic restrictions the decision was made to hold a virtual event and while the WEEE Ireland Team regretted missing the opportunity to meet our colleagues, Members and wider network in person, the online format enabled more people to connect with us including many WEEE and Battery Stakeholders not based in Ireland. The event was hosted by the Compliance Manager Elizabeth O'Reilly.

We opened the event with a morning session dedicated to Members only, whereby the formal AGM for 2020 was held including the election of new Directors in accordance with the Scheme Corporate Governance Charter. The 2019 Annual Report was presented to the Membership along with the Annual Fee briefing.



Financing the Future; The WEEE Circular Economy



The main conference opened with an address by Commissioner's Virginijus Sinkevičius for International E-Waste Day 2020 and WEEE Forum infographics about e-waste.

International E-Waste Day was developed in 2018 by the WEEE Forum with the support of its Members. The day is used to raise the public profile of e-waste recycling and encourage consumers to recycle their e-waste with the resulting increase in e-waste recycling rates on the day itself and into the future.

WEEE Ireland is an active member of the WEEE Forum, collaborating with other national Schemes across Europe on continued development as a Centre of Knowledge and Excellence for e-waste management.

“ A record

53.6 million metric tonnes

(Mt) of electronic waste was generated worldwide in 2019, up 21 per cent in just five years, according to the UN's Global E-waste Monitor 2020. It is estimated that by 2030 this number will reach 74 Mt! Only 17.4 per cent of 2019's e-waste was collected and recycled. ”



WEEE Ireland Challenges & Opportunities in Financing the Future

The opening presentation of the 2020 Members Conference was given by Leo Donovan, CEO, who focused on the Scheme's results for 2019 and the 2020 strategy to develop Circular Economy activities and steer WEEE Ireland into the future, with particular emphasis on EPR finance.



“ The new future focus Scheme recognises the transformation that is happening across the EEE and Battery Sector to deliver a more circular economy and support resource efficiency at Irish and European level ”

Circular Economy New Waste Action Plan & EPR

WEEE Ireland was delighted to welcome Sorcha Byrne, Assistant Principal Officer, Waste Policy Unit, Department of the Environment, Climate and Communications (DECC), who presented the new national Waste Action plan for a Circular Economy and its implications on the Irish Extended Producer Responsibility system. WEEE Ireland engaged with DECC on behalf of its Members throughout the consultation for the WAPCE development and will have significant EPR commitments under the plan in the coming years.

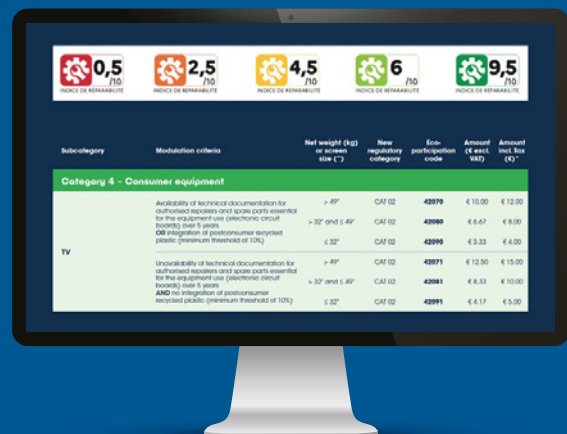


French Eco-modulation & Visible Fees in Action

Jean-Paul Auberger and Edouard Carteron joined us from France to present details of the Ecosystem Scheme's Eco-modulation and Visible fees programme. Their presentation highlighted the importance of these tools in Circular Economy developments in France as well as the collaboration needed in the French system to build the framework for reporting on these criteria by Producers.



Eco-modulation has been in place in France since 2010 and has evolved to apply to 12 product types and B2B EEE. Since the 1st of January 2021, France has also implemented an additional Repairability Index to be displayed in store and online for 5 categories of products (laptop, TV, washing machine, smartphone and mower). The index assesses 5 criteria (documentation, disassembly, availability of spare parts, price of spare parts and other product-specific aspects) to give a final grade out of 10 to each product.



Example of repairability index rating and modulated fees for TVs from the French Compliance Scheme Ecosystem

“ The eco-modulation criteria should be smart, stable over time and focused on the producers’ topics of concern; the framework should be as simple as possible and consistent from one country to another to enhance producers’ interest in this mechanism ”

Panellists - Producers and Trade Associations

Una Fitzpatrick from Technology Ireland at IBEC, Dermot Deely from Signify Ireland/Lighting Association Ireland and Ian Collins from Beko Ireland/White Goods Association joined the WEEE Ireland team for a discussion on the conference presentations from the perspective of Producers, and to answer questions from attendees.

We heard how Circular Economy and wider environmental issues are driving company policy across both Producer's global operations and how IBEC is developing a new Circular Economy group from across their industry Membership.

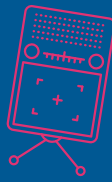
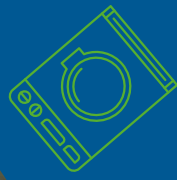
Challenges relating to repair and reuse, supporting training for new repair engineers in Ireland and questions related to insurances and warranties featured in the discussion.

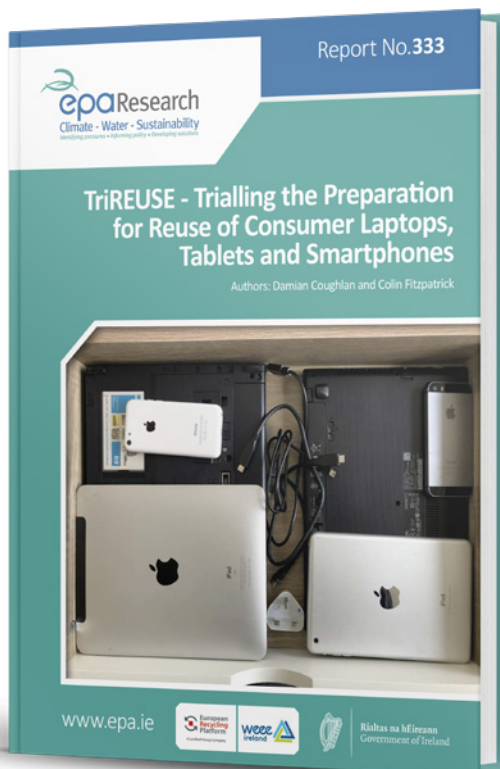
Section 2 of the Conference focused on Closing the Circle: WEEE Flows, and highlighted the research undertaken both in Ireland and more generally across the EU to ascertain WEEE Flows and increase recovery and recycling of WEEE parts.

WEEE Forum EPR 2020 - Distance to Targets

Pascal Leroy from the WEEE Forum highlighted the work being done by the Forum and partners during International E-Waste Day to drive awareness on the global WEEE challenge.

The topic of targets was also addressed in his presentation in relation to managing the unreported and in some cases unregulated WEEE flows outside of the Producer compliance Schemes in Europe. During 2020 the WEEE Forum published the All-Actors Approach paper and contributed to the UNITAR paper on WEEE flows and targets.

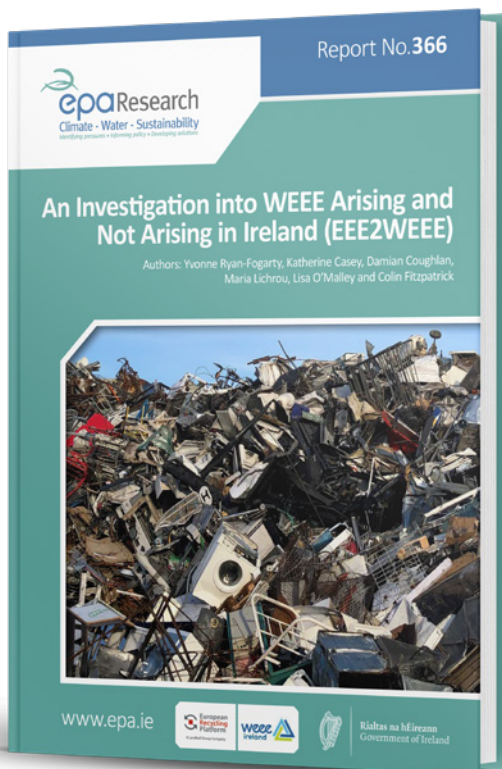




WEEE R&D 2020

WEEE Ireland has a co-funding agreement with the EPA on behalf of Members to advance R&D and policy development in the national WEEE System through the STRIVE research programme.

Dr Colin Fitzpatrick from University of Limerick presented at the WEEE Ireland 2020 conference on current research projects related to WEEE Flows, including **TriREUSE**²² (Trialling the Preparation for Reuse of Consumer Laptops, Tablets & Smartphones), **EEE2WEEE**²³ (Exploring Complimentary WEEE Flows in Ireland), **ExportEEE** (An Assessment of used EEE exports from Ireland) and **LongWEEE**, which will “*project the future volumes and financial flows related to long-life emerging technologies such as solar PV and electric vehicle batteries and, thus, enable decisions that will contribute to the long-term sustainable management of WEEE in Ireland.*” The latter 2 project reports will be published in 2021.



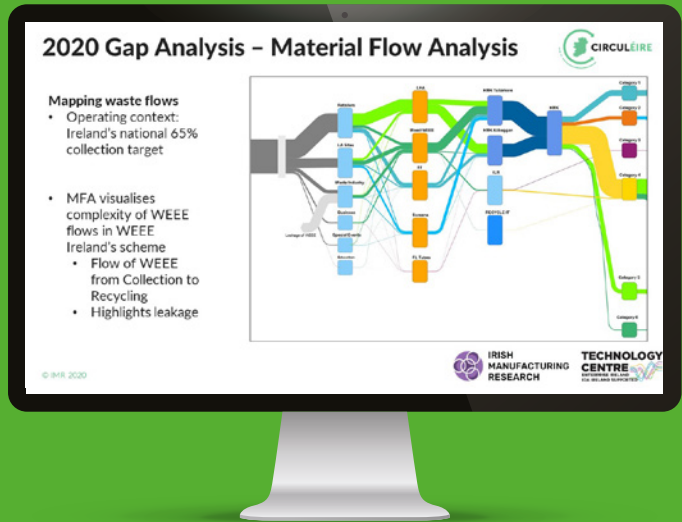
²² <https://www.epa.ie/publications/research/waste/research-333.php>

²³ <https://www.eee2weee.ie/eee2weee-report>

Producer Circularity

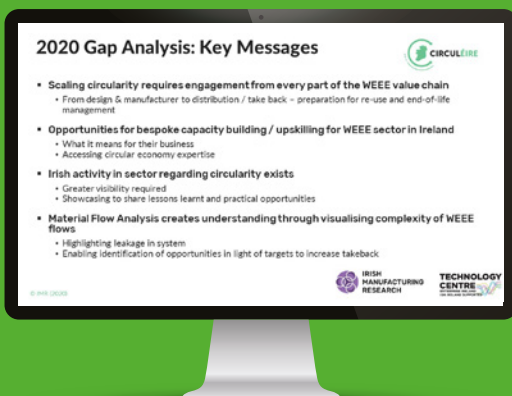
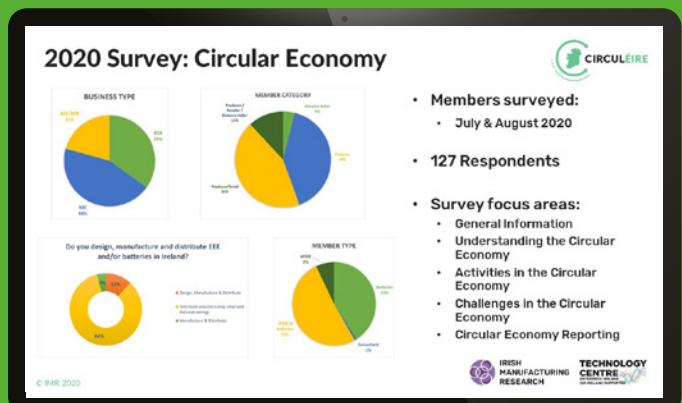
Scheme Material Flow

During 2020 the Scheme began to survey Members on their own circular activity with a view to building new reporting programmes to highlight these Producer led activities. The Scheme worked with IMR's e-waste expert Dr Damian Coughlan to review this data alongside the mapping of WEEE collection flows as a baseline for further improvements in takeback volumes and recovery programmes.



