



**Celebrating 20 Years of Recycling**  
Annual Report 2017

**REPAK®**

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## REPAK BOARD MEMBERS

2016-2017



**Mr. Tony Keohane**  
Chairman



**Mr. Séamus Clancy**  
Chief Executive



**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. Jim McNeill**  
Kellogg Company of Ireland



**Mr. Matthieu Seguin**  
Coca-Cola Hellenic IRL & NIR

# INTRODUCTION

To our 2,308 members, we would like to thank you for your continued support in helping Ireland deliver again in surpassing all the recycling targets set for us by the EU for packaging recycling. 2017 was once again a strong year and all of our strategic objectives were met.

## 2017 WAS A SIGNIFICANT YEAR FOR REPAK. ESTABLISHED IN 1997, WE CELEBRATED 20 YEARS

of delivering packaging compliance for our members, surpassing all EU recycling targets and being a lead advocate in the environmental behavioural change of Ireland.

Key environmental impacts that you, our members, have contributed to in twenty years:

- 10.1 million tonnes of packaging have been recycled and diverted from landfill since 1997
- Landfills have reduced from 126 in operation in Ireland in 1997, to 4 in 2017
- Ireland ranks the 7th highest country in the EU for recycling and recovery, currently achieving 91% recycling and recovery of all packaging waste
- In the last twenty years, Ireland has recycled:
  - 8 billion plastic bottles
  - 7 billion glass bottles
  - 6 billion aluminium cans
  - 4 million tonnes of paper and cardboard
- You have helped provide 1.2 million homes with recycling bins across the country. A subsidy of €65 is paid by you through Repak to waste collectors for every tonne of household packaging waste collected
- All 1,848 bottle bank sites and 118 civic amenity sites are funded for the collection and recycling of packaging waste by you

→ €425m invested by you our members in supporting the delivery of packaging compliance in the last 20 years

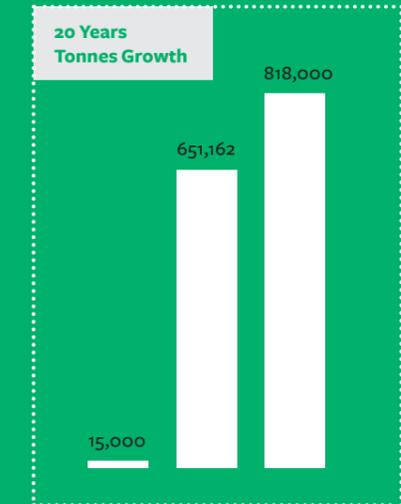
## REPAK FUNDED THE RECOVERY AND RECYCLING OF 817,888 TONNES OF PACKAGING

material in 2017, an increase of 23,040 tonnes up on the same period for 2016. Overall recycled tonnes are up 26,389 (4.4%) to 620,380 tonnes.

We continued to drive awareness of contamination in the recycling bin through effective communications which saw household recycling increase by 11,999 and commercial recycling increase by 14,390. Materials sent for recovery reduced by 3,349 to 197,508 again showing the impact of positive recycling behaviour.

Repak's final forecast results for Ireland when published are expected to be 69% recycling and 94% recovery for 2017 with all material targets surpassing European targets.

Repak recognised the potential market disruption that would arise as a consequence of the Chinese new standards on material contamination and, as a result, the Board approved an additional subsidy support of €1m for Q4 of 2017. This proved crucial in countering the collapse in commodity prices particularly for mixed paper and soft plastics and insured alternative though more expensive outlets were available to our contracted waste operators. Repak will continue with the additional market support in 2018.



## TOTAL REVENUE €27.58M, €715K AHEAD OF BUDGET AT 31<sup>ST</sup> DECEMBER.

Income from current members 1.95% (€468k) ahead of budget driven by market growth and focused member auditing. New member income at €837k, €182k ahead of budget.

Total recovery and recycling to 31st December is €19.198m, €487k (2.6%) over a budget of €18.711m. Overall 2017 was again a solid year with a surplus of €2.3m, ahead of budget by €1.8m. This was mainly driven by a one off €1.1m recharge of costs associated with the set-up of Repak ELT, strong new and existing membership income of €650k and lower than budgeted infrastructure roll out costs for new bottle banks.

Consequently the Board approved a rebate to members of €1.753m for those that provided their statistics and paid their membership on time. The Board had decided to continue the rebate scheme for H1 2018. Since introduced, €3.75m has been returned to members.

Our retained earnings at year end is €6.8m. This places Repak in a strong position to consider the optimum cost effective solutions in how best to develop a Recycling Strategy to deliver the new recycling targets arising from the Circular Economy Package. The most significant challenge relates to plastic. Today we recycle 34% of all plastics, to which Repak members contribute €7m. The new plastics recycling target is 50% by 2025 and increases to 55% by 2030. Significant additional expenditure will be required to achieve this target. Hence Repak is currently engaging with all the relevant stakeholders in developing a Plastic Strategy which it will publish in Q3 2018.

## THERE WAS NO INCREASE IN FEES FOR MEMBERS IN 2017

and the Board have committed to maintain fees at current rates for 2018.

Membership services expanded the Prevent & Save Programme in 2017 with significant engagement with members on methods and techniques in prevention and reduction of plastics in particular. A series of seminars and lectures with third level colleges also took place, with a focus on the challenges ahead and the need for greater eco design of packaging materials.

New members joining Repak was 268, the most successful year since the market collapse in 2009. We would like to extend a warm welcome to all new members and we look forward to serving you and delivering your packaging compliance.

The year ended with 2,308 members. Refinement of the application process and the impact of enforcement through the Waste Enforcement Lead Authorities (WERLA's) working with the Local Authorities has had a very positive impact on compliance. In particular we wish to thank the Department of Communications, Climate Action and Environment (DCCAE) for the coordinated enforcement initiative.

## OUR MARKETING AND COMMUNICATIONS TEAM, WHICH IS TASKED WITH ASSISTING ALL

divisions of the Repak team and adding value to our members, had another very successful year, with several campaign launches throughout the year.

Repak Recycle Week celebrated 20 years of packaging recycling success, a collective effort by Irish business and consumers alike. Shop with a Repak Member, our Christmas campaign – the objective of which is to drive consumers into Repak member stores – was a great success reaching over 6 million people.

In April, we were delighted to announce the launch of Repak's educational campaign, 'Recycle and Change for the Better'. Launched by Minister for Communications, Climate

Action and Environment, Denis Naughten, the schools programme is an educational campaign that strives to change behaviours among primary school students towards recycling.

In September we relaunched the Repak website, repak.ie. The main objective of the redesign was to create an area, the Members' Lounge, to highlight the environmental and sustainability goals and achievements of you our members. Repak is committed to providing a best-in-class website experience, for both our members and the general public. Repak has made significant improvements with repak.ie, having identified an increased demand for recycling and waste prevention information in an ever-changing digital landscape.

In October, we hosted the 3rd annual Pakman Awards. We enlisted Dragon's Den star Chanelle McCoy to guest judge a new category – Innovation in Waste Management – and saw our highest number of the entrants ever. Minister for Communications, Climate Action and Environment, Denis Naughten attended on the night alongside 400 delegates. Our national broadcaster, RTÉ, was the very deserving winner of the Overall Pakman Award for its excellence in waste management and recycling.

## NEW CHALLENGES ARE ALWAYS ON THE HORIZON AND, AS YOUR ORGANISATION, WE MAKE SURE

that we are well informed and well researched so that we represent the best interest of our members.

In July 2017 we contacted you about a Waste Reduction Bill proposed by the Green Party which includes the introduction of a deposit and return scheme in Ireland for beverage containers and other materials. Repak commissioned an update on our 2012 report in 2017 on the introduction of a Deposit Returns Scheme in Ireland. Once again the findings reinforced that the environment for the introduction of a deposit return scheme in Ireland does not exist. The study undertaken in Ireland and by others internationally has confirmed that a deposit scheme would have a very marginal impact on overall packaging recycling rates and that the additional costs would outweigh any benefits. We will continue in making this case to Government.

Repak also commissioned a report by Dr Pat McCloughan, Managing Director of PMCA Economic Consulting, on the volume of online consumer sales and the impact this has on additional packaging in Ireland. Our report showed that the amount of packaging waste material generated in Ireland from online shopping outside the State is growing by 28% per annum and is now over 7,500 tonnes of waste per year. Online retailers from outside the State, such as Amazon, eBay and many others, do not have a legal obligation to pay for the packaging they place on the Irish market. At Repak, we believe it requires intervention from the Government to examine what the appropriate 'polluter pays' mechanism is to ensure there is fairness in the retail sector. This we will continue to pursue until we get a fair outcome for our members.

## REPAK FACILITATED THE SETTING UP OF AN END-OF-LIFE TYRES (ELT) SCHEME WHICH

Phase 1 went live on the 1st November 2015 as approved by the DCCAE.

The new scheme is called Repak ELT and is being provided with central services and management expertise by Repak which is charged to the new scheme. 2017 was also a milestone in that Phase 2, new Waste Tyre Regulations were introduced and at December 2017 the scheme has 2248 members representing 2558 premises.

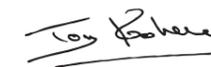
The Board of Repak recognises the challenges that the Circular Economy Package brings for all our members. In particular the need to have a clear well formulated strategy to deal with all packaging material recycling targets into the future, with a focus on plastic. A plastic strategy is currently being developed by Repak and we will provide forums for our members to contribute. We will welcome your contributions as it is the critical factor that will decide on how your compliance scheme will operate post 2020. Repak as an organisation is well placed to face the challenges ahead and to represent your interests.

Repak works closely with the DCCAE and we report quarterly on the schemes' performance. Our license had a mid term review in 2017 and we are pleased to report a satisfactory outcome. We wish to thank the DCCAE for its supportive interaction.

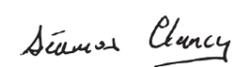
Finally, we wish to thank the Board and the sub-committees of the Board for their dedication and support in 2017. To the staff of Repak, whose contribution in delivering on behalf of all stakeholders but particularly for our members our sincere thanks.

To you our members we will continually strive to do our utmost in the most cost efficient manner in delivering your packaging compliance.

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



**Tony Keohane**  
Chairman



**Séamus Clancy**  
Chief Executive Officer

# GOVERNANCE

The primary corporate governance instruments adopted by Repak are: The Repak Constitution adopted by special resolution on 24th August 2016, the Strategic Plan 2014 – 2018, 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 2017:

### Directors

→ **Mr Tony Keohane**  
*Chairman, Independent*

→ **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*

→ **Mr Jim McNeill**  
*Elected Brand Holder*

→ **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 2017

Director	21 Feb	23 May	29 Aug	21 Nov	Attended
Tony Keohane	•	•	•	•	4 of 4
Jim Bird	•	•	•	•	4 of 4
Ann Butler	•	•	•	•	4 of 4
Séamus Clancy	•	•	•	•	4 of 4
John Curran	•	•	•	•	4 of 4
David Duffy	•	•	•	•	4 of 4
Louise English	•	•	•	•	4 of 4
Christine Heffernan		•	•	•	3 of 4
James McNeil	•	•	•	•	4 of 4
Matthieu Seguin	•	•	•		3 of 4

### Company Secretary

→ **Mr William Collins**  
*Financial Controller*

# 20

1997-2017

### Corporate Structure

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 which has been set up 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 of Repak Limited (as representative of the beneficial owners) may from time to time direct.

### Annual General Meeting

THE 2017 ANNUAL GENERAL MEETING OF REPAK WAS HELD ON THURSDAY, 29 JUNE 2017

at Red Cow Moran Hotel, Naas Road, Dublin 22, D22 HW67. The Annual Reports for Repak are available on [www.repak.ie](http://www.repak.ie).

The 2018 annual general meeting will be held on 28th June 2018 at Repak Offices, 1 Ballymount Road, Redcow Interchange Estate, Clondalkin, Dublin 22.

### Repak Board Elections

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/ converters 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.

Three elected directors are due to retire in October 2019. Repak will hold elections in Quarter 3 2019 to fill these vacancies from the following panel of membership:

- Brandholder
- Distributors/wholesalers/manufacturers/ converters
- Scheduled Members



## Board Committees

### AUDIT & RISK COMMITTEE

Members: all directors, Ms Louise English (Chair), 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 PricewaterhouseCoopers.

### NOMINATIONS COMMITTEE

Members: all directors, Mr Tony Keohane (Chair), Mr James McNeil, Mr Séamus Clancy.

### FEES AND SUBSIDIES COMMITTEE

Members: directors and company secretary, Ms Anne Butler (Chairman), Mr John Curran, Mr Matthieu Seguin, Mr Séamus Clancy, Mr William Collins. The Committee makes recommendation 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 any).

### REMUNERATION COMMITTEE

Members: Mr Tony Keohane, Ms Anne Butler, Mr Jim McNeil, Ms Christine Heffernan.

The Remuneration Committee determines and agrees with the Board the framework and broad policy for the remuneration of the Chief Executive, Chairman, Directors, senior management and employees. The Committee is also responsible for bench marking and reviewing the ongoing appropriateness and relevance of the remuneration policy and company pension scheme.



# 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 2017 was positively impacted by revenue arising in relation to the operation of Repak ELT CLG, a compliance scheme established to recover end of life tyres.

## FINANCE HIGHLIGHTS 2017

- Surplus after tax €2.3m
- Membership fee income of €25.8m net of rebate. Represents growth of 1.5% driven by recruitment and increases in packaging placed on the market
- Fee rebates returned to members in 2017 amounting to €1.75m. Representing increase of 53% (2016: €1.14m)
- Revenue recognised of €1.1m in relation to Repak ELT CLG, a compliance scheme established to recover end of life tyres
- Direct recycling expenditure €19.19m, growth in line with tonnes recycled

### Revenue

Membership fees net of rebate have increased by 1.5% to €25.82m (2016: €25.42m). The increase arises from a combination of factors including new member recruitment and growth in quantities of packaging placed on the market by members.

### Fee Rebate

In 2017 Repak paid fee rebates to members amounting to €1.75m (2016: €1.14m) who submitted data and discharged their invoices on time. Since the inception of the fee rebate programme, Repak has returned €3.75m to members.

### Income Repak ELT

In 2017 we recognised revenue of €1.1m in relation to Repak ELT CLG. This includes recouping business

development expenditure previously written off of €366k and recharges of payroll cost associated with personnel administering the scheme. The company was approved to act as a full compliance scheme recovering end of life tyres from 1st of October 2017.

### Direct Recycling Expenditure

Total expenditure of €19.19m (2016: €18.47m) is correlated to growth in tonnes recovered. Total tonnes funded 818k up by 23k (2016: 795k) representing a 2.89% increase. Direct recycling accounted for 78% of total expenditure of €24.56 in 2017.

### Administrative Expenses

Administrative Expenses amounted to €5.36m (2016: €4.85m). Included in this figure is staff cost of €2.79m (2016: €2.80m) as well as marketing, communications and public awareness expenditure of €1.0m (2016: €736k).

A significant focus of public awareness was to reduce contamination levels in the recycling bin, increase plastic recovery and encourage consumers to shop with Repak Members. We also highlighted the impact of imported packaging arising from on-line sales which Repak members fund.

### Net Interest Income

Net Interest Income amounted to €245k. It represents interest on short term deposits of €33k plus €212k increase in the fair value of financial assets.

## PROFIT & LOSS ACCOUNT

For the financial year ended 31 December 2017

	2017 €	2016 €
Membership Fee Income	27,581,883	26,575,526
Membership Fee Rebate	(1,753,321)	(1,148,550)
<b>Membership Fee Income net of rebate</b>	<b>25,828,562</b>	<b>25,426,976</b>
Repak ELT income	1,162,439	
Direct recycling costs	(19,198,033)	(18,476,638)
<b>Gross profit</b>	<b>7,792,968</b>	<b>6,950,338</b>
Administrative expenses	(5,363,705)	(4,854,808)
<b>Operating surplus</b>	<b>2,429,263</b>	<b>2,095,530</b>
<b>Surplus on ordinary activities before interest and taxation</b>	<b>2,429,263</b>	<b>2,095,530</b>
Interest receivable and similar income	245,912	116,983
Interest payable and similar charges		(128,403)
<b>Net interest income/ (expense)</b>	<b>245,912</b>	<b>(11,420)</b>
Surplus on ordinary activities before taxation	2,675,175	<b>2,084,110</b>
Tax on surplus on ordinary activities	(353,208)	(327,091)
<b>Surplus for the financial year</b>	<b>2,321,967</b>	<b>1,757,019</b>

## BALANCE SHEET

As at 31 December 2017

	2017 €	2016 €
<b>Fixed assets</b>		
Tangible assets	2,871,635	2,792,380
Financial assets	8,224,616	8,012,144
	<b>11,096,251</b>	<b>10,804,524</b>
<b>Current assets</b>		
Debtors	2,613,273	1,112,761
Cash at bank and in hand	23,549,368	21,616,586
	26,162,641	22,729,347
<b>Creditors: amounts falling due within one year</b>	<b>(10,498,330)</b>	<b>(9,090,315)</b>
<b>Net current assets</b>	<b>15,664,311</b>	<b>13,639,032</b>
<b>Total assets less current liabilities</b>	<b>26,760,562</b>	<b>24,443,556</b>
<b>Creditors: amounts falling due after one year</b>	<b>(585)</b>	<b>(5,546)</b>
<b>Net assets</b>	<b>26,759,977</b>	<b>24,438,010</b>
<b>Capital and reserves</b>		
Called up share capital – presented as equity	4	4
Profit and loss account	6,759,973	4,438,006
Contingency reserve fund	20,000,000	20,000,000
<b>Total equity</b>	<b>26,759,977</b>	<b>24,438,010</b>

## BALANCE SHEET

### Financial Assets

Represents the restatement of an initial investment of €8m in September 2015 in two multi assets investment funds to December 31st valuations. The gain in value from 2016 to 2017 of €212k has been reflected in interest payable and similar charges in the profit and loss account. The investment was made with a view to increasing returns having regards to the current low interest rate environment. These investments are risk rated low to medium however, the company is exposed to market risk as there is no capital guarantee associated with these investments.

### Debtors

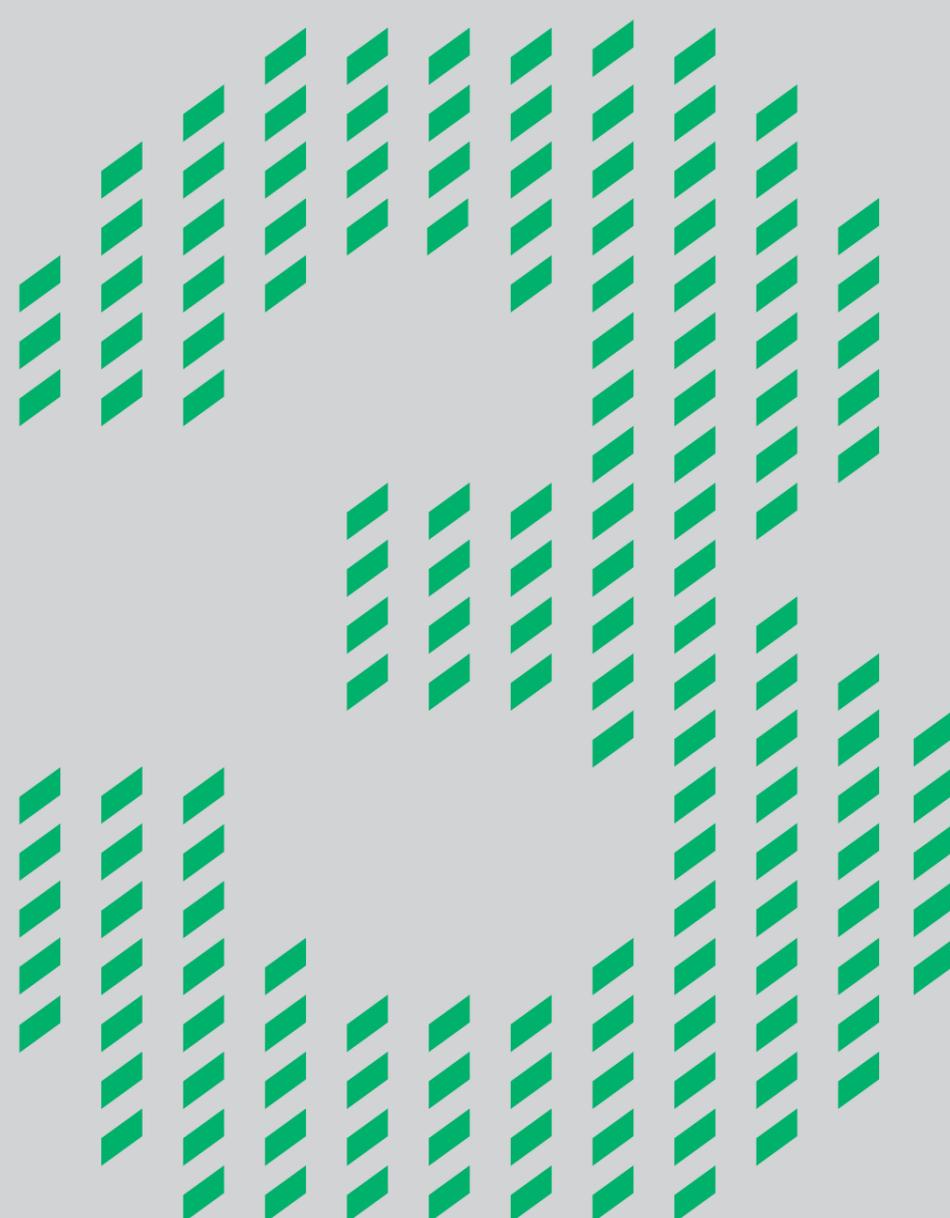
Included in the debtors balance of €2.6m are trade debtors of €753k (2016: €716k), amounts receivable from Repak ELT CLG of €1.2m (2016: nil).

