



Shared Responsibility

Annual Report 2018

REPAK®

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REPAK BOARD MEMBERS

2017–2018



Mr. Tony Keohane
Chairperson



Mr. Séamus Clancy
Chief Executive Officer



Mr. Jim Bird
O'Birds Foodmarkets Ltd.



Ms. Anne Butler
Chartered Engineer



Mr. John Curran
Musgrave Group



Mr. David Duffy
National Plastic
Packaging Group Ltd.



Ms. Louise English
Chartered Accountant



Ms. Christine Heffernan
Tesco Ireland



Mr. James McNeill
Independent

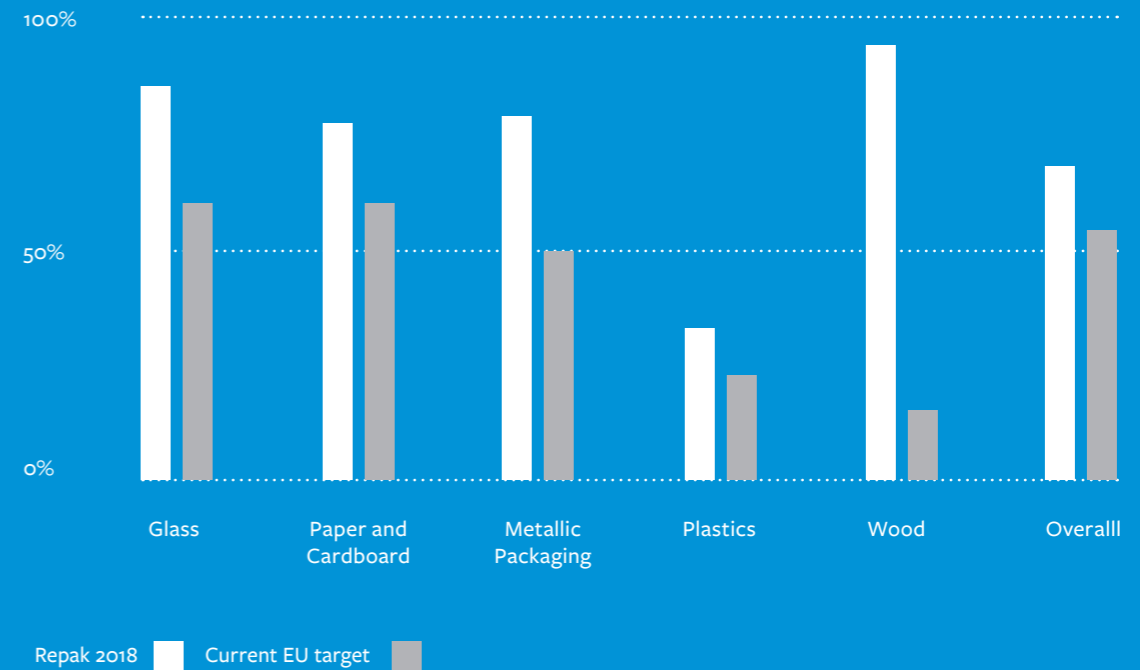


Mr. Matthieu Seguin
Coca-Cola Hellenic
IRL & NIR

INTRODUCTION

As your Member-based organisation, Repak is responsible for delivering your packaging compliance obligations and is pleased to report that in 2018 all packaging recycling and recovery targets set by the EU were surpassed.

All individual material types are ahead of EU targets:



THE FOLLOWING IS THE SUMMARY OF ANOTHER SUCCESSFUL YEAR.

- Repak’s Membership grew to 2,967 overtaking the previous record of 2,375 set in 2009
- Targeted recruitment, enforcement, co-operation with Local Authorities, plastic packaging’s impact on the planet, the Circular Economy Package (CEP) and the Single Use Plastic (SUP) Directive, all contributed to Membership growth
- Repak, on behalf of you our Members, funded the Recycling and Recovery of 904,249 tonnes of packaging in 2018, a 10.5% year-on-year increase
- Recycling increased by 15,930 tonnes (2.5%) to 636,310 tonnes and recovery increased by 70,431 tonnes (35.7%) to 267,939 tonnes
- Final Recycling and Recovery of Packaging results for Ireland when published by the EPA for 2018 are expected to be 68% recycling and 94% recovery, surpassing all European targets.

Achieving 94% Recycling and Recovery of all packaging placed on the market is one of the highest results in Europe

- We are currently achieving a plastic recycling rate of 33%, 10% ahead of the European Target. Going forward, it is one of the bigger challenges facing Repak, on behalf of our Members
- Overall 2018 was a strong financial year with a surplus of €659k, ahead of budget by €865k. Existing Membership fee income grew to €28.6m, a 7% increase on 2017, reflective of economic growth and new Membership growth. New Membership fee income was €1.3m. Repak had €7.42m in retained earnings at year end
- Recycling expenditure at €21.91m was lower than budget by €0.5m. However it includes an increase of €3m in 2017 to support the recycling of plastics. In particular, following the closure of the Chinese market as an outlet for plastic recycling. The budget for 2019 is €24m

- All 1,848 bottle bank sites were rebranded in partnership with Local Authorities in 2018 and an additional 20 bottle banks were funded by Repak Members
- Members who provided their statistics and paid their Membership fees on time received a combined rebate of €1.48m. This now amounts to €5.6m returned to Members since the rebate was introduced. The Board has sanctioned a further rebate for H1 2019 to continue to incentivise positive behaviour and minimise debtor collection
- There has been no increase in fees for Members since 2008. This is the 11th consecutive year and the Board has committed to maintaining fees at current rates for 2019. However, with the onset of the Circular Economy Package and Single Use Plastic Directive, fees will increase in the future. To achieve the new plastic recycling

- targets alone from 33% today to 55% by 2030, a minimum additional €100m in fee income will be required over a 10 year period. Cost of collection, recycling of packaging, plastic drinks bottle recycling and litter cost implications as detailed in the Single Use Plastics Directive are all currently being considered by the Board who will endeavor to minimise these costs for Members. We will be communicating with all Members throughout 2019 on these matters
- Our 2018 Members’ survey highlighted the need for the continued and increasingly targeted communications to support our Members. Satisfaction among Regular Members is positive, however some Scheduled Members questioned why the Packaging Waste Directive should apply to their business and the need for Repak. Improvement in specific areas of communication is currently a focus for 2019

2018 WAS A YEAR OF SIGNIFICANT POLICY CHANGE.

The Circular Economy Package (CEP) was approved in May by the European Commission and must be transposed into Irish law by May 2020.

This will have cost implications for businesses that place packaging on the market. As part of the CEP, each Member State will have an obligation to apply packaging fees proportionate to their recyclability. The focus will be on plastics and in Ireland, the change in fee structure for plastics will be introduced in 2021.

The second most significant development is the introduction of the Single Use Plastic (SUP) Directive where agreement was reached between the Parliament and the Council in December 2018. The EU Parliament voted on the Directive in April 2019. From final ratification, Member States will then have two years to transpose this into national law. SUP targets for PET beverage bottles (up to three litre in capacity) will have recycling targets of 77% in 2025 and 90% in 2029. Also, PET bottles will require 25% Recycled PET in beverage bottles by 2025 and 30% in 2030. Extended Producer Responsibility schemes will be required to financially contribute toward the cost of awareness-raising measures, waste management and litter clean up proportional to the packaging.

REPAK'S PLASTIC PACKAGING RECYCLING STRATEGY WAS LAUNCHED IN SEPTEMBER 2018

with over 200 stakeholders attending the launch in the Westbury Hotel in Dublin.

RPS Consultants were commissioned to develop the strategy in conjunction with Repak and key stakeholders, where they identified 35 recommendations across all stakeholder groups. The Department of Communications, Climate Action and Environment (DCCAE) was presented with the Plastic Packaging Recycling Strategy as a key foundation for informing Ireland's National Strategy.

As an action of the Plastic Packaging Recycling Strategy, Repak introduced 'Ireland's Pledge on Plastic Packaging Waste'. By the end of

2018, 30 of our Members had signed the Plastic Pledge, which has five key objectives:

- Prioritise the Prevention of Plastic Packaging Waste
- Support Ireland to deliver the CEP Plastic Recycling Target
- Reduce complexity in the Plastic Packaging Supply Chain
- Incorporate recycled content to build a Circular Plastic Economy
- Ensure our approach does not increase food waste

Our Marketing and Communications team, which is tasked with an education and communications remit as part of our approval from the DCCAE, had another very busy year. Repak launched the 'Join Team Green' program calling all consumers and businesses to commit to recycling one more piece of plastic each week. The campaign was viewed 7m times over various media platforms and the Board has agreed to support the roll-out of the concept in 2019 with Team Green Ambassadors Paul McGrath, the O'Donovan Brothers, Roz Purcell, Bobby Kerr and Anna Geary.

For Easter, we worked closely with our registered recovery operators to develop a campaign centred around contamination in recycling, which still remains a problem. Three videos were made in partnership with Thornton's Recycling in its recycling plant to educate the public on the real effects contamination can have in the recycling bin. The videos were seen by over 175,000 people over the Easter break.