Members Circularity Survey

Early review of the feedback from the Circular Economy survey, conducted in Q3 2020 in partnership with CIRCULÉIRE on 127 WEEE Ireland Members; showed many of our SME Members needed more direction in this area. They requested more support, guidance and training in understanding and transitioning to Circular Economy models across their business. Lack of information was cited as one of the main barriers to their company transitioning to a circular economy, before costs and lack of resources.



Circular Innovation

WEEE Ireland was the first successful project lead applicant for the new CIRCULÉIRE innovation fund. This ring-fenced fund is dedicated to implementing systems-level innovation demonstration projects which prove the value of the circular economy and contribute to de-risking Irish investments in circularity.

The Scheme and its project partners were awarded funding for two separate projects:

Skillset for a Circular Economy: White Goods Repair training programme

Project undertaken in partnership with FIT, an industry-led training initiative and registered social enterprise charity, and the White Goods Association, which represents major OEMs and distributors of white goods products in Ireland. The aim of the Skillset project is to help develop an industry-accredited and standard-based repair training programme – to train young people or those looking to retrain later in their careers, to repair white goods that would otherwise end up as electrical waste.

Development of this program will focus attention on repair and reuse, at the top of the waste hierarchy. Increasing the amount and skills of technicians being trained on a year-by-year basis will increase the capacity for transformation in the sector. The long-term aim of the programme is for the repair engineers pilot programme to gain accreditation on the QQI framework of qualifications and continue under the auspices of FIT and the ETBs (Education and Training Boards).

LLLB: leading the charge on lithium battery reuse solutions

The Long-Life Lithium Battery (LLLB) innovation fund project aims to identify and isolate damaged modules from existing waste lithium battery flows in Ireland and investigate the potential for refurbishment and reuse of undamaged modules. It is envisaged that through training of battery operatives in Ireland to develop a new skillset and knowledge base for environmental management of these batteries in Ireland.

Currently waste and damaged lithium batteries arising in Ireland must be shipped elsewhere in Europe for downstream recycling and recovery at high cost, with health and safety concerns due to the potential energy still contained after their first use phase. The pilot project in partnership with KMK Metals Recycling and Wisetek was successful in its application for CIRCULÉIRE innovation funding in 2020 and aims to deliver results in 2021 subject to Covid-19 restrictions.



Financing Extended Producer Responsibility



“Member States shall ensure that Producers provide at least for the financing of the collection, treatment, recovery and environmentally sound disposal of WEEE from private households that has been deposited at collection facilities...”

WEEE Directive 2012/19/EU



WEEE Ireland invoices Producers directly to meet their financial obligations under the WEEE and Battery Regulations in Ireland. Details of the applicable fees for WEEE Ireland Members to support their Extended Producer Responsibility (EPR) are provided to Producers on application to the Scheme and during the annual renewal of details. Fees are agreed 1 year in advance by the Board of Directors subject to market conditions and contingent events and discussed at an annual Members' Fees Briefing event.

Producers report online each month to the Producer Register Ltd Blackbox. WEEE Ireland provides fee calculation details to the Blackbox which are calculated against each submission. Invoicing information pertaining to B2C EEE and Battery reporting is provided to the Scheme for its list of Members each month. Accuracy of submission is extremely important to both Producers and the Scheme in the calculation of fees.

Fee Types

Joining Fee

WEEE Ireland charges a once off joining fee to Producers when they sign up to the terms and condition of Membership of WEEE Ireland. Applications are submitted online, and to facilitate a cost effective and efficient system the Scheme sends out its Rules of Members contract and direct debit forms online for digital signature.

Annual Membership Fee

An Annual fee is charged for each year the Producer has applicable obligations under the WEEE and/or Battery Regulations in Ireland. Each year, Members are obliged to renew their Membership with WEEE Ireland and update their company details and contact information through an online form. The Annual Fee is invoiced when Members renew during Q1 each year.

Joining and Annual Fees are determined by the details provided by new and existing Members during the online Membership Joining and annual Renewal process. Discounts are available to Producers with smaller turnovers and to all Members who sign up to direct debit payments.

Electronic Electrical Equipment (EEE) & Battery Fees

Each month Members must report online the units and weights of EEE and weights of batteries they placed on the market in Ireland as a Producer to the Producer Register Ltd Blackbox. The Environmental Management Costs will vary depending on the category of EEE or Battery chemistry type reported and may be charged by weight or unit. Most categories operate a Pay As You Go (PAYG) model, which means the Producer pays for the cost of recycling when they place the EEE on the market.

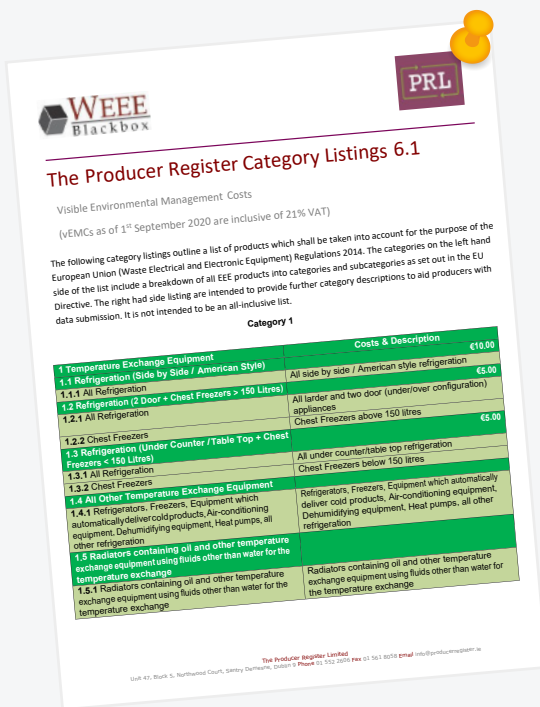
Compliance Management Costs (CMCs)

Certain subcategories operate a Pay-As-You-Takeback (PAYT), which means the Member pays a compliance-only fee when they place the product on the market. They then pay the full recycling cost when the WEEE/ Batteries are taken back, for example heavy weight long life lithium batteries used in electric cars or some storage applications. Industrial and Automotive lead acid batteries are also subject to CMCs.

Visible Environmental Management Costs (vEMCs)

Some EEE products have a visible fee which is shown to the customer in addition to the RMCs. The vEMCs have been approved by the Producer Register Limited (PRL) to assist in the funding of stakeholders involved in the direct take back of EEE and a contribution to the EPA. The vEMCs and details of all EEE categorisation in Ireland are published in the Producer Register Ltd Category listing available on their website

www.Producerregister.ie



Recycling Management Costs (RMCs)

Non-visible Recycling Management Costs (RMCs) are agreed by the Board of Directors and applicable across most subcategories of B2C reported EEE (household and dual use devices) and Batteries.

Transparency

WEEE Ireland publishes a detailed financial report to its Members distributed in advance of the Annual General Meeting. An extensive financial report is supplied to the DECC each year as part of the Scheme's Approval criteria. WEEE Ireland maintains divisional accounts to support separation of sector income across the WEEE categories and between WEEE and Battery expenditure. The required accounts are filed with the CRO in accordance with company law following an independent audit each year. An annual Fees Briefing reviews sector specific expenditure and challenges with Members, and gathers feedback on the proposed fees for the subsequent years.

Cooperation Agreements

In 2014 the new WEEE Regulations included provision for visible EMCs as well as cooperation agreements for WEEE Schemes to contribute to stakeholder costs. The Scheme is mandated under its Approval to provide funding to Electrical Retailers and Local Authorities to support their roles as WEEE collection points. WEEE Ireland also contribute to the We'll Take it Back Retailer Marketing fund. Funding is also provided to the Environmental Protection Agency to support their enforcement, research, and development programmes.



Together, **WEEE** can make a difference



Contributions	Description	€*	Benefit
Retailer <i>We'll take it back</i> Communication Programme	This programme drives a unified communications message from key electrical retailers on takeback with no purchase necessary and supports contributions to segregation and separation costs for WEEE collected	750,000	Acknowledges the role retailers play in maintaining a takeback network of collection points for consumers in keeping with their distributor obligations
Local Authority WEEE Fund	Contributions to Local Authorities for takeback to the network of 100plus CA Sites where WEEE can be taken back free of charge by consumers	1.2 million	Supports municipal WEEE collection facilities at Civic Amenity sites nation-wide.
EPA Enforcement and R&D	Provides funding towards WEEE enforcement and guidance programmes by the OEE and supports EPA Strive WEEE and Battery focused research	250,000	Supports a collaborative approach with industry engagement

**These contributions are from both WEEE EPR Schemes in Ireland. WEEE Ireland contributes based on its market share -77% for 2020. WEEE Ireland operates and additional back door contribution programme with retailers to support quality management of WEEE on-sites.*

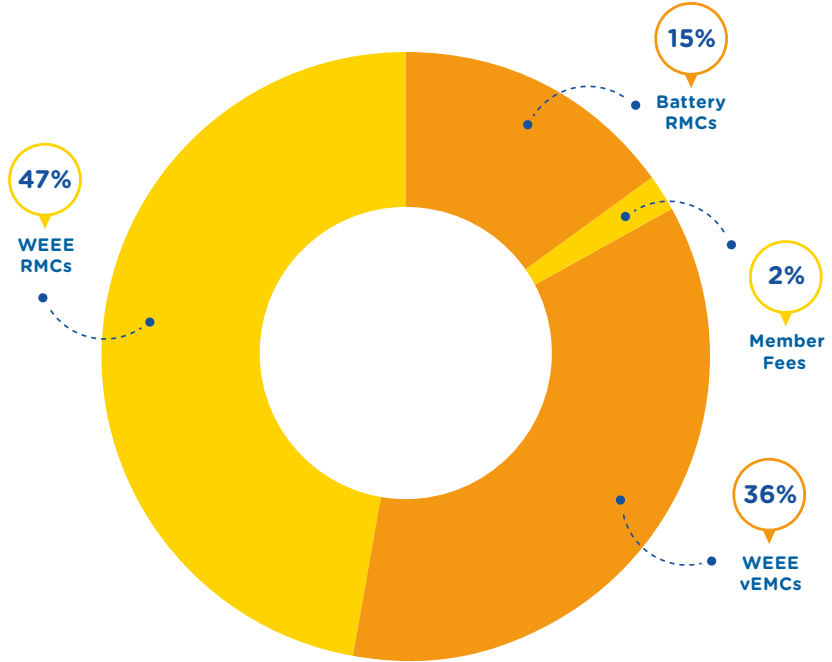


2020 Audit Report

The Scheme's Financial audit was successfully undertaken by the independent external auditors in April 2021 and financial statements for 2020 will be filed within the CRO time guidelines. Financial reports are provided to all Members in advance of the AGM each year.