### 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 2017. At the beginning of the year we had 2,111 members, this had increased to 2,308 members by year end. We had 268 new members and a reduction of 61 due to restructuring mergers and some revocations.



## THE NET INCREASE OF 197 IS THE LARGEST INCREASE IN MEMBERS NUMBERS SINCE 2005.

Of the 2,308 members 45% were regular members\* and 55% scheduled members\*.

However, fee income from regular members accounted for 95% of 2017 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](http://www.repak.ie/for-business/member-list).

\*See 'Membership Categories' for a description of our members.

### Membership Fees

## THERE WAS NO INCREASE IN MEMBERS FEES IN 2017.

Fee income was €27.58m in 2017.

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

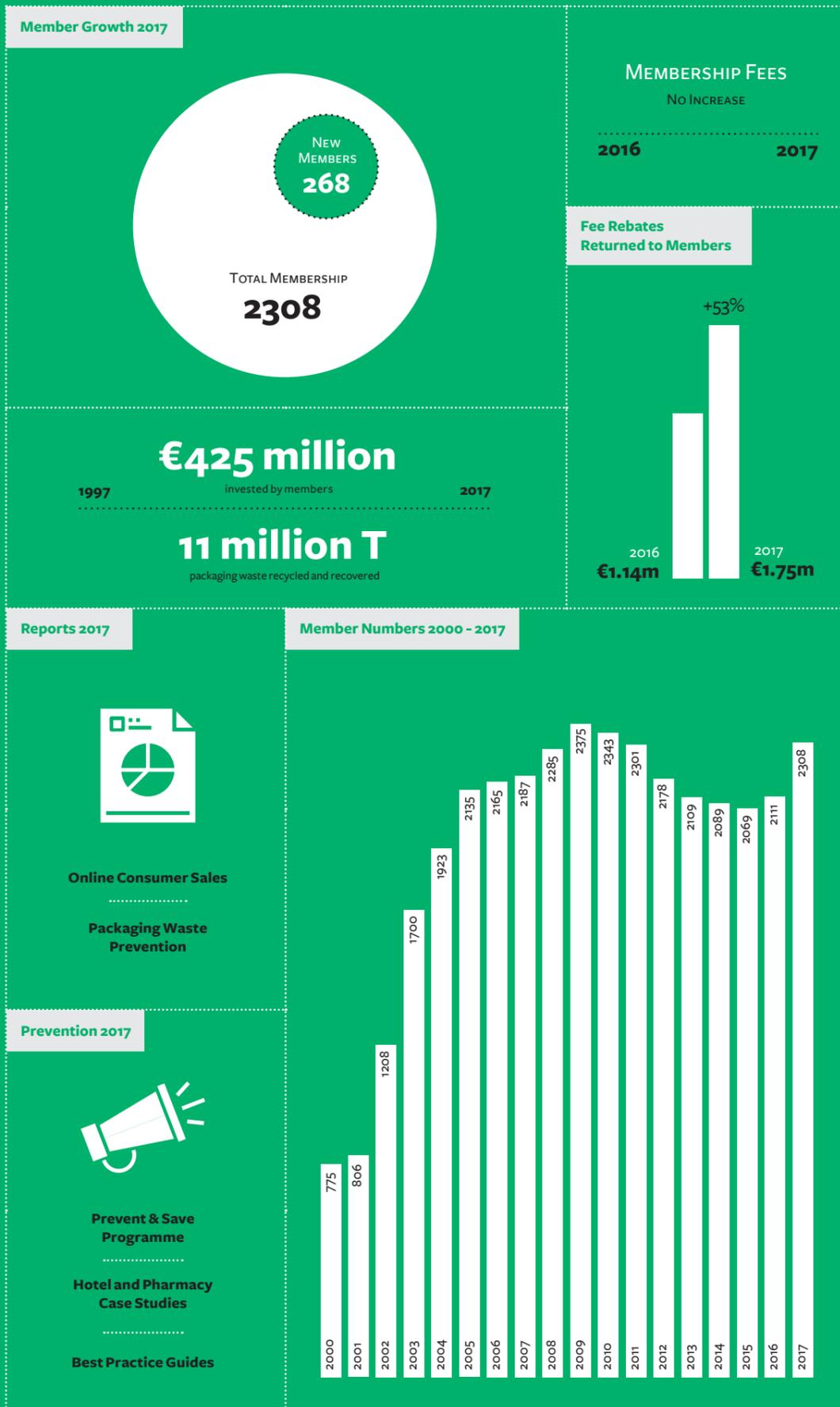
shared across the supply chain and that producers contribute to national recycling in accordance with the amount and type of packaging they place on the market. The Review of the Producer Responsibility Initiative Model in Ireland (PRI Review), commissioned by the Department of the Environment, Community and Local Government, and published in July 2014, noted that Repak member fees, compared with other European countries, are among the lowest in Europe.

### Membership Fee Rebate

## THE SUCCESSFUL FEE REBATE PROGRAMME FOR MEMBERS INTRODUCED IN 2015

continued in 2017. The rebate was subject to a number of qualifying criteria.

In total there was €1.753m returned to members during the year and Repak are pleased to announce we will continue the scheme for 2018. A total of 516 regular members and 735 scheduled members met the required conditions by providing statistical information and paying their fee on time. €3.75m has been returned to members in the last three years.



**Prevent & Save Programme**

2017 SAW THE FURTHER DEVELOPMENT OF THE PREVENT & SAVE PROGRAMME WITH

our packaging technology team supporting Repak members large and small across numerous industry sectors.

Through our site survey programme the team helped to identify opportunities to optimise packaging, reduce costs and prevent packaging waste.

Repak also expanded its education programme in 2017 and there was a continued focus during the year on Ireland's third level institutions to both support our membership and educate Ireland's future engineers and scientists.

**THE 2017 PROGRAMME INCLUDED THE FOLLOWING:**

- Renewed member participation in our free onsite packaging optimisation survey programme and the introduction of more extensive projects to assist the retail sector in preventing packaging waste
- Development of case study publications targeting packaging waste prevention within various sectors and covering various themes. Sectors targeted were the hospitality and pharmacy sector and case studies were developed around the theme of packaging reuse. 2017 also saw the development of a revised Packaging Optimisation Toolkit to include new and updated member case studies. See [www.preventandsave.ie](http://www.preventandsave.ie) for more information
- Repak's prevention programme was promoted in a number of trade publications such as the Hardware Journal, Food Ireland, Hotel and Catering Review and Shelf Life Magazine
- Guest lectures and seminars took place at some of Ireland's leading institutions and included University College Cork, Dublin City University, IT Sligo, Cork Institute of Technology and IT Tallaght that focussed on the current and future challenges of dealing with Ireland's packaging waste

**Packaging Waste Prevention Report**

IN 2017 REPAK COMMISSIONED DR. PAT MCCLOUGHAN OF PMCA ECONOMIC CONSULTING TO

produce a report entitled "Packaging Waste Prevention and Minimisation – The Quantity and Value of Savings by Repak Members".

The report estimates the reduced packaging reduction and monetary savings from the packaging waste prevention activities of Repak's member firms during the period from 2005 - 2016. The study updates the earlier report by PMCA for Repak published in 2012, which considered the period 2005-2011.

The analysis presented in the report suggests that Repak's members are responsible for significant monetary savings arising from their packaging waste prevention activities.

Making use of data from Repak, the Central Statistics Office, the Environmental Protection Agency and other sources, the main findings of the study are as follows:

**Tonnes Prevented**

857,000 tonnes cumulatively 2006-2016 and 121,700 in 2016 alone. Tonnes of packaging placed on the market continues to decouple from economic activity as illustrated by the graph following.

**Procurement Savings**

More than €365m cumulatively during the period and €52m in 2016.

**Supply Chain Savings**

€187.5m cumulatively and €26m in 2016.

**Total Savings**

€553m cumulatively and €78m in 2016.

