



# Environmental Responsibility in a Circular Economy

Annual Report 2021



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## Repak Board Members

2021



**Mr. Tom Shipsey**  
Chairperson & Elected  
Brandholder Member



**Mr. Séamus Clancy**  
Chief Executive Officer



**Mr. Tom Burke**  
Elected Brandholder  
(resigned 6 April 2022)



**Ms. Anne Butler**  
Independent



**Ms. Edel Clancy**  
Elected Retailer



**Ms. Louise English**  
Independent



**Mr. William Hanley**  
Elected Scheduled  
Member



**Mr. Tony Keohane**  
Independent  
(Chairperson until retirement  
on 7 October 2021)



**Mr. Joseph Manning**  
Elected Retailer



**Ms. Teresa McColgan**  
Independent  
(appointed 24 February 2022)



**Mr. Eoin Mc Donagh**  
Elected Distributor/  
Wholesaler/  
Manufacturer/Convertor



**Ms. Maire Mellerick**  
Independent  
(Appointed 24 February 2022)



**Mr. James McNeill**  
Independent  
(retired 7 October 2021)

2021 was a year when Repak demonstrated by its actions that Environmental Responsibility in a Circular Economy is now at the core of our operations, education and advocacy on behalf of our Members and our wider stakeholder group. We delivered on all key compliance, targets, communication and financial objectives for Members in implementing legislative change requirements of the Circular Economy Package (CEP), the Single Use Plastics (SUP) Directives and the Programme for Government.

**2021 was the year when Repak implemented Eco Fee Modulation (EFM) and Net Necessary Cost (NNC) models for plastics effective from the 1st July. This will be extended to all other materials, paper, metals, glass and wood commencing 2023. The application of EFM, supported by Repak's comprehensive Packaging Design Guide, has brought about behavioural and design change by Members as measured by Repak's Plastic Pledge Report.**

**2021 was another year of major challenges for our Members, Recovery Operators and the staff of Repak in managing through the pandemic.**

Funding of packaging recycling & recovery by Repak in 2021 of 1,020,580 tonnes with recycling at 718,683 a 2% increase on 2020. Plastic tonnes recycled and funded by Repak were 96,412 tonnes an 8% increase on 2020. Overall funding increased by 7.7% to €29.3m reflecting increased volumes of packaging materials recycling and increased funding for plastic recycling in Ireland based on the proximity principle.

As your organisation we lead in advocating on your behalf how best to collect, separate and repurpose the packaging you place on the market in the most efficient and cost effective way to deliver and achieve the recycling targets for all material types. You our Members placed 708,756 tonnes of packaging and funded the recycling of 718,683 tonnes. Repak on your behalf continues to be one of the best overall recycling performers in Europe with a cost base that remains in the lower quartile. We will continue to be an agile organisation with prudent financial management thus ensuring that Repak remains in a strong position to deliver on future producer challenges in complying and managing packaging materials in a Circular Economy.

## 2021 SUMMARