



BACKING
OUR
FUTURE

ANNUAL
REPORT
2019

Introduction *page 5*

01 Governance *page 12*

02 Finance *page 16*

03 Membership *page 22*

04 Recovery & Recycling *page 30*

05 Sales *page 38*

06 Policy Developments *page 42*

**07 Marketing, Communications
& Public Relations** *page 54*

REPAK BOARD MEMBERS



Mr. Tony Keohane
Chairperson



Mr. Séamus Clancy
Chief Executive Officer



Mr. Jim Bird
Elected Scheduled Member
*(term expired - hence retired on
20 November 2019)*



Ms. Anne Butler
Independent



Ms. Geraldine Casey
Elected Retailer
(resigned on 31 December 2019)



Mr. John Curran
Elected Retailer



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



Ms. Louise English
Chartered Accountant



Mr. William Hanley
Elected Scheduled Member
*(with effect from 20
November 2019)*



Mr. James McNeill
Independent



Mr. Matthieu Seguin
Elected Brandholder
*(resigned on 20 November
2019)*



Mr. Tom Shipsey
Elected Brandholder
*(with effect from 20
November 2019)*

INTRODUCTION

2019 was once again a strong year for Repak in delivering for Members on all key compliance objectives, surpassing all EU packaging recycling targets. It was also the year when Repak realigned its strategic objectives to face the challenges ahead, with the introduction of the Circular Economy Package (CEP) and the Single Use Packaging Directives (SUP) due in 2020 and 2021 respectively – thus the theme ‘Backing our Future’.

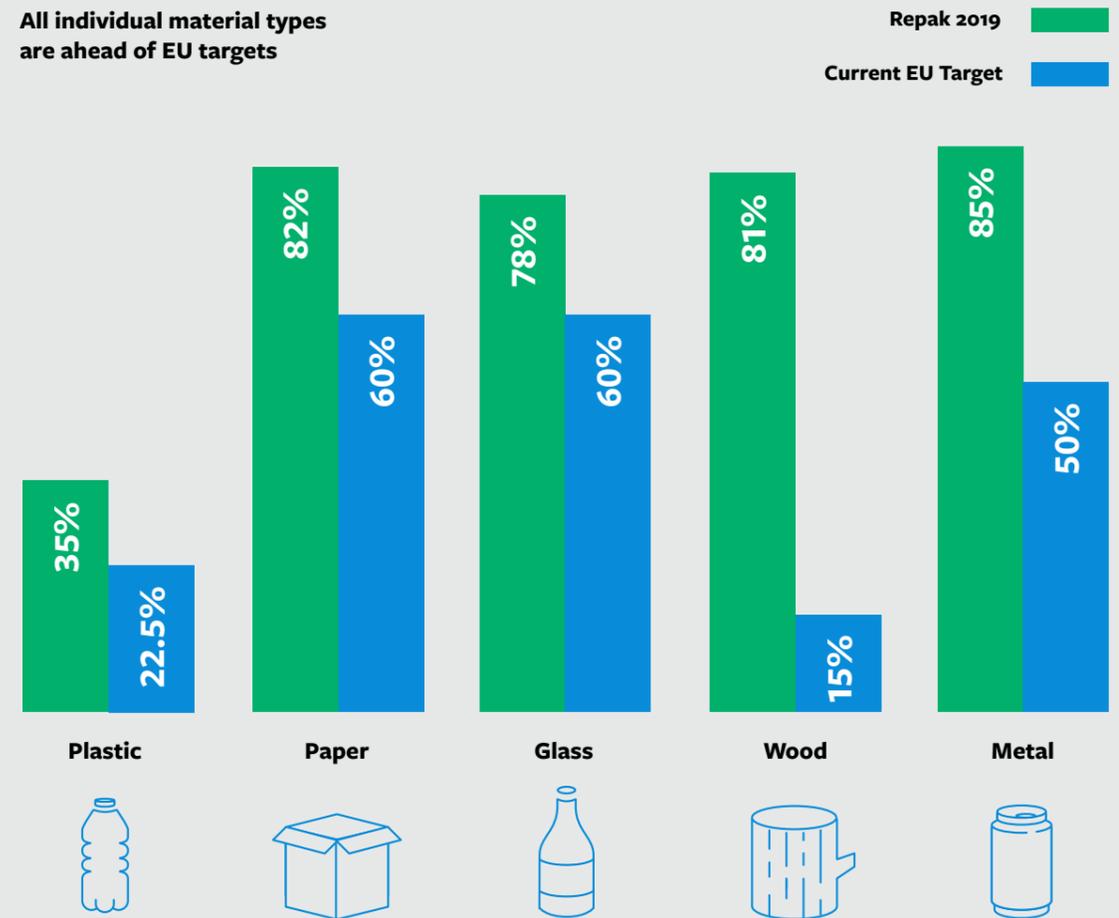
As an organisation, the past five years has seen Repak develop from a packaging compliance scheme to a leading environmental organisation, representing its Members, consumers, and the waste packaging industry in the protection of our environment. This, with prudent financial planning, places Repak in a position to deliver on future environmental challenges and in light of the Covid-19 pandemic, this is now more important than ever in supporting Members.

This is your organisation, and this is how Repak performed for you in 2019.

2019 SUMMARY PERFORMANCE

- **Members funded 1,008,130 tonnes** of packaging waste collected, recycled and recovered in Ireland, an 11.5% (103,881 tonnes) increase on 2018, recycling tonnes increased by 41,541 (7%) and recovery tonnes increased by 62,340 (23%).
- **All 2019 EU Recycling & Recovery targets surpassed, 96% Recovery, 67.5% Recycling**, Plastic 35% (up 2%) Paper 82% (up 4%) Glass 78% (down 8%). Recycling spend was over the budget of €24.21m by €364k (1.5%) reflecting the increased packaging tonnages recycled. Commodity prices for recycled materials remained relatively stable for all materials with the exception of soft plastic and mixed paper. In 2019 Repak provided an increased funding to Recovery Operators, to ensure soft plastics placed on the market by Members were recycled.

All individual material types are ahead of EU targets



→ **3,407 Repak Members** contributed fee Income to 31 December of €31.3m, a €1.3m (+4.5%) increase on 2018. This increase is due to new net Members of 441 and a general increase in packaging placed on the market from existing Members. Fee income from Regular Members accounted for 94% of 2019 Membership income, with the remaining 6% coming from Scheduled Members.

→ **Repak’s Member numbers** continued to increase in 2019. At the beginning of the year, we had 2,966 Members but this had increased to 3,407 Members by 2019 year end. A full list of Repak Members can be viewed at www.repak.ie/Members/list.

→ **Repak returned €1.3m (4.2% of Members fees)** to our Members as part of the Membership rebate scheme. Members who provided their statistics and paid their membership on time received a rebate. Since 2015, the total returned to Members amounts to €6.56m. The Board has sanctioned a further rebate for H1 2020 to continue to incentivise positive behaviour and minimise debtor collection.

→ **A fee modulation pilot project** for plastic in 2019 informed the development of the fee modulation data reporting system for Members being rolled out in 2020. Eco-modulated plastic fees for Members will be introduced in 2021.

→ **In 2019 there was no increase in fees for Members**, for the 11th consecutive year. In November 2019, the Board, for the first time since 2008, approved the introduction of a fee increase for plastics of 15%. This came into effect in January 2020 and reflects increased volumes and cost of recycling. Plastic recycling targets, whilst 12.5% ahead of the European target of 22.5%, are one of the bigger challenges facing Repak on behalf of Members, as we aim to achieve the new recycling targets of 50% by 2025 and 55% by 2030. This will have major cost implications and infrastructure requirements to ensure we achieve these new targets.

→ **104 Repak Members** at year end had signed Repak's Plastic Pledge. Since year end, this figure has increased to 120 businesses. A Plastic Pledge Working Group forum was held in Killashee House Hotel on the 26 November 2019 with stakeholders from Repak's Membership, the waste industry and policy makers in attendance. An action plan was developed to:

- 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.

→ **Financial performance was strong in 2019** with a surplus of €935k which is €1m ahead of budget, driven in the main by:

- Membership fee income of €31.3m before rebate: Represents growth of 4.5% driven by new Member recruitment and increases in packaging placed on the market by existing Members. Membership Income was ahead of budget by €723k;
- Membership rebate percentage was increased for H1 2019, and this increased the level of return to Members by €307k versus budget;
- Direct Recycling Costs, due to increased volumes and market intervention for plastic recycling, were over budget by €364k;
- Overheads were €248k lower than budget mainly due to lower than budgeted IT & Communications expenditure;

- Financial Income returns were very strong in 2019 coming in €947k ahead of budget, but were significantly impacted post year end with market turmoil caused by Covid -19;
- Reflecting the operating surplus and financial gains, taxation was higher than budget by €217k.

→ **Retained Earnings €8.354m:** Retained earnings represent opening accumulated retained earnings of €7.4m plus surplus to 31 December of €935k.

→ **Contingency Reserve of €20m** is a condition of our DCCAE approval. Repak is required to retain a contingency reserve fund of €20m and aligned to this condition of approval, the company transferred €20m from general reserves to a contingency reserve fund in 2015.

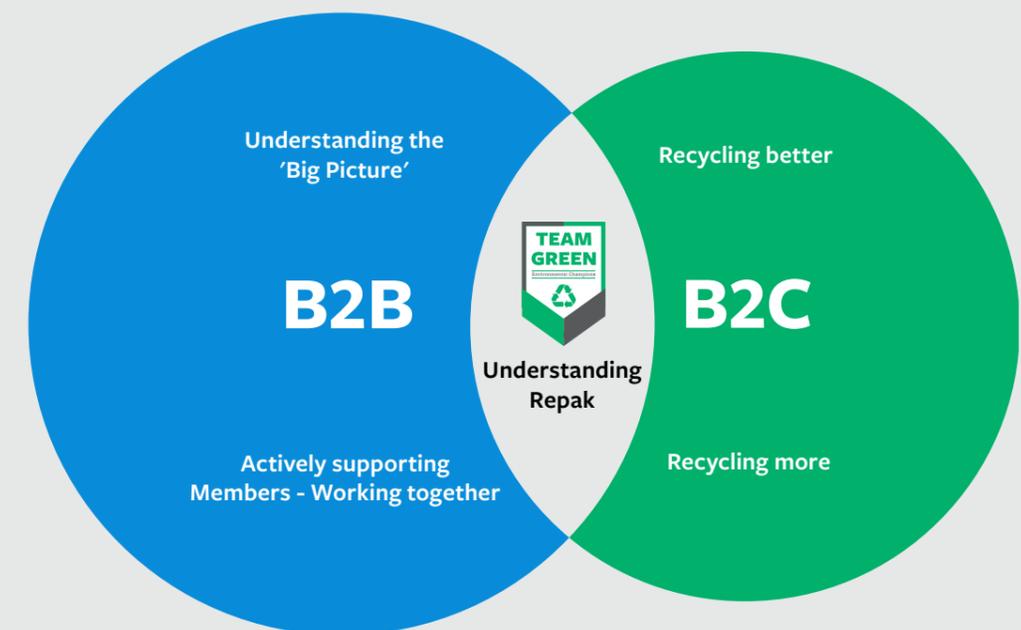
→ **Public Consultations** were announced by the Minister for Communications, Climate Action and Environment, Richard Bruton TD, on 30 December 2019, on the Transposition of the Circular Economy Waste Package and on a Waste Action Plan for a Circular Economy. All submissions were provided by 20 February 2020, representing the best interests of our Members.

→ **The European Green Deal** launched on the 11 December 2019, reaffirms and strengthens the Commissions ambition in tackling climate and environmental-related challenges.

→ **In 2019, our Marketing and Communications team, which is tasked with education and communications as part of our approval from the DCCAE, had another very busy year.** The Team Green Campaign replaced the traditional Repak Recycle Week. The **'Join Team Green'** call to action had over 7.35m people view the campaign through various media platforms led by our Recycling Ambassadors Paul McGrath, the O'Donovan Brothers, Roz Purcell, Bobby Kerr and Anna Geary. Since the launch of Team Green in late 2018, it has gone from strength to strength, with just under 7,000 participants by year end 2019, providing a platform upon which to engage all stakeholders in helping Ireland achieve our plastic recycling targets.

→ **Repak also developed a new Communications Strategy in 2019.** This strategy will deliver on Repak's commitment to inform Members and consumers on the challenges presented by the CEP and SUP, and the central role we play in guiding Ireland through the changes needed.

Communications Strategy | Key Message Summary



→ **The 5th annual Pakman Awards** were a huge success with a record number of entries in 2019. The Awards were launched in early June, and following broad media coverage across print and digital platforms, received a steady stream of entries across all 14 categories. The Pakman Awards took place in the InterContinental Hotel Dublin in October with 400 guests in attendance. The Minister for Communications, Climate Action and Environment, Richard Bruton TD, was guest of honour along with the Assistant Secretary Mr Philip Nugent, and his Principal & Assistant Principal Officers for Waste. The very popular overall winner on the night, was the Aran Islands Co-op Recycling Project - Athchursail Árann, which also won the Community Recycling Initiative

category. RTÉ news broadcaster Claire Byrne, acted as the MC for the evening, and St Francis Hospice Blanchardstown was this year's charity recipient of €4,000 sponsored by Indaver Ireland.

→ **Repak reports quarterly to the DCCAE** and provides an annual report to the DCCAE by the 31 May each year. The 2018 annual report was provided in digital and hard copy to all Members. As conveyed by the Chairman at Repak's 2019 AGM, all future annual reports will be communicated to Members by digital only. Provision of an annual report is an approval requirement of our licence, to operate an Extended Producer Responsibility Scheme, on behalf of you, our Members.

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 (DCCA) for coordination of the enforcement initiative, which has assisted greatly with the Membership growth in 2019. Also to the Waste Enforcement Lead Authorities (WERLAs) working with Local Authorities, your dedication is greatly appreciated.

We also recognise the very important role of our 101 authorised Recovery Operators who collect packaging from 1.69m household bins, almost 1,900 bottle banks, and 118 civic amenity sites. Many operators also upgraded their facilities to improve quality of recyclate and increase capacity in Ireland, which is needed and most welcome. Without this expertise and commitment to the collection and recycling of our Members' packaging, Ireland would not be one of the lead performers in Europe.

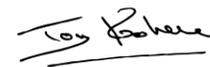
We wish to thank the Board and the sub committees of the Board, for their dedication and support in 2019. Board elections were held, as Mr Matthew Seguin and Ms Geraldine Casey resigned, moving on to pastures new and Mr Jim Bird retired. To all three former Directors, we thank them for their dedication and commitment to their duties. We also welcome Mr Tom Shipsey (Brandholder representative) and Mr William Hanley (Scheduled representative) who were elected to the Board, effective 20 November 2019.

To the staff of Repak, whose contribution in delivering on behalf of all stakeholders, but particularly for our Members, our sincere thanks.

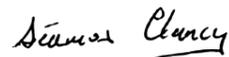
The Board of Repak recognises the challenges that the European Green Deal, Circular Economy Package and the Single Use Plastics Directive bring for all our Members and for Ireland. These big asks of our Members are further complicated by the difficulties that the Covid-19 pandemic has brought to the doorstep of every Member of Repak. Facing these challenges requires Repak to manage the cost and reporting burden on behalf of our Members. Our new licence application, which is currently being prepared for submission by 30 June 2020, strategically reflects how future packaging recycling targets, and plastic in particular, can be achieved in Members' best interest, in the current challenging times.

Finally, to you our Members, we will continually strive to manage the scheme and deliver your packaging compliance in the most cost effective and efficient manner, in what are likely to be challenging times ahead.

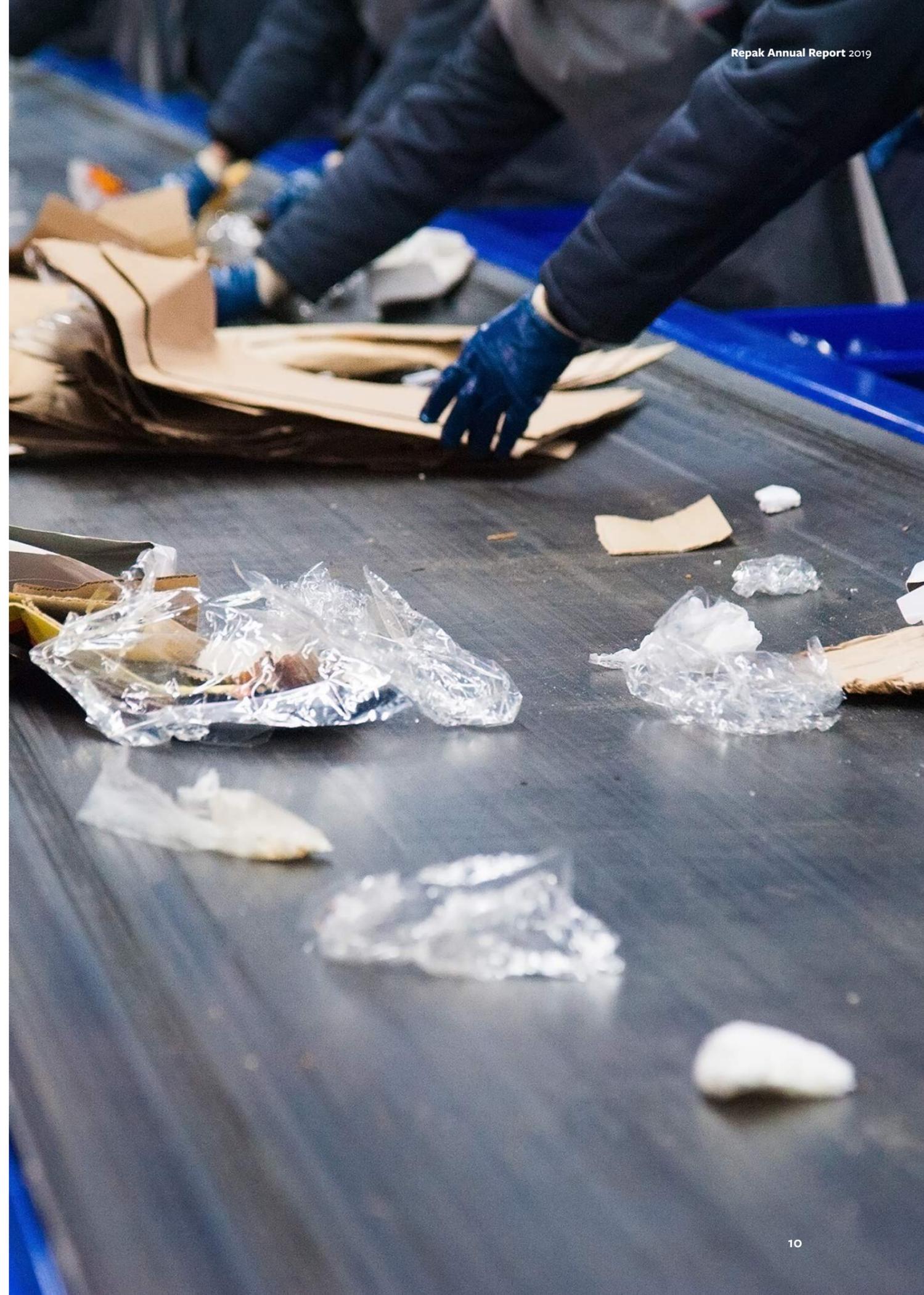
Assuring you of our best endeavours at all times, on behalf of you, our Members.



Tony Keohane
Chairperson



Séamus Clancy
Chief Executive Officer



GOVERNANCE

The primary corporate governance instruments adopted by Repak are: The Repak Constitution adopted by special resolution on 4 October 2019; 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 20 June 2019.

Directors

- **Mr. Tony Keohane** *Chairperson*
- **Mr. Jim Bird** *Elected Scheduled Member (term expired - hence retired on 20 November 2019)*
- **Ms. Anne Butler** *Independent*
- **Ms. Geraldine Casey** *Elected Retailer (resigned on 31 December 2019)*
- **Mr. Séamus Clancy** *Chief Executive Officer*
- **Mr. John Curran** *Elected Retailer*
- **Mr. David Duffy** *Elected Distributor / Wholesaler / Manufacturer / Convertor*
- **Ms. Louise English** *Independent*
- **Mr. William Hanley** *Elected Scheduled Member (with effect from 20 November 2019)*
- **Mr. James McNeill** *Independent*
- **Mr. Matthieu Seguin** *Elected Brandholder (resigned on 20 November 2019)*
- **Mr. Tom Shipsey** *Elected Brandholder (with effect from 20 November 2019)*

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 2019

Director	21 Feb	23 May	29 Aug	4 Oct	20 Nov	Attended
Tony Keohane	•	•	•	•	•	5 of 5
Jim Bird	•	•	•	•	•	5 of 5
Ann Butler	•	•	•	•	•	5 of 5
Geraldine Casey	•		•	•	•	4 of 5
Séamus Clancy	•	•	•	•	•	5 of 5
John Curran	•	•	•	•	•	5 of 5
David Duffy	•	•	•	•	•	5 of 5
Louise English	•	•	•	•	•	5 of 5
William Hanley					•	1 of 1
James McNeill	•	•	•	•	•	5 of 5
Matthieu Seguin	•	•	•			3 of 5
Tom Shipsey						0 of 1

Company Secretary Mr. Brendan Griffin *Head of Finance*

Upon being elected by the Scheduled and Brandholder Membership respectively in November, Mr William Hanley and Mr Tom Shipsey were appointed to the Board on 20 November 2019.

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 Members) from time to time.

Annual General Meeting

27 June 2019

THE 2019 ANNUAL GENERAL MEETING OF REPAK WAS HELD ON THURSDAY, 27 JUNE 2019

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.

Repak Board Elections

4 years

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

Repak Members are entitled to vote in elections reflecting their panel of Membership.

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 four years, and may seek re-election. No Director may hold office for more than eight years.



Board Committees

AUDIT & RISK COMMITTEE

Members (all Directors): Ms Louise English (Chairperson), Mr David Duffy, Mr Jim Bird (on retiring Mr Bird was replaced by Mr Tom Shipsey).

The Committee reviews financial and reporting processes in the company. It meets with our statutory auditors and tax advisors PwC. It also monitors investment performance in line with a Board approved Statement of Investment Principles.

Number of meetings: 2

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: 0

FEES AND SUBSIDIES COMMITTEE

Members (Directors and company secretary): Ms Anne Butler (Chairperson), Mr John Curran, Mr Matthieu Seguin (on resigning, Mr Seguin was replaced by Mr William Hanley), Mr Séamus Clancy, Mr Brendan Griffin.

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.

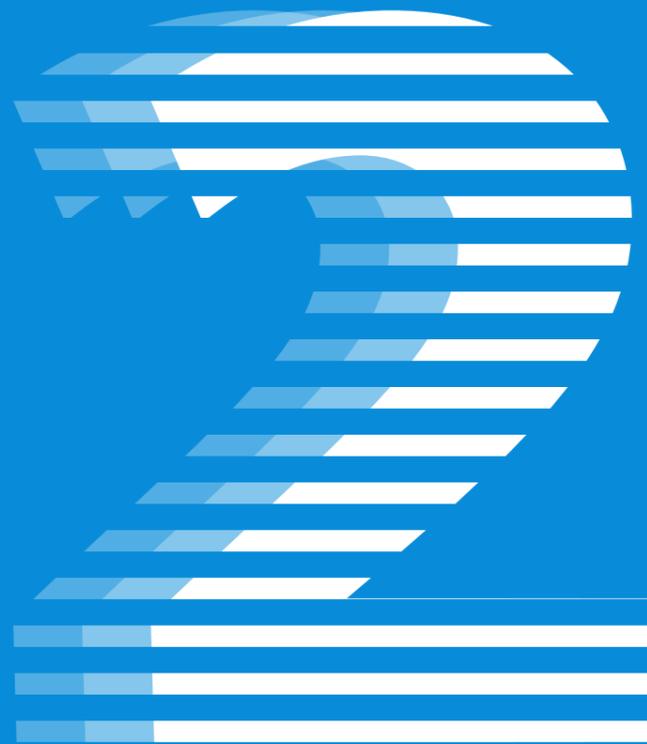
The Remuneration Committee determines and agrees with the Board, the framework and broad policy for the remuneration of the Chief Executive, Chairperson, Directors, senior management and employees.

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 surplus and overall surplus, revenue growth and funds returned to Members by means of fee rebates. The outturn for 2019 was positively impacted by revenue arising from new Member recruitment and increased packaging placed on the market by existing Members.



FINANCE HIGHLIGHTS 2019

- Surplus after tax of €935k.
- Membership fee income of €30.0m net of rebate: Represents growth of 5.3% driven by new Member recruitment and increases in packaging placed on the market by existing Members.
- Fee rebates returned to Members in 2019 amounting to €1.3m.
- Direct recycling expenditure amounted to €24.6m, reflecting growth in line with tonnes recycled and recovered.