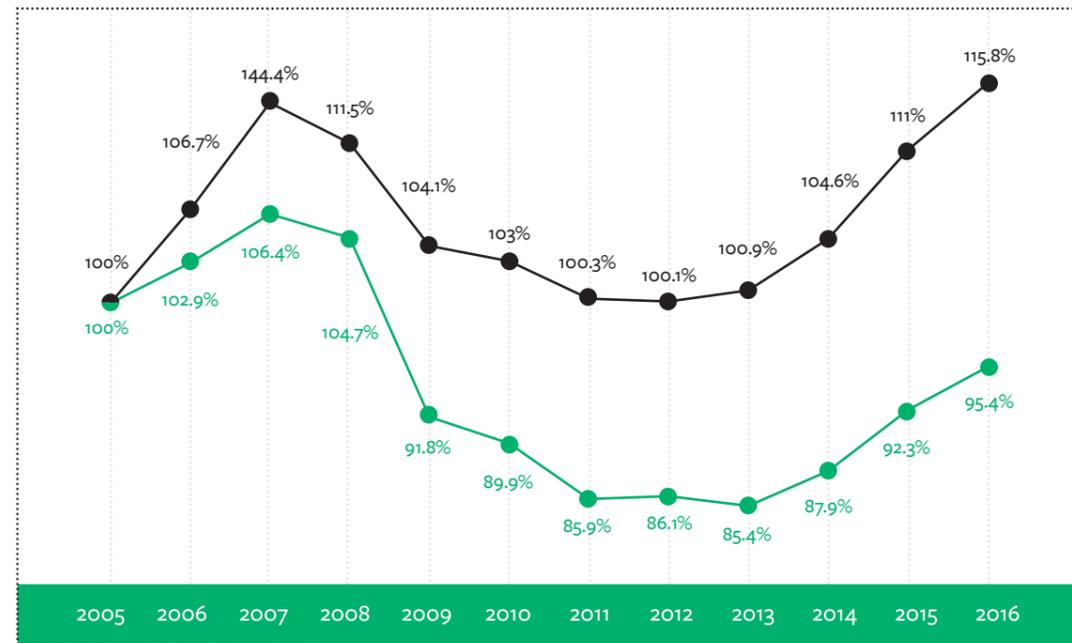
**Total Savings per Member**

Almost €37,000 per Repak member (2016) and 18% average annual growth compared with the corresponding figure a decade earlier.

**‘Repak’s members have made significant packaging reduction and monetary savings through the use of our Prevent & Save programme.’**



**Packaging Waste Prevention Report**



**Study of Online Consumer Sales**

IT HAS BEEN ESTIMATED THAT ABOUT HALF OF ALL CONSUMERS SHOP ONLINE

and a growing proportion of consumer goods purchased online by households is coming from suppliers overseas.

Invariably when goods purchased online from overseas arrive at our doorstep they come with packaging. However, the packaging accompanying such goods – specifically consumer goods from abroad purchased online by consumers/households – is unaccounted for in respect of packaging waste compliance.

In effect, the recovery and recycling of this additional packaging is being paid for by compliant producers of packaging based in the country even though they did not generate it in the first place.

In 2017 Repak commissioned a report that provides, for the first time, independent estimation of the additional packaging arising in Ireland from consumers/households making online purchases of goods or products from overseas locations (i.e. from other EU countries and non-EU countries).

**SOME KEY FINDINGS OF THE REPORT ARE AS FOLLOWS:**

- Over 27 million items of consumer goods were imported into Ireland as a result of online purchases from abroad by consumers households in the country in 2016
- With these consumers goods came 7,520 tonnes of imported packaging waste in 2016
- The quantity of additional packaging imported into the country is disproportionately large
- The additional imported packaging is growing strongly, as online consumer goods purchases from abroad grew by an estimated 28% between 2015 and 2016
- In line with this, the costs faced by compliant producers of packaging in Ireland in dealing with the additional packaging from distant sales via online is also increasing from €150 per Repak member to €200 in 2016
- The full report can be viewed in the Reports section of the Repak website

**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**

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, hotels, hardware and building materials, pharmacies, electrical retailers and restaurants. Scheduled members pay a once-yearly membership fee, based on a schedule of turnover / tonnage bands.

**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

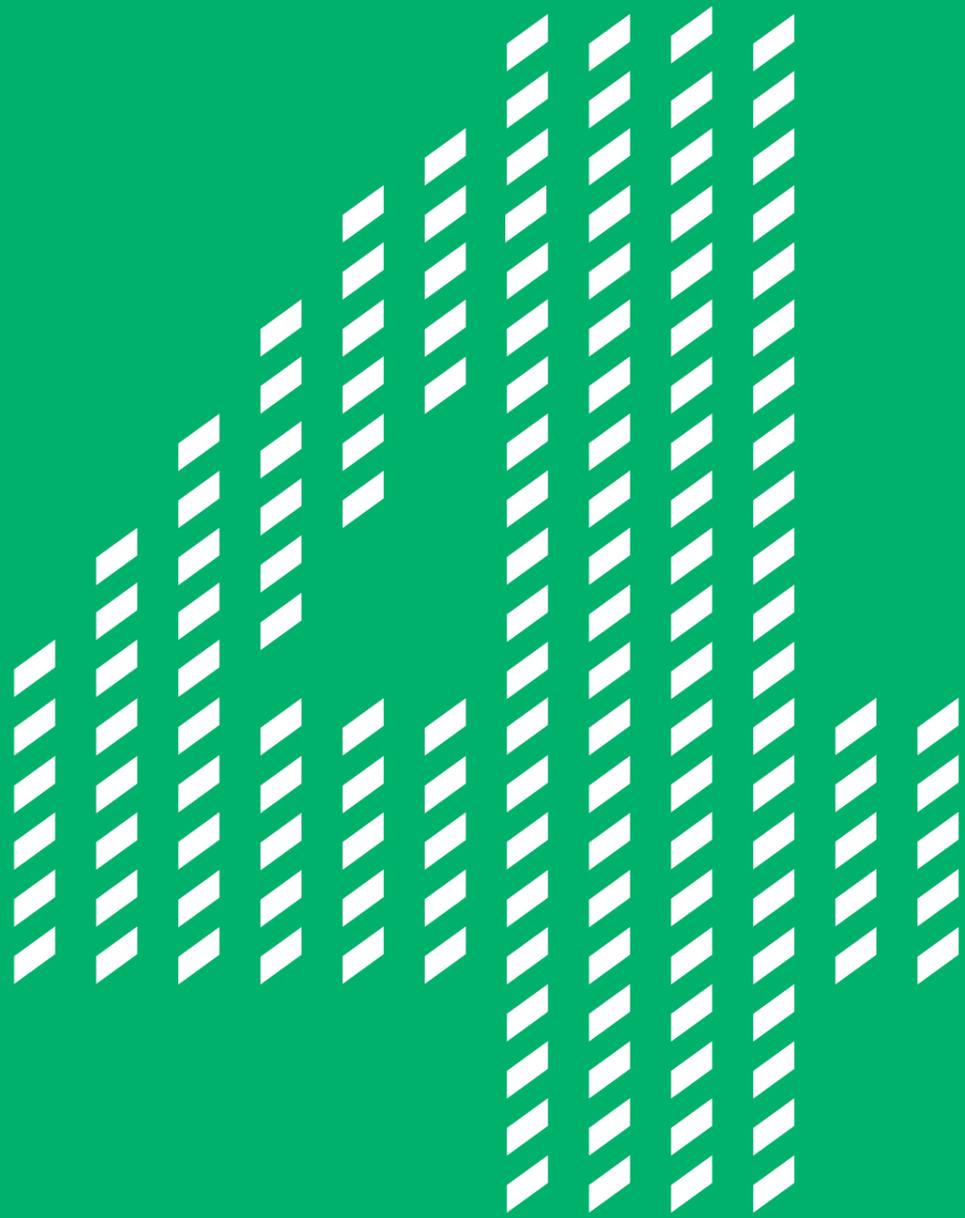
Category	Turnover From (€)	Turnover To (€)	Repak Fee (€)
<b>Hardware &amp; Building Materials</b> (between 10t & 25t of packaging)	1,000,000	3,649,999	400
<b>Hardware &amp; Building Materials</b> (25t or more of packaging)	3,650,000	Over 3,650,000	980
<b>Hotel / Hospitality</b> (between 10t & 25t of packaging)	1,000,000	-	400
<b>Hotel / Hospitality</b> (25t or more of packaging)	1,000,000	Over 1,000,000	980
<b>Pharmacy</b> (between 10t & 25t of packaging)	1,000,000	-	400
<b>Pharmacy</b> (25t or more of packaging)	1,000,000	Over 1,000,000	980
<b>Licensed Premises</b> ((between 10t & 25t of packaging)	1,000,000	-	400
<b>Licensed Premises</b> (25t or more of packaging)	1,000,000	Over 1,000,000	980
<b>Independent Retailer</b> (between 10t & 25t of packaging)	1,000,000	-	400
<b>Independent Retailer / Off-Licence</b> (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
<b>Electrical Retailers</b> (between 10t & 25t of packaging)	1,000,000	3,499,999	400
<b>Electrical Retailers</b> (25t or more of packaging)	3,500,000	Over 3,500,000	980
<b>Restaurant</b> (between 10t & 25t of packaging)	1,000,000	-	400
<b>Restaurant</b> (25t or more of packaging)	1,000,000	Over 1,000,000	980

For further information see [repak.ie](http://repak.ie)



# RECOVERY & RECYCLING

2017 Recycling & Recovery of packaging waste increased by 23,040 tonnes (2.8%) on 2016 to 818,000 tonnes of paper, glass, plastic, wood, steel and aluminum.



**818,000**

**2017 Total Tonnes Funded**

up €23k on 2016 795k, a 3% increase

**€19.198m**

**2017 Total Funding**

up €721k on 2016 €18.477m

- Recycling increased by 26k tonnes to 620k in 2017, from 594K in 2016
- Backdoor/Commercial 352k, up 14k tonnes (4%)
- Household/Domestic 268k tonnes, up 12k tonnes (5%)
- Kerb/MDR Bin increased by 9k tonnes, a 5% increase
- Increase of 105k tonnes of packaging in last 10 years - 15% increase

- 78% of total spend on Recovery and Recycling in 2017
- Recycling Funding €18.6m, up €757k on €17.843m in 2016
- Backdoor/Commercial €3.628m, a decrease of €47k
- Household/Domestic €14.972m, an increase of €804k
- Kerb/MDR Bin €11.141m

	R&R Tonnage Performance			R&R Funding Performance		
	2017 (t)	2016 (t)	Difference (t)	2017 (€)	2016 (€)	Difference (€)
<b>Backdoor Recycled</b>	352,262	337,872	+14,390	3,627,571	3,674,316	-46,745
<b>Household Recycled</b>	268,118	256,119	+11,999	14,972,080	14,168,523	+803,557
<b>Total Recycling</b>	<b>620,380</b>	<b>593,991</b>	<b>+26,389</b>	<b>18,599,651</b>	<b>17,842,839</b>	<b>+756,812</b>
<b>Recovery (Efw)</b>	197,508	200,857	-3,349	598,444	633,799	-35,355
<b>Totals</b>	<b>817,889</b>	<b>794,848</b>	<b>23,041</b>	<b>19,198,095</b>	<b>18,476,638</b>	<b>+721,457</b>