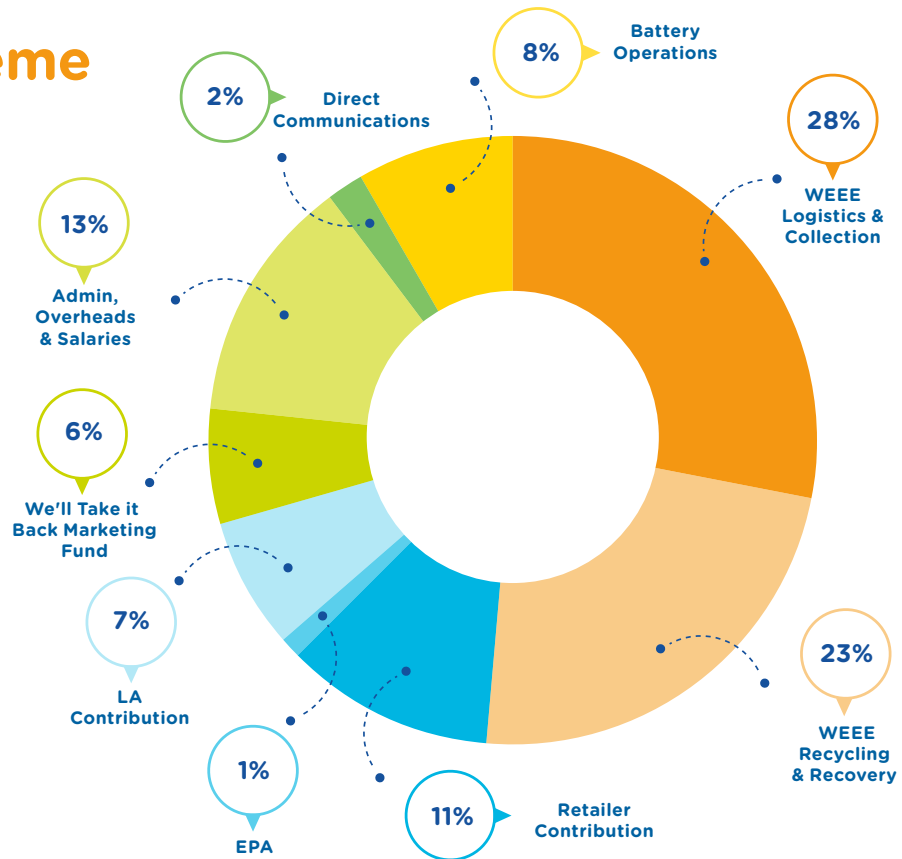
Composition of WEEE Ireland Membership Fee Income

Income %



Composition of WEEE Ireland Scheme Expenditure

Expenditure %



WEEE and Battery Costs

The core of WEEE Ireland's expenditure is the environmental management of the waste streams on behalf of Producer Members. The provision of infrastructure and careful route planning to efficiently manage takeback along with contract management, is overseen by the WEEE and Battery Operations Teams at WEEE Ireland. Quality treatment supports resource efficiency, it ensures hazardous materials are managed and resources recovered.

Logistics, depollution of hazardous material and the heterogenous nature of the e-waste and waste battery stream all impact the necessary costs WEEE Ireland manages on behalf of its Members. The resulting recovered resources from treatment processes can have value but is significantly impacted by the variable global commodities markets, which are outside of the control of WEEE Ireland.

The Scheme is also mandated under its Approval to cooperate on national programmes and spend significant amounts on communication campaigns to promote awareness of the WEEE and Battery recycling and recovery messages among Members, stakeholders, and the wider public.



Future Financing

WEEE Ireland is operating under a 7-year financial model 2014-2021, under its current Approval by DECC; agreement was reached on extending this model end of 2022. The cessation of the current model will coincide with new requirements to be developed for new EPR requirements, including the possible eco-modulation of compliance fees in Ireland.

WEEE Ireland supports the continuation of a visible fee option for suitable products to support a sustainable financing model; including partnership programmes, high-quality treatment infrastructure, and to help achieve mandated targets and new circular ambitions.

A visible fee option which incorporates eco modulation can bring wider awareness to the supply chain and end users on environmental criteria and incentivise Producers to continue to develop and market more sustainable products. During 2020 WEEE Ireland began work with our WEEE Forum colleagues and European Producer Associations to explore the practical implementation of harmonised eco modulation criteria by Compliance Schemes, with a view to presentation to the European Commission by the end of 2021.

“Criteria underpinning the modulation of fees must be harmonised at EU level and coherent with existing EU legislation and related European and international standards... Modulated fee criteria should be simple, auditable and enforceable as well as enforced... Modulated fees criteria must be defined in close consultation with the relevant stakeholders, and in particular, with Producers.”²⁴



²⁴ Joint industry comments on modulating Producers' financial contributions for Waste Electrical and Electronic Equipment https://WEEE-forum.org/wp-content/uploads/2019/07/Joint-industry-comments-modulation-of-Producers%E2%80%99-financial-contributions-for-WEEE_2019_07_25_final.pdf

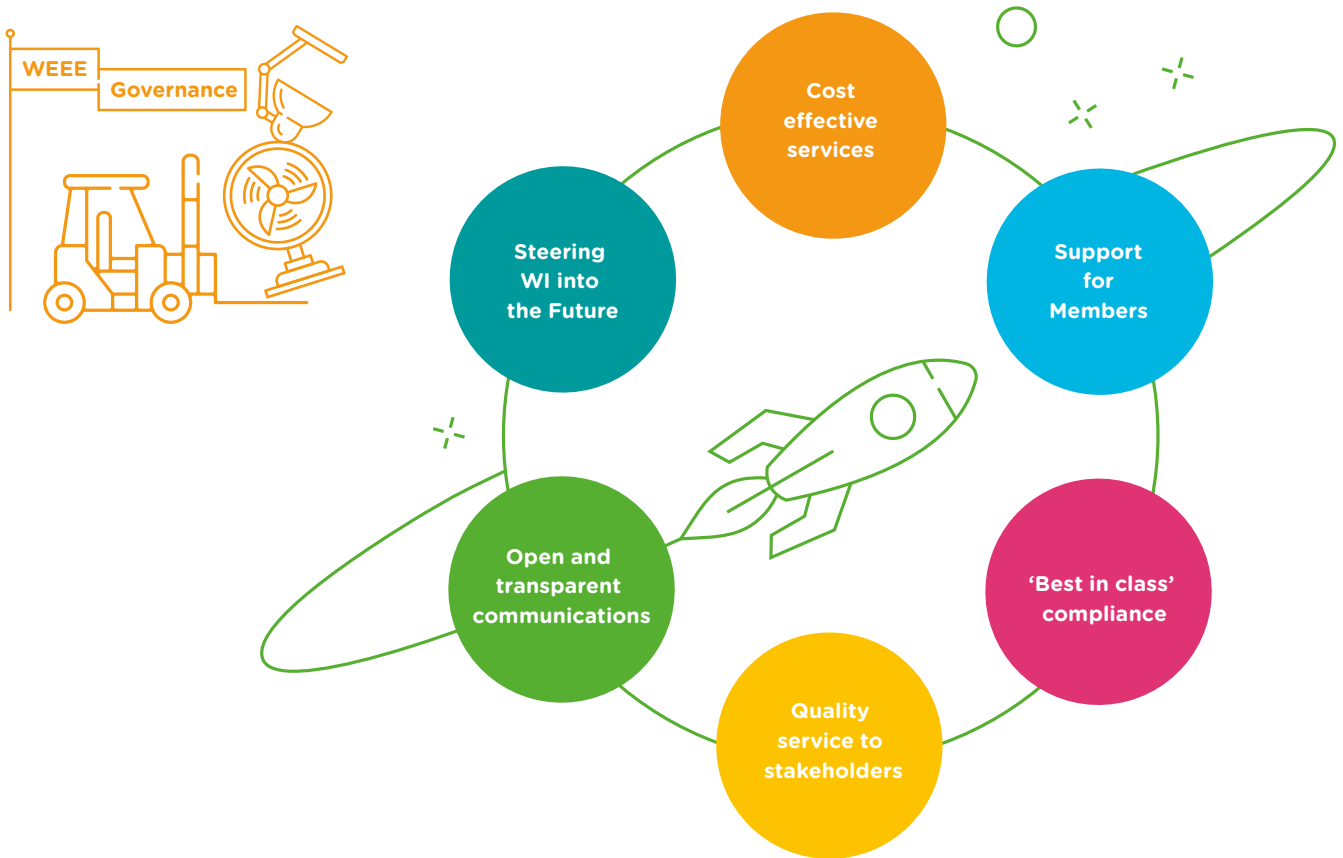
Governance



WEEE Ireland is a not-for-profit organisation, limited by guarantee, owned by its Members, committed to delivering cost effective, quality compliance services to Producers. The governance structures ensure that the Scheme achieves its strategic goals while meeting all relevant regulatory requirements as laid out in the WEEE and Batteries Regulations and Scheme Approval. Maintaining a high standard of corporate governance is a priority for the Directors of WEEE Ireland alongside effective risk assessment and control procedures and performance management measures.

In line with corporate governance policy and Scheme Approval, WEEE Ireland operates a ‘term-of-office rotation’ system for Directors, along with controls on sector and independent representation to support the oversight function of the Board.

During 2020 two Directors left the Board – Thomas Barillot and Aine Higgins, and two new Directors joined – Dermot Deely and Brenda McEvoy.



“ The new future focus Scheme recognises the transformation that is happening across the EEE and Battery Sector to deliver a more circular economy and support resource efficiency at Irish and European level ”

Company Officer Meetings

There were 5 meetings of Board of Directors in 2020 with an additional Strategy Development meeting held in June, and 95% attendance across the year. Additional ad hoc meetings were called on special topics as required throughout the year. The Audit & Finance committee met on twelve occasions with a new Remuneration Committee process developed during that time and with Committee meetings to be held for this function in 2021.

Due to the circumstances of Covid-19 the AGM was delayed until later in the year and was held online in conjunction with a fee briefing for Members only, immediately followed by an open conference event for all interested stakeholders on the **14th October 2020**.

Internal Committees 2020

Two procurement committee meetings were held to support contract and tender functions with both Directors and Management team involvement and a focus on green procurement including EN Standard implementation and managing cost effective and quality outputs during the pandemic.

Two Battery steering committee meetings were held with this committee involving Directors, Management and Executive Team and representatives from across the Battery membership and trade associations.

One Remuneration Committee meeting took place involving Directors only to review and make recommendations to the Board on all aspects of remuneration throughout the company.