Revenue

Membership fees net of rebate have increased by 5.3% to €30.0m (2018: €28.5m). 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 2019 fee rebates to Members who submitted data and discharged their invoices on time, amounted to €1.3m (2019: €1.5m). Since the inception of the fee rebate programme, Repak has returned €6.56m to Members.

Other Revenue

Repak has recognised other revenue, as defined in a service level agreement, of €848k (2018: €928k) in relation to Repak ELT CLG, a compliance scheme established to recover end of life tyres. The service level agreement includes recharges of payroll and other costs associated with personnel administering the scheme.

Direct Recovery and Recycling Costs

Total expenditure of €24.6m (2018: €21.9m) is correlated to growth in tonnes recovered, and in particular, increased financial support for the recycling and reprocessing of plastic materials - both from the commercial and household sectors. This represents an increase in expenditure of 12.2% in 2019. Direct recovery and recycling expenditure accounted for 80% of total expenditure of €30.7m.

Total tonnes recovered increased by 11.5% to 1,008,130 tonnes (2018: 904,249 tonnes). The increase was 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 €6.1m (2018: €6.2m). Included in this figure is staff costs of €2.8m (2018: €2.9m) as well as marketing, communications and public awareness expenditure of €1.3m (2018: €1.3m).

Repak provided funding for an enforcement programme, in partnership with the Department of Communications, Climate Action and Environment (DCCAE), the Waste Enforcement Regional Lead Authorities (WERLAs) and the Local Authorities.

Net Interest Income

Reflecting strong gains in global financial markets, the company recorded unrealised gains of €1.1m in relation to investments which were valued at €8.9m at 31 December 2019 (2018: €7.8m). Since that date, and reflecting market falls arising from the COVID-19 pandemic, investments have lost most of those gains and at the date the 2019 Financial Statements were signed by the Board, the value stood at €8m.

PROFIT & LOSS ACCOUNT

For the financial year ended 31 December 2019

	2019 €	2018 €
Membership fee income	31,282,988	29,937,219
Membership fee rebate	(1,325,762)	(1,484,162)
Membership fee income net of rebate	29,957,226	28,453,057
Other Revenue	848,109	927,539
Direct recycling costs	(24,577,059)	(21,912,770)
Gross profit	6,228,276	7,467,826
Administrative expenses	(6,150,276)	(6,189,497)
Surplus on ordinary activities before interest and taxation	78,000	1,278,329
Interest receivable and similar income	1,143,747	41,814
Interest payable and similar charges	(30,093)	(445,999)
Net interest income/ (expense)	1,113,654	(404,185)
Surplus on ordinary activities before taxation	1,191,654	874,144
Tax on surplus on ordinary activities	(256,590)	(214,351)
Surplus for the financial year	935,064	659,793

BALANCE SHEET

As at 31 December 2019

	2019 €	2018 €
Fixed assets		
Tangible assets	2,563,218	2,705,255
Financial assets	8,941,422	7,818,149
	11,504,640	10,523,404
Current assets		
Debtors	1,687,079	2,371,354
Cash at bank and in hand	26,296,741	24,543,800
	27,983,820	26,915,154
Creditors: amounts falling due within one year	(10,902,735)	(9,998,096)
Deferred Tax: amount falling due within one year	(217,823)	-
Net current assets	16,863,262	16,917,058
Total assets less current liabilities	28,367,902	27,440,462
Creditors: amounts falling due after one year	(13,068)	(20,692)
Net assets	28,354,834	27,419,770
Capital and reserves		
Called up share capital – presented as equity	4	4
Profit and loss account	8,354,830	7,419,766
Contingency reserve fund	20,000,000	20,000,000
Total equity	28,354,834	27,419,770

BALANCE SHEET

Financial Assets

The company owns two multi asset investment funds. These investments were made with a view to increasing returns having regard to the current negative/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 €8.9m.

Debtors

Included in the debtors' balance of €1.7m are trade debtors of €0.6m (2018: €1.6m), amounts receivable from Repak ELT CLG of €237k (2018: €277k) and VAT recoverable of €614k (2018: €479k).

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

We are pleased Repak's Member numbers continued to increase in 2019. At the beginning of the year, we had 2,966 Members and this increased to 3,407 Members by the end of 2019. With 517 new Members certified, and a loss of 76 Members through revocations and mergers during the year, there was a net gain of 441 Members into Repak.



Of the 3,407 Members, 34% are Regular Members* and 66% are Scheduled Members*. Fee income from Regular Members accounted for 94% of 2019 fee income, with the remaining 6% coming from Scheduled Members. A full list of Repak Members may be viewed at www.repak.ie/Members/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.

Fee levels in 2019 remained at the same level as in 2018, having remained unchanged since 2008. However this will change over the next few years due to the increased recycling targets required under EU legislation and the pressure to reduce/eliminate non-recyclable materials.

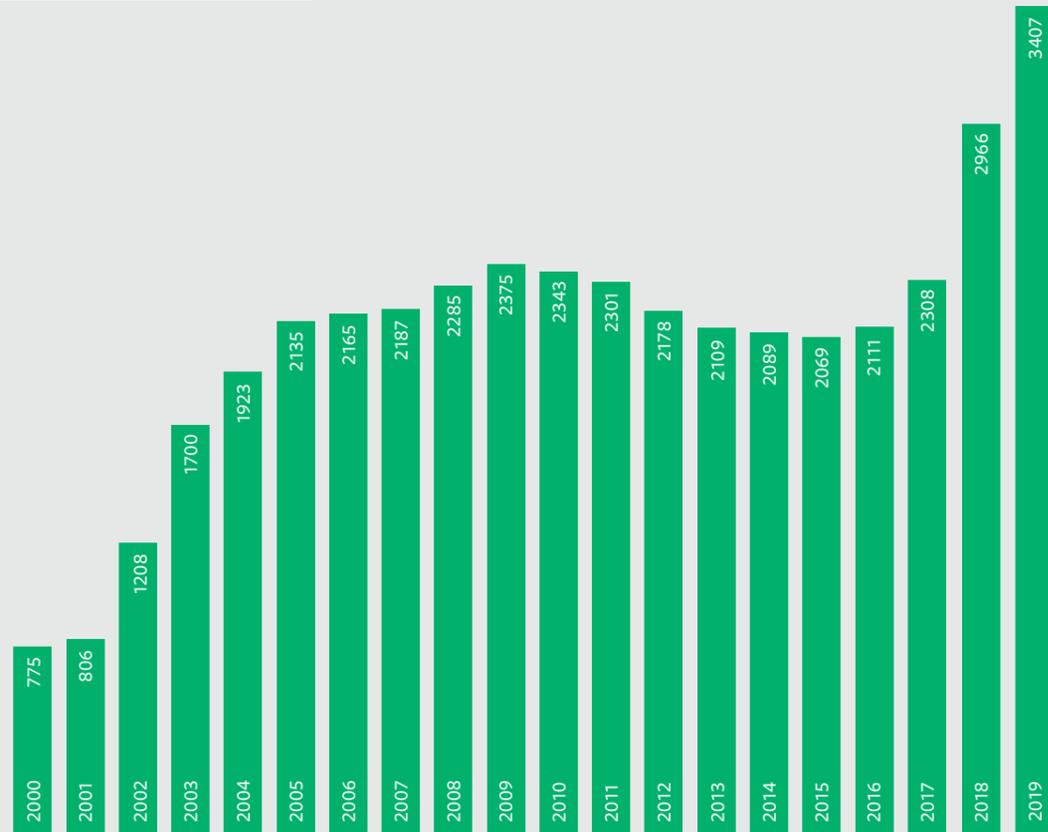
Repak is currently revising its data reporting structure to be more specific about recyclable and non-recyclable materials as required by the EU Plastics Strategy. This will allow for fees to be modulated, to encourage recyclable and discourage non-recyclable materials. The revised reporting structure will be introduced in 2020.

Membership Fee Rebate

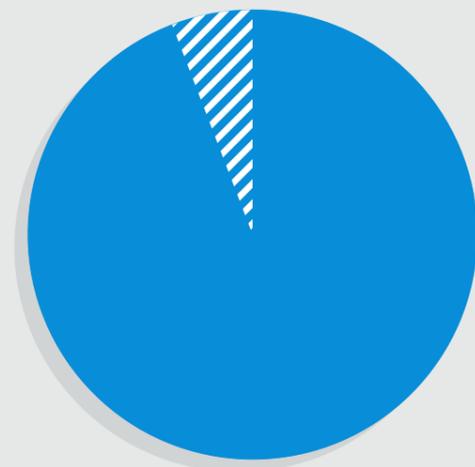
Introduced in 2015, the fee rebate programme for Members continued successfully in 2019. The rebate was subject to a number of qualifying criteria and there was €1.3m in total available for rebate to Members during the year.

A total of 497 Regular Members and 1,409 Scheduled Members met the required conditions by providing statistical information and paying their fee on time. The fee rebate programme is reviewed twice yearly.

Member Numbers 2000 – 2019

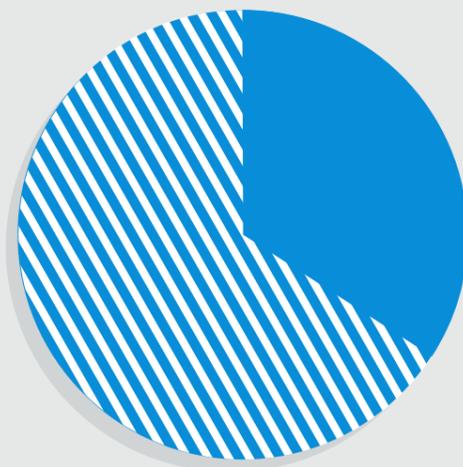


Members by Income 2019



6% Scheduled
94% Regular

Members by Number 2019



66% Scheduled
34% Regular

Prevent & Save Programme

The Prevent & Save Programme continued to support Repak Members large and small, across numerous industry sectors, through our packaging optimisation survey programme.

THE 2019 PROGRAMME INCLUDED THE FOLLOWING:

- Continued member participation in our free onsite packaging optimisation survey programme.
 - Continued support of the retail sector in preventing packaging waste and advice on packaging design improvements that can improve recyclability. The programme also supported specific queries from suppliers to the retail sector, tasked with implementing changes on their behalf.
 - Collaboration with Bord Bia’s Origin Green programme also continued during 2019. Numerous Members of both Origin Green and Repak availed of packaging workshops and Prevent & Save visits that were delivered at the Repak offices or at their premises.
 - Promotion of Repak’s prevention programme in a number of trade publications such as the Irish Packaging Directory and Food Ireland.
 - Guest lectures and seminars at some of Ireland’s third level institutions including IT Sligo, IT Carlow and IT Tallaght. These focussed on Repak’s role in packaging recycling and the impact of the new Circular Economy Package legislation.
 - Continued work by Repak’s packaging technology team in partnership with Maeve Thornberry & Associates on the OceanWise Project (a 3 year programme focussed on reducing Expanded Polystyrene (EPS) and Extruded Polystyrene (XPS) as Marine Litter in Europe) and completion of two key project outputs during 2019:
 1. A report and database of the manufacturers, applications and users of EPS and XPS across Europe;
 2. A report highlighting the options to recycle EPS and XPS in Europe with factsheets by country.
- A consolidated report covering both areas has been created and is now available to view on the Repak website at <https://repak.ie/news-room/report-on-extruded-and-expanded-polystyrene/>.

Packaging Design Guide

Work commenced in 2019 to develop a Packaging Design Guide for Repak Members in liaison with the waste industry. This guide details the processes of sorting and reprocessing of packaging for recycling, highlighting where packaging design can impede these processes and providing advice on how to maximise recyclability.

The Design Guide will also provide information on Eco Fee Modulation and a definition of the categories for reporting plastic bottles and other types of plastic packaging placed on the market. **The Packaging Design Guide** is now available to download on the Repak website at www.repak.ie

Repak Members’ Pledge on Plastic Packaging Waste

The “**Repak Members’ Pledge on Plastic Packaging Waste (Plastic Pledge)**” was launched in 2018 as part of Repak’s Plastic Packaging Recycling Strategy 2018-2030.

The Plastic Pledge aims 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 2019, 104 Members of Repak had signed the Pledge, which included some of the largest producers and retailers in Ireland.