# 2017

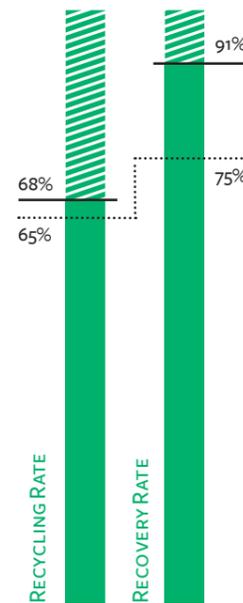
818,000 tonnes

620,380  
Recycled

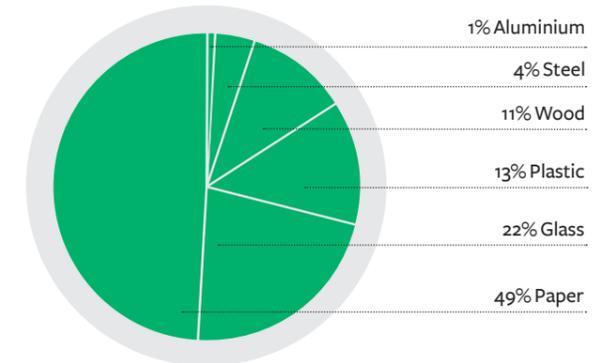
197,508  
Recovered

### 2017 R&R Targets

Materials	Glass	Paper & Cardboard	Metal	Plastic	Wood
Current EU Targets	60	60	50	22.5	15
2017	88	78	75	34	85



### 2017 Recycled Tonnes 620k



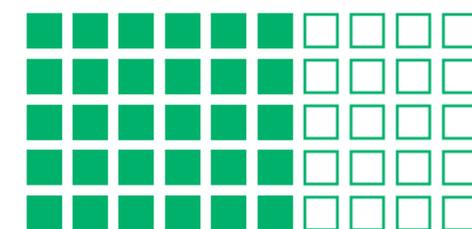
### Household subsidy from Members

1 Tonne = €65.89



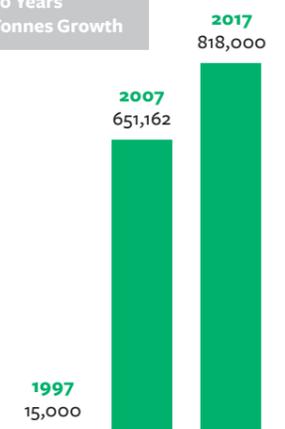
### 2017 Audits

30 Recovery Operator Contract Compliance Audits | 30 Financial Audits



Audits covered 94% of funding  
Audits covered 85% of tonnes of packaging waste funded

### 20 Years Tonnes Growth



RECYCLING WAS UP 26,389 TONNES (4%) TO 620,380 TONNES, A SIGNIFICANT FIGURE AND GREAT ACHIEVEMENT, with householders contributing 11,999 tonnes (4.6%) and back-door (commercial premises) 14,390 tonnes (4.3%).

Education on reducing contamination in household recycling is reaping rewards and assisting in maintaining Ireland's strong recovery and recycling performance against European Union targets. Forecast for Ireland when published by the EPA expected Recovery 94% versus 75%, Recycling 69% versus 55%.

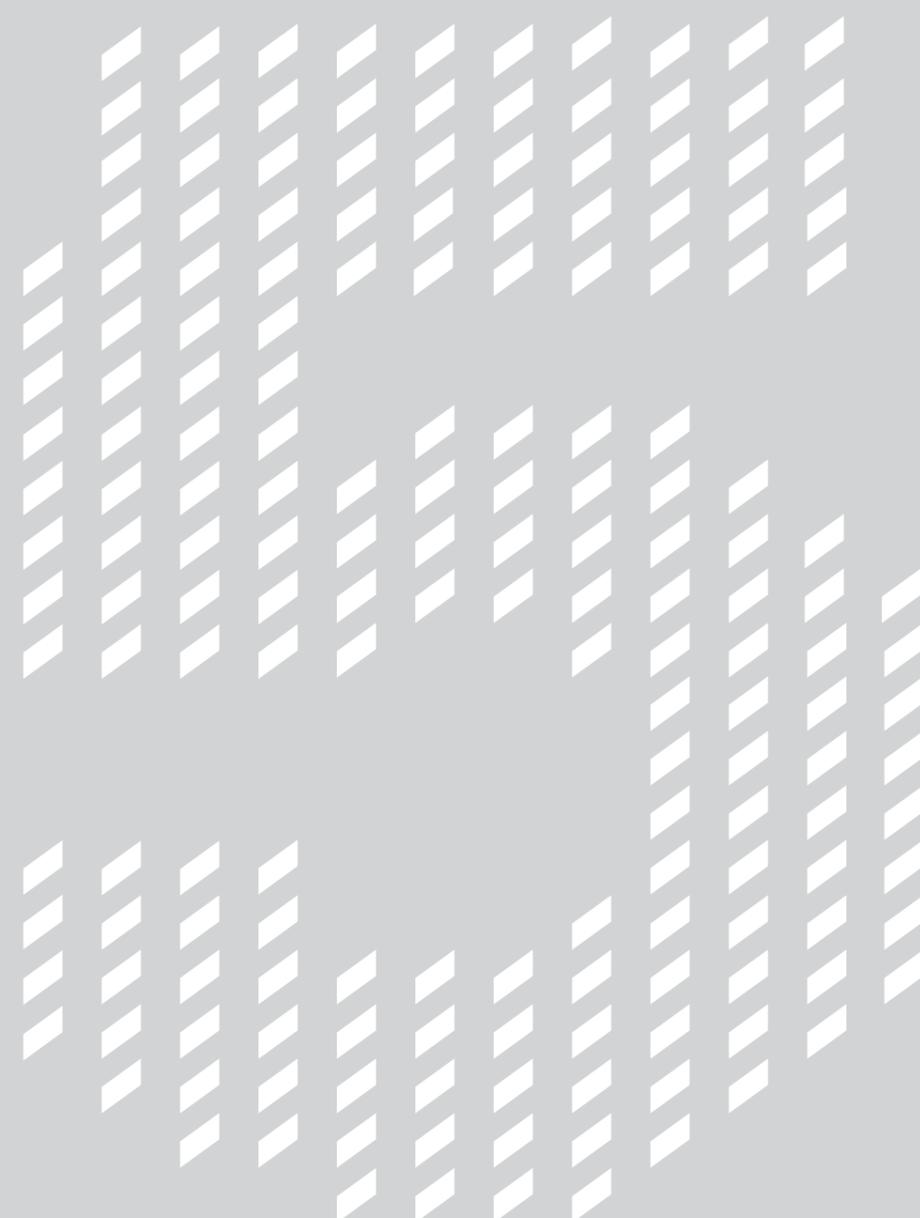
All material categories are ahead of European Union Targets with glass leading the way at 88%.

A close-up photograph of a person's hand holding a brown glass bottle, about to drop it into a blue recycling bin. The person is wearing a blue textured sweater. The background is blurred, showing other recycling bins and a public space. A recycling guide leaflet is visible on the edge of the bin.

**‘Education on reducing contamination in household recycling is reaping rewards and assisting in maintaining Ireland’s strong recovery and recycling performance against EU targets.’**

# SALES

The Repak sales team would like to extend a warm welcome to the 268 new members recruited this year. The Sales Department, which is responsible for recruitment, had one of its most successful years to date with a record number of businesses joining us to fulfil their obligations to funding the recycling of material they place on the market.



## Recruitment

THE SALES DEPARTMENT REFINED INTERNAL PROCESS AND SYSTEMS TO MAKE BECOMING A REPAK MEMBER AS EASY AS POSSIBLE.

A new online application form was developed on Repak's website allowing businesses to join Repak Scheduled Membership in six easy steps, with either credit card or direct debit payments accepted.

A new process was created to allow businesses to join Regular Membership quicker, termed 'Fast Track'. Both changes have proved successful, making it easier than ever for businesses to join Repak.

## Partnerships

WE WERE DELIGHTED TO PARTNER WITH SECTOR TRADE ASSOCIATIONS, INCLUDING

Restaurants Association Ireland (RAI), the Irish Hotel Federation (IHF), the Licensed Vintners Association (LVA), the Vintners Federation of Ireland (VFI) and the Convenience Store and Newsagents Associations (CSNA).

## Enforcement

REPAK HAVE AN EVER GROWING LIST OF BUSINESSES THAT HAVE BEEN IDENTIFIED

to have an obligation under the packaging regulations but choose not to comply.

In 2017 the DCCAE put in place a new structure for the enforcement of waste regulations which has had an immediate impact.

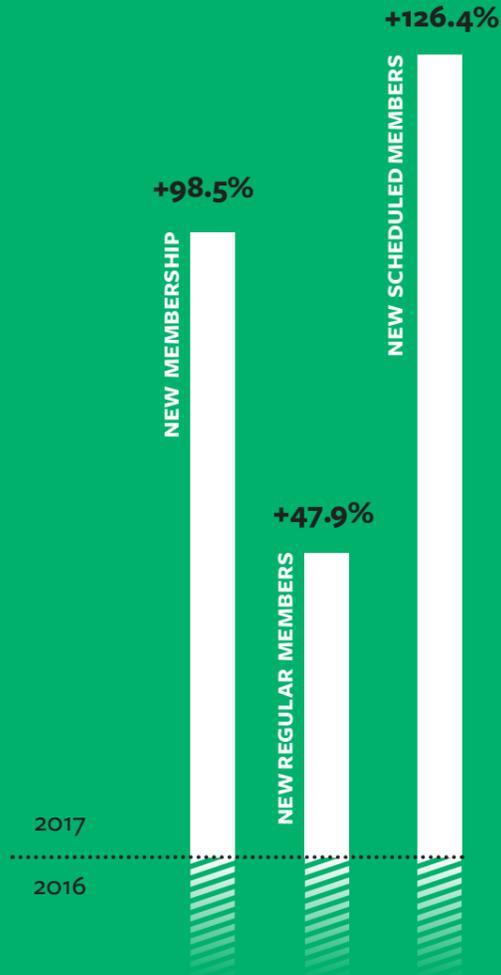
Three Waste Enforcement Regional Local Authority (WERLA) Producer Responsibility Officers (PROs) moved into roles, to act as a bridge of co-operation between the DCCAE, the thirty one Local Authorities and Repak. Two pilot studies have been developed to identify businesses that have a packaging obligation. To support Local Authorities in the coordination of compliance WERLA PROs have designed and developed a web-based portal that assists real-time enforcement information flow.