2020 WEEE Ireland Board of Directors



Mr Thomas Barillot

Role:
Appointed:
Company:
Representing Category:
2020 Committee:



Mr Richard Broderick

Role:
Appointed:
Company:
Representing Category:
2020 Committee:



Mr Leo Donovan

Role:
Appointed:
Company:
2020 Committee:



Mr Dermot Deely

Role:
Appointed:
Company:
Representing Category:
2020 Committee:



Mr Johnny Dunne

Role:
Appointed:
Company:
Representing Category:
2020 Committee:



Mr Brian Flood

Role:
Appointed:
Company:
Representing Category:
2020 Committee:



Ms Aine Higgins

Role:
Appointed:
Company:
Representing Category:



Director
 May 2015 until October 2020
 Apple Distribution International
 IT&T, CE, Batteries
 Batteries



Mr Fergus Johnston
 Role: Director
 Appointed: June 2017
 Company: Whirlpool Ireland Appliances
 Representing Category: LHA

Director / Vice Chairperson
 June 2017
 Independent (WGA)
 LHA
 Procurement, Remuneration



Ms Niamh Laing
 Role: Director
 Appointed: June 2016
 Company: Panasonic Marketing Europe
 Representing Category: LHA, CE, Batteries
 2020 Committee: Finance, Remuneration

Director / CEO
 2005
 WEEE Ireland
 Finance, Procurement



Ms Brenda McEvoy
 Role: Director
 Appointed: October 2020
 Company: Apple Distribution International
 Representing Category: IT&T, Batteries
 2020 Committee: Batteries, Remuneration

Director
 April 2020
 Signify Ireland
 Lighting
 Procurement



Mr Declan Moylan
 Role: Director / Chairperson 2017
 Appointed: January 2016
 Company: Independent
 Representing Category: Independent
 2020 Committee: Finance

Director
 June 2017
 Glen Dimplex
 LHA, SHA, SME
 Remuneration



Mr Cel O'Reilly
 Role: Director
 Appointed: June 2005
 Company: Independent (Lighting)
 Representing Category: SHA, LE, Batteries
 2020 Committee: Finance, Procurement

Director
 June 2017
 Origo Ltd.
 SHA, Tools, Batteries, SME
 Procurement



Mr David Tyrrell
 Role: Director
 Appointed: March 2017
 Company: Independent
 Representing Category: Independent
 2020 Committee: Procurement

Director
 June 2018 until December 2020
 Siemens Ltd.
 IT&T

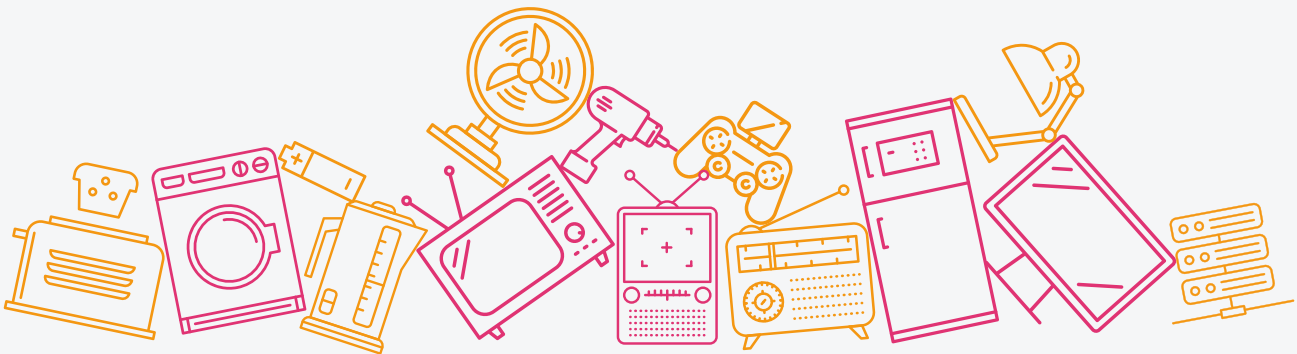
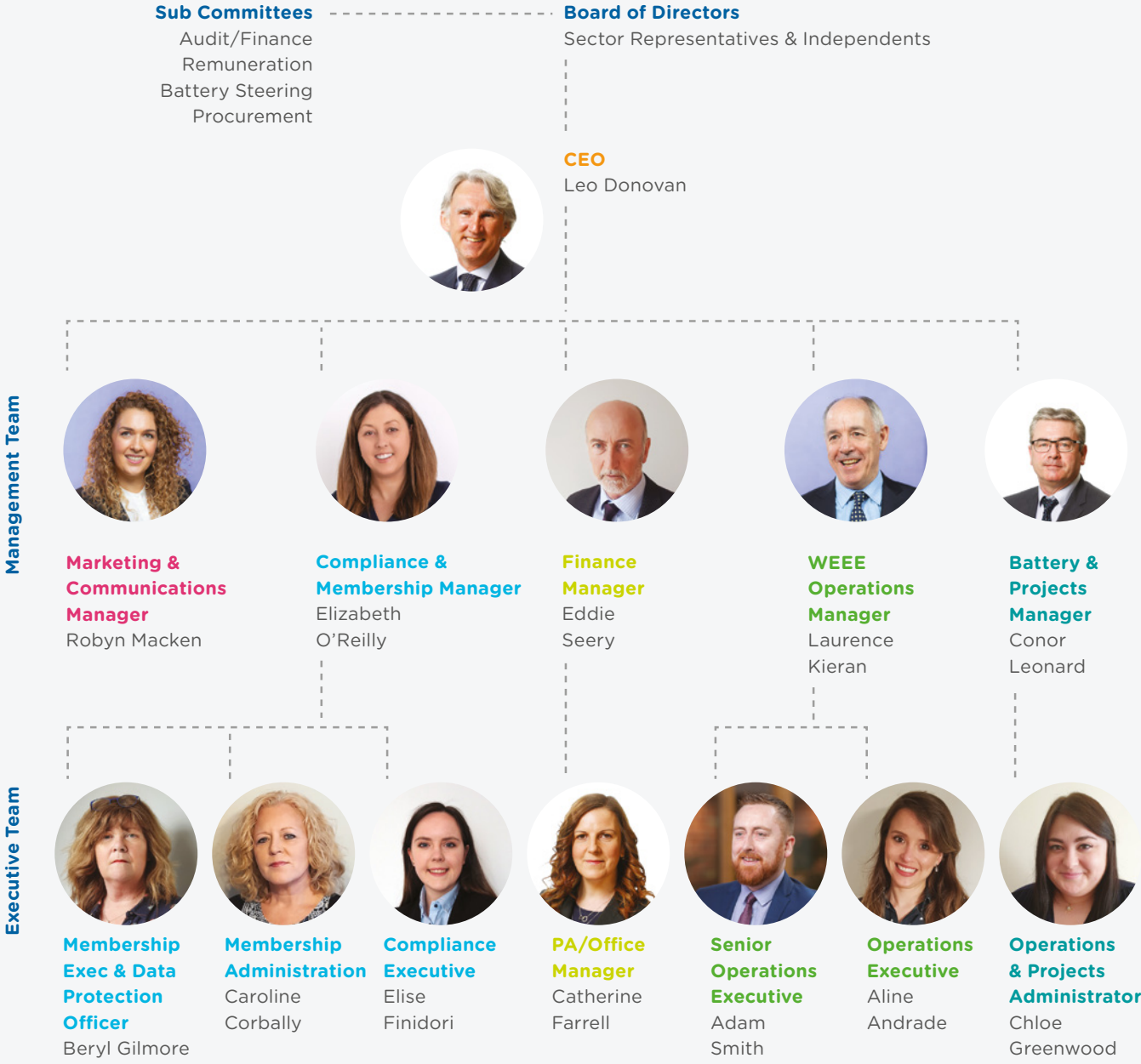


Mr Herbert Sharkey
 Role: Director
 Appointed: January 2018
 Company: BSH Home Appliances
 Representing Category: LHA, SHA
 2020 Committee: Finance, Remuneration

Professional Team

The WEEE Ireland team is dedicated to delivering excellent service on behalf of its Producer Members. The team brings together a varied set of skills to coordinate the various operational aspects of the Scheme.

During 2020 like so many of our Members and other companies we had to change how we operated from an office base in Leopardstown County Dublin to remote working. Despite the wholesale change in how we connect and communicate with our colleagues and stakeholders the WEEE Ireland team carried out more meetings, processed more call requests and managed more programmes than anyone year to date.



Appendices



Appendix I

WEEE Ireland Partners 2020

WEEE Ireland Direct Recycling Contractors

	Location	Key Operating Area
KMK Metals Recycling ²⁵	Tullamore Co. Offaly and Kilbeggan Co. Westmeath	WEEE & battery collection & recycling
Irish Lamp Recycling ²⁶	Athy, Co Kildare	Nationwide lamp collection & recycling

Logistics & Hub Contractors

	Location	Key Operating Area
Caulfield Transport	Little Island, Cork	WEEE collections
Newsread	Citywest, Dublin	Battery merchandising & collections
Recycle IT	Clondalkin, Dublin	Social Enterprise, Kerbside collection, Dublin area

Pilot Programme Partnership

	Location	Key Operating Area
Wisetek ²⁷	Dublin Hill, Cork	IT & T

Appendix II

B2C WEEE Takeback Rate WEEE Ireland 2020

Category	Description	POM	POM	POM	POM	WI	WI %
		2017	2018	2019	2020	Takeback	Takeback
		Tonnes	Tonnes	Tonnes	Tonnes	2020	2020 3yr
						Tonnes	POM ²⁸
							%
1	Temperature Exchange	8,936	9,654	11,242	13,396	6,271	63%
2	Screens	3,072	3,536	4,878	7,228	3,543	93%
3	Lamps	1,899	1,863	1,257	1,225	318	19%
4	Large Appliances	27,240	27,575	33,404	36,307	21,764	74%
5	Small Appliances	16,145	16,347	15,957	19,923	5,901	37%
6	Small IT&T	2,602	2,845	2,757	3,018	927	34%
	Total	59,894	61,820	69,495	81,097	38,724	61%