The Pakman Awards took place in the Intercontinental Hotel Dublin on the 25th October with over 400 guests in attendance. The Minister of State for Rural Affairs and Natural Resources, Seán Canney TD was the guest of honour along with the Assistant Secretary, Matt Collins and his Principal and Assistant Principal Officers for Waste. RTÉ news broadcaster Caitríona Perry acted as the MC for the evening. There were three standing ovations at the awards ceremony this year; firstly for Sr. Margaret Cashman of St Francis Hospice Blanchardstown, this year's charity recipient of €4,000; for Flossie Donnelly, our youngest attendee and award entrant under

the Education and Awareness Initiative focusing on beach cleaning and recycling; and finally for Clean Ireland Limited who were crowned the Overall Pakman Award winner for 2018.

Repak reports quarterly to the DCCAE and provides our Annual Report to the DCCAE by the 31st May each year. This is a requirement for approval of our license to operate an Extended Producer Responsibility Scheme on behalf of our Members. Our licence is up for renewal in December 2020.

Challenges are always on the horizon and as your packaging compliance organisation, we make sure that we are well informed and well researched so that we represent the best interests of our Members. The CEP & SUP will require some major changes on how we, as a country and organisation, carry out our mandate.

The introduction of a Deposit and Return Scheme in Ireland for beverage containers and other materials remains under consideration by Government. The DCCAE has commissioned an independent review to inform its decision making. Repak, from its analysis, remains of the view that a deposit and return scheme would have a very marginal impact on overall packaging recycling rates in Ireland and that the significant additional costs would outweigh the benefits. We will continue to work with the Government on this matter.

The Board of Repak recognises the challenges that the Circular Economy Package and the Single Use Plastics Directive bring for all our Members, such as the need to have a well formulated strategy to deal with all packaging material along with future recycling targets, in particular plastic. Repak, as your Member-based organisation, is well placed to face the challenges ahead and throughout 2019 and 2020 we will be communicating with you on all aspects of these major legislative changes.

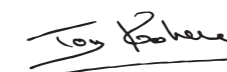
Working with our stakeholders is an integral part of our success. In particular, we wish to thank the Department of Communications, Climate Action and Environment for coordinating the enforcement initiative which has assisted greatly on our Membership growth in 2018. Also to the Waste Enforcement Regional Lead Authorities (WERLAs) working with Local Authorities, your dedication is greatly appreciated.

We also recognise the very important role of our 99 authorised Recovery Operators, who collect packaging from 1.2m household bins, almost 1,900 bottle banks and 118 civic amenity sites across the country. Without their expertise and commitment to the collection and recycling of our Members' packaging, Ireland would not be one of the lead performers for packaging recycling in Europe.

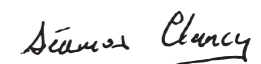
We wish to thank the Board and the sub-committees of the Board for their dedication and support in 2018. We also thank Ms. Christine Heffernan for her contribution to the Board. Ms. Heffernan was replaced by Ms. Geraldine Casey, who was appointed to the Board in February 2019. We would like to express our sincere thanks to the staff of Repak for their contribution on behalf of all stakeholders.

And finally, to you our Members, we express our sincere thanks. We will continually strive to manage the scheme in the most cost-effective manner in delivering your packaging compliance in what are very challenging times ahead.

Assuring you of our best endeavours at all times, on behalf of you, our Members.



Tony Keohane
Chairperson



Séamus Clancy
Chief Executive Officer



**‘Without our Members’
expertise and commitment,
Ireland would not be one
of the lead performers
for packaging recycling
in Europe.’**



GOVERNANCE

The primary corporate governance instruments adopted by Repak are: The Repak Constitution adopted by special resolution on 24th August 2016; the approval from the Department of Communications, Climate Action and Environment; and the Terms of Reference for the Committees of the Board.

COMPANY OFFICERS

The following individuals acted as officers of the company during the year ending 31st December 2018.

Directors

- **Mr. Tony Keohane**
Chairperson

- **Mr. Jim Bird**
Elected Scheduled Member

- **Ms. Anne Butler**
Independent

- **Mr. Séamus Clancy**
Chief Executive Officer

- **Mr. John Curran**
Elected Retailer

- **Mr. David Duffy**
Elected Distributor / Wholesaler / Manufacturer / Convertor

- **Ms. Louise English**
Independent

- **Ms. Christen Heffernan**
Elected Retailer (resigned with effect from 15th November 2018)

- **Mr. James McNeill**
Independent

- **Mr. Matthieu Seguin**
Elected Brandholder

REPAK IS COMMITTED TO BEST PRACTICE IN CORPORATE GOVERNANCE.

While recognising the importance of these formal instruments, good corporate governance requires a commitment to, and the practice of, values that guide the company in serving the needs of all its stakeholders. The directors, officers and employees of the company commit to these values.

Board Meeting Attendance 2018

Director	22 Feb	17 May	28 Aug	15 Nov	Attended
Tony Keohane	•	•	•	•	4 of 4
Jim Bird	•		•	•	3 of 4
Ann Butler	•	•	•	•	4 of 4
Séamus Clancy	•	•	•	•	4 of 4
John Curran		•	•	•	3 of 4
David Duffy		•	•	•	3 of 4
Louise English	•	•	•	•	4 of 4
Christine Heffernan	•	•	•		3 of 4
James McNeill	•	•	•	•	4 of 4
Matthieu Seguin		•	•	•	3 of 4

Company Secretary Mr. William Collins Financial Controller

Ms Geraldine Casey was appointed to the Board with effect from 21st February 2019. The appointment was made on foot of a casual vacancy arising as a result of Ms Heffernan's retirement from the board.

Corporate Structure

€1.27 each

THE AUTHORISED SHARE CAPITAL OF REPAK COMPRISES 10 ORDINARY SHARES OF €1.27 EACH

Three ordinary shares have been issued to the following Nominee Companies.

- Fand Limited
- Arthur Cox Nominees Limited
- AC Administration Services Limited

These companies hold the shares under a bare trust agreement on behalf of Repak Members, the beneficial owners of the shares.

The trustee companies undertake to use, vote, transfer etc. in such a manner as directed by the Board of Directors (as representative of the beneficial owners) from time to time.

Annual General Meeting

28 June 2018

THE 2018 ANNUAL GENERAL MEETING OF REPAK WAS HELD ON THURSDAY, 28 JUNE 2018

at Repak Offices, Red Cow Interchange Estate, 1 Ballymount Road, Clondalkin, Dublin 22, D22 HW67. The Annual Reports for Repak are available on www.repak.ie.

The 2019 Annual General Meeting will be held on the 27th June 2019 at Repak's offices.

Repak Board Elections

3 years

ELECTIONS TO APPOINT DIRECTORS TO THE REPAK BOARD ARE HELD EVERY THREE YEARS.

All Repak Members are entitled to vote.

Directors are elected from within the following panel of Membership.

- Retail - Two Member Directors
- Brandholder - Two Member Directors
- Distributors/wholesalers/ manufacturers/ convertors - One Member Director
- Scheduled Members - One Member Director

Elected Directors are appointed for a period of three years, and may seek re-election. No Director may hold office for more than six years.



Board Committees

AUDIT & RISK COMMITTEE

Members (all directors): Ms Louise English (Chairperson), Mr David Duffy, Mr Jim Bird.

The Committee reviews financial performance and reporting processes in the company. It also meets with our statutory auditors and tax advisors PwC. Number of meetings: 3

NOMINATIONS COMMITTEE

Members (all directors): Mr Tony Keohane (Chairperson), Mr James McNeill, Mr Séamus Clancy.

The Committee is responsible for identifying and nominating candidates to fill Board vacancies as and when they arise for the approval of the Board. Number of meetings: 2

FEES AND SUBSIDIES COMMITTEE

Members (directors and company secretary): Ms Anne Butler (Chairperson), Mr John Curran, Mr Matthieu Seguin, Mr Séamus Clancy, Mr William Collins.

The Committee makes recommendations to the Board regarding the level of subsidy to be paid in relation to waste packaging materials recovered by Approved Recovery Operators; the level of the annual Membership fee to be paid by Repak Members; the level of fee rebate (if appropriate). Number of meetings: 2

REMUNERATION COMMITTEE

Members: Mr Tony Keohane, Ms Anne Butler, Mr James McNeill.

The Remuneration Committee determines and agrees with the Board the framework and broad policy for the remuneration of the Chief Executive, Chairperson, Directors, senior management and employees.

The Committee is also responsible for benchmarking and reviewing the ongoing appropriateness and relevance of the remuneration policy and company pension scheme. Number of meetings: 2

FINANCE

We are pleased with the overall financial performance in terms of operating profit, revenue growth and funds returned to Members by means of fee rebate. The outturn for 2018 was positively impacted by revenue arising in relation to new Member recruitment and the operation of Repak ELT CLG, a compliance scheme established to recover end of life tyres.



FINANCE HIGHLIGHTS 2018

- Surplus after tax €659k
- Membership fee income of €28.45m net of rebate. Represents growth of 10.1% driven by new Member recruitment and increases in packaging placed on the market
- Fee rebates returned to Members in 2018 amounting to €1.48m
- Revenue recognised in relation to Repak ELT CLG amounted €927k
- Direct recycling expenditure amounted to €21.91m, also reflecting growth in line with tonnes recycled and recovered by waste to energy facilities

Revenue

Membership fees net of rebate have increased by 10.1% to €28.5m (2017: €25.8m). The increase arises from a combination of factors including new Member recruitment and growth in quantities of packaging placed on the market by existing Members.

Fee Rebate

In 2018 Repak paid fee rebates to Members, amounting to €1.48m (2017: €1.75m), who submitted data and discharged their invoices on time. Since the inception of the fee rebate programme, Repak has returned €5.23m to Members.

Income Repak ELT

Repak has recognised revenue of €927k (2017: €1.16m) in relation to Repak ELT CLG, a compliance scheme established to recover end of life tyres. This includes recharges of payroll cost associated with personnel administering the scheme. The scheme was approved to act as a Compliance Scheme from 1 October 2017 by the Department of Communications, Climate Action and Environment.

Direct Recycling Expenditure

Total expenditure of €21.91m (2017: €19.19m) is correlated to growth in tonnes recovered and increased financial support for some plastic materials due to reduced availability of overseas recycling markets. This represents an increase

in expenditure of 14% in 2018. Direct recycling accounted for 78% of total expenditure of €28.1m.

The amount of tonnes recovered has increased by 10.5% to 902,249 tonnes (2017: 817,889 tonnes). The increase has been driven by growth in packaging recycled from householders and commercial premises combined with increases in packaging recovered by waste to energy facilities.

Administrative Expenses

Administrative expenses amounted to €6.19m (2017: €5.36m). Included in this figure is staff cost of €2.91m (2017: €2.79m) as well as marketing, communications and public awareness expenditure of €1.30m (2017: €1.06m).

A significant focus of public awareness was to reduce contamination levels in the recycling bin and increase plastic recovery. Repak coordinated the development and launch of the Plastic Packaging Recycling Strategy 2018-2030 to inform Government policy. We also highlighted the impact of imported packaging arising from online sales which Repak Members fund.

In partnership with the Local Authorities, Repak rebranded all 1,848 bottle banks, and an additional 20 bottle banks were funded in 2018. Repak successfully funded a full years enforcement programme in partnership with Department of Communications, Climate Action and the Environment (DCCA), Waste Enforcement Regional Local Authorities (WERLAs) and Local Authorities.

Net Interest Income

Aligned to depressed global financial market conditions, the company incurred losses of €0.4m in relation to investments which were valued at the €7.81m at 31 December 2018. Since that date, investments have recovered all losses incurred in 2018.

02

PROFIT & LOSS ACCOUNT

For the financial year ended 31 December 2018

	2018 €	2017 €
Membership fee income	29,937,219	27,581,883
Membership fee rebate	(1,484,162)	(1,753,321)
Membership fee income net of rebate	28,453,057	25,828,562
Repak ELT income	927,539	1,162,439
Direct recycling costs	(21,912,770)	(19,198,033)
Gross profit	7,467,826	7,792,968
Administrative expenses	(6,189,497)	(5,363,705)
Surplus on ordinary activities before interest and taxation	1,278,329	2,429,263
Interest receivable and similar income	41,814	245,912
Interest payable and similar charges	(445,999)	-
Net interest (expense) income	(404,185)	245,912
Surplus on ordinary activities before taxation	874,144	2,675,175
Tax on surplus on ordinary activities	(214,351)	(353,208)
Surplus for the financial year	659,793	2,321,967

BALANCE SHEET

As at 31 December 2018

	2018 €	2017 €
Fixed assets		
Tangible assets	2,705,255	2,871,635
Financial assets	7,818,149	8,224,616
	10,523,404	11,096,251
Current assets		
Debtors	2,371,354	2,613,273
Cash at bank and in hand	24,543,800	23,549,368
	26,915,154	26,162,641
Creditors: amounts falling due within one year	(9,998,096)	(10,498,330)
Net current assets	16,917,058	15,664,311
Total assets less current liabilities	27,440,462	26,760,562
Creditors: amounts falling due after one year	(20,692)	(585)
Net assets	27,419,770	26,759,977
Capital and reserves		
Called up share capital – presented as equity	4	4
Profit and loss account	7,419,766	6,759,973
Contingency reserve fund	20,000,000	20,000,000
Total equity	27,419,770	26,759,977

BALANCE SHEET

Financial Assets

The company owns two multi asset investment funds. These investments were made with a view to increasing returns giving regard to the current low interest rate environment. They are risk rated low to medium. However, the company is exposed to market risk as there is no capital guarantee associated with these investments. The market value of these investments at year end was €7.8m

Debtors

Included in the debtors balance of €2.4m are trade debtors of €1.6m (2017: €753k), amounts receivable from Repak ELT CLG of €277K (2017: €1.2m) and VAT recoverable of €479k (2017: €475k).

Contingency Reserve Fund

As a condition of approval, Repak is required to maintain a contingency reserve fund of €20m. This fund is ring fenced from day to day operations and may only be accessed in limited circumstances with the prior agreement of the Minister.

MEMBERSHIP

Repak's Member numbers continued to increase in 2018. At the beginning of the year we had 2,308 Members but this had increased to 2,967 Members by the end of the year. We had 751 new Members certified and a loss of 92 Members through revocations and mergers during the year.



THE NET GAIN OF 659 MEMBERS IS THE LARGEST INCREASE IN MEMBER NUMBERS EVER IN REPAK.

Of the 2,967 Members 37% were Regular Members* and 63% Scheduled Members*.

Fee income from Regular Members accounted for 95% of 2018 fee income, with the remaining 5% coming from Scheduled Members. A full list of Repak Members can be viewed at www.repak.ie/for-business/Member-list.

*See 'Membership Categories' for a description of our Members.

Membership Fees

THE REPAK FEE STRUCTURE IS BASED ON THE PRINCIPLE OF PRODUCER RESPONSIBILITY

and is designed to ensure that the cost of recovery of packaging waste is spread on an equitable basis.

The key elements of that principle are that responsibility is shared across the supply chain and that producers contribute to national recycling in accordance with the amount and type of packaging they place on the market. Fees in 2018 remained at the same level as in previous years. Fees have remained unchanged since 2008, but this is likely to change over

the next few years due to the increased targets required by EU legislation and the pressure on non-recyclable materials.

Repak will revise its data reporting structure to be more specific about recyclable and non-recyclable materials as required by the EU Plastic Strategy. This will allow for fees to be modulated to encourage recyclable and discourage non-recyclable materials.

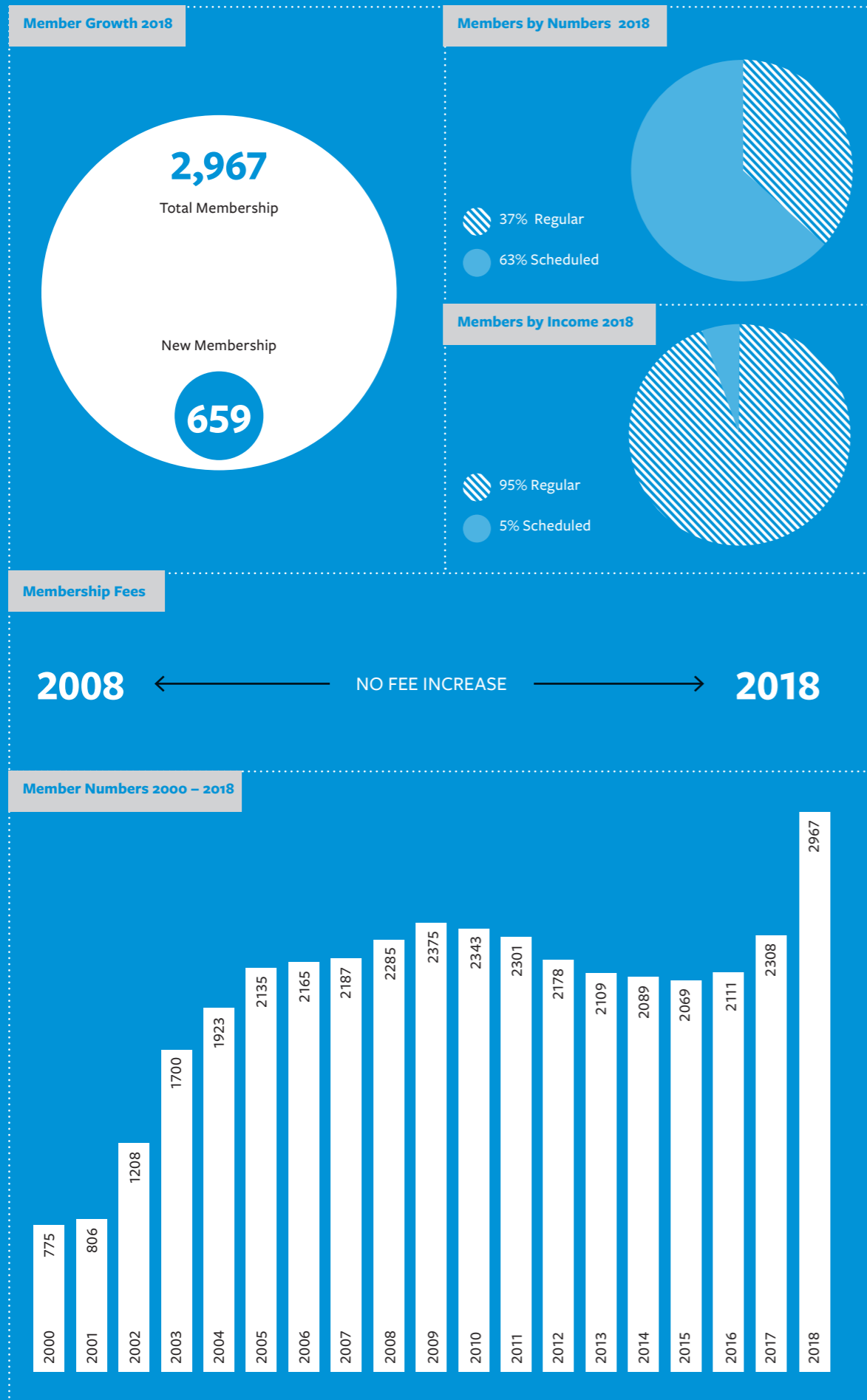
Membership Fee Rebate

THE SUCCESSFUL FEE REBATE PROGRAMME FOR MEMBERS INTRODUCED IN 2015

continued in 2018. The rebate was subject to a number of qualifying criteria.