2018 recruitment will see the real benefits of the new enforcement process. Crucially, the support of the DCCAE, WERLA PROs and Local Authorities, the existence of the packaging portal and a sales drive to identify obligated companies, the ground-work has been set to make enforcement of the packaging regulations an even greater success story.



**Sales Departments Breakdown**

A total of 268 new Repak Members recruited by the sales Department in 2017. Compared to the previous year 2016, this was a 98.5% increase. This success helped drive Repak Membership to 2308 by the end of 2017, higher than 2011 (2301 Members) when membership started to drop dramatically as a result of the financial crisis.



**Total New Regular Members**

A total of 71 businesses became new regular members in 2017. Recruitment was consistent month on month throughout the year. Regular recruitment saw a 47.9% increase when compared to 2016.

**Total New Schedule Members**

2017 was a hugely successful year for new Repak Scheduled Members. This included a strong middle year (May to September) whereby 131 new members joined Repak. In comparison to 2016, Schedule Member recruitment saw a 126.4% increase.

A big success in 2017 was a promotion aimed at hotels. This yielded 85 new hotels as scheduled members, almost doubling existing membership within an increase of 43.8%.



**Income**

Overall recruitment in 2017 brought in a significant amount of new income to the value of €837,082. Total sales for 2017 equates to a reoccurring annual income of approximately €370k for the Repak Membership department.

**Total Regular Member New Income**

New companies joining Repak Regular Membership brought in €585,983 of income to Repak in 2017. In 2017, regular membership sales are an increase of 10.7% on 2016.

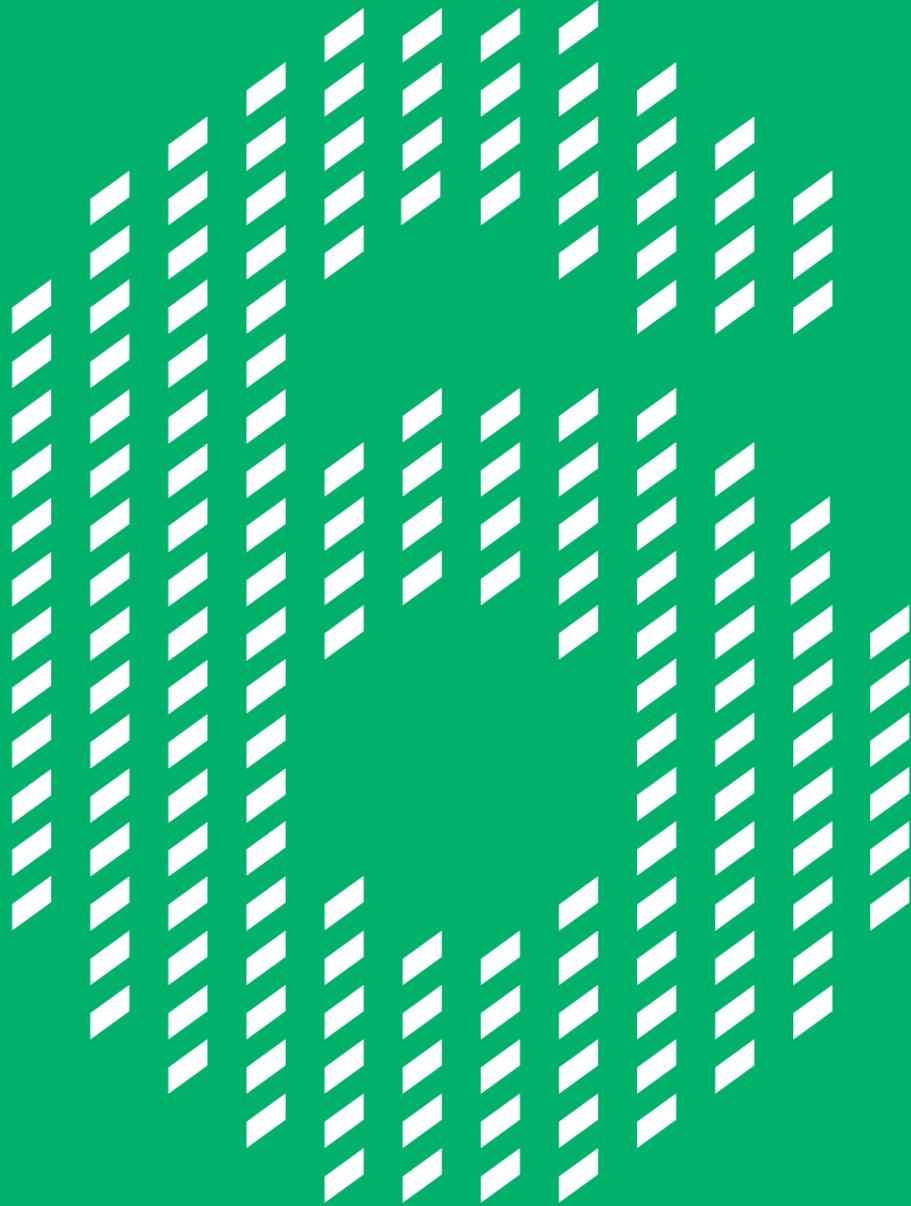
**Total Schedule Member New Income**

The strong increase in scheduled membership recruitment is reflected in an overall new income value of €254,387. This is a 123% increase in value compared to 2016.



<b>NEW PARTNER SECTOR TRADE ASSOCIATIONS</b>	<b>CSNA</b> CONVENIENCE STORES AND NEWSAGENTS ASSOCIATION	<b>IHF</b> IRISH HOTELS FEDERATION	<b>WASTE ENFORCEMENT REGIONAL LOCAL AUTHORITIES (WERLA)</b>	
<b>LVA</b> LICENSED VINTNERS ASSOCIATION	<b>RAI</b> RESTAURANTS ASSOCIATION OF IRELAND	<b>VFI</b> VINTNERS FEDERATION OF IRELAND		

# POLICY DEVELOPMENTS



## Circular Economy Package (CEP) Update Conclusion of Trilogue Negotiations

THE 6TH ROUND OF TRILOGUE NEGOTIATIONS ON THE CEP, WHICH BEGAN IN MAY 2017,

concluded in December 2018 with a provisional agreement between the European Parliament (EP) and the Council on both the Waste Framework Directive (WFD) and the Packaging and Packaging Waste Directive (PPWD).

The agreement was broadly welcomed by most stakeholders. The preliminary agreement regarding waste legislative proposals, establish binding waste reduction targets and updated rules to decrease waste generation, ensure a better control of waste management, encourage the reuse of products and improve recycling across the EU.

On 18 April the European Parliament finally voted to approve four waste-related legislative proposals in the Circular Economy Package. The next steps in the legislative process is for the EU Council to formally adopt the legislation. Following its formal adoption, the new Directives can be published in the Official Journal of the European Union and enter into force 20 days later. Member States will have two years to transpose the 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

## Targets Current & Future

	Current EU Targets	EU CEP Proposal re Targets, 18 Dec 17	
		2025	2030
Recovery	60	-	-
Recycling	55	65	70

## Material Specific Recycling Targets

	Current EU Targets	EU CEP Proposal re Targets, 18 Dec 17	
		2025	2030
Glass	60	70	75
Paper & Cardboard	60	75	85
Ferrous Metal	50	70	80
Aluminium		50	60
Plastic	22.5	50	55
Wood	15	25	30

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 main impact on Repak and its members will be around the achievement of the new higher targets in the packaging waste element of the CEP. These targets will add to the cost of compliance for packaging producers as Repak will have to collect and recycle more material. Of course

producers have the option of reducing their financial liability by adopting measures under the Prevent & Save programme. As previously notified, under the CEP, 65% of all packaging materials will have to be recycled by 2025, and 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 is the plastics recycling target of 50% set for 2025 and work is currently ongoing with key stakeholders to put in place a plastics strategy which will achieve the new ambitious targets.

Repak and its members are fully committed to embracing the circular economy principles, providing sustainable solutions and maximising benefits for all through smarter waste management.

**A Strategy for Plastics in a Circular Economy**

**ON 16 JANUARY 2018 THE LONG AWAITED EU PLASTICS STRATEGY WAS PUBLISHED.**

*It is a strategy designed to “protect the planet, defend our citizens and empower our industries”.*

It is the first Europe-wide strategy on plastics and is part of the transition towards a more circular economy. The goal is to protect the environment from plastic pollution whilst fostering growth and innovation. The Commission is committed to tackling the growing amount of plastic waste and stemming the tide of marine litter in our oceans with measures to prevent littering and promoting the plastics economy circular.

*“We will focus on how we produce and use plastics, working towards all plastic packaging being recyclable by 2030.”*

**European Commission President Juncker, Commission Work Programme**

Plastic and how best to manage it to ensure it does not damage the environment and affect human health through the food chain and air is the key challenge for producers in the coming years. There has been a significant increase in the levels of public awareness on the issue of plastics and this was boosted considerably by the recent showing of Sir David Attenborough’s Blue Planet TV series which focused on the scale

of plastic pollution especially in the oceans. The EU strategy sets out a strong business case for transforming the way products are designed, produced, used, and recycled in the EU and the strategy will create new investment opportunities and jobs.

Under the new plans, all plastic packaging on the EU market will be recyclable by 2030, the consumption of single-use plastics will be reduced and the intentional use of micro plastics will be restricted. It is an ambitious strategy designed to:

- Make recycling profitable for business
- Curb plastic waste
- Stop littering at sea
- Drive investment and innovation
- Spur change across the world

In response to the challenge Repak is working with its members and other stakeholders in preparing a plastics strategy incorporating key elements from the EU Plastics Strategy. This is at an advanced stage and will be completed and launched in Q4, 2018.

**Deposit and Refund (DRS)**

**THERE IS NO DOUBT THAT THE TOPIC OF DEPOSIT AND REFUND IS FIRMLY BACK ON THE AGENDA.**

*The Green Party’s Waste Reduction Bill launched in June 2017 calls for the introduction of a deposit and refund scheme to tackle the growing problem of plastic pollution.*

The Green Party argue that this scheme will lead to higher recycling rates, cut littering of beverage containers, save money on clean-ups and create new green jobs in Ireland.

On 17 January 2018 Repak attended a meeting of the Joint Committee on Communications, Climate Action and Environment (JOC). The Committee was meeting to conduct a detailed scrutiny of the Waste Reduction Bill 2017. In attendance were officials from the Department of Communications, Climate Action and Environment. Representatives from the Environmental Protection Agency, Irish Business and Employers Confederation, Food Drink Ireland, Retail Ireland, Voice Ireland, Eunomia, RGDATA and Repak Ltd attended on the day.

The main item under discussion was DRS and all attendees with the exception of Voice Ireland

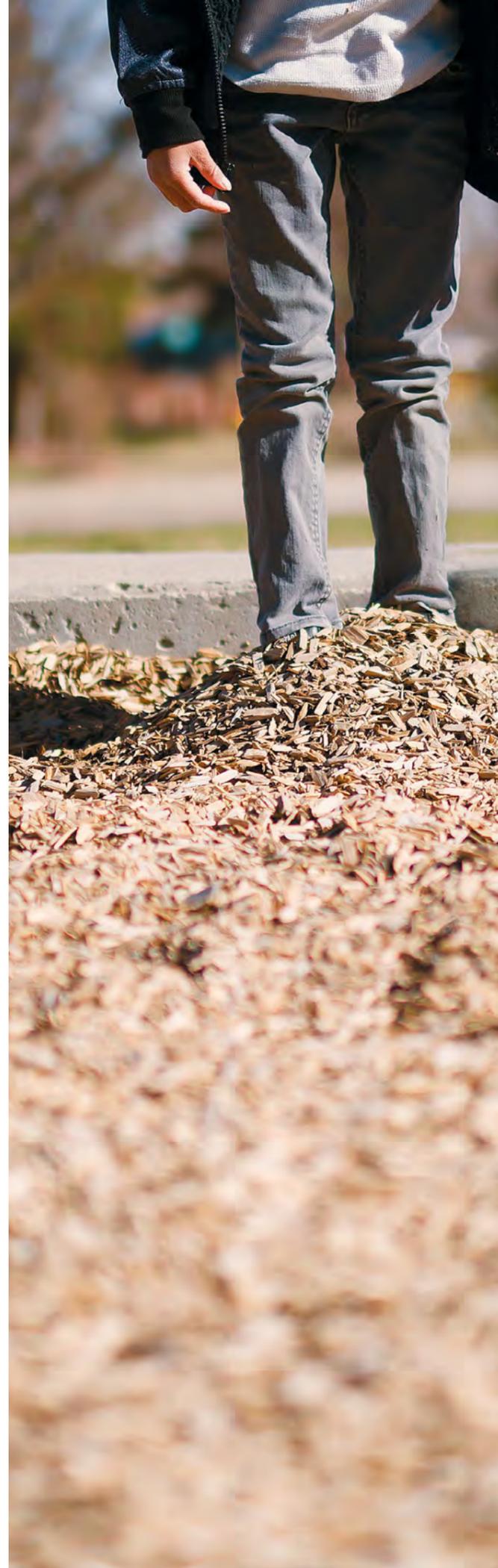
and Eunomia were of the same view that, both on environmental and economic grounds, there is not a convincing case for DRS in Ireland. Séamus Clancy CEO of Repak, pointed out to the Committee that a number of independent studies in recent years examined the case for DRS (i.e. Perchards Report 2008, International Waste Review 2009, Producer Responsibility Initiative 2014 and PMCA Report 2017) and that none of these studies recommended the introduction of a DRS for Ireland. The key findings from these reports are that the factors associated with successful implementation of DRS in other EU Member States and elsewhere, simply do not apply here. Ireland already operates a successful producer responsibility scheme (i.e. Repak) exceeding all EU and national packaging recycling targets placing Ireland, in recycling terms, in the top tier of EU Member States.

It was also emphasised that the environmental benefits of a DRS would be marginal and would be out-weighted by adverse environmental impacts, including the duplication of collection infrastructure, transport and increased energy and carbon footprint. The evidence from other jurisdictions is that DRS are complex and need the required detailed planning and implementation, not to mention the significant set up and running costs associated with same.

There is no doubt that those advocating DRS in Ireland are well intentioned and Repak share the same goals of increasing recycling rates and reducing litter from packaging waste. Where we differ however is in how to achieve these goals. Repak very much welcomes the debate regarding DRS and is convinced, based on all the evidence that Ireland Inc., rather than introducing DRS, should look at the alternatives. Such alternatives involve; increased investment in collection and recycling infrastructure, the development of complementary waste management systems, the introduction of targeted programmes to capture “on the go” material and the roll out of additional education and awareness initiatives etc.

On 29 May, the JOC issued its report on the detailed scrutiny of the Waste Reduction Bill 2017 and recommended that the Bill proceed to Third Stage consideration, and that any potential drafting deficiencies in the Bill may be best addressed during the Committee Stage debate of the Bill.

Repak will continue to inform the debate on DRS and advocate on behalf of its members to ensure the best possible outcome is achieved for all on this issue.





# MARKETING, COMMUNICATIONS & PUBLIC RELATIONS

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

THROUGH EACH CAMPAIGN, WE SOUGHT TO EDUCATE THE PUBLIC ABOUT REPAK MEMBERS, *your environmental achievements and your sustainability goals together with encouraging best environmental packaging recycling behaviours.*

In September 2017, we celebrated 20 years of packaging recycling success with a national campaign that highlighted the achievements Ireland has made with the help of our members. Our newly-improved website, repak.ie, launched in tangent with the 20 Years Campaign.

## KEY HIGHLIGHTS 2017

- The population of Ireland had the opportunity to see or hear coverage secured for Repak 11.3 times in 2017
- Total PR value of €1,772,883 generated at a cost of €574,915
- Pakman Awards had the highest number of entries since its inauguration
- Online Packaging Report reached over 15,000,000 people
- Shop with a Repak Member campaign seen by 6,421,473 people
- Repak Recycle Week Future Gazing breakfast event had over 150 attendees

## Schools Programme #RepakSchools

### OUR RECYCLE AND CHANGE FOR THE BETTER SCHOOL'S PROGRAMME WAS LAUNCHED

*in early March with Minister for Communications, Climate Action and Environment Denis Naughten.*

The programme targeted 1st to 6th class students in 3,300 primary schools across Ireland. Our objective was to educate these children about the benefits of recycling in order to inspire change for future generations. These are the first ever videos produced with lesson plans aimed at targeting best recycling practices showing the tangible results if you recycle glass, aluminum, cardboard/paper and plastic while also addressing the issue of contamination. All materials are available to download in both English and Irish on repak.ie.

Our campaign to promote the programme consisted of TV across RTÉ 1, RTÉ 2 and the Nickelodeon Network, PR, Print, Social, a media drop with key social influencers and the programme pack sent both physically and electronically to over 3,300 schools in Ireland.

- Cost of Campaign €17,661
- PR Value €68,160
- Reach 7,301,777

“With a certain degree of uncertainty as to what materials are recyclable and where we can recycle them, this programme imparted essential knowledge to everyone in our community. The programme encouraged us to learn in an active way which the children could relate to and take ownership of.”

**Lorcan Browne, Principal  
Ballyduff National School, Co. Wexford**

**Easter #RepakYourEaster**

**THE OBJECTIVE OF OUR ANNUAL EASTER APPEAL IS TO PROMOTE BEST RECYCLING PRACTICES**

at a time when waste consumption rises.

The theme ‘Be a Good Egg’ and our hashtag #RepakYourEaster ran across PR, Digital and Social Media including a media drop to the key media houses in the country. The PR interest was excellent and we secured interviews both on TV and Radio over the course of the campaign to:

- Reinforce the contribution of Repak members
- Position Repak as the representative organisation for business funding packaging in Ireland
- Educate consumers about the benefits of recycling at Easter
- Address the issue of contamination

→ Cost of Campaign €22,080  
 → PR Value €208,522  
 → Reach 7,883,123

**Repak Recycle Week #Repak20**

**2017’S REPAK RECYCLE WEEK COMMENDED IRELAND’S RECYCLING EFFORTS AND SAID**

thank you to businesses and consumers alike for helping the country become one of the top 10 in the EU for packaging recycling and recovery.

As a nation, we have recycled 8 billion plastic bottles, 7 billion glass bottles, 6 billion cans and 4 million tonnes of cardboard and paper.

Since Repak was set up in 1997 packaging recycling in Ireland has grown from a very low base, under 15% to over 76% in 2016. Ireland is now one of the leading recycling countries in the EU for packaging recycling. We have recycling targets set out by the Department and we have achieved and surpassed all of these year on year.

Since 1997, over 2,300 Repak members have helped fund the diversion of 10.1 million tonnes of packaging waste, which before 1997 would have gone to landfill. In fact, 20 years ago Ireland had 126 landfill sites. Today, thanks to your commitment to the environment, there are just three.

Repak, in partnership with the Dublin Chamber, held a future-gazing breakfast briefing in The Science Gallery in Trinity College with over 150 people in attendance. The briefing addressed what we want to achieve over the next 20 years and what we, as Ireland Inc, will need to do to accomplish this.

→ Cost of Campaign €323,674  
 → PR Value €422,424  
 → Reach 6,698,211

**Social Media**

**2017 SAW REPAK EFFECTIVELY UTILISING SOCIAL MEDIA**

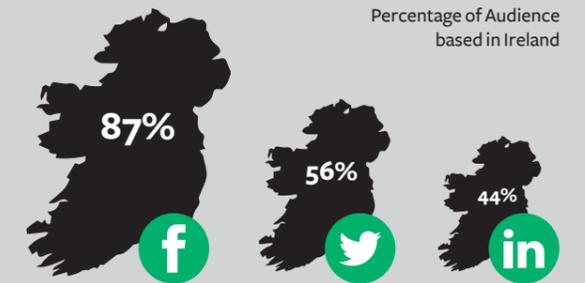
to promote packaging recycling to both consumers and our member businesses alike.

With a keen focus on adding value to our members, Repak supported the packaging recycling achievements made by businesses across Ireland, encouraged recycling behavioral change in the home and kept a considerable focus on the issue of contamination in recycling. Our key pillars for social content were Engage, Educate and Inspire as we continued to promote best practice when it comes to recycling in the home. We ran weekly competitions to win Repak-branded reusable coffee cups, alongside our branded tote bags.

We are always looking for new ways to encourage Ireland to think about recycling and promoting our members across a host of platforms including Facebook, Twitter, Instagram, and LinkedIn.