²⁵ Certified to WEEELABEX quality treatment standard

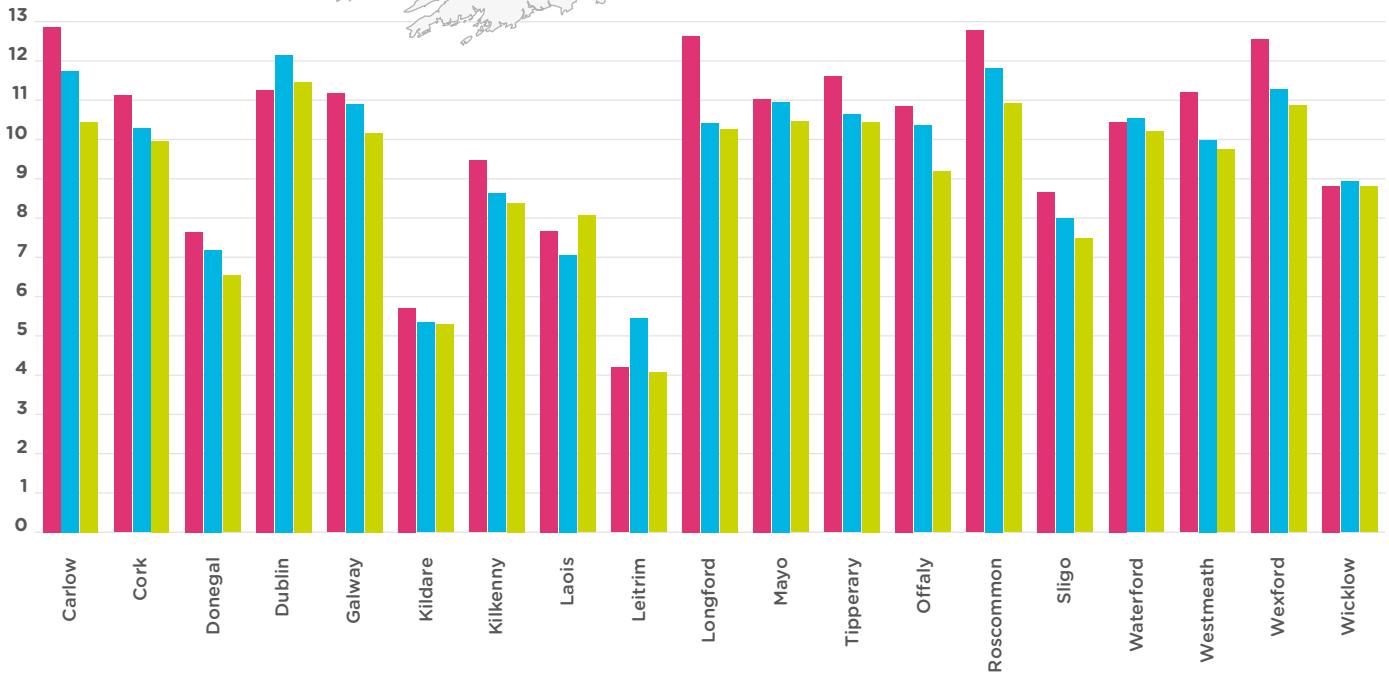
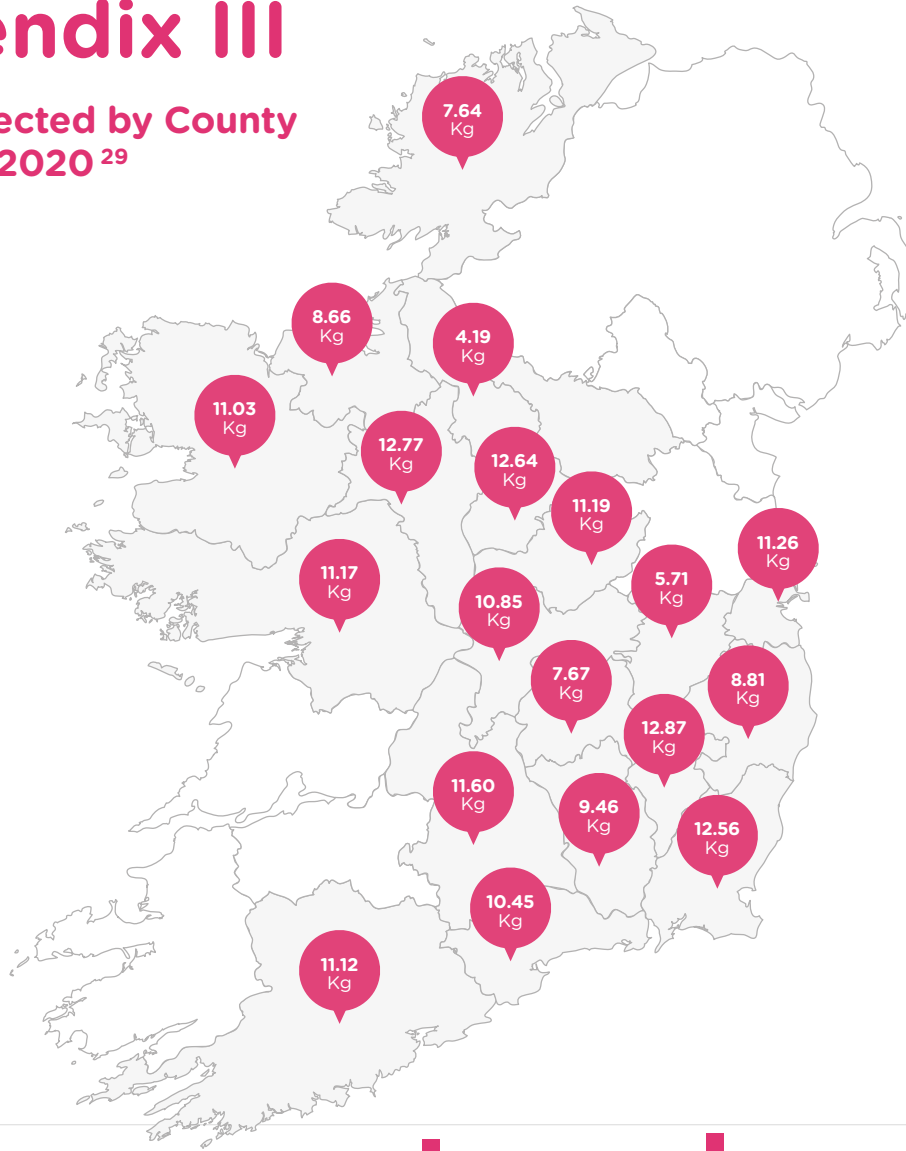
²⁶ Certified to WEEELABEX quality treatment standard

²⁷ Certified to WEEELABEX quality treatment standard

²⁸ based on allocated 6 category data for 2017 and 2018 as prior to 2019 reporting of placed on the market data was done in 10 categories

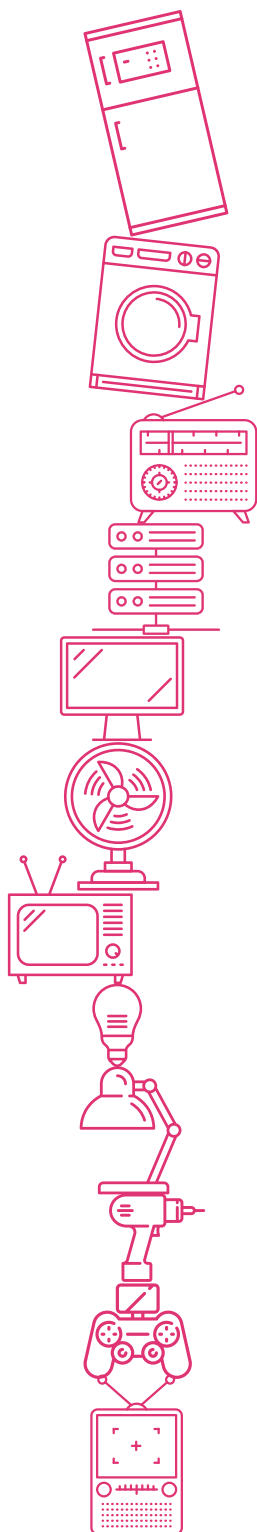
Appendix III

WEEE Collected by County kg/person 2020²⁹



²⁹ Population within WEEE Ireland Collection area based on 2016 Census www.CSO.ie

Appendix IV - Member Listing 2020



360 Degrees Cycles Ltd
3M Ireland Ltd.
A AABound Ltd
A&J MOBILE PHONE LIMITED
A. Hartmann & Son Ltd
A.J.M. Multiple Services
A.P. Haslam Ltd.
A.R.O'HARE & CO LTD
AB Power Systems Ltd
Abacus Systems & Networks Ltd.
Abbott Laboratories Ireland Ltd.
ABC Abrasives Ltd.
Abudantia Ltd
Accora Limited
ACCU-SCIENCE IRELAND LTD
ACEC Distributors Ltd
Acoustic Technologies Ltd
Actavo Group (Ireland) Limited
Action Alarms Ltd
Active Energy Control Ltd
Adidas (Ireland) Limited
ADT Fire & Security Limited
AEF Limited
Aereco Ltd
Agfa Ltd
Agfa NV-Ireland Branch
Agilent Technologies Ireland Ltd
AGRI HEALTH LTD
Ailesbury Commercial & Industrial Security Ltd
Airmount Beauty
AKH Concepts Limited
Alavina Investments Ltd
Alcon Eye Care UK Ltd
Aldi Stores (Ireland) Limited
Allegro Ltd.
Allergan Pharmaceuticals International Ltd
Allied Imports Ltd.
AlphaTheta EMEA
Alumina Lighting Ltd
AM Dunne & Son Ltd
Amazon Data Services Ireland Limited
Amazon EU Sarl
Ambassador Communications Ltd
American Video Equipment (Europe) Ltd
Amway (UK) Ltd
Analab Analytical Laboratory Supplies Ltd
Anixter Distribution Ireland Ltd
Anker Technology (UK) Ltd
Ann Summers Ireland (retail) Ltd
Ansell Sales & Distribution Republic of Ireland
Anthony Tully Components Ltd
Anveck Ltd.

Appendix IV – Member Listing 2020

Apple Distribution International
 Appliance House Ltd
 ARA MOTORS AZRB LTD
 Arc Tec Welding Ltd
 Arco Safety Limited
 Ardham Ltd
 Ardilaun Electrical Services Ltd
 Argos Distributors (Ireland) Ltd
 Arista Networks Limited
 Arjo (Ireland) Ltd
 ARKPHIRE IRELAND LTD
 Armstrong Electronics Limited
 Arrow Central Europe GmbH
 Arrow Emergency Lighting Ltd
 Ash Technologies Ltd.
 Ashgrove Interparts Ltd
 ASOS.com Limited
 ASSOCIATED HARDWARE PLC
 Astral Healthcare Limited
 Atlantic Home Care Ltd
 Atlantic Surgical Ltd
 Audi-Lab Hearing Specialists Ltd
 Aurora Lighting Ltd
 Auto Body Craft Ltd
 AUTO DIESEL ELECTRIC LTD
 Automated Technical Controls Ltd
 Automatic Identifications Systems Ltd
 Automation Supplies Ltd
 Automobile Power Ltd
 AVA Systems Ltd
 Avaya International Sales Ltd
 Avcom Audio Visual Communications Limited
 AVONMORE ELECTRICAL CO LTD
 Azette Ltd
 B S Lewis Limited
 B&G LTD
 B&Q Ireland Ltd
 B&R Industrial Automation Ltd
 B&W Group Ltd
 B. Braun Medical Ltd
 Baker Hughes EMEA UC
 Balsam International Unlimited Company
 Bamed AG
 Banaghan & Co. Ltd
 Bandon Motors (Bandon) LTD
 BARB ELECTRICAL CO LTD
 Barco N.V.
 Bard Limited
 Barker Photographic Ltd
 Barlo Motors Ltd
 Batteryman Distribution Ltd
 Bayer Ltd.
 BBikesIreland
 BEAUMEX UNLIMITED COMPANY
 Beauty Features Limited
 Beauty Savers International Ltd.,
 Bechtle Direct Ltd
 Beckman Coulter Diagnostics Ltd
 Becton Dickinson U.K. Ltd
 Beechfield Healthcare Ltd
 Beechill Enterprises Ltd
 Beko plc
 Bellew Electrical Ltd
 BENNERS GARAGE LTD
 Bering Time ApS
 Berkel Ireland Limited
 Better Energy Management Ltd
 Bewleys Limited
 BHC Distributors Ltd
 Bike24 GmbH
 Billy Moran & Son's Ltd
 BioMérieux UK Ltd
 Bio-Sciences Limited
 Bixelon Europe GmbH
 Black Diamond Equipment Europe GmbH
 Blackstone Motors Limited
 BLUESTONE SALES & DISTRIBUTION LTD
 BMW Automotive (Ireland) Ltd
 BNR LTD
 BOC Gases Ireland Ltd
 Bodel Distributors Ltd
 Boland and Walsh Car Sales
 Bond Touch Inc.
 Bord Gáis Energy Ltd.
 Bose SMS Ltd
 Box Ltd
 Boxine GmbH
 BP MULTIPAGE LTD
 Brainlab Sales GmbH
 Brand Addition Ireland Ltd
 Brandon Marketing Ltd.
 Brendan Doyle Motorcycles
 BRETT SUPPLIES LTD
 Brighter Image Ltd
 Britelux Lighting Limited
 British Telecommunications Plc
 Broadcast Technical Services Ltd.
 Brother International Europe Ltd
 Brother Ireland DAC
 Brown Thomas & Co Ltd
 BSH Home Appliances Ltd
 BT Communications Ireland Limited
 Burke Bros Son & Co. Ltd
 Bushell Interiors Ltd