In total there was €1.484m available for rebate to Members during the year and Repak is pleased to announce that the scheme will continue for 2019. A total of 477 Regular Members and 883 Scheduled Members met the required conditions by providing statistical information and paying their fee on time.

The fee rebate programme will be reviewed in 2019. As the pressure increases for producers to contribute more to the recycling of packaging the fee rebate programme will be reviewed in this context.



Prevent & Save Programme

THE PREVENT & SAVE PROGRAMME CONTINUED TO SUPPORT REPAK MEMBERS

across numerous industry sectors through our packaging optimisation survey programme.

In 2018 Repak’s packaging technologists also supported a number of retailer initiatives designed to improve plastic packaging systems in particular, within specific product categories.

THE 2018 PROGRAMME INCLUDED THE FOLLOWING:

- Continued Member participation in our free onsite packaging optimisation survey programme
- Projects to assist the retail sector in preventing packaging waste and in providing advice on packaging design improvements that can improve recyclability. These projects focussed on specific categories such as fresh produce and meat and placed a particular emphasis on plastic packaging. This work also involved numerous engagements with the retailers’ supply base, many of whom are also Repak Members
- Development of a ‘best practice’ publication highlighting the work done by retailers on preventing packaging waste and designing packaging for recycling. This publication highlighted some projects implemented as a direct result of participation in the Prevent & Save Programme. Other sectors targeted included the hospitality sector. A guide was also developed to provide advice on waste management in offices in conjunction with property management company Hibernia REIT. See www.preventandsave.ie for more information
- Repak’s prevention programme was promoted in a number of trade publications such as the Irish Packaging Directory, Food Ireland and Business Plus
- Guest lectures and seminars took place at some of Ireland’s leading institutions and included University of Limerick, IT Sligo and IT Tallaght

that focussed on the current and future challenges of dealing with Ireland’s packaging waste

- 2018 saw the commencement of Repak’s involvement in a three year Interreg project known as OceanWise which is focussed on reducing Expanded Polystyrene (EPS) as marine litter. Repak is leading the development of a database of EPS manufacturers, applications and end uses along with identifying options to reuse, repurpose and recycle EPS

Repak and Origin Green Collaboration

ORIGIN GREEN IS IRELAND’S FOOD AND DRINK SUSTAINABILITY PROGRAMME, OPERATED BY BORD BIA.

The programme currently has over 300 verified Member companies.

Within the programme, farmers and food manufacturers through to retailers and foodservice operators, all come together with the common goal of sustainable food production.

- In 2018 Repak collaborated in a number of ways with our partners in the Origin Green team to help joint Members set packaging targets as part of their Origin Green sustainability charters
- This collaboration involved two key initiatives during 2018:
 - A seminar organised by both Bord Bia and Repak and held at the Bord Bia offices in September 2018. The seminar, which discussed the challenges associated with reducing plastic packaging included speakers, an expert panel and delegates from over 100 Member companies as well as numerous industry stakeholders
 - The setting up of a series of packaging clinics which are now delivered to Members on a one to one basis at the Repak offices

Members Pledge on Plastic Packaging Waste

IN SEPTEMBER 2018 REPAK LAUNCHED “REPAK’S PLASTIC PACKAGING RECYCLING STRATEGY 2018 – 2030”.

This strategy identified designing better plastic packaging as an urgent priority

and any action that would be required to reduce plastic packaging waste and help Ireland to play its part in achieving the key goals set out within the EU Circular Economy Package.

As a result the “Repak Members’ Pledge on Plastic Packaging Waste” was developed in Q4 2018 which aimed to gain commitments from producers to implement changes in their supply chain in relation to plastic packaging without negatively impacting on food waste.

At the end of 2018, over 30 of Repak’s major producer Members had signed the Pledge, which included some of the largest producers and retailers in Ireland. As an integral part of our Plastics Strategy, we look forward to working with those and many more of our Members during 2019 to achieve the objectives set out in the Pledge.

OUR PLEDGE

As a Member of Repak we are committed to reducing plastic packaging waste and helping Ireland to play its part in achieving the key goals set out within the EU Circular Economy Package. We continue to work with our suppliers, customers and the public to achieve the following objectives:

- 1 Prioritise the prevention of packaging waste by minimising avoidable single use packaging and promoting packaging reuse where possible.
- 2 Support Ireland to deliver the Circular Economy Package plastic recycling targets of 50% of all plastics by 2025 and 55% of all plastic packaging by 2030, as set by the European Commission.
- 3 Reduce complexity within the plastic packaging supply chain by simplifying polymer usage and eliminating non-recyclable components in all plastic packaging by 2030.
- 4 Help to build a circular economy for used plastic packaging in Ireland and Europe by increasing the use of plastic packaging with a recycled content.
- 5 Ensure our approach to plastic packaging reduction is aligned to Ireland’s goal of a 50% reduction in food waste by 2030 as set out in Ireland’s food charter.

Membership Categories

REPAK MEMBERSHIP FALLS INTO TWO BROAD CATEGORIES — ‘REGULAR’ AND ‘SCHEDULED’ MEMBERSHIP.

Regular Members

The Repak fee structure for Regular Members is shared across the packaging supply chain (shared responsibility). Members include packaging material manufacturers, packaging converters, brandholders, importers, distributors and retailers. These producers supply twice-yearly packaging statistics and pay fees according to

the amount and type of packaging placed on the market. The category also includes producers who are not obligated under the Packaging Regulations but choose to pay a producer responsibility contribution to the recovery of their packaging.

Scheduled Members

These are producers who retail directly to consumers but who are not brandholders or importers of the products sold on-site. This category includes independent/franchised retailers, licensed premises, off-licences, hospitality sector, hardware and building materials, pharmacies, electrical retailers and restaurants.

Summary of Member Fees

REPAK REGULAR MEMBERS PAY FEES ON A TONNAGE BASIS.

Different packaging materials are charged at individual rates, reflecting the level of subsidy required to ensure that those materials are recovered.

The standard fee matrix for Regular Members is shown in Table 1. Scheduled Members pay a once-yearly Membership fee, based on a schedule of turnover/tonnage bands determined by Repak, in consultation with industry and trade associations and approved by the Board of Repak. The schedule of fees is set out in Table 2.

Table 1 Regular Member Fees Per Tonne

	Paper	Glass	Aluminium	Steel	Plastic	Plastic Bottles	Wood	Paper Composite	Metal Composite
Materials Manufacturer	€2.05	€2.05	€2.05	€2.05	€2.05	€2.05	€2.05	€2.05	€2.05
Converter	€2.05	€2.05	€2.05	€2.05	€2.05	€2.05	€2.05	€2.05	€2.05
Distributor	€2.05	€2.05	€2.05	€2.05	€2.05	€2.05	€2.05	€2.05	€2.05
Retailer	€4.10	€4.10	€4.10	€4.10	€4.10	€4.10	€4.10	€4.10	€4.10
Brandholder / Importer	€22.73	€9.18	€83.62	€78.51	€89.16	€89.16	€10.60	€75.78	€111.48

Table 2 Scheduled Member Annual Fees

Category	Turnover From (€)	Turnover To (€)	Repak Fee (€)
Hardware & Building Materials (between 10t & 25t of packaging)	1,000,000	3,649,999	400
Hardware & Building Materials (25t or more of packaging)	3,650,000	Over 3,650,000	980
Hotel / Hospitality (between 10t & 25t of packaging)	1,000,000	-	400
Hotel / Hospitality (25t or more of packaging)	1,000,000	Over 1,000,000	980
Pharmacy (between 10t & 25t of packaging)	1,000,000	-	400
Pharmacy (25t or more of packaging)	1,000,000	Over 1,000,000	980
Licensed Premises (between 10t & 25t of packaging)	1,000,000	-	400
Licensed Premises (25t or more of packaging)	1,000,000	Over 1,000,000	980
Independent Retailer (between 10t & 25t of packaging)	1,000,000	-	400
Independent Retailer / Off-Licence (25t or more of packaging)	1,000,000	3,809,999	980
	3,810,000	4,439,999	1,078
	4,440,000	5,079,999	1,273
	5,080,000	5,719,999	1,469
	5,720,000	6,349,999	1,568
	6,350,000	6,989,999	1,764
	6,990,000	7,619,999	1,960
	7,620,000	8,249,999	2,156
	8,250,000	8,879,999	2,352
	8,880,000	9,519,999	2,450
	9,520,000	10,159,999	2,647
	10,160,000	10,799,999	2,744
	10,800,000	11,429,999	2,940
	11,430,000	12,059,999	3,137
	12,060,000	12,699,999	3,235
	12,700,000	Over 12,700,000	3,431
Electrical Retailers (between 10t & 25t of packaging)	1,000,000	3,499,999	400
Electrical Retailers (25t or more of packaging)	3,500,000	Over 3,500,000	980
Restaurant (between 10t & 25t of packaging)	1,000,000	-	400
Restaurant (25t or more of packaging)	1,000,000	Over 1,000,000	980