**5,554,255**

**2017 Total Social Media Reach**



**Total Reach & Impressions**

Facebook	2016	2017	+/-
Reach	4,314,794	4,909,355	+594,561
Engagements	17,194	121,317	+104,123
Engagements Rate	.39%	2.4%	+515.38%

Twitter	2016	2017	+/-
Impressions	592,342	664,900	+72,558
Engagements	8,241	10,941	+2,700
Engagement Rate	1.39%	1.69%	+21.58

We were thrilled to have been nominated for a Sockies 2017 – The Spunout.ie Social Media Awards for ‘Best Use of Facebook for a Not for Profit’.

**Repak.ie Redesign**

**IN SEPTEMBER 2017, WE LAUNCHED THE NEWLY IMPROVED REPAK WEBSITE.**

The redevelopment was integral in continuing to drive awareness of the Repak member network to support packaging recycling nationwide.

It has been crucial in educating the Irish public on how to recycle through initiatives such as ‘Repak Recycle Week’, ‘Prevent & Save’ and ‘Shop with a Repak Member’. We were delighted that the Repak website was deemed best in class amongst experts in Ireland’s digital industry, resulting in two nominations at the prestigious Eir Spider awards in December 2017.

Repak is committed to providing a best-in-class website experience for both our members and the general public. We have made significant improvements with an overhaul of Repak.ie, having identified an opportunity to grow awareness for our members, alongside an increase in demand for recycling and waste prevention information in an ever-changing digital landscape.

**Online Shopping Report**

**IN 2016, 27 MILLION ITEMS OF CONSUMER GOODS WERE IMPORTED INTO IRELAND**

through online purchases from abroad. Most of the imported packaging is cardboard, making up 77% of the total weight of packaging materials.

The second largest packaging material in tonnes was low-density polyethylene (13.3%), followed by paper (4.8%) and glass (3.6%). This situation is giving major online retailers an unfair advantage over Irish companies that are contributing towards the cost of recycling and we called on the Government to intervene.

To generate media coverage to highlight the issue and lobby for a change in the legislation to help protect our members we issued a press release in the days before Black Friday and Cyber Monday outlining our findings from a Repak commissioned report by Dr. Pat McCloughan, Managing Director of PMCA Economic Consulting, on the volume of online consumer sales and the impact this has on additional packaging in Ireland. Technology has disrupted the industry and the responsibility for contributing to the management of packaging waste should now apply to overseas operators.

The timing of the press release and publication of this report was central in securing national coverage for Repak. Coverage appeared in the Irish Independent, the Irish Times, RTE Online, Morning Ireland and RTE News. The report was widely seen and resulted in enquiries from online players in relation to Repak membership.

- Cost of Campaign €6,500
- PR Value €291,811
- Reach 15,000,000

**Shop with a Repak Member**

#ShopRepakMember

**FOR THE SECOND YEAR RUNNING, WE RAN OUR NATIONAL SHOP WITH A REPAK MEMBER CAMPAIGN**

encouraging consumers to shop with Irish companies who are contributing towards their recycling bins and working towards a sustainable future for Ireland as members of Repak.

We sent communication to all members and were delighted to have members including Lidl, Mothercare and Harry Corry on board displaying POS thus ensuring 2017's Christmas campaign was one of our most successful to date.

Our press release resulted in strong coverage across print, online and broadcast channels. A reissue of the press release on December 27th resulted in Newstalk running an unprecedented 5 bulletins on stations across the country that day.

- Cost of Campaign €205,000
- PR Value €426,466
- Reach 6,421,473



**Pakman Awards #PakmanAwards2017**

**THE PAKMAN AWARDS ARE A NATIONAL AWARDS CEREMONY THAT RECOGNISE EXCELLENCE**

in waste management and recycling among businesses, organisations, community groups and initiatives in Ireland.

The Pakman Awards was launched in 2015 by Repak to replace the Repak Recycling Awards and allow more accessibility to the awards for all organisations who demonstrate their sustainability and environmental efforts. The Minister for Communications, Climate Action and Environment, Denis Naughten attended on the night alongside 400 delegates and hosted by Claire Byrne.

Our nation broadcaster, RTÉ, was the very deserving winner of the Overall Pakman Award for its excellence in waste management and recycling. The awards and a new category — Innovation in Waste Management — were launched by Dragon's Den judge, Chanelle McCoy. 2017 saw our highest entry level to date, with winners including RTÉ, Lidl and Thorntons Recycling.

- Cost of Campaign €40,000
- PR Value €355,500
- Reach 4,043,300

# PAKMAN AWARDS 2017

**PAKMAN AWARD 2017**

Sponsor: Repak  
Raidió Teilifís Éireann

**WASTE COLLECTION OPERATOR OF THE YEAR 2017**

Sponsor: Irish Waste Management Association  
Thorntons Recycling

**WASTE PREVENTION BUSINESS OF THE YEAR 2017**

Sponsor: EPA  
Macroom E – Smile Resource Exchange

**WASTE COLLECTOR OF THE YEAR — HOUSEHOLD 2017**

Sponsor: Irish Waste Management Association  
Clean Ireland Recycling

**WASTE COLLECTION OPERATOR OF THE YEAR — COMMERCIAL 2017**

Sponsor: Irish Waste Management Association  
Thorntons Recycling

**PROFESSIONAL SERVICES AWARD 2017**

Sponsor: by Arthur Cox  
Raidió Teilifís Éireann

**INNOVATION IN WASTE MANAGEMENT 2017**

Sponsor: Repak  
Waste Matters Ireland

**GREEN TRANSPORT OF THE YEAR AWARD 2017**

Sponsor: AMCS  
Matthews Coach Hire Ltd

**FOOD WASTE MANAGEMENT AWARD 2017**

Sponsor: Department of Communications, Climate Action & Environment  
Sligo University Hospital

**BRING CENTRE OF THE YEAR 2017**

Sponsor: Irish Waste Management Association  
Galway City Council

**ENVIRONMENTAL EDUCATION & AWARENESS INITIATIVE 2017**

Sponsor: The Chartered Institute of Waste Management Ireland  
ReCreate

**COMMUNITY RECYCLING PROJECT OF THE YEAR AWARD 2017**

Sponsor: WEEE Ireland  
Recycle IT

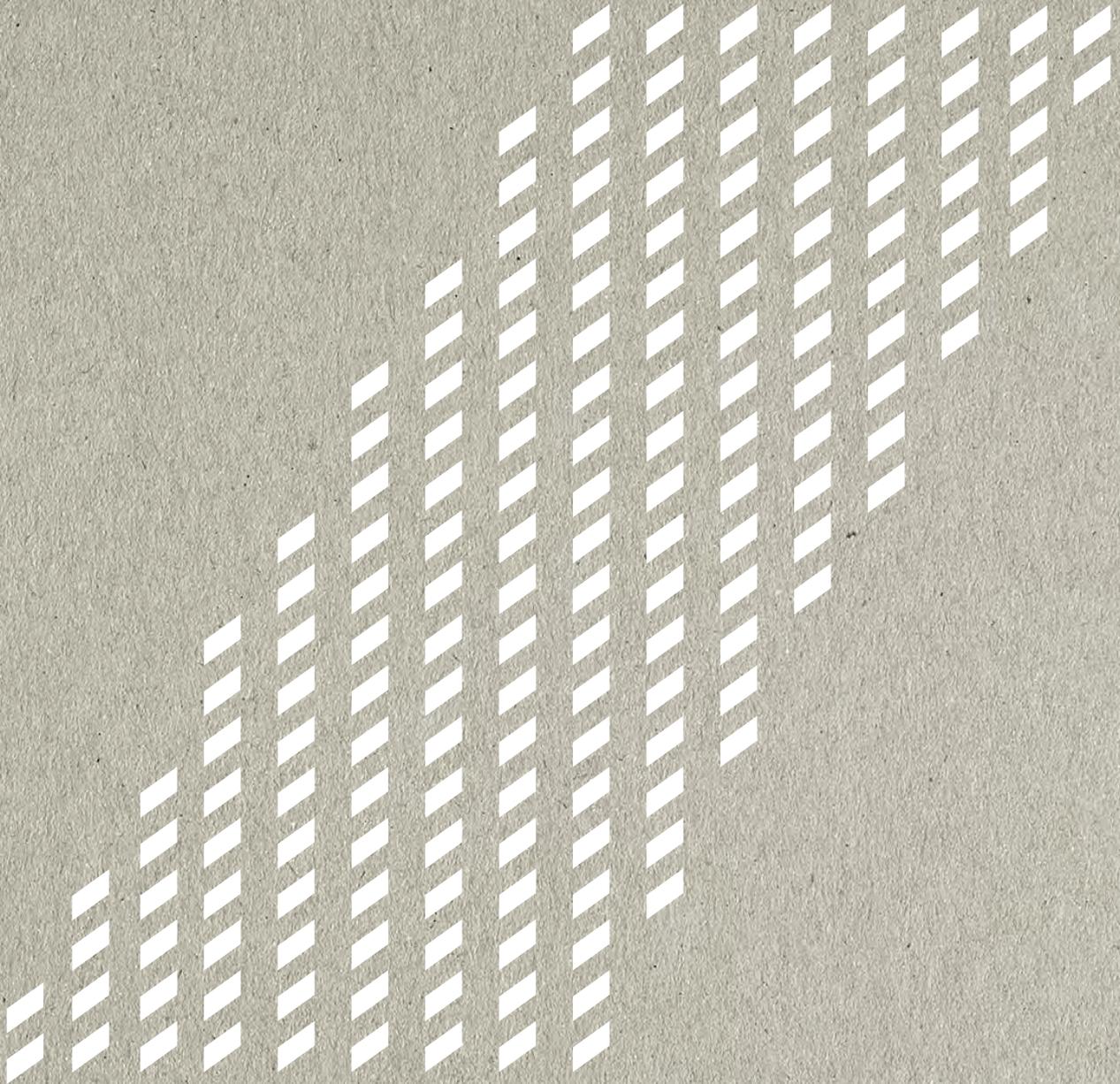
**BUSINESS RECYCLING CHAMPION 2017**

Sponsor: Repak  
Lidl Ireland GmbH

**THE BATTERY CHAMPION AWARD**

Sponsor: European Recycling Platform  
LauraLynn Ireland's Children's Hospice





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**REPAK**