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Business Electronic Equipment Ltd
Buy It Direct Ltd
Byrnes Electrical Wholesale Ltd
C&F Quadrant Ltd
C. & J. CLARK INTERNATIONAL LIMITED
C. Josef Lamy GmbH
CAA Security Systems
CAB Motor Company Ltd
Cailin Celtic Jewellery Ltd
Calpeda Pumps (Ireland) Ltd
Camera Centre Dublin Ltd
Camsaw Distributors Ltd
CANON EUROPA N.V.
Canon Ireland Business Equipment Ltd
Capital Water Systems Ltd
Capralux Ltd.
CapsuleTech SAS
Card Factory Ireland Ltd
Cardiogenics Ltd
Care About You Ltd
caresyntax GmbH
Cargotec Ireland
Carnival Corporation
Carnival Trading Company Ltd
Carr Sewing Machines Ltd
CASSIDY ELECTRICAL SUPPLY CO.
Cassidy Motors
CASTLE ELECTRICAL FACTORS LTD
Castle Mechanical Handling Co Ltd
Cathal Duffy Ltd
CAULFIELD INDUSTRIAL UNLIMITED COMPANY
CCTV Systems Blessington Retail
CDW-I IT Solutions Ltd
Cell Again Ireland Limited
Celtic Surveys Ltd
CH MARINE LTD
Chadwicks Group
Change Healthcare Ireland Solutions Limited
Char-Broil Europe GmbH
ChargePoint Network (Netherlands) B.V.
Charles Hurst Dublin Ltd
Charlie Shiels Ltd
Chauvet Europe Ltd
Cheetah Electronics Ltd
Chronotherm Controls Ltd
Chubb Ireland Ltd
Cisco International Ltd Ireland Branch
Citrix Systems UK Limited
Claire's Accessories UK Ltd
Clardex Systems Ltd
Clarity Computer (Distribution) limited
Classic Hardware Limited
Clenli Direct Ltd
Clifford Electrical Wholesalers Ltd
climote Limited
Clonee Wholesale Electrical
Clover Portugal, LDA.
CMS Distribution
CobiNet – Fernmelde- und Datennetzkomponenten GmbH
Coca Cola HBC Ireland Ltd
Codec-dss Limited
Codex Ltd
COFFEY HEALTHCARE LTD
Cogans Garage Limited
Cognex Ireland Ltd
Coleman Electronics Ltd
COLIN HARRISON CARS LTD
Colton Motors Ltd
Combilift Unlimited Company
Component Distributor (CD Ireland) Limited
Comvoc Technologies
Conns Cameras (grafton arcade) Ltd
Convatec Healthcare Ireland Limited
Cook Ireland Ltd
Cooney Electronics Ltd
Corajio Unlimited Company
CORE ELECTRICAL LTD
Corkery Dowd Ltd
Corry's Ironmongery Limited
Costard Investments Ltd
Craig Matthews T/A Valuecoms
Crean Solutions Limited
Creative Academy & Spa Ltd
Creative Retail Distribution
Creative Technology (Audio Visual) Ireland Ltd
CRQ Limited
Crunchy Crew Ltd
Crystal Media Ltd.
CTS Systems
Cucina Ltd
Current Lighting Limited
Curvature LLC
Cycle-Union GmbH
Cylon Controls Ltd
D & P Multimedia Products Ltd
D RYAN ENTERPRISES
D.H Meters Ltd
DACTEC Ltd
DAF Distributors Ltd.
Daikin Europe NV
Daktronics Ireland Co. Ltd
DALY INDUSTRIAL SUPPLY CO LTD
Dalys Electrical

Appendix IV – Member Listing 2020

Damovo Ireland	DYSON IRELAND LTD
Danfay Limited	E Fox Engineers Ltd
Danfoss A/S	E. J. BODKIN & CO LTD
Darlo Enterprises	EA Accessories Ltd
Datapac Unlimited Company	EA SYMMONS LTD
David Curran Wholesale	Eamon Murphy Car Sales
David Fun Max Ltd	Earthly Emporium
DAVID LOWE AND COMPANY LTD	Earthridge International Ltd
David Quigley Autos Ltd	Eason LTD
DBS	EASYCAM
Debenhams Retail Ltd	Easytrip Services Ireland Ltd
Decdeb Limited	Eaton Electrical Systems Ltd
Delaney Interests Ltd	ECI LIGHTING LTD
Dell Products Ireland	Ecirette Wholesale Limited
DEM Machines Ltd.	Eco Vision Ltd t/a Easy Motion
Demesne Electrical Sales Ltd	ECOVOLT LTD
DENIS CULLINANE CAR SALES LTD	EDGAR Home GmbH
DERMOT MURPHY LTD	Edward Kelly
DERRYWOOD AGENCIES & DISTRIBUTORS LTD.	Edwards Lifesciences
Des D'Arcy Motors Ltd	eDynamics Ltd.
DESIGNLIGHT IRELAND LIMITED	EET Europarts Ireland Ltd
Diebold Nixdorf (Ireland) Limited	EEW Ltd
Digicom Office Technology Ltd	Effective Distribution Ltd
Digital Media Direct	Egan Electrical Equipment (Ireland) Limited
Direct 2 U Retail Ltd	Eiko Ireland Ltd.
Direct Medical Ltd	EINHELL UK LTD
Disruptive Technologies Research AS	Eircom Limited
Diversey Hygiene Sales Limited	Electraction Ltd
DKA Retail Ltd.	Electramed Ltd
DLIGHT CONCEPTS LTD	Electric Power Tool Co Ltd
Dolby International AB	Electrical Mechanical Controls Ltd
Dominic Fleming Electrical Accessories Ltd	Electro Automation
Domus Projects Ltd	ELECTROBUY LIMITED
DONAGHEY MOTORHOMES LTD	Elite Healthcare Limited
Donaghy Bros	Elite Security Products Ireland Ltd
Donegal Commercial Vehicles	Ember Technologies, Inc.
Doodlehouses Limited	EmCon Systems Ltd
Doodlehouses SL	Emergency Response Ltd
DOORWARE LIMITED	Emerson Automation Solutions Ireland Ltd
Doro AB	Energy Conservation Solutions Limited
Doyle & Doyle Wholesale Ltd.	Energy Monitoring Ireland Ltd
DPP Electronics Ltd	Enhancing Health & Wellness Limited
Drainbo Ireland	Environmental Monitoring Services Irl Ltd
Draper Tools (Ireland) Limited	EPH Controls Ltd
DSM Distribution Ltd.	E-Pire Limited
Dualtron Ltd	Epson Subscription Europe BV
Dublin City Cool Ltd	EPT IRL LTD
Dublin Gas & Electric Ltd	Equicom Ltd
Duggans Garage Kerry Ltd	EQUIPMENT COMPANY OF IRELAND
DUNLEAS GARAGE	E-TEC Power Management Ltd
Dunnes Stores Unlimited Company	Ethos Technology Ltd
DWN Instrumentation Ltd	EURO CAR PARTS IRELAND LTD

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Euro Sales Ltd
EURO TREE WHOLESALE LTD
Eurogeneral Retail Ltd
Eurogrove Trading Ltd
Eurolec Instrumentation Ltd
EUROPEAN STOVES & FIREPLACES
Europower DC Ltd
Eve Systems GmbH
EW Technologies LTD
EWL ELECTRIC LIMITED
Excel Electric Group Ltd
Excel Plumbing Products Limited
Exertis Ireland Ltd
Exertis Supply Chain Services
Exhale Vapour Ltd
Expert Ireland Retail Sales Plc
Expert Professional Products Ltd
Exspareitise LTD
EXTREME COMPUTERS LTD
Extreme Networks Ireland Ops Ltd
Fagerhult Lighting Ltd
Fannin Ltd
FARNELL COMPONENTS (UK) LIMITED
Fergusons Hearing Aid Clinic Ltd
Fermoy Nissan Ltd
Ferrybank Motors (Wexford) Ltd
FG Wilson Engineering (Dublin) Ltd
Fiat Chrysler Automobiles Ireland Dac
Fields Retail Limited
Finbarr Galvin Ltd
Finglas Autoparts Ltd
Fisher & Paykel Appliances Limited
FLACK BROTHERS LTD
Flaherty Markets Ltd
Flair Salon Services Ltd
FlaktGroup Ireland Ltd
Fleming Medical Ltd
FLIR Belgium BVBA
FLIR Integrated Imaging Solutions Inc
FLIR Systems Trading Belgium BVBA
Fluence Energy GmbH
Fluidigm UK Ltd
FMG ELECTRONICS (DISTRIBUTORS) LTD
Fonua LTD
Food Solutions Ltd
Forcefield Active Technology Ltd
Forescout Technologies Inc.
FORKLIFT SERVICES AND HANDLING EQUIPMENT LTD
Fortus Ireland Ltd
Fossil UK Ltd
Frandsen Group Limited
Frank Flanagan Fittings Ltd
Freesat
Fresenius Medical Care (Ireland) Ltd
FTI Fire Technology Ireland Ltd
Fujifilm UK Ltd
Fujitsu (Ireland) Ltd
Futura Electronics Ltd
GALLAGHER POWER FENCE SYSTEMS IRL LTD
Garo Electric Ireland Ltd
Garrabridge Ltd
Gas Networks Ireland
Gavigan Electrical
Gaynor Pearse Motor Factors Unlimited Company
GE Energy (Ireland) Ltd
GE Healthcare Ireland Limited
GE Medical Systems Ireland Ltd
Gear4music Limited
Geary's Garage Ltd
GEMÜ Ireland Ltd
General Electric Global Services GmbH
Genfitt Mayo Ltd
Gerry Cumiskey Ltd.
Gerry Matthews Engineering Ltd
Gersan Services Ltd
Getinge Ireland Ltd
GHO Distribution Ltd.
GKRT LTD
GL West Cork Motors Ltd.
Glamox Ireland Ltd
GLEN DIMPLEX IRELAND UC
Glenergy Ltd
Glenkrag Ltd
Global Life Sciences Solutions Operations UK Limited
Global Village (Dublin) Ltd
Globalstar Europe Satellite Services Ltd
GN Hearing Uk Ltd
GoBeyond Ltd
Goldcrop Limited
Google Commerce Limited
Gosecure Ltd
Gowan Distributors Limited
Gowan Motor Retail Group Ltd
Grandon Car Sales Ltd
Grant Car Care Ltd
Grant Engineering Ireland ulc
Graseby Medical Ireland Ltd
Gravitation Ltd
Great Island Motors Ltd
Green Coffey Technology Ltd
Green Connection
GreenAer Mobility Ltd
GreenDisti Ltd
Groupe SEB UK Ltd