For further information see repak.ie



RECOVERY & RECYCLING



904,249

2018 Total Tonnes Funded

up 86k on 2017 (818k) – an 11% increase

- Recycling increased by 16k tonnes to 636k in 2018 (620k 2017)
- Backdoor/Commercial 362k up 10k – 3%
- Household/Domestic 274k tonnes up 6k – 2%
- 11.8 million tonnes of packaging funded over 21 years
- Targets: Recycling 65% and Recovery 75%
- Forecast: Recycling 68% and Recovery 94% for 2018

€21.91m

2018 Total Funding

up €2.7m on 2017 (€19.2m)

- 78% of total spend on Recovery and Recycling
- Over €425m invested by Repak Members in Ireland’s Recycling Infrastructure since 1997
- Recycling Funding €21.1m up €2.5m on 2017 €18.6m
- Backdoor/Commercial €4.3m increase of €668k
- Household/Domestic €16.8m increase of €1.9m
- Kerb/MDR Bin €12.8m
- Repak Members contributed €79.52 for each tonne collected from the household/MDR Bin in 2018 an increase of €13.63 per tonne on 2017
- 30 Contract Compliance Audits and 20 Financial Audits – 94% of funding and 90% of tonnes audited in 2018

R&R Tonnage Performance

	2018 (t)	2017 (t)	Increase
Backdoor Recycled	361,977	352,262	9,715
Household Recycled	274,333	268,118	6,215
Total Recycling	636,310	620,380	15,930
Recovery (EfW)	267,939	197,509	70,430
Totals	904,249	817,889	86,360

R&R Funding Costs

	2018 (t)	2017 (t)	Increase
Backdoor Recycled	4,295,791	3,627,571	668,220
Household Recycled	16,822,354	14,972,080	1,850,274
Total Recycling	21,118,145	18,599,651	2,518,494
Recovery (EfW)	794,625	598,444	196,181
Totals	21,912,770	19,198,095	2,714,675



2018

904,249 tonnes

636,310
Recycled

267,939
Recovered (EfW)

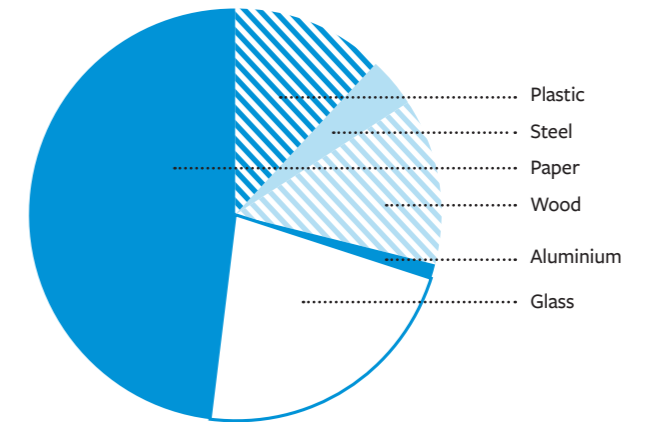
2018 EU R&R Targets



75 **60**

2018 Recycled Tonnes 636k

Aluminium	Glass	Paper	Steel	Plastic	Wood
8,363	137,342	305,232	24,422	78,940	82,011



Household subsidy from Members

1 Tonne = €79.52

An increase of **€13.63** on 2017.

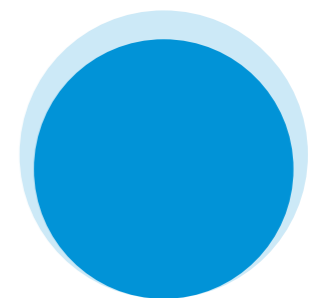
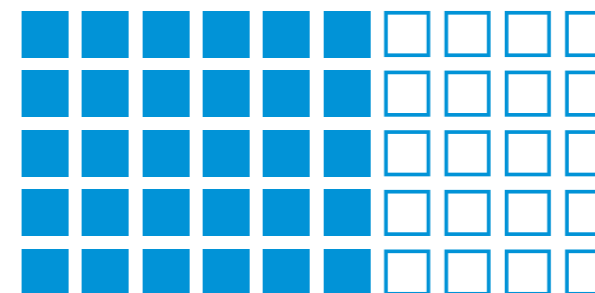


2018 Audits

30 Contract Compliance Audits

20 Financial Audits

90% of Tonnes Audited



SALES

Repak's Sales Department had a strong 2018, increasing Membership to its highest ever figure at just under 3,000 Members. New Member revenue for 2018 totaled €1.3m, an increase of 35% on 2017. The Sales Team represented Repak at over 10 trade shows and exhibitions. Stronger enforcement collaboration with Local Government assisted obligated business with compliance.



Recruitment

OVERALL, RECRUITMENT EFFORTS HELPED DRIVE MEMBERSHIP

above the previous Membership highs (in 2009), to nearly 3,000 Members by year end.

Results were accomplished by robust planning in identifying potential Members, engaging with trade associations and the head offices of specific groups, whilst developing our relationship with Local Authorities in the area of enforcement.

Both Regular and Scheduled Membership recruitment was strong in 2018, with notable increases in new Members versus previous years. The Sales Department achieved revenue totalling more than €1.3m. Regular recruitment was dominated by the food, beverage and retail sectors. Through discounted joining fee promotions and the support of industry and trade organisations, Scheduled Membership witnessed unprecedented growth. Specifically, new Scheduled Members consisted mostly of businesses from the independent retailer and hospitality sectors.

The Sales Department represented Repak at numerous trade shows and exhibitions with the

aim of educating businesses about packaging compliance and good waste management.

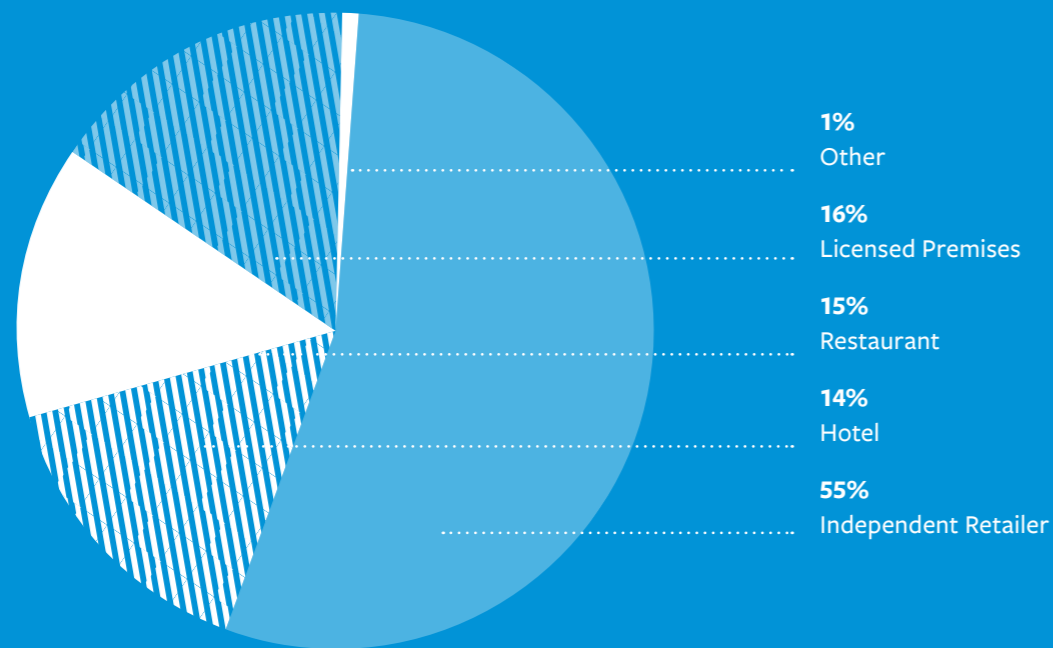
These included:

- Hardware Trade Show
- Irish Hotel Federation Trade Show
- Retail Excellence Trade Show
- CATEX Exhibition
- Restaurant Association Annual Conference
- BWG Foods Trade Show
- Food Retail and Hospitality Show
- Gala Retail Trade Show
- Green Hospitality Trade Show
- Food and Drink Trade Show
- Environmental Expo Conference