Bringing the Pledge to life was a key focus for Repak during 2019 and included the following activities:

2018 Annual Report on Plastic Pledge Achievements and Plans

In May 2019, Repak launched the first Plastic Pledge Annual Report for the year 2018 highlighting the achievements of pledge signatories against the five Plastic Pledge objectives. This report showed:

- Actions to date, when accumulated, resulted in the reduction or replacement of 10,600 tonnes of plastic packaging;
- During 2018, there was an average 11% reduction in plastic packaging reported by Repak’s Plastic Pledge Members;
- Over 120 programmes were in progress or completed to make plastic packaging more recyclable.

Our 2019 Plastic Pledge Annual Report is being launched in May 2020.



Pictured at the 2019 Pakman Awards: Minister for Communications, Climate Action and Environment, Richard Bruton TD, Gillian Shields, Louise Sullivan, Tara O'Rourke, and Mark Haughey, of Coca Cola HBC Ireland & Northern Ireland, winner of the Plastic Pledge Member of the Year Award, and Mr Tony Keohane, Chairperson of Repak.

Pakman Awards

In 2019 Repak launched the 'Plastic Pledge Member of the Year' Award as part of the prestigious Pakman Awards, to recognise the achievements of our Plastic Pledge Members. Congratulations to our first winner Coca Cola HBC Ireland & Northern Ireland, and to Quinn Packaging, for receiving a Special Recognition Award.

Plastic Pledge Working Group

In November 2019, Repak invited key stakeholders in the plastic packaging supply chain to participate in a brainstorming event. The event aimed to

identify barriers and possible solutions to the recycling of flexible plastic packaging discarded from households, and improve recycling rates for commercial plastic packaging.

Participants from Repak's membership, the waste industry, local authorities and policy makers all attended the event and helped to identify the key actions required. A steering committee has now been formed to help drive these actions throughout 2020 and beyond.

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 who 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, 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 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 2020 *

	Paper	Glass	Aluminium	Steel	Plastic	Plastic Bottles	Wood	Paper Composite	Metal Composite
Materials Manufacturer	€2.05	€2.05	€2.05	€2.05	€2.36	€2.36	€2.05	€2.05	€2.05
Converter	€2.05	€2.05	€2.05	€2.05	€2.36	€2.36	€2.05	€2.05	€2.05
Distributor	€2.05	€2.05	€2.05	€2.05	€2.36	€2.36	€2.05	€2.05	€2.05
Retailer	€4.10	€4.10	€4.10	€4.10	€4.71	€4.71	€4.10	€4.10	€4.10
Brandholder / Importer	€22.73	€9.18	€83.62	€78.51	€102.53	€102.53	€10.60	€75.78	€111.48

(*) excl. VAT

Table 2 Scheduled Member Annual Fees 2020

Category	Turnover From (€)	Turnover To (€)	Repak Fee (€)
Hardware & Building Materials (between 10t & 25t of packaging)	1,000,000	3,649,999	428
Hardware & Building Materials (25t or more of packaging)	3,650,000	Over 3,650,000	1,049
Hotel / Hospitality (between 10t & 25t of packaging)	1,000,000	-	428
Hotel / Hospitality (25t or more of packaging)	1,000,000	Over 1,000,000	1,049
Pharmacy (between 10t & 25t of packaging)	1,000,000	-	428
Pharmacy (25t or more of packaging)	1,000,000	Over 1,000,000	1,049
Licensed Premises (between 10t & 25t of packaging)	1,000,000	-	428
Licensed Premises (25t or more of packaging)	1,000,000	Over 1,000,000	1,049
Independent Retailer (between 10t & 25t of packaging)	1,000,000	-	428
Independent Retailer / Off-Licence (25t or more of packaging)	1,000,000	3,809,999	1,049
	3,810,000	4,439,999	1,153
	4,440,000	5,079,999	1,362
	5,080,000	5,719,999	1,572
	5,720,000	6,349,999	1,678
	6,350,000	6,989,999	1,887
	6,990,000	7,619,999	2,097
	7,620,000	8,249,999	2,307
	8,250,000	8,879,999	2,517
	8,880,000	9,519,999	2,622
	9,520,000	10,159,999	2,832
	10,160,000	10,799,999	2,936
	10,800,000	11,429,999	3,146
	11,430,000	12,059,999	3,357
	12,060,000	12,699,999	3,461
	12,700,000	Over 12,700,000	3,671
Electrical Retailers (25t or more of packaging)	3,500,000	Over 3,500,000	1,049
Restaurant (between 10t & 25t of packaging)	1,000,000	-	428
Restaurant (25t or more of packaging)	1,000,000	Over 1,000,000	1,049



RECOVERY & RECYCLING

2019 represented a year of strong performance by Repak, evidenced by our Recycling, Recovery and Funding position at year end. We have demonstrated that as a Producer Responsibility Initiative, we have brought together our Members, Recovery Operators, Central Government and National Regulators to achieve the optimum Recycling and Recovery of packaging waste, exceeding almost all National and European packaging waste Recycling and Recovery targets.



Key Initiatives in 2019

DURING 2019, REPAK INTRODUCED A NUMBER OF INITIATIVES TO OPTIMISE THE RECYCLING AND RECOVERY OF PACKAGING WASTE IN IRELAND.

These included:

Backdoor/Commercial Plastic Packaging Waste Funding

This was increased to incentivise the collection and recycling of plastic packaging waste from businesses and resulted in an additional 2,000 tonnes of commercial plastic packaging waste being recycled. The additional funding helped to progress significant capital investment in technology at Recovery Operator sites.

Plastic Reprocessing Funding

Repak in 2019 introduced funding for the re-processing of Irish plastic packaging waste in Ireland. This funding helped to support the re-processing of 13,781 tonnes of waste plastic packaging and has allowed Recovery Operators the opportunity to upgrade their technology over the medium to long term and expand their business. Repak will continue this support into 2020 to expand the re-processing of Irish plastic packaging in Ireland in line with the EU Circular Economy Package (CEP).

Pots, Tubs and Trays Funding

An additional funding category was introduced for Pots, Tubs & Trays to incentivise the separation of these materials from packaging waste streams. This has had a positive effect in diverting these materials for recycling.

Net Necessary Costs

Repak completed a project between August and December 2019, to determine the net necessary costs of managing recyclable and non-recyclable plastic packaging waste, in the Irish context. This was a catalyst for in depth discussions between Repak and its partner Recovery Operators, on the costs of the transportation, processing and overall management of these material types, netting off material sale values. It served to familiarise Recovery Operators with the requirements of a recast of the Waste Framework Directive (WFD) 2018, due to be transposed into Irish law in 2020.

Communications

In 2019, Repak embarked on an intensive communications strategy with Recovery Operators. The purpose of this engagement was to improve information and best practice sharing, drive improvement in service to the consumer from within the Recovery Operators, enhance sharing of legislation updates and foster an improvement in achieving shared goals, particularly in light of imminent and challenging recycling targets, across the packaging waste materials range.

National Waste Characterisation Studies

MSW (Municipal Solid Waste)/RDF (Refuse Derived Fuel) Surveys continued into 2019 so that Repak could gather data in relation to the packaging content of the MSW/RDF streams for both Commercial and Household Sectors.

The key benefits of these studies are:

- To ensure that Repak has the data to monitor and review packaging levels and types in the commercial and household MSW/RDF streams as this forms part of the overall packaging waste generated in Ireland.
- To highlight any changes/trends in behaviour of the general public in relation to packaging recycling and recovery.
- To help in highlighting targeted packaging material that should be in the MDR (Mixed Dry Recycling) bin.

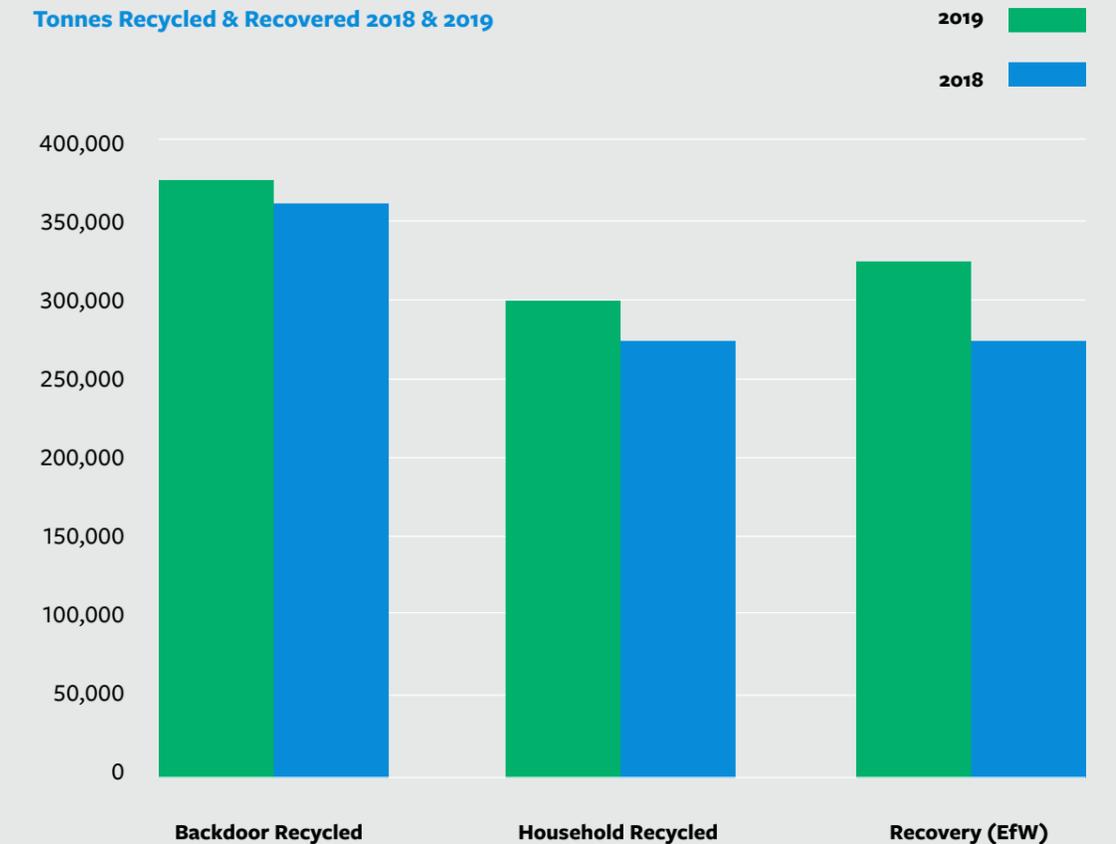
2019 Key Performance Indicators (Tonnes Packaging Waste)

- 1,008k Tonnes were funded for Recycling and Recovery in 2019.
- This was an increase of over 104k tonnes on 2018 (904k) - an 11.5% increase.
- Recycling increased by 42k to 678k tonnes (636k tonnes in 2018) - a 7% increase.
- Backdoor/Commercial increased by 17k to 379k tonnes - a 5% increase.
- Household/Domestic increased by 25k tonnes to 299k tonnes - a 9% increase.
- The recovery and recycling of in excess of 12 million tonnes of packaging has been funded by Repak since it was established in 1997.
- Repak Tonnage Targets for 2019 = Recycling 67.5% and Recovery 75%.
- Repak Tonnage Actual for 2019 = Recycling 67.5% and Recovery 96%.