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Hafele Ireland Ltd	Ideal Car Sales Ltd
Hager Ltd	IDEXX Diagnostics Limited
Hahnel Industries Ltd	IFM Electronic Ltd.
Hall Alarms Ltd	IFS Integrated Fire Solutions Ltd
HappyOrNot Ltd	IKEA Ireland Ltd
Harken Time Solutions Ltd	Ille Services Ireland (Ltd)
HARVEY NICHOLS (DUBLIN) LTD	IM European Motors Ltd
HARVEY NORMAN TRADING (IRELAND) LTD	Imagine Network Services LTD
Heating Shop Ltd	IN HAND GUIDES LTD
Heatons Unlimited Company	In The Market
Henley Forklift Group Ltd	Independent Health Care Service Limited
Henry Ford & Son Ltd.	INDUR (WHOLESALE) LTD
Henry Schein Ireland Ltd	Infinera Corporation
HER Photo Supplies Ltd	Ink Maestro Ltd
HERCULES GmbH	Instrument Technology Ltd
HERRON AND SON LIMITED	Integral Lighting Ltd
HHGL (ROI) Ltd	iINTERACTIVE (IRELAND LTD)
Hi Fidelity AV Ltd	Interaxon IR Ltd
HiFi-Tower Limited & Co. KG	International Trade Craft Laboratories Ltd
Highcove Unlimited Company	Invacare Ireland Limited
Highway Wholesalers Ltd	ioresource Ltd
Hijack Tools Ltd	Irish Aviation Authority
Hilti (Fastening Systems) Limited	IRISH COMMERCIALS
Hitechniques Ltd.	Irish Farm & Garden Machinery
HI-VOLT IRELAND LTD	Irish International Trading Corporation(Cork) PLC
HKC Security Limited	Irish Security Distributors Ltd
Home Appliances Unlimited Company	Irish Soft Drinks Ltd
Home Health Care Ltd.	iRobot Corporation
Home to go Ltd	Irwin Group Distribution Ltd
Homecare Medical Supplies Unlimited Company	Iskus Health Ltd
Homesecure	ITC Distribution Limited
Honeywell Control Systems Limited	J J MCQUILLAN SON & COMPANY LTD
HOOVER LIMITED	J S Dobbs & Co Ltd
Horizon Safety Systems Ltd	J. Choo Limited
Hornibrooks Garage Lismore Ltd	J. Parker Car Sales And Services
Hospital Services Ltd	JA Solar GmbH
Hot Water Control Ltd	Jack Sleator Motors Ltd
Huawei Technologies (Ireland) Co. Ltd	Jaguar Land Rover Ireland Limited
HUBER+SUHNER (UK) Ltd.	James A Barry & Company
Hubris Ltd	Java Instruments Technologies Ltd
Hugh Boggan Motors Ltd	JDM Eastgate LTD
HUGH JORDAN & COMPANY LTD	JDM Products Ltd
HUGO LOONAM MOTORS LTD	Jeffers Music Company Ltd
Humanscale International Holdings Ltd	Jefferson Professional Tools and Equipment Ltd
Hyundai Cars Ireland	JH DONNELLY LTD
I C Plus	Jimmy Barry Motors Ltd
I.M. AUTOMOTIVE LIMITED	Jinko Solar GmbH
Ian A. Kernohan (N.I.) Limited	JMN Fire Alarms Ltd
IBM Global Financing Ireland Limited	Joe Duffy Dun Laoghaire Ltd
IBM Ireland Ltd	JOE KING BATTERIES
ICON Health & Fitness Ltd	John Adams Car Sales Ltd
ICU MEDICAL U.C	John Bogue Monaghan Limited

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John Deere Forestry Limited
John McCabe Motors Ltd
John McKenna Lawnmower Spares
John Mills Ltd t/a JML Direct
John Morrison Motors Limited
JOHN MURPHY (CASTLEREA) LTD
John Player & Sons Ltd
JOHN STAFFORD & SONS (DUBLIN) LIMITED
Johnson & Johnson Ireland Ltd
Johnson & Perrott Ltd
Josef Kränzle GmbH & Co. KG
Joseph Murphy (Ballina) Ltd
Jovi International Distribution Ltd
Joyce's Supermarket Unlimited Company
JTI Ireland Ltd
Julius Blum GmbH
Jungheinrich Lift truck Ltd
JUUL Labs Ireland Ltd
JYSK Ltd
Karcher Ltd
Karmarton Ltd
KCI Medical Ltd
Keaney Medical Ltd
kellihers garage ltd
Kenny Galway Ltd
Kenwood Limited
Kestra Electroweld Ltd
Kestrel Communications Ltd
KESWICK ENGINEERS LTD
KEVIN BRODERICK LTD.
Kevin Egan Cars Ltd
Kevin Mahon Motors Ltd
Keyence UK Ltd.
KeyMed Ireland Ltd
Kia Motors UK LTD
KILCOYNE AND SCAHILL MOTORS LTD
Kilkenny Welding Supplies Ltd
Kitchen Accessories Limited
KLA-Tencor Ireland Ltd
KM KS Retail Ltd.
Knn Media Limited
Kodaplay Ltd
Kohler Uninterruptible Power (Ireland) Limited
Komplett B.V.
König + Neurath AG
Kornit Digital Ltd
KOS Ergonomic Solutions Ltd
Kraiss systems GmbH
KRITMAN COMPANY LTD
Kyron Street Limited
L M Ericsson
Laboratory Instruments & Supplies
Laboratory Supplies Ltd
Labquip (Ireland) Ltd
Lakeland Ltd
Lambrini Ltd
Lamp Source
Lamps & Lighting Ltd
Landis+Gyr Limited
LANG'S GARAGE
Laserware Ltd
Laztech IT Services Ltd
Leading Edge Marketing & Promotions Ltd
LED Lighting and Electrical Distribution Group
LEDVANCE Benelux B.V. - Irish Branch
Leeson Motors Ltd
Lenovo Global Technology Ireland Limited
Lenovo Ireland Limited
Levelling Equipment Services Ltd
Leydens Limited
LG Electronics UK Ltd
Libelium Comunicaciones Distribuidas S.L.
Lidacel Ltd
LIFFEY DISTRIBUTORS
Lights4fun Ltd
LILLY FUSION LIMITED
Linde Material Handling (Ireland) Ltd.
LINEHAN CAR SALES LIMITED
LISTOWEL AUTOS LTD
LITEHOUSE ACCESSORIES LTD
Livisham Ltd
LR Active Ltd
LumiraDx Ltd (UK)
Lumitech Ltd
Lunii SAS
Lux Bespoke lighting
Lyncare Ltd
Lynch Medical Supplies (LMS) Ltd
LYNN MOTORS LTD
Lyric Ireland Ltd
M J FLOOD (IRL) LTD
M. Donnelly & Co Ltd
M. KELLIHER 1998 LTD
Mad Bikes Ltd
Made.com Design Limited
Magimix UK Ltd
Magnet Networks Ltd.
Mallows Number 1 Vape Store
MAN Importers Ireland Ltd.
Manbat Ltd
Manepa Ltd
Manotherm
Manscaped, Inc.
Marks and Spencer (Ireland) Limited

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Marron Activ8 Energies Ltd	Mobiwire
Martin-Brower Ireland Ltd	Modern Plant Ltd
Mason Technology Ltd	Moduslink BV
Maurice Doody Sales Ltd.	MONAGHAN ELECTRICAL WHOLESALERS LTD
Maurice Dunne Motors Limited	Monbatt Ltd
Mazda Motor Logistics Europe NV Ltd	Montara Ltd.
Mc Hugh Components Ltd	Motocaddy Ltd
McAdam Consulting Services Ltd	Motor Distributors Limited
McCarthy Commercials Ltd	MOTOR SERVICES LIMITED
McCauley Health & Beauty Pharmacy Ltd	Mountain View Motors Ltd
McDowell & Co. Ltd.	Mountband Trading Ltd
McElligotts (Tralee) Ltd	Moyne Roberts (Ireland) Ltd
McGrath Electronic Components Ltd	MP Doyle Group
McHale Plant Sales Ltd	MP&E Trading Company Ltd
MCK ELECTRICAL LTD	MT Agencies Ireland Ltd
McKechnie Cleaning Services Ltd	Mullan Lighting Design & Manufacturing Ltd
MCKEON CONSTRUCTION LTD	Mullinahone Co-op
MCLOUGHLIN & SONS HARDWARE LTD	Mullingar Electrical Wholesale Ltd
MCQUILLAN WHOLESALERS LTD	MUNSTER FORKTRUCK TRAINING AND SERVICES LTD
Medical Supply Company Ltd	Munster Technology
Medicare Health and Living Ltd	Murray Woods Ltd
Meditec Medical Ltd	Murrays Medical Equipment
Medray Imaging Systems	Musco Lighting Ireland Ltd
Medtronic Ireland Limited	Musgrave Group
Melview Motors LTD	Musgrave Retail Partners Ireland Ltd
Memory Bank Ltd.	Musicmaker LTD
Memoryking GmbH & Co. KG	Musicstore Professional GmbH
Merck Millipore Ltd	Must Have Gadgets Limited
Mevo Inc	MVI Hazel
Meyer SDA Ireland Limited	MWD ELECTRONICS
Mezwell Ltd	N.A.A. Appliances Ltd.
MG Motors Ltd	N.E.L. (Services) Ltd
MGI Luxury Group SA	National Association for the Deaf
Michael Cummins Automotive LTD	NATIONAL ELECTRICAL WHOLESALERS (IRL) Ltd
Michael Garry Ltd	NATIONAL INSTRUMENTS CORP (UK) LTD
Michael guiney ltd	National Pen Promotional Products LTD
Michael Kennedy Motors Ltd	Naturalife Health Unlimited Company
Michael Kors (Ireland) Limited	Naughton M6 Motors
Michael McArdle	Naughtons Car Sales Ltd
Michael McPhillips T/A Singer Centre Galway	NCR Ltd
Michael Moore Car Sales Ltd	Nespresso UK Ltd
Michel Herbelin UK Ltd	Netsmart Security Limited t/a Network Security
Microwarehouse Ltd	Netwatch Ireland Ltd
Midsummer Renewables Ltd	New Era Lighting Ltd
Mid-west Lighting Ltd	New Look Retailers (Ireland) Ltd
Miele Ireland Ltd	Newcastle West Autos Ltd
Mirai Medical Limited	Newstyle Hairsalons Unlimited Company
Mitsubishi Electric Europe BV	Next Retail Ltd
MK ILLUMINATION IRELAND LTD	Nextcar Limited
MMC Commercials	NIALL STEPHENSON LTD
MMD Distribution Ltd.	Nike Retail BV
Mobile Fashion Ltd	Nike UK - Irish Branch

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Nikon U.K. Limited
Nilfisk Ltd
NIRVANA LIGHTING LTD
Nisbets Plc
Nissan Ireland
NJOY Netherlands BV
NOA mobile Ltd
Noel F. Kenny Electrical Ltd
Norso Medical Limited
Nortev
Northwood Technology Ltd
Noviled High Technology Lighting Ltd
NuLumenTek Ltd.
Nuwave Sensor Technology Ltd
O & I Motors Ltd
O FLYNN MEDICAL LTD
O Meara Camping Ireland Ltd
O’Connell Batteries Ltd
O’Callaghan Leisure
O’Callaghan’s Garage
O’DONOVAN ENGINEERING CO LTD
Ogalas Unlimited
O’Keeffes of Kilkenny Ltd
OKI Europe Limited
Oktalite Lichttechnik GmbH
Oliver Geoghegan Car Sales Ltd
Omron Electronics Limited
O’NEILLS ELECTRICAL LIMITED
Openbet Retail Ltd
Optical Sciences Ireland Ltd
Oracle EMEA Ltd.
Orantek Ltd
Orbea S. Coop.
Orega Systems Ltd
Origo Distribution Ltd
Osram Ltd
Otter Products EMEA Unlimited Company
Otto Männer GmbH
Oxygen-Care Ltd
P & J Finnegan Car Sales Ltd
PAGL Ireland Limited
Panasonic Marketing Europe GmbH
Pandu Solutions Limited
Parma Motors
Partech LED Ltd
Particular Sciences Ltd.
Passax Business Systems and Supplies Limited
PAT O’FLYNN SCALES LTD
PAT RYAN MOTORS
Patina Lighting Limited
Paul Sheeran Jewellers (Johnsons Court) Ltd
PBL Electrical Distributors Ltd
Pc Pro Computers Ltd
PC SYSTEMS LTD
PCMCS Tech Limited
Peats Wholesale Ltd
Penta Networks Ltd
Pepperl+Fuchs Ireland Ltd.
PerkinElmer (Ireland) Ltd.
Personal Computer Science (Ireland) Ltd
Peter Curran Electric Ltd
Peter Hanley Motors Ltd
Petrogas Group Ltd
PFH Technology Group
Phibsboro Electrical Wholesale
PHILIP GRIFFIN MOTORS LTD
Philips Electronics Ireland Limited
Phoenix Contact (Ireland) Ltd
Phonewatch Ltd
Photo Import Ltd.
PHS West Inc
Pianos Plus
Pinewood Laboratories Ltd
Pingwave Technologies Ltd
Pioneer Europe NV
Pitney Bowes (Ireland) Ltd
PJ Bonner & Company Ltd
Plantronics BV
PLATINUM INTERNATIONAL LTD
PNS Ltd
Polaroid Film B.V.
Polydome Ltd
Portwest UC
Potterton Myson Ireland Ltd
Powakaddy International Ltd
Power City Limited
Powerpoint Engineering Ltd
PPG AC Ireland Ltd
Precia Molen Irl Ltd
Premier Farnell UK Ltd
Premium Waxing Supplies
PRESLITE DISTRIBUTION LTD
Primacy Healthcare 21 Ltd
Primark Ltd
PRIMELINE JAYMARK SALES & MARKETING LTD
Production Equipment Ltd.
Professional Audio Ltd
PROFILE EMERGENCY LIGHTING LTD
Progress Electroplating & Manufacturing Co Ltd
PTRS LTD
Pure Storage International Limited
QFF Distribution
QIAGEN Ltd.
Quaestor Analytic Ltd