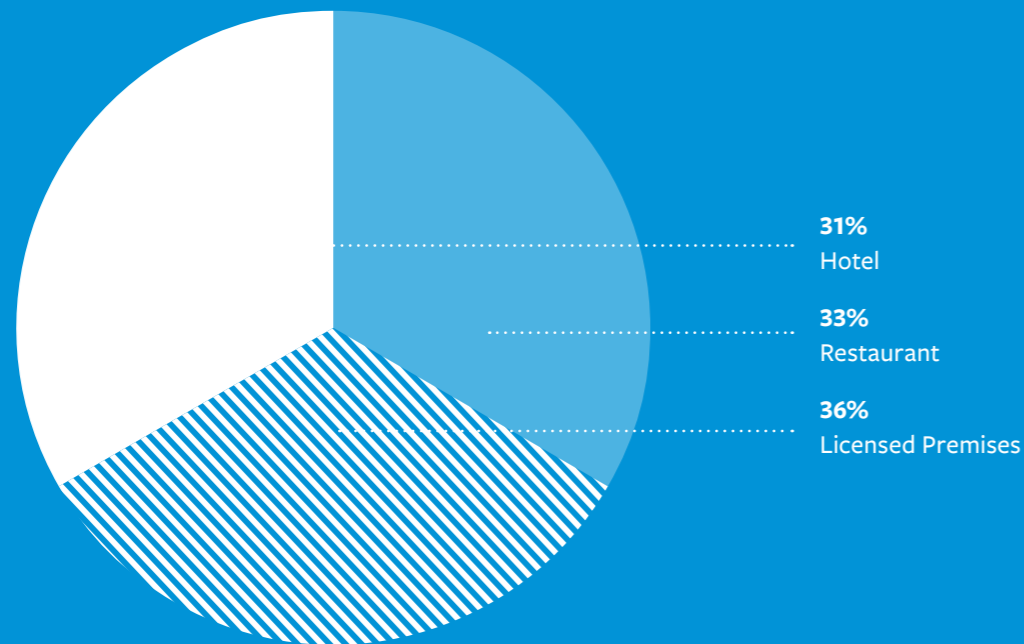
Sales also redesigned the information packs for these events and for prospective businesses interested in joining Repak.

These sales packs were developed to make our messages clearer and adaptable for cross-platform use.

Scheduled Members by Sector 2018



Hospitality Sector New Scheduled Members 2018



IT IS IMPORTANT TO BUILD UPON THE SUCCESSES OF 2018.

Businesses are becoming increasingly aware and interested in their own Corporate Social Responsibility.

Also, new EU directives on the Circular Economy Package (CEP) and Single Use Plastics (SUP) will change the way Irish businesses think about their own environmental ethics and recycling. As a department, the Sales Team's role is to inform, support and help businesses understand these changes, along with, crucially, helping them meet any obligations they may have under Packaging Regulations.

Regular Members

- New Regular Member numbers increased with 112 new Members generating over €1m in income
- Over a third of new Regular Members came from the Irish food and beverage industry reflecting the current growth in these sectors

Scheduled Members

- 706 businesses joined as Repak Scheduled Members in 2018
- New Scheduled Members amounted to nearly €300k in revenue
- 55% of new Scheduled Members were independent retailers
- 44% of Scheduled Members were from the hospitality industry

- Independent retailer and hospitality promotions ran concurrently and led to 366 new Members during the summer period (consisting of 52% of all new Scheduled Members in 2018)

Enforcement

In 2018 Repak's working partnership with the Department of Communications, Climate Action and Environment (DCCA), Waste Enforcement Regional Local Authorities (WERLAs) and Local Authorities grew from strength to strength. A programme to identify Suspected Major Producers (SMPs) and guide obligated businesses into compliance with the Packaging Regulations gained further momentum. Since this co-operation programme began, Local Authority Waste Enforcement Officers have engaged with all 26 counties.

POLICY DEVELOPMENTS

In 2018 EU policy developments focusing on legislative reform and implementation of the Circular Economy Package (CEP) moved at a significant pace and the year will undoubtedly be recognised as a landmark in the move toward a more sustainable, circular economy in Europe.



JANUARY

PUBLICATION OF THE EU PLASTICS STRATEGY

The first notable event was the publication in January of the EU Plastics Strategy, with a goal of protecting the environment from plastic pollution, while at the same time fostering growth and innovation.

This strategy set out a strong business case for transforming the way plastic products are designed, produced, used and recycled in the EU and aims to deliver new investment opportunities and jobs. Under the new Strategy all plastic packaging on the EU market has to be recyclable by 2030 and the consumption of single-use plastics is to be reduced.

MAY

PUBLICATION OF SUP PROPOSAL

In May 2018, as part of the EU Plastics Strategy, the European Commission proposed a Directive to reduce the impact of certain plastic products in the environment. This is the Single Use Plastics (SUP) Directive and is part of the wider EU Plastics Strategy.

The proposal sets out new EU-wide rules to target the 10 single-use plastic products most often found on Europe's beaches and seas, as well as lost and abandoned fishing gear. Together these constitute 70% of all marine litter items.

Vice-President Frans Timmermans, responsible for sustainable development said: "Plastic waste is undeniably a big issue and Europeans need to act together to tackle this problem, because plastic waste ends up in our air, our soil, our oceans and in our food. Today's proposals will reduce single use plastics on our supermarket shelves through a range of measures. We will ban some of these items and substitute them with cleaner alternatives so people can still use their favourite products."

JULY

PUBLICATION OF THE NEW WASTE DIRECTIVES

An integral part of the Circular Economy Package (CEP) is the review of the Waste Directives with a goal of improving EU waste management by focusing on the protection, preservation, and improvement of the environment.

In July, the revised Directives were finally published in the EU Journal and Member States now have until July 2020 to transpose the Directives into national legislation.

In a statement, the European Parliament said that improving waste management will benefit the environment, climate and human health. "The four pieces of legislation are also part of a shift in EU policy towards a circular economy, i.e. a system where the value of products, materials and resources is maintained in the economy for as long as possible."

“With this package, Europe is firmly committed to sustainable, economic and social development, which will at last integrate industrial policies and environmental protection”, said lead MEP Simona Bonafè (S&D, IT). “The Circular Economy is not only a waste management policy, but is a way to recover raw materials and not to overstretch the already scarce resources of our planet, also by profoundly innovating our production system. This package also contains important measures on waste management, but at the same time goes further, by defining rules taking into account the entire life cycle of a product and aims to change the behaviour of businesses and consumers. For the first time, Member States will be obliged to follow a single, shared legislative framework”, she added.

THE TWO DIRECTIVES WHICH IMPACT SPECIFICALLY ON REPAK MEMBERS ARE:

[The Waste Framework Directive \(WFD\)](#) and [The Packaging and Packaging Waste Directive \(PPWD\)](#).

The main aims of the amendments to the WFD are focused on preventing waste, increasing the recycling of municipal waste and the phasing out of landfilling. There is a particular focus on the waste hierarchy and Member States are to take specific measures to prioritise prevention, re-use and recycling as opposed to incineration and disposal.

There is also a renewed emphasis on the general minimum requirements for Extended Producer Responsibility (EPR) schemes and the role EPR schemes will play in the shift towards a more sustainable circular economy. The WFD also focuses on the responsibility of producers of products “to bear financial or financial and organisational responsibility for the management of the waste stage of a product’s life cycle including separate collection, sorting and treatment operations.”

The revised PPWD which is the main piece of legislation governing packaging and packaging waste in the EU, was amended to reduce packaging waste and promote the reuse, recycling and other forms of recovering of packaging waste, thereby contributing to the transition towards a circular economy.

The main impact on Repak and its Members will be around the achievement of the new higher targets set out in the revised PPWD.

These targets will add to the cost of compliance for packaging producers as Repak will have to collect and recycle more material.

The new targets are: 65% of all packaging materials will have to be recycled by 2025, with 70% by 2030. Separate targets are also set for specific packaging materials, such as paper and cardboard, plastics, glass, metal and wood.

The target which represents the biggest challenge for Repak Members is the plastics recycling target of 50% set for 2025. Repak is currently working with key stakeholders to lay the ground work for the achievement of the new ambitious targets and part of this work was the publication by Repak of a Plastic Packaging Recycling Strategy 2018–2030. This strategy was prepared after a consultation period with key stakeholders and not only highlights the significant challenges in meeting the targets but also recommends key actions to meet those challenges.

Initial estimates suggest that it could require up to €200 million of investment across the public and private sectors to achieve the recycling targets over the period of the strategy.

The directives also place more rigorous monitoring and reporting obligations on Member States.

SEPTEMBER

DEADLINE FOR VOLUNTARY PLEDGES ON RECYCLED PLASTICS

[The voluntary pledges on recycled plastics is an initiative of the EU Plastic Strategy calling on stakeholders to come forward with voluntary pledges to boost the uptake of recycled plastics.](#)



The objective is to ensure that by 2025, ten million tonnes of recycled plastics find their way into new products on the EU market.

Repak has been proactively working on a number of initiatives with its Members within the Prevent & Save Programme to help them optimise their packaging systems, reduce packaging waste and to participate in Repak's Pledge on Plastic Packaging Waste.

OCTOBER

ECO-FEE MODULATION SEMINAR

Eco-modulation of EPR fees has been identified as a tool for transition towards a circular economy.