2019 Tonnage Recycled & Recovered V 2018

Category	2019 (tonnes)	2018 (tonnes)	Increase (tonnes)
Backdoor Recycled	378,693	361,977	16,716
Household Recycled	299,158	274,333	24,825
Total Recycling	677,851	636,310	41,541
Recovery (EfW)	330,279	267,939	62,340
Totals	1,008,130	904,249	103,881

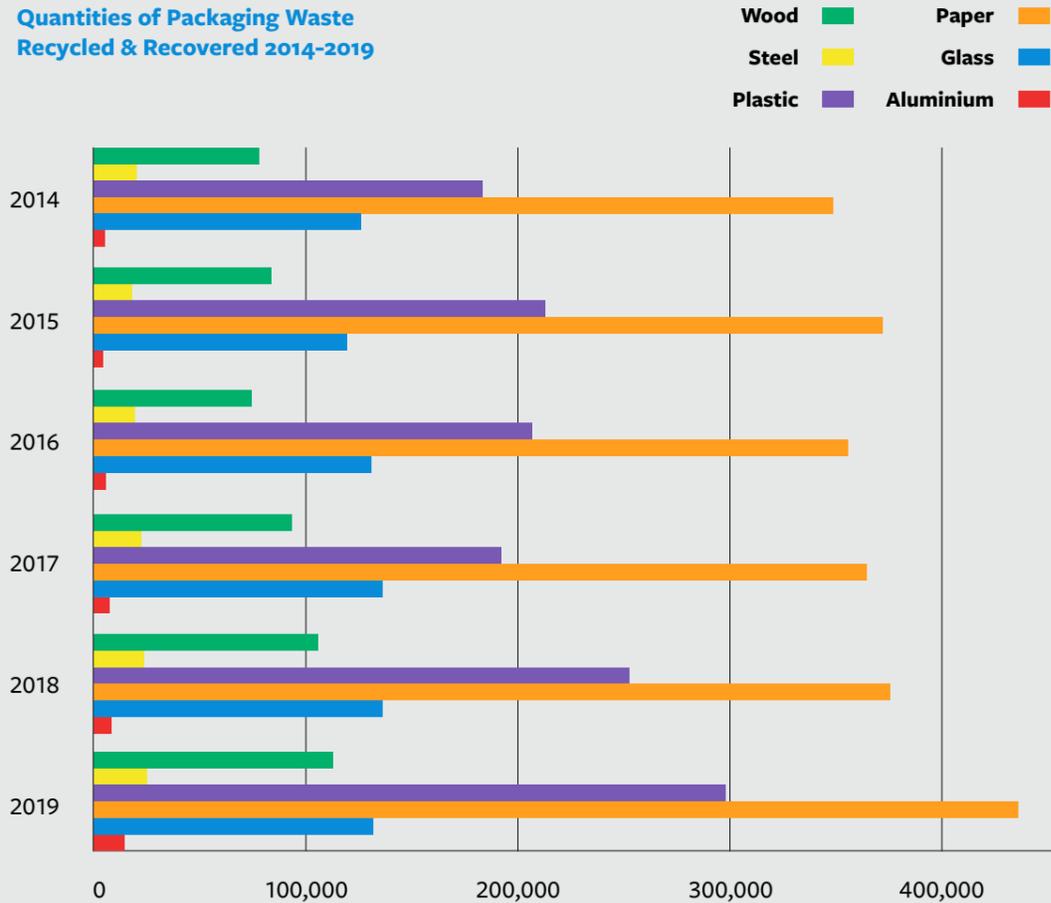
Tonnes Recycled & Recovered 2018 & 2019



Repak Funded Packaging Waste Tonnes Recycled & Recovered 2014 - 2019

Material	2019	2018	2017	2016	2015	2014
Aluminium (t)	14,104	8,363	7,275	5,442	4,778	5,161
Glass (t)	132,215	137,342	137,841	131,706	119,683	125,284
Paper (t)	426,003	376,733	364,968	356,460	372,115	349,496
Plastic (t)	297,691	251,808	192,724	206,889	212,653	183,537
Steel (t)	25,733	24,422	22,226	19,514	18,821	20,194
Wood (t)	112,385	105,581	92,856	74,836	83,995	78,792
Total (t)	1,008,130	904,249	817,889	794,847	812,045	762,464

Quantities of Packaging Waste Recycled & Recovered 2014-2019



2019 Key Performance Indicators (Funding)

Repak operates and administers an RPS (Repak Payment Scheme) to verify the recovery and recycling and govern funding of packaging waste sourced by Recovery Operators comprised of:

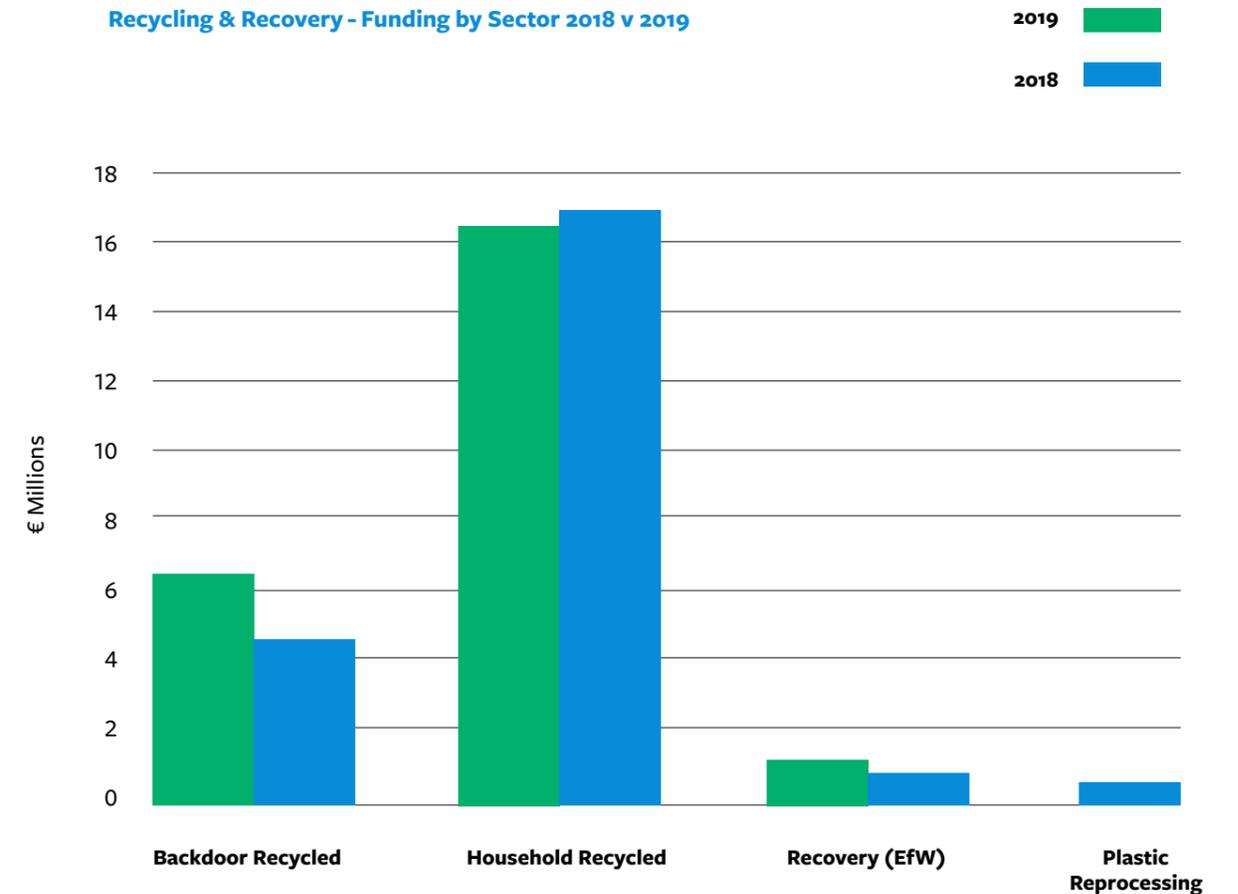
- Back-Door Waste that arises at business premises that has been used to convey goods to the market;
- Household Packaging Waste collected through public bring and kerbside collection networks.

In the adjudication and verification of Recovery Operator's performance of the Services in each month during the contract period, Repak makes Subsidy (Funding) Payments to the Recovery Operator, subject to the Recovery Operator's compliance with its obligations.

In 2019:

- €24.1m Total Funding was outlaid on Recycling and Recovery;
- This was an increase of €2.2m on 2018 (€21.9m) or 10%;
- 82% of Repak's annual Membership fee was spent on Recovery & Recycling.

Recycling & Recovery - Funding by Sector 2018 v 2019



Recycling & Recovery - Funding by Sector 2018 v 2019

Sector	2019(€)	2018 (€)	Increase (€)
Backdoor Recycled	6,224,805	4,295,791	1,929,014
Household Recycled	16,401,741	16,822,354	(420,613)
Total Recycling	22,626,546	21,118,145	1,508,401
Recovery (EfW)	941,771	794,625	147,146
Plastic Re-processing	556,521	0	556,521
Totals	24,124,838	21,912,770	2,212,068

Additional funding for Bring Banks in 2019 was €135,771 and an additional funding amount of €316,450 was provided in respect of packaging placed on the market not yet presented at year end for recovery/recycling, bringing total Recycling and Recovery costs to €24,577,059 in 2019.

Compliance

In addition to operationally focused Waste Characterisation Studies, Repak completed 28 Contract Compliance Audits that reviewed Recovery Operator monthly claims and operations including Health & Safety, Financial, Environmental and Insurance compliance. Results from the audits demonstrated full compliance with the Repak Registered Recovery Operators contracts.

Repak also completed over 20 Financial Audits on Recovery Operators. These Recovery Operators cover 90%+ of funding and account for 90%+ of packaging waste tonnes recycled and recovered in 2019. No material issues arose from these audits.



SALES

In 2019, the Repak Sales Team continued to help drive an unprecedented rise in new Members, raising Membership to 3,407 by year end. Membership grew by 17% compared to 2018 with 537 new Scheduled and Regular Members, equating to €1.45m in revenue. Enforcement, supported by strong cooperation with the Waste Enforcement Regional Lead Authorities & Local Authorities, has continued to bring a significant number of obligated business into compliance with the Packaging Regulations.



Recruitment

REPAK MEMBERSHIP REACHED ITS HIGHEST EVER FIGURE OF 3,407 MEMBERS.

The Sales Team achieved this through a coordinated planning approach with all relevant stakeholders. A total of 537 new Members joined Repak in 2019, generating €1.45m in revenue. New member income grew by 11%, when comparing to 2018.

A total of 99 Regular Members joined Repak in 2019 which corresponds to €1.34m in revenue and accounts for 92% of all new income (**Figure 1**). The two main sales KPI targets (new Members and value) were reached and exceeded with new Members over budget targets by 19% and revenue value over by 107%. Of the new Regular Members in 2019, 47.9% come from the Food & Drink industry (**see Figure 3**) showing the continued growth in this sector; a rise of over 70% when compared to 2018. The success of the pharmaceutical industry in Ireland is also reflected in regular Membership, accounting for around 19% of all new Regular Members - more than double the amount of pharmaceutical companies that joined Repak in 2018.

Scheduled Membership recruitment saw a number of successes in 2019, including 438 new Scheduled Members, representing 85% of all new Members (**Figure 2**). A sales drive and focus on the retail industry, and collaboration with well-known symbol group brands (i.e. Londis and Centra) accounted for over 50% of all new Scheduled Members (**see Figure 4**). These successes helped create a huge reduction in non-compliant businesses from this sector, and the aim is to bring this number down further in 2020, through continued partnerships. Compliance for all obligated Independent Retailers is even more important with the transposition of European Union Single Use Plastics (SUP) and Circular Economy Package (CEP) legislation due into Irish Law in 2020.

Businesses can now make their premises compliant through Repak Scheduled Membership, by using our newly developed online application which was developed in 2019. An application to join Repak can be processed via our website in three quick and easy steps. We have commenced the development of an online application procedure for Regular Members which will go live in 2020.

Enforcement

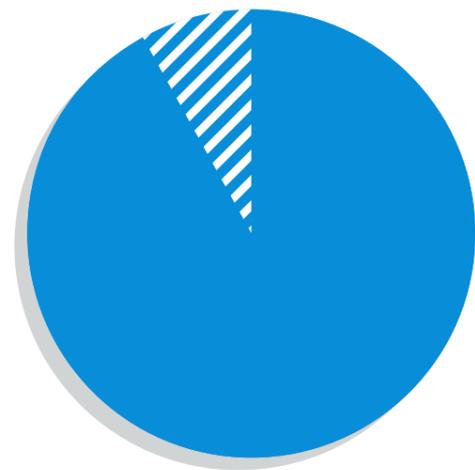
ENFORCEMENT IS A VITAL COMPONENT OF THE REPAK SALES DEPARTMENT.

Businesses that have been identified as having an obligation under the Packaging Regulations that choose not to comply, are passed to Enforcement.

Over the past few years, Repak has financially supported an enforcement programme with the Department of Communications, Climate Action and Environment (DCCAE), Waste Enforcement Regional Lead Authorities (WERLAs) and Local Authorities. This focuses on making all obligated businesses compliant with the Packaging Regulations and contributing equitably to the recovery of the packaging they place on the Irish market. Ultimately, businesses that refuse to comply with the law are prosecuted by local authorities.