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Qualvecom	RVR Energy Technology Ltd
Quest Merchandise Limited	Ryan Motor Power Ltd
Quicktec Computers Ltd	S&P Ireland Ventilation Systems Ltd
Quinn Electrical Services Ltd	Sagepay Dublin LTD
QVC	SalesCare Marketing and Distribution Ltd
R.E.Dawson Limited	Sally Salon Services (Ireland) Limited
R.T. Large & Son Ltd	Samsung Electronics (UK) Ltd
RADIO & SECURITY PRODUCTS LTD	Sanbra Fyffe
Radiometer Ireland Limited	SATCITY
Radionics Ltd	Save You Services Ltd
RADIUS COMMUNICATIONS IRELAND LIMITED	SaveMeMoney Wind and Solar Ltd
Radius Office	Scan Coin Ireland Ltd
Range King Ltd	Schillachi Brothers
Ravensburger Ltd	Schindler Ltd
Ray Grahams Limited	Schneider Electric Ireland
Royal Energy Ltd	Schneider Electric IT Logistics Europe Limited
Razdan Ltd	Screwfix Direct (Ireland) Limited
Razer (Europe) GmbH	Seamus Boland Autosales Ltd
RB Ireland Hygiene Home Commercial Ltd.	SEAN FITZPATRICK WHOLESALE LTD
Reagecon Diagnostics Ltd	Secure Power Systems Limited
Reckitt Benckiser Ireland Ltd	Semineo
REG FARRELL ENGINEERING LTD	Sennheiser UK Ltd.
Rehan Electronics Ltd	Serfac Ltd
reichelt elektronik GmbH & Co. KG	Setanta Vehicle Importers Ltd
Reliable Controls	Sex Siopa
Reliable Security Products Ltd	SFW Distribution
Renault Ireland	Shady and the Lamp
Rennicks Signs Ireland	Sharp Consumer Electronics Poland sp. z o.o.
Rentokil Initial Ltd	SHOMAR LTD
Rettig Ireland Ltd	Shop Direct Ireland
Rhino Industrial Ltd	Siemens Energy Ltd
Rhonda Ltd	Siemens Gamesa Renewable Energy Ltd
Ribbon Communications International Limited	Siemens Ltd
Ricoh Ireland Ltd	Sight and Sound (Distributors) Ltd
Riese & Müller GmbH	Sigma Aldrich Ireland Ltd
Right-Click Ltd	Sigma Wireless Communications Ltd
RILLTON LIMITED	Signet Trading Limited
Robert E Nolan Ltd	Signify Commercial Ireland Ltd
Robert Roberts Ltd	Sigtec Limited
ROC RONOCO LTD	Silverstone Media Solutions Ltd
Roche Diagnostics Ltd	Singer Sewing Centre
Rockford Healthcare	Sisk Healthcare UC
Roland Europe Group Limited	Skechers USA LTD
Ronseal Ireland (Ltd)	SKS COMMUNICATIONS LTD
Rookery Consulting Ltd	Skullcandy International GmbH
Rosspport Retail Services Ltd	Sky In-Home Services Ltd
Rostul t/a Laser Tech Ireland	Smart Bits Phone Accessories Ltd
Rota Industries Ltd.	SMART ELECTRICS WHOLESALE
ROTHENBERGER Werkzeuge GmbH	Smartfrog Ltd.
RQ Audio Visual Ltd	Smiggle Ireland Ltd
RST Power Distribution Ltd	Smiths of Drogheda
RTD Technology Ltd.	Smoke Green Limited

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Smyths Toys HQ
Snap Group Limited
Soilse Sabre Teoranta
Solas Geal Distribution Ltd
Solatrex International Ltd
Somora Motor Parts Ltd.
Sonnen GmbH
Sonos Europe BV
Sord Data Systems Limited
Sordan
SOUND PRODUCTIONS LIMITED
Soundzdirect Ltd
South West Wholesale Ltd
Spaldings Ltd
Spectrum Distribution Ltd
SPG Packaging UK Ltd
Spicers Ireland Ltd
Sprayclear Environmental
Sprayquip Ltd
SQUARE ONE DISTRIBUTION LTD
SRL International Concepts Ltd
Stafford Lynch Ltd
Stanley Security Ltd
StanleyBlack&Decker Ireland
StarBrite Lighting Ltd
STC SOCKET TOOL COMPANY LTD
Stella Doradus Europe Ltd
Stephen O'Brien Retail Systems Ltd
Stephen Pio Ltd
STILLORGAN DECOR CENTER
Storagecraft Technology Unlimited Company
Stoves Store
Stox Designstyle Ltd
Streetlife Music GmbH
Strongline Autoparts Ltd
Stryker UK Limited
SUEZ Water Technologies and Solutions
Sulzer Pump Solutions Ireland Ltd.
SUNDRELLE LIMITED
Sunradi Ltd
Superdrug Stores plc
Supergroup Retail Ireland Limited
Supersavers
Sureweld International Ltd
Survey Instrument Services Ltd
Suzuki Cars Ireland Ltd
Swico Ltd
Switch Distribution Limited
Synergistics LTD
Synluck GmbH
System Video Limited
Systemlink Technologies Ltd.
T Tools Ireland Ltd
T&T EQUIPMENT LTD
Tadg Riordan Motors Ltd
TaskLED Lighting Ltd
TDS Disney Ireland Limited
Tech Data Distribution Ltd
Technetix Ltd
Technico Ltd
Tech-Source Ltd
TECH-SPEC
Tecoled Ltd
TEF TULLAMORE LTD
Tekelek Europe Ltd
Tekhnopak Manufacture Ltd
Tektronix International Sales GmbH
Tektronix UK Ltd
Telent Technology Services Ltd
Tempcheck
TEMPLECRONE COOPERATIVE SOCIETY LTD
Teradata Ireland Ltd
Tesco Ireland Limited
Tesco Mobile Ireland Ltd
Tesla Motors Ireland Ltd
Texas Instruments EMEA Sales GmbH
Thane Direct UK
The Dalkey Motor Company
The E.I. Unlimited Company
The Forklift Centre Ltd
The New Motion B.V.
The Newbridge Cutlery Company UC
The Phone Accessories Company Ltd
The Power Providers Ltd
The Range (Ireland) Ltd
The Sound Shop (Ireland) Ltd
The Swatch Group UK Limited
The Vapormatic Co. (Ireland) Ltd
Thermo Fisher Diagnostics (Ireland) Ltd
Thistleway Ltd
Thomann GmbH
Thomastown Garage Limited
THORN LIGHTING LTD
Three Ireland (Hutchison) Ltd.
Tiger Retail Ireland Limited
Tile Inc.
Time Data Security
Timemark Ltd
TLG Distribution
TMC Technology Ltd
Tokyo Electron Europe Ltd
Tooling & Engineering Distributors (TED) Ltd
Toomey Audio Visual
Topcon Europe BV

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Topcon Ireland Medical
 Toshiba Global Commerce Solutions (UK) Limited
 Total Materials Handling Ltd
 Total Power Solutions Ltd
 Toyland Cash & Carry Ltd
 TOYMASTER LTD
 Toyota Ireland Unlimited Company
 Trackimo Inc.
 Trane Technologies International Ltd
 Transfer Multisort Elektronik sp. z o.o.
 TREND MACHINERY & CUTTING TOOLS LTD
 Trend Micro (EMEA) Limited
 TRIACE LTD
 Trina Solar (Luxembourg) S.a.r.l.
 Trulife
 TTS Tooltechnic Systems Ireland Limited
 TUBRID MOTORS LTD
 Tucks O'Brien Ltd
 TURBO LEISURE LTD
 Turbotricity Ltd
 Two Trees Engineering Ltd t/a ES Forklifts
 Two Wheels Ltd
 Tyrell Content Creation Tools Ireland Limited
 UBI Universal Brands Ireland Ltd
 Ubiquiti International Holding B.V., odštěpný závod
 UK Juicers Limited
 Umlagh Country Trading Ltd
 UnipharPLC
 Unisys Europe Limited
 UNITED HARDWARE DAC
 Universal Honda Limited
 Up The Yard Ltd
 Upgrade Options Ltd
 Uppercross Enterprises Limited
 UrbanVolt Ltd.
 Urbis Schreder Ltd
 UTC Fire & Security Ireland Ltd
 UTS Technologies Ltd
 Veelite Lighting Ltd
 VELUX Company Ltd
 Vendek Ltd
 Verde LED Ltd
 Veritas Storage (Ireland) Limited
 Vertiv International DAC
 Vertiv Ireland Ltd
 Vestas Ireland Ltd
 VESTEL GERMANY GMBH
 vip ecig ireland
 Vita-Mix Europe Ltd
 Vitold Investment UC
 Volkswagen Group Charging GmbH
 Volkswagen Group Ireland Ltd
 Volvo Car Ireland LTD
 Vorwerk UK LTD
 VV-Tech LPG Ltd
 Vygon Ireland Ltd
 V-ZUG Europe BVBA
 Wacker Neuson Ltd
 Walter Bourke & Son Ltd
 WALTONS MUSIC LTD
 Washglade Unlimited Company
 Waterford Stanley Ltd.
 waveguide lighting technologies ltd
 We Fit
 Weber-Stephen Deutschland GmbH
 Weighing Machine Services Ltd
 Weir & Sons Unlimited Company
 WELCH ALLYN LIMITED
 WERMA Signaltechnik GmbH & Co. KK
 WESCO ELECTRICAL LTD
 Western Motors Ltd
 Westward Garage Ltd.,
 Whirlpool Ireland Appliances Ltd.
 Whitgale Ltd
 Wildcat Business Computing Limited
 Williams Locksmiths Ltd
 Willie Duggan Lighting
 WilTec Wildanger Technik GmbH
 Wink Lighting Ltd.
 Winora-Staiger GmbH
 WM REYNOLDS & SONS LTD
 Woodies DIY Ltd.
 Woodland Motor Company Ltd
 Wowcher Ltd
 WP DIAGNOSTICS
 Wurth Ireland Ltd
 Xerox IBS Limited
 XINDAO B.V.
 XMusic Ireland Ltd
 Xpress Electrical
 Xylem Water Solutions Ireland Limited
 YOUGHAL CAR SALES
 Yubico AB
 Yumeshokunin Co Ltd
 ZAGG INTERNATIONAL DISTRIBUTION
 Zatori Results Ltd
 Zebra Technologies Europe Ltd
 ZINTEK SYSTEMS LTD



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