The way we design, produce, use, distribute and discard products has a strong impact on our economy, society and environment and eco-modulation of fees is being looked at as a key lever to stimulate eco-design, recyclability, reuse, etc. However the debate on eco fee modulation at EU level is still in its infancy.

In October, Repak took part in a seminar with colleagues from other ERP schemes across Europe including representatives from the EU Commission and the OECD. The debate centred on effective eco design and the scope of EU guidelines for eco-modulation of EPR fees.

The EU has commissioned Enumia (a UK-based consultancy company) to undertake a study on eco-fee modulation criteria and policy options. A key element of the study is to explore the potential of more advanced eco-modulation of fees for plastic packaging and to better take into account the environmental impacts of plastic packaging.

DECEMBER

AGREEMENT REACHED ON SUP DIRECTIVE

In December the trilogue negotiations (between the EU Commission, EU Parliament and EU Council) on the SUP proposal (published in May) concluded and provisional agreement was reached on the SUP Directive.

This is a very ambitious and far reaching Directive and is an integral and complementary part of a much wider comprehensive approach from the EU to include the Plastics Strategy, the Circular Economy and the revised waste legislation. It will have significant impact on the packaging landscape from now to 2030 and will fundamentally change how plastic is produced, used and managed to ensure it does not harm the environment.

The next step will be the EU Parliament's vote on the Directive in April 2019 and publication of the final Directive, prior to the EU elections in May 2019. Member States will then have two years to transpose it into national laws, which should come into force in April 2021.

See page 41 for a summary of main points and an indicative timeline.

CIRCULAR PLASTICS ALLIANCE

In December the EU Commission also launched the Circular Plastics Alliance.

This is an alliance of industry stakeholders covering the full plastics value chain and is part of the EU's effort to drive the EU towards a circular economy. The aims of the Circular Plastics Alliance are to:

- Build on the commitments already made in the pledging campaign to increase the share of recycled plastics, with a target of 10 million tonnes of recycled plastic going into new products in the EU by 2025
- Reduce plastics littering
- Stimulate market innovation

SUMMARY OF MAIN POINTS IN SUP DIRECTIVE

Targets

- Separate collection targets are to be established for beverage bottles with (up to three litre capacity) with 77% in 2025 and 90% in 2029
- Recycled PET in beverage bottles: 25% in 2025 and 30% in 2030
- Member States are to set qualitative reduction targets in the consumption of SUP beverage cups (including covers and lids) and SUP food containers

Products to be banned throughout the EU:

- Plastic cutlery (forks, knives, spoons and chopsticks)
- Plastic plates (an exemption might be foreseen until 2023)
- Plastic straws
- Food containers made of expanded polystyrene (such as fast food boxes, with or without a cover) used to contain food that is intended for immediate consumption either on-the-spot or takeaway
- Beverage containers made of expanded polystyrene
- Cups for beverages made of expanded polystyrene
- Products made from oxo-degradable plastic (as they contribute to micro plastic pollution while negatively affecting the recycling of conventional plastic)
- Cotton bud sticks made of plastic

Tethering of Plastic Caps/Lids

- Beverage containers can only be placed on the market with the lids and caps attached to the containers

Marking/Labelling Requirements

- SUP products will have to be marked to inform consumers of the appropriate waste management options for product/waste disposal

Legal

- The SUP Directive will have lex specialis over other Directives (i.e. in the event of a conflict the SUP Directive will override other previous legislation)

Distance Sellers

- Distance sellers are to be included in the definition of a producer, and similar to WEEE legislation, a Member State must ensure that a distance seller producer in their jurisdiction, appoints an authorised representative

Awareness Raising/Litter Clean Up

- Extended Producer Responsibility schemes will have to pay for the costs of awareness-raising measures, waste management and clean up and for certain single-use plastics to include:
 - the costs of the collection of waste of those products discarded in public collection systems; infrastructure and its operation; and its subsequent transport and treatment costs
- Extended producer responsibility schemes to be established for:
 - SUP packaging products; Tobacco products with filters; Fishing gear containing plastic

OVERVIEW OF INDICATIVE TIMELINES

2021

- Marking Requirements: April
- Awareness Raising Measures: April
- Market Restriction (Banned Items): April

2023

- EPR: 5 Jan 2023 or 31 Dec 2024

2024

- Product Design – Lids from plastic bottles to be tethered: April
- 77% Beverage Bottles Separate Collection

2026

- Consumption Reduction – National Targets to be established and achieved by 2026 based on 2022 data

2029

- 90% Beverage Bottles Separate Collection

MARKETING, COMMUNICATIONS & PUBLIC RELATIONS

In 2018 we continued to highlight the effectiveness and contribution of Repak and our Members during a time when plastic became one of the world's most talked about topics and the European Commission announced new, ambitious plastic recycling targets for Ireland.



WE CONTINUED TO DRIVE OUR KEY CAMPAIGN MOMENTS:

Easter, Repak Recycle Week, Pakman Awards our Schools Programme and Christmas –

while leveraging press opportunities with the Online Packaging Report, the development of the Plastic Strategy and our Annual Report.

Opening of Repak's Conference Centre

IN MARCH 2018 WE WERE DELIGHTED TO ANNOUNCE THE OPENING OF REPAK'S MEMBERS' TRAINING AND CONFERENCE CENTRE

a space for our valued Members to use for conferences, away days, meetings and training.

As an industry-led organisation, the opening of the new conference and training centre is the latest initiative from Repak with our Members in mind. The ground floor conference centre boasts seating for 100, a stage, projector, lectern and microphone. Also available is a meeting room with seating for up to 16 people with a canteen facility. The facility also provides packaging prevention,

reduction and design training and is set to serve as a meeting point for existing and new Repak Members.

The centre, which is located at our offices at the Red Cow Interchange Estate, D22 HW67, is available to Repak Members for all of your meeting needs. If you would like to book the conference centre or training room, please contact us at info@repak.ie – we would be delighted to welcome you.

Easter

EASTER IS RENOWNED AS A YEARLY EVENT THAT CAUSES HOUSEHOLDS TO GENERATE MORE PACKAGING WASTE.

On average, 25% of what ends up in Ireland's recycling facilities is non-recyclable, however this figure can be as high as 40% in some areas including Dublin.

We created a survey for the public to get a better understanding of the issue at hand, the results of which were leveraged for a press release. We worked with one of our registered recovery operators, Thorntons Recycling, to create a suite of videos focusing on humanising the recycling industry.



Team Green Ambassadors

We secured 21 pieces of news coverage across print, online and broadcast, resulting in a PR value of €195,580 and a reach of 2.75m people and the three videos we created reached 472,318 people across social media.

Team Green

REPAK RECYCLE WEEK TOOK PLACE IN SEPTEMBER PAYING SPECIFIC ATTENTION TO PLASTICS.

With ambitious plastic recycling targets set by the European Commission, the theme of the campaign focused on highlighting the need to join together as a team to ensure we meet these targets.

The media for the campaign consisted of PR, Outdoor, Radio, Digital, Native content, Social Media and Video. Our 'Join Team Green' campaign, with our respective ambassadors, was well received in 2018 amongst all stakeholders and we will continue to build on this campaign.

The ambassadors were:

- Paul McGrath – One of Ireland’s greatest ever soccer players
- The O’Donovan Brothers – Winners of the gold medal at the World Rowing Championships
- Annalise Murphy – Irish sailor and two-time Olympic medallist
- Roz Purcell – Social media entrepreneur, author and model
- Bobby Kerr – Entrepreneur, Broadcaster, former Chairman of Insomnia Coffee Chain

We asked everyone to log on to www.repak.ie/teamgreen and make a pledge to recycle at least one more piece of plastic every week. If everyone in Ireland did this we would recycle an additional 250m pieces of plastic every year.

As part of the campaign and in partnership with the Dublin Chamber of Commerce, Repak launched the Plastic Packaging Recycling Strategy in The Westbury Hotel with over 185 people in attendance. The panel including Séamus Clancy – CEO of Repak, Kevin O’ Donoghue – Department of Communications Climate Action Environment, Dr Eimear Cotter – Environmental Protection Agency and Conor Walsh – Secretary of the Irish Waste Management Association, discussed what lies ahead and faces Ireland to ensure that by 2030 we provide a sustainable solution for the country’s waste and a collective approach in fulfilling the

Plastic Strategy. The Plastic Strategy was drafted with RPS Consultants. The Plastic Strategy secured 16 pieces of coverage, with a reach of 2.6m. The total PR value was €120,231 and the overall sentiment was 93% positive.

Repak’s ‘Team Green’ campaign was very well received and had total PR reach of 6,357,449 with the free PR value coming to €624,004 – a 48% increase on Repak Recycle Week 2017. The campaign had a 95% positive sentiment with the videos having 1,723,479 impressions over the course of the campaign.

Most significantly, we saw an increase of 5% on pieces of plastic being recycled between October – December 2018 vs. 2017. This equates to a total of 286 tonnes or 11.4m pieces of plastic packaging.

REPAK IDENTIFIED AN OPPORTUNITY TO INCREASE RECYCLING RATES

of both plastic bottles and aluminium cans through the installation of Team Green Recycling Machines across five locations nationally.