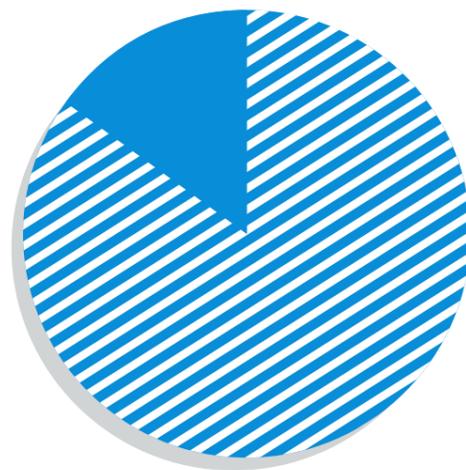
Enforcement also plays an important role in educating and informing businesses about the upcoming CEP and SUP policies and how these will impact the economy and waste management in the short and long term future. The legislative requirements of the CEP and SUP directives will pose a new enforcement challenge for all stakeholders, and Repak will be requesting that the programme be extended, to ensure there is a level playing field for Repak Members and to ensure any free riders are held to account.

Figure 1
New Member Revenue 2019



 **€113k** Scheduled
 **€1.34m** Regular

Figure 2
New Repak Members 2019



 **438** Scheduled
 **99** Regular

Figure 3
New Regular Members 2019

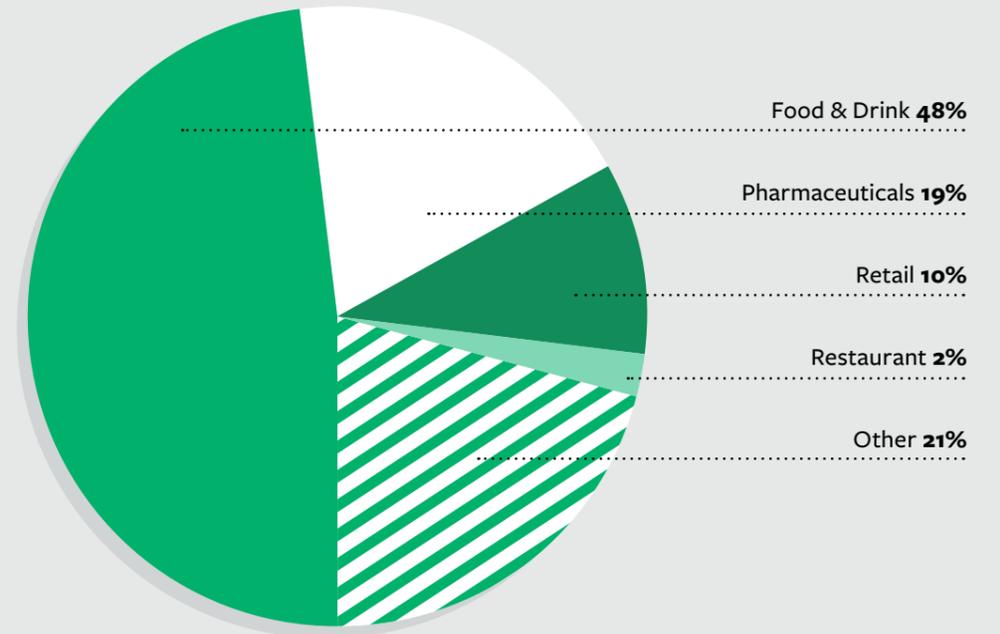
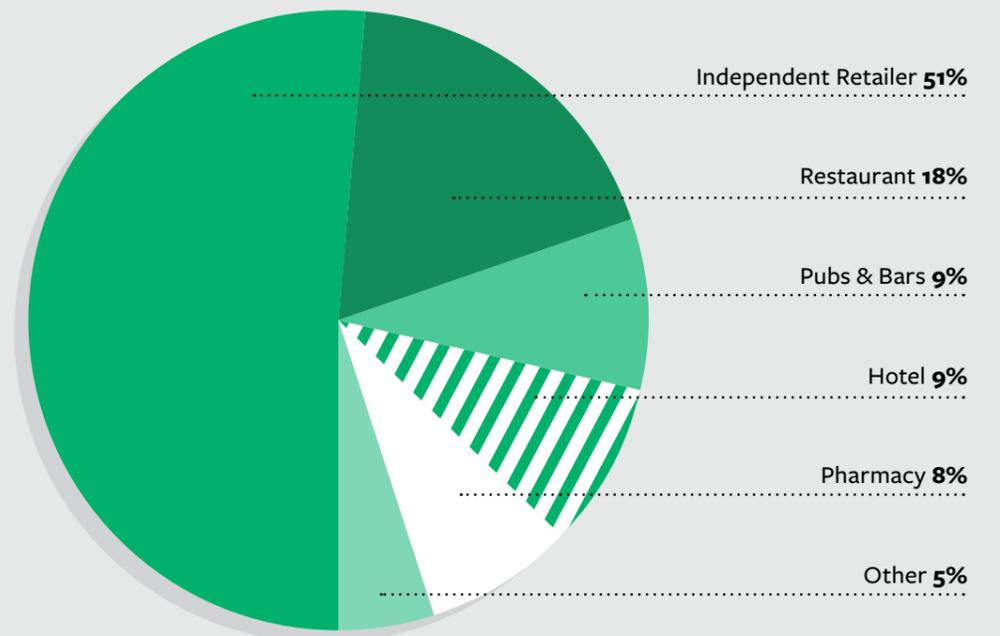


Figure 4
New Scheduled Members 2019



POLICY DEVELOPMENTS

EU POLICY DEVELOPMENTS

The main policy developments at EU level in relation to the Circular Economy (CEP) in the first half of the year were:

- the publication of the EU Commission’s Implementing Decision on the reporting formats, which lays down general calculation rules for the attainment of the packaging waste recycling targets for 2025 and 2030;
- the adoption of the Single Use Plastics Directive (SUP) by the EU Council.



Commission Implementing Decision, Reporting Formats for Packaging & Packaging Waste

This Decision of 17 April 2019, requires Member States to report data to the Commission on the implementation of the recycling targets for each calendar year in accordance with a format established by the Commission.

This sets out the calculation rules for the attainment of the packaging and packaging waste targets for 2025 and 2030 established in Article 6a(1) and (2) of the Packaging and Packaging Waste Directive. It clarifies that only waste that enters a recycling operation or waste that has achieved end of waste status should be used for the calculation of the recycling target and, as a general rule, the measurement of waste should be **at the input to the recycling operation.**

In order to ensure uniform application of the calculation rules and comparability of data, the calculation points for the main packaging materials and recycling operations are specified.

The Decision also addresses the formats for reporting on reusable packaging and lays down that Member States should take into account the information on reusable packaging placed on the

market for the first time and on the number of rotations that packaging performs per year. This is essential to determine the share of reusable packaging compared to single use packaging, as reusable sales packaging may be taken into account in the context of the recycling targets.

Adaption of the SUP Directive

One of the most significant policy developments at EU level in 2019, was the completion of the legislative process and the signing into law of the SUP Directive in June 2019. EU Member States have two years, until July 2021, to transpose the Directive into national law.

The official title of the Directive is; **DIRECTIVE (EU) 2019/904 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on the reduction of the impact of certain plastic products on the environment.**

The SUP Directive builds on the EU’s existing waste legislation and is an initiative with its roots in the EU Plastics Strategy 2018. The Commission first presented its proposal for a Directive in May 2018 and the negotiations with the EU Parliament and Council took only twelve months, which for new EU legislation is a relatively short period of time.

Single-use plastic products are made wholly or partly of plastic and are typically intended to be used just once or for a short period of time before they are discarded. A goal of the European Strategy for Plastics in a Circular Economy is to tackle the steady increase in plastic waste generation and the leakage of plastic waste into the environment, in particular into the marine environment.

The SUP Directive is aimed at reducing the negative environmental, health and economic impact of certain single use plastic products and is a step towards establishing a circular economy, in which the design and production of plastics and plastic products prioritises re-use, repair and recycling needs and in which more sustainable materials are developed and promoted.

The Directive sets strict rules for those types of products and packaging which are among the top ten most frequently found items polluting European beaches. The new rules also ban the use of certain throwaway plastic products for which alternatives exist.

One of the main purposes of this Directive is to reduce the amount of plastic waste which we create. Under the new rules, single-use plastic plates, cutlery, straws, balloon sticks and cotton buds will be banned by 2021.

The Directive sets new ambitious targets for plastic beverage bottles:

SUP Directive	2025	2029	2030
Separate collection of beverage bottles	77%	90%	
Recycled content in bottles	25%		30%

European Parliament Elections

THE EUROPEAN ELECTIONS WERE HELD ACROSS THE 28 MEMBER STATES OF THE EU BETWEEN 23 AND 26 MAY 2019.

In Ireland the elections took place on 24 May 2019, and voters elected 13 MEPs. Of the 13 elected, 11 took their seats on 2 July 2019, and the remaining two follow upon the withdrawal of the UK from the EU.

Of significance from an environmental viewpoint is the fact that 2 of the 11 MEPs elected are from the Green Party. This trend is also replicated across the EU with an increase in the Green vote by circa 40%. The Greens now hold 10% of the seats in the EU Parliament.

The new EU Commission took office for a five year term, on 1 November 2019.

Speeding Up Implementation of the Circular Economy

ON 11 AND 12 JULY 2019, THE FINNISH PRESIDENCY OF THE COUNCIL OF THE EU HELD AN INFORMAL MEETING OF EU ENVIRONMENT AND CLIMATE MINISTERS IN HELSINKI.

According to the Ministers, the EU must continue its ambitious policy supporting the circular economy.

Among other things, the Ministers discussed the need to draw up a new circular economy action plan, a circular economy 2.0 that is, to speed up the implementation of the circular economy and expand circular actions into all priority sectors.

They also discussed solutions offered by the circular economy to mitigate climate change and halt the loss of biodiversity. A key quote from the meeting gives an indication of future policy direction:

“Climate change and biodiversity loss are the greatest challenges of our time. By moving from a single-use culture to a circular economy, the EU alone could halve industrial greenhouse gas emissions by 2050. Improved recycling of materials would also reduce the pressure on nature caused by consumption. The EU’s competitiveness must be based on sustainability, on mitigation of climate change and sparing, long-term use of renewable natural resources”.

There was also a renewed emphasis on sustainability, and according to the Ministers the goal must be to create “a society that does not squander natural resources but creates new business opportunities from scarcity and problem solving. Manufacturing and consumption must be based on six Rs of sustainability: refuse, reduce, reuse, repair, remanufacture and recycle.”

European Green Deal

ON 11 DECEMBER 2019 THE NEW EU COMMISSION LAUNCHED A EUROPEAN GREEN DEAL.

This initiative reconfirms the Commission’s commitment to tackling climate and environmental-related challenges which is recognised as this generation’s defining task.

The European Green Deal is a response to these challenges. It is a new growth strategy that aims to transform the EU into a fair and prosperous society, with a modern, resource-efficient and competitive economy, where there are no net emissions of greenhouse gases in 2050 and where economic growth is decoupled from resource use.

The Green Deal is an ambitious rethinking of the economy, transport and energy sectors to turn the EU into a leading light in the fight against global warming and the goal of making Europe carbon neutral by 2050.

It touches on all sectors of the economy - including transport, energy, agriculture, buildings, and industries such as steel, cement, ICT, textiles and chemicals.

To achieve the ambition set by the European Green Deal, there is significant investment needs. The Commission has estimated that achieving the current 2030 climate and energy targets will require €260 billion of additional annual investment.

The European Green Deal



What is the European Green Deal?

The European Green Deal is about **improving the well-being of people**. Making Europe climate-neutral and protecting our natural habitat will be good for people, planet and economy. No one will be left behind.

The EU will:

- Become climate-neutral by 2050
- Protect human life, animals and plants by cutting pollution
- Help companies become world leaders in clean products and technologies
- Help ensure a just and inclusive transition

93%

of Europeans see climate change as a serious problem

93%

of Europeans have taken at least one action to tackle climate change

79%

agree that taking action on climate change will lead to innovation

What will we do?

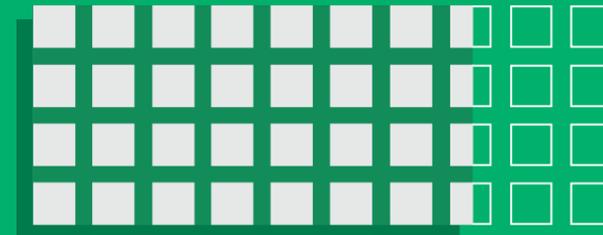
Climate

The EU will be climate neutral in 2050. The Commission will propose a European Climate Law turning the political commitment into a legal obligation and a trigger for investment.

Reaching this target will require action by all sectors of our economy:

Energy

Decarbonise the energy sector



The production and use of energy account for more than **75%** of the EU's greenhouse gas emissions

Buildings

Renovate buildings to help people cut their energy bills and energy use



40% of our energy consumption is by buildings

Industry

Support industry to innovate and to become global leaders in the green economy



European industry only uses **12%** recycled materials

Mobility

Roll out cleaner, cheaper and healthier forms of private and public transport



Transport represents **25%** of our emissions

Ireland Policy Developments

DCCAE PUBLISH STATEMENT OF STRATEGY

In July 2019, the DCCAE published an updated Statement of Strategy covering the period 2019 to 2021.

This document defines the Department’s mandate, mission and strategies for the 3 year period from 2019 to 2021 and it sets out the key outcomes and indicators that the Department will use to measure its performance.

There are 4 key goals in the Strategy and Goal 3 is the Goal which is of most relevance and interest to Repak and its Members;

GOAL 3: Environment and Sustainable Resource Use

“Use resources with care and responsibility, minimising the generation of waste and consistently enhancing our environment in all its dimensions.”

→ Key Outcomes

- Reduced waste
- Increased recycling by 60%
- Improved collection and segregation of waste
- Using our natural resources sustainably
- Measurable improvements in the state of the environment

Launch of the Climate Action Plan (Waste and the Circular Economy)

On 17 July 2019 the Minister for Communications, Climate Action and Environment launched the Climate Action Plan, to give “Irish people a cleaner, safer and more sustainable future.”

The plan identifies how Ireland will achieve its 2030 targets for carbon emissions, and puts Ireland on a trajectory to achieve net zero carbon emissions by 2050. The far-reaching plan sets out over 180 actions, together with hundreds of sub-actions, that need to be taken at a time when the warning signs are growing, and the time for taking action is rapidly reducing. At a time when we should be radically reducing our reliance on carbon, Ireland’s greenhouse gas emissions have been rising rapidly.

One of the sectors targeted in the plan is Waste and the Circular Economy and Actions 135 to 144 set out below (in an Annex to the Plan) gives an overview of the key actions and milestones to be achieved over the coming years.

Waste and the Circular Economy

Action 135: Lead the transformation from waste management to circular economy practice through delivery of a new national policy

Steps Necessary for Delivery	Timeline by Quarter	Lead	Other Key Stakeholders
Commence public consultation on waste policy	Q3 2019	DCCAE	
Review of submissions for development of draft plan	Q3/Q4 2019	DCCAE	
Development and publication of Circular Economy Action Plan	Q2 2020	DCCAE	

Action 136: Revise waste legislation to incorporate new circular economy requirements, including legally binding waste/recycling targets

Steps Necessary for Delivery	Timeline by Quarter	Lead	Other Key Stakeholders
Prepare and publish transposition legislation instruments for following wastestreams:			
Waste	Q2 2020	DCCAE	
Packaging	Q2 2020	DCCAE	
WEEE & Batteries	Q2 2020	DCCAE	
Landfill	Q2 2020	DCCAE	
End of Life Vehicles	Q2 2020	DCCAE	
Single Use Plastics	Q2 2021	DCCAE	

Action 137: Develop a new National Waste Prevention Programme, and Regional Waste Management Plans that will guide our transition to a circular economy by EPA and Local Authorities

Steps Necessary for Delivery	Timeline by Quarter	Lead	Other Key Stakeholders
Pre draft consultation	Q4 2020	Regional Waste Management Planning Offices	
Draft plan consultation	Q2 2021	Regional Waste Management Planning Offices	
New Waste Management Plans	Q1 2022	Regional Waste Management Planning Offices	

Action 138: Support the development of eco-design and circular economy opportunities for Irish enterprises to reduce waste over the full lifecycle of products

Steps Necessary for Delivery	Timeline by Quarter	Lead	Other Key Stakeholders
Consultation with DBEI on input to Circular Economy Action Plan	Q3 2019	DCCAE	DBEI

Action 139: Develop and implement a suite of measures to reduce the impact of single-use plastics

Steps Necessary for Delivery	Timeline by Quarter	Lead	Other Key Stakeholders
Prepare and publish full transposition legislation for EU Single Use Plastics Directive	Q4 2020	DCCAE	

Action 140: Maintain Government leadership in taking responsibility for own resource consumption, particularly single use plastics, energy, waste and water

Steps Necessary for Delivery	Timeline by Quarter	Lead	Other Key Stakeholders
Government Departments to publish Resource Efficiency Action Plan	Q3 2019	DCCAE	
Public Bodies to report on sustainability measures	Q4 2019	DCCAE	
Extend Green Government Initiative	Q2 2020	DCCAE	

Action 141: Identify opportunities to strengthen the regulatory and enforcement frameworks and structures for the waste collection and management system, to maximise the collection of clean, segregated materials for reuse and/or recycling from all households and businesses, and to incentivise consumers to reduce, reuse and recycle

Steps Necessary for Delivery	Timeline by Quarter	Lead	Other Key Stakeholders
Review waste enforcement legislation as part of waste review	Q4 2019	DCCAE	
New waste enforcement structures	Q4 2020	DCCAE	
Implementation of Regional Waste Management Plans	From Q1 2022	DCCAE	

Action 142: Regulate and incentivise producers of waste, particularly packaging, to ensure the prevention of waste and the use of recycled materials in packaging products

Steps Necessary for Delivery	Timeline by Quarter	Lead	Other Key Stakeholders
Pilot eco-modulation fees for packaging	Q3 2019	Repak	DCCAE
New Packaging Waste Directive transposition	Q2 2020	DCCAE	
Implementation of full eco-modulated fees for packaging	Q1 2021	Repak	DCCAE

Action 143: We will scope a number of possible environmental levies, including a possible levy on single use plastics, as part of the review of the Environment Fund. Further detailed research would be required prior to the introduction of any new levy

Steps Necessary for Delivery	Timeline by Quarter	Lead	Other Key Stakeholders
As per action	Q4 2019	DCCAE	EPA

Action 144: We will identify and commence delivery of measures to address the key regulatory barriers to the development of the bioeconomy, including exploring opportunities to establish “End of Waste” criteria for certain bio-wastes

Steps Necessary for Delivery	Timeline by Quarter	Lead	Other Key Stakeholders
Identify and address the key regulatory barriers to development of the bioeconomy and commence delivery of measures to address these	Q4 2019	DCCAE	DAFM, Bioeconomy Implementation Group
Assess the current legislative definition of waste	Q4 2019	DCCAE	DAFM, Bioeconomy Implementation Group
Recommend whether a redesignation is necessary for residual waste flows to be successfully managed for use in the bioeconomy	Q4 2019	DCCAE	DAFM, Bioeconomy Implementation Group

Publication of Public Consultation Documents

ON 30 DECEMBER 2019, THE DCCAE PUBLISHED TWO IMPORTANT CONSULTATION DOCUMENTS:

- Consultation on the Transposition of the Circular Economy Waste Package;
- Public Consultation Waste Action Plan for a Circular Economy.

Consultation on the Transposition of the Circular Economy Waste Package

This is a consultation on the transposition of the Circular Economy Waste Package including the following Directives:

- The Waste Framework Directive;
- The Landfill Directive;
- The Packaging Directive.

Member States, including Ireland, are required to transpose the Directives into national law by 5 July 2020, and the purpose of the public consultation is to seek observations from stakeholders on the transposition process.

The consultation focuses on the **minimum requirements for Extended Producer Responsibility schemes**; including clearly defined producer roles and responsibilities, measurable waste management targets, data collection and reporting systems and providing equal treatment and non-discriminatory services for all participants. **Clear stipulations regarding the financial contributions to be paid by producers and the introduction of eco-fee modulation are detailed.** It also focuses on strengthening essential requirements (with a view to improving design for re-use and high quality recycling) and by end-2024, setting quantitative targets on packaging reuse.

Public Consultation Waste Action Plan for a Circular Economy

THE CURRENT NATIONAL WASTE POLICY AS SET OUT IN “A RESOURCE OPPORTUNITY - WASTE MANAGEMENT IN IRELAND” IS DUE TO EXPIRE IN MID - 2020.

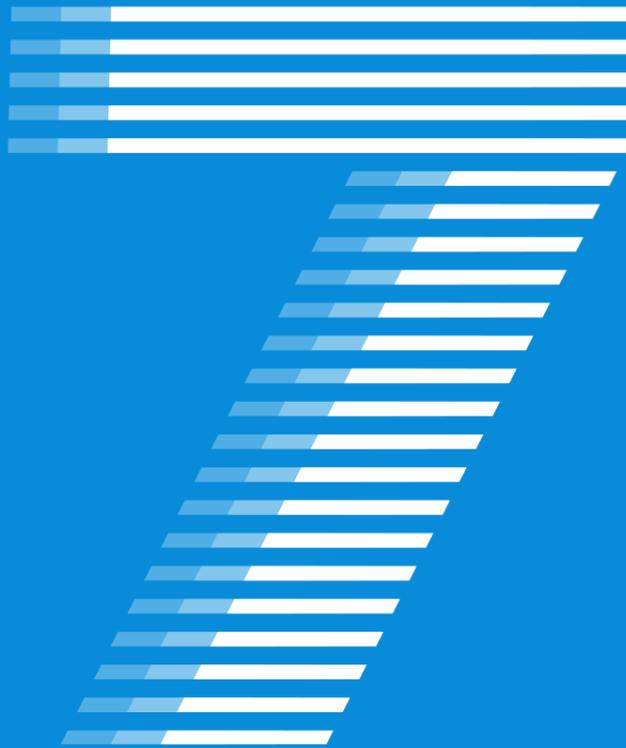
In this consultation, the DCCAE is seeking views on the development of a new Waste Action Plan for Ireland which will replace the current plan. It is part of the move to a more Circular Economy where resources are kept in use for as long as possible and then recycled or reused at the end of their service life.

It is a wide ranging submission focusing on 20 different themes. The consultation will enable Ireland develop a new waste policy/circular economy plan to meet the emerging challenges and build on the targets set out in the Climate Action Plan. The completed policy will also match the level of ambition in the Waste and Climate areas being shown across the EU.

To further assist in the drafting of the new plan the Minister has established an Advisory Group of relevant stakeholders from the economic, environmental and social pillars. Initially, the purpose of the Advisory Group on a Waste Action Plan for a Circular Economy, which the DCCAE will chair, is to harness the potential, capacity and creativity of the participants who will guide strategic thinking and decision-making in the preparation of a Waste Action Plan for a Circular Economy. Repak has been invited to participate on this Advisory Group.



MARKETING, COMMUNICATIONS & PUBLIC RELATIONS



In 2019, we continued to build on the success of our education and awareness campaigns, highlighting the role of Repak, our Members and all stakeholders in delivering all EU packaging recycling targets on behalf of Ireland Inc. while encouraging Irish consumers to play their part to reduce, reuse and recycle more.

We continued to drive our key campaign moments, further developing our messaging, digital marketing capabilities and overall campaign strategies to deliver significant engagement and measurable results.

In 2019, we realigned our communication with the development of a new strategy that puts Members at the fulcrum and Team Green as a concept for driving consumer and business engagement and behavioural change.

Communications Strategy

A significant focus during 2019, was the development of a new purpose-driven communications strategy for Repak, to help us address key challenges, with the support of our Members and stakeholders.

Our new purpose, intends to match society's expectations and protect Members' interests and has three key pillars:

1. An organisation that operates to a **strict social mission** to increase the sustainability of the packaging system;
2. An embedded **part of Ireland's new circular economy**, vital to sustainable economic growth;
3. **Capable of altering the behaviour of both consumers and Members** towards packaging and waste.

This translates into a narrative we have rolled out on all our communications platforms:

“As an **environmental not-for-profit organisation, with a social mission**, Repak's purpose, **on behalf of its Members**, is: **to lead** the recycling and sustainability of Ireland's packaging waste, **advocate** for a new circular economy, **and educate** businesses and consumers on reducing and recycling packaging waste”

Our new strategy includes ambitious goals for the next five to ten years, and clear key messages for business and consumer audiences, designed to focus our communications activity over the coming years. At the heart of this strategy is our Team Green Campaign, a rallying call to consumers, businesses, community groups and educators, to play their part in reducing waste and recycling better.

As part of this process, we carried out a full review of Repak's digital marketing channels and assets, resulting in the development of a new Repak website, which went live in May 2020, as well as extensive enhancement of our email marketing capabilities and social media channels and outreach. Increased digital marketing activity throughout 2019 resulted in a 37% increase in users to the Repak website compared to 2018.