- University College Cork
- Waterford Institute of Technology
- Trinity College Dublin
- Royal College of Surgeons
- Tallaght University Dublin

The machines act as a mobile bottle bank for plastic bottles and aluminium cans similar to our current bottle bank infrastructure. We will continue to trial and monitor these machines and the quality and tonnage of materials placed into them in 2019.

Pakman Awards

THE PAKMAN AWARDS LAUNCH TOOK PLACE IN MAY 2018

with then Minister Denis Naughten and celebrity entrepreneur Chanelle McCoy present.

We collaborated with Repak Member and former Pakman winners Lidl to create a hamper of its products to send to media to drive coverage for the launch. The hampers featured items from Lidl’s product range that had recently had a reduction in packaging. Alongside the hamper we had mini-Pakman statuettes created for selected environmental media journalists.

The Pakman Awards took place in the Intercontinental Dublin on the 25th October, with Minister of State for Rural Affairs and Natural Resources, Seán Canney TD, key stakeholders and 400 people in attendance. The ceremony was a successful night with Séamus Clancy delivering a speech which highlighted the need for all stakeholders to join together to achieve Ireland’s ambitious plastic recycling targets following a call to action and a clip of the Team Green Video requesting everyone in the room to sign up and join Team Green. Special thanks to our valued Sponsors, DCCA, AMCS, ERP, WEEE Ireland, the EPA, IWMA, Arthur Cox, Enviroguide, CIWM and Repak ELT who were all present on the evening.

Dingle Gin, a Repak Member, provided the drinks reception and Febvre, another Repak Member provided the wine for the evening. Coca Cola Hellenic were very generous in their support of the event providing Coke on all tables and Schweppes 1783 collaborating with the pop up Dingle Bar. Galway Crystal supported the goody bags this year with two gin glasses and two bottles of Schweppes 1783 were also provided by Cola Cola. Bridgestone, a Repak ELT Member, provided the overall spot prize and winner of the casino night. This year nostalgic arcade games were also featured as part of the entertainment after the awards. Our partnership with the Irish Independent, also a Member, worked very well with coverage from the call to entries to a full page broadsheet the Sunday after the awards.

There were three standing ovations at the awards this year, a first for the ceremony and were



Tesco, winners of the Food Waste Management Award

received by: Sr. Margaret Cashman, this year's charity recipient of €4,000; 11 year old Flossie Donnelly who won a special prize for her entry and efforts in cleaning beaches around Dublin; and finally Clean Ireland who were crowned the overall Pakman winner for 2018.

We experienced our highest number of entries to date, with Membership participation increasing significantly. We had a phased media approach across PR, Print and Social (combining LinkedIn and Facebook). Traffic to the Pakman website increased by 380% versus 2017 and press coverage reached an estimated 2.5m people.

Online Shopping Report

REPAK COMMISSIONED A REPORT BY DR. PAT McCLOUGHAN

[Managing Director of PMCA Economic Consulting to look at the continued growth in the volume of online consumer sales and the impact this has on additional packaging in Ireland.](#)

The report found that in 2018 Irish households were expected to spend an estimated €2 billion on online cross-border consumer goods. We released the report with accompanying press releases over Black Friday/Cyber Monday highlighting the increase, thus showing how Ireland is now generating over 10,000 tonnes of packaging waste from online shopping per year, up from 7,500

tonnes in 2017. The timing of the publication of this report resulted in national coverage for Repak which appeared in the Irish Times, Irish Independent, RTÉ.ie and interviews secured on Morning Ireland and RTÉ news. There was +12% uplift in the PR value of the coverage secured.

The report was well received, demonstrating both consistency and thought-leadership for Repak in this area. In its second year, the Online Packaging Report is now an established annual Repak event that puts our Members' contributions to recycling in Ireland at the forefront of our communications and signifies our commitment to ensuring legislation and policy is updated to reflect this rapidly growing industry sector and to promote the need for a level playing field with regard to packaging waste in Ireland. PR value increased from €291,811 in 2017 to €328,117 in 2018.

Shop Team Green

THE OBJECTIVE OF THE REPAK CHRISTMAS CAMPAIGN

[was to promote Repak Members as 'Team Green' supporters.](#)

We wanted to highlight their green credentials, to educate consumers that Repak Members fund packaging recycling in Ireland and to encourage them to 'Shop Team Green' this Christmas.

The strategy was to continue the theme of the successful 'Team Green' message including an iconic ambassador, Santa, as part of the team and to merge it with the Shop Repak Member campaign from 2016 and 2017.

All Members received information about the campaign asking them would they like to be included. We saw an uplift of 230% on Member involvement in 2017. To promote the campaign we sent POS materials including door/window stickers, posters and a link to digital assets that they could upload to their own channels. The materials were sent to over 1,000 Member businesses nationwide.

Members who displayed POS on their premises included Tesco, Lidl, Aldi, Mothercare, Lloyds Pharmacy, many of our SuperValu Members and all 123 of Applegreen's service stations.

We used a combination of the marketing mix to promote the theme of the campaign including outdoor which was seen by 5.5m people, radio which was heard by 75% of all adults, digital which had over 1,803,700 impressions and a view ability above the industry benchmark of 70-75% at 83%. Our press release issued, based on a survey of over 1,300 respondents investigating recycling behaviors at Christmas, was featured across national, regional and online print and resulted in numerous radio and TV interviews including Pat Kenny on Newstalk by Séamus Clancy and Ireland AM, on Virgin Media by Head of Marketing and Communications, Laura Sherry.

We ran four competitions across Facebook, to win vouchers to spend with Repak Members Brown Thomas, Arnotts, Applegreen and Lidl, which had a combined reach of 352K. We saw an increase of 13% in PR value vs 2017, from €436,126 to €494,160.

Repak Schools Programme

IN NOVEMBER, REPAK PROVIDED A PLASTICS RECYCLING CHART INSIDE EVERY COPY OF THE INTO MAGAZINE

[with a chance to win one of five prizes of €1,000 for the winning class to spend with a Repak Member of their choice.](#)

The competition was simple; hang your recycling poster above the recycling bin in your classroom and every time a piece of plastic is dropped in mark it on the chart and send a photo of it to Repak by December 6th.

Feedback on the competition mechanic was very positive, with almost 180 entries received from schools across Ireland. Keeping our objective of adding value to our Members top of mind, we used the competition to further communicate who Repak Members are, offering the chance to win five fantastic prizes of €1,000 to spend with a Repak Member.

The winning schools, chosen at random, were as follows:

- Ms Dunleavy's 5th and 6th class – Scoil Cholmcille, Letterkenny, Co. Donegal
- Ms Cantwell's 1st class – St Raphael's Ballyfermot, Dublin
- Ms Deignan's 5th and 6th class – Brusna National School, Pollboy, Co. Roscommon
- Ms Kirwan's 1st and 2nd class – Clough National School, Co Laois
- Ms McHugh's 5th class – St. Bernadette's Greenfort Ave, Quarryvale, Dublin

The schools chose Repak Members Smyths Toys, Mr Price, Eason, Dublin Zoo, the Art and Hobby Shop and Power City to spend their prizes.

PAKMAN AWARDS 2018

WASTE PREVENTION BUSINESS OF THE YEAR

Sponsored by the Environmental Protection Agency (EPA):

[SLIGO UNIVERSITY HOSPITAL](#)

WASTE RECOVERY OPERATOR OF THE YEAR HOUSEHOLD

Sponsored by the Irish Waste Management Association (IWMA):

[AES](#)

WASTE RECOVERY AND RECYCLING FACILITY OF THE YEAR

Sponsored by the Irish Waste Management Association (IWMA):

[FORGE HILL RECYCLING LTD](#)

PROFESSIONAL SERVICES AWARD 2018

Sponsored by Arthur Cox:

[ALLIED IRISH BANK](#)

INNOVATION IN WASTE MANAGEMENT 2018

Sponsored by Repak:

[CUPPRINT](#)

GREEN TRANSPORT OF THE YEAR AWARD

Sponsored by AMCS:

[MCCULLA \(IRELAND\) LTD](#)

FOOD WASTE MANAGEMENT AWARD 2018

Sponsored by Department of Communications, Climate Action & Environment:

[TESCO IRELAND](#)

ENVIRONMENTAL EDUCATION & AWARENESS INITIATIVE 2018

Sponsored by the Chartered Institute of Waste Management Ireland (CIWM):

[CIRCULAR OCEAN – MACROOM E](#)

TYRE CHAMPION 2018

Sponsored by Repak ELT:

[BALLINASLOE TYRE CENTRE](#)

COMMUNITY RECYCLING PROJECT OF THE YEAR AWARD

Sponsored by WEEE Ireland:

[FOODCLOUD AND FOODCLOUD HUBS](#)

BUSINESS RECYCLING CHAMPION

Sponsored by the European Recycling Platform (ERP):

[ABBOTT HEALTHCARE](#)

THE BRING CENTRE OF THE YEAR

Sponsored by the Irish Waste Management Association (IWMA):

[McELVANEY'S WASTE AND RECYCLING](#)

THE BATTERY CHAMPION AWARD

Sponsored by European Recycling Platform:

[KMK METALS RECYCLING](#)

OVERALL PAKMAN AWARD

Sponsored by Repak and the Waste Recovery Operator of the Year Commercial 2018:

[CLEAN IRELAND RECYCLING](#)



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