Team Green commuter bus advertising featuring Team Green Ambassadors, the O'Donovan brothers.

Team Green - Driving Engagement And Behavioural Change

Since the launch of Team Green in September 2018, the initiative has gone from strength to strength, providing a platform to engage all stakeholders to help Ireland achieve our plastic recycling targets.

The 2019 campaign focused on inspiring the Irish public to join [Team Green](#) and be part of the solution, by committing to recycling more.

During May 2019, Repak executed 'Team Green Recycling Week', its most extensive through-the-line media campaign to date, achieving unprecedented levels of reach and engagement.

Outdoor advertising extended to 598 sites around Ireland, including commuter advertising on bus and Luas, with an estimated audience of 1.5m adults. Digital advertising and native content reached over 2m adults across various platforms, with excellent click-thru rates. Radio advertising consisted of 189 30-second ads across Irish radio, reaching 2.9m adults, with 78% of adults hearing the ads at least once. A week-long partnership with the Tubridy Show, reached over 397k adults, and a media collaboration with the Irish Times reached 17% of Irish adults with a series of front page ads.

A significant focus of the 2019 campaign was the promotion of Team Green Ambassador videos on social media, achieving over 5m impressions and 1.2m video views over a six week period. The paid media campaign was also supported by extensive PR activity, with a total PR reach of 7,345,918 and a 32% increase in PR value on the 2018 campaign.

The 'Join Team Green' campaign, with our respective Ambassadors, was further bolstered by the introduction of a new Ambassador, Anna Geary, to the 2019 team, and the addition of a number of carefully selected social influencers to further reach and broaden our target demographic.

Team Green outdoor advertising featuring Team Green Ambassador, Anna Geary.



Our Team Green Ambassadors are:

- Anna Geary - Camogie star, TV presenter and radio broadcaster
- Bobby Kerr - Entrepreneur, Broadcaster, former Chairman of Insomnia Coffee Chain
- Paul McGrath - Legendary Irish International soccer player
- The O'Donovan Brothers - Olympic and World Rowing Championships medal winners
- Roz Purcell - Cookery author, social media entrepreneur, founder of the 'Hike Life'

We leveraged the success of Team Green Recycling Week with a schedule of further communications activity throughout 2019, including the development of a specific Team Green landing page on Repak.ie to attract sign ups, the roll out of a dedicated social media campaign to recruit Team Green Members, and the development of a programme of engagement with those who have already joined Team Green. This included a quarterly ezine to Team Green Members, offering tips, videos and advice on recycling best practice.

Easter Celebrations Renowned For Creating More Household Packaging Waste.

Although 45% of our Easter survey respondents felt that Easter Eggs are accompanied by less packaging than in the last 5 years, 1 in 10 were unsure if they were recycling the Easter Egg packaging correctly.

The results of our 2019 Easter survey were summarised in a press release and opened a conversation on packaging waste, helping create an understanding of the role consumers can play in recycling and reducing this waste. We also used the press release to call on consumers to join Team Green and support Ireland in reaching its future recycling targets, securing 56 pieces of news coverage across print, online and broadcast, resulting in an audience reach of 2,453,211.

Our Team Green Ambassadors: Paul McGrath, Gary O'Donovan, Roz Purcell, Anna Geary, Bobby Kerr and Paul O'Donovan.



Team Green - Recycling At Christmas Education Campaign

THIS YEAR'S FOCUS FOR CHRISTMAS, UNDER THE BANNER OF TEAM GREEN, WAS ON EDUCATING CONSUMERS ON HOW TO RECYCLE CHRISTMAS RELATED PACKAGING.

Our Christmas survey results were very encouraging with 79% of respondents confirming they would like to reduce their packaging waste and 55% keen to be more eco-conscious when it comes to their Christmas shopping habits.

A summary of the survey results was issued to print, radio and online media and allowed us the opportunity to reinforce the Team Green message, in addition to highlighting recycling tips for the Christmas period. Repak's Green Santa also paid a visit to some of Ireland's biggest media houses and influencers, providing helpful recycling advice. This activity delivered excellent social media coverage to a diverse audience, securing 67 news pieces across print, online, broadcast and social, with an audience reach of 6,805,361.

Inspired by the '12 Days of Christmas' theme, we launched a two week social media promotion over the festive season, featuring a series of short 10-second videos, educating consumers on how to recycle or reuse typical Christmas packaging items. The campaign also invited the audience to join Team Green with the potential to win one of 12 prizes, a number of which were donated by Repak Members. The combined impact of the survey outreach and social media campaign attracted 2,500 new signs up to Team Green in December 2019 and resulted in traffic to the Team Green landing page increasing by 100% in the second half of 2019. By year end, just under 7,000 individuals had joined Team Green.

Repak And Panda Fundraising Initiative For Focus Ireland

PLASTIC RECYCLING FUNDRAISING DRIVE LAUNCHED ACROSS THE PANDA GREENSTAR'S DUBLIN 1 AND 2 COMMERCIAL NETWORK.

We collaborated with leading Recovery Operator, Panda, to launch a new joint plastic recycling initiative supporting Focus Ireland in its efforts to assist families, young people and children at risk or affected by homelessness.

The initiative, which was launched in June, encouraged commercial businesses across Dublin city, to collect their plastic recyclables in specially commissioned recycling bags, which were provided free of charge by Panda staff daily. Businesses supporting the initiative played their part in recycling more, while also providing invaluable support to those in need.

Based on the volume of plastic recyclables collected over the six months of the initiative, Repak and Panda each donated €10,000, giving a combined total of €20,000, providing much needed funds for Focus Ireland in its work to combat and prevent homelessness.

Eddie Moloney of Panda Greenstar with Liz Logan of Focus Ireland and Séamus Clancy, CEO of Repak.



Promoting Repak Members' Plastic Pledge

The first progress report on the Repak Members' Plastic Pledge was launched on 9 May 2019, with Minister for Communications, Climate Action and Environment, Richard Bruton TD, accompanied by a press release, securing media coverage on numerous business media channels.

Throughout 2019, the Plastic Pledge continued to be a key focus of business to business communication, with a programme of email marketing to Repak Members to encourage sign up, and the launch of a dedicated 'Plastic Pledge Member of the Year' category at the 2019 Pakman Awards. Under our media partnership with The Irish Times, we also ran a double page feature in the 'Greener Ireland' supplement on 4 October 2019, profiling the successes to date of nine Repak Members who entered the Pakman Awards, highlighting their achievements under the five Pledge objectives.

Schools Campaign

We continued to promote our 'Recycle and Change for the Better' Primary Schools campaign throughout 2019, engaging with teachers and running feature articles in the INTO 'In Touch' magazine, highlighting the importance of teaching children about the circular economy and the need to reduce, reuse and recycle all materials, especially plastic.

Online Shopping Report 2019

Our 2019 Online Shopping Report, The economic impacts of online consumer sales on additional packaging and its costs in Ireland, was prepared for Repak by Dr Pat McCloughan, Managing Director of PMCA Economic Consulting.

The report presented statistics on the increasing levels of online shopping from abroad in Ireland and the resulting packaging generated by this activity. We issued a press release in November 2019 to publicise the report, highlighting that 32 tonnes of packaging waste is generated every day from international online shopping, an increase of 18.5% on 2018.

Pakman Awards 2019

THE 5TH ANNUAL PAKMAN AWARDS, POWERED BY REPAK, WERE A HUGE SUCCESS, WITH A RECORD NUMBER OF ENTRIES IN 2019.

The Awards were launched in early June and, following broad media coverage across print and digital platforms, received a steady stream of entries across all 14 categories.

In 2019, there were two new categories introduced:

The Innovation in Waste Resource Products or Services Award sponsored by Ibec. Those shortlisted were considered for entry into the 2020 European Business Awards for the Environment.

The Plastic Pledge Member of the Year Award sponsored by Repak. This category was open to any of Repak's Members who signed the Plastic Pledge, which launched in September 2018.

The Pakman Awards gala dinner took place in the InterContinental Hotel Dublin on the 24 October, with Minister for Communications, Climate Action and Environment, Richard Bruton TD, and 400 stakeholders and guests in attendance. The awards evening was very successful with Séamus Clancy emphasising the need to support and recognise projects initiated by entrants, in order to reach EU recycling targets, followed by a video highlighting the work being carried out by previous finalists across the country.

Special thanks to our valued Award sponsors, the DCCA, AMCS, Ibec, ERP, WEEE Ireland, the EPA, IWMA, Arthur Cox, Enviroguide, CIWM and Repak ELT who were all present on the evening. We welcomed a new sponsor, Indaver, who very kindly donated €4,000 to our charity partner, St. Francis Hospice in Blanchardstown. Dingle Gin, a Repak Member, very kindly sponsored the

drinks reception, and Coca Cola Hellenic was very generous in its support of the event providing Coke on all tables and Schweppes 1783 for the pop up Dingle Bar. In addition, Supervalu, provided Taste chocolate bars for our goody bags and many of our Members also provided great spot prizes on the night. Our new partnership with The Irish Times, delivered excellent coverage, from the call to entries, to a full page broadsheet on the Saturday after the awards, and a four page feature in the October 'Greener Ireland' supplement.

The very popular overall winner on the night, was the Aran Islands Co-op Recycling Project, Athchursail Árann, which also won the Community Recycling Initiative category. The judging panel awarded the Overall Pakman Award to Athchursail Árann for its innovative and exceptional work transforming the waste management and recycling infrastructure on the Aran Islands, which have Special Areas of Conservation (SACs) status under the EU Natural Habitats Directive.

With a record 137 entries in 2019, the Pakman Awards are now Ireland's leading environmental awards, with Membership participation increasing significantly. Following the launch in early June, we had a phased media approach with PR in radio and print in addition to regular social media posts and website updates. Press coverage of the Pakman Awards reached an estimated 2.52m people, with an increase in total PR value of 36% on 2018.



Members of the Aran Islands Co-op Recycling Project, Athchursail Árann, winners of the Overall Pakman Award 2019, pictured with Mr Séamus Clancy, CEO of Repak, Minister for Communications, Climate Action and Environment, Richard Bruton TD, Minister for Communications, Climate Action & Environment, and Mr Tony Keohane, Chairperson of Repak.

PAKMAN AWARDS 2019

BATTERY CHAMPION

Sponsored by the European Recycling Platform (ERP):

[CASTELTROY COLLEGE](#)

BUSINESS RECYCLING CHAMPION

Sponsored by Arthur Cox:

[RAIDÍÓ TEILIFÍS ÉIREANN](#)

COMMUNITY RECYCLING INITIATIVE OF THE YEAR

Sponsored by Enviroguide Consulting:

[ATHCHURSAIL ÁRANN](#)

ENVIRONMENTAL EDUCATION & AWARENESS INITIATIVE

Sponsored by the Department of Communications, Climate Action & Environment:

[CASTELTROY COLLEGE](#)

FOOD WASTE MANAGEMENT AWARD

Sponsored by the EPA:

[BUJO](#)

GREEN TRANSPORT OF THE YEAR

Sponsored by AMCS:

[DILLON WASTE](#)

INNOVATION IN WASTE RESOURCE PRODUCTS OR SERVICE

Sponsored by Ibec:

[UNIVERSITY COLLEGE CORK](#)

PLASTIC PLEDGE MEMBER OF THE YEAR

Sponsored by Repak:

[COCA COLA HBC IRELAND AND NORTHERN IRELAND](#)

TYRE CHAMPION

Sponsored by Repak ELT:

[A PLUS SERVICE CENTRE](#)

WASTE PREVENTION BUSINESS AWARD

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

[HOTEL DOOLIN](#)

WASTE RECOVERY OPERATOR OF THE YEAR - COMMERCIAL

Sponsored by the Irish Waste Management Association (IWMA):

[THORNTONS RECYCLING](#)

WASTE RECOVERY OPERATOR OF THE YEAR - HOUSEHOLD

Sponsored by the Irish Waste Management Association (IWMA):

[CLEAN IRELAND RECYCLING](#)

WASTE RECOVERY AND RECYCLING FACILITY OF THE YEAR

Sponsored by Repak:

[IRISH PACKAGING RECYCLING \(IPR\)](#)

WEEE CHAMPION

Sponsored by WEEE Ireland:

[RECYCLE IT](#)

OVERALL PAKMAN AWARD 2019

Sponsored by Repak:

[ATHCHURSAIL ÁRANN](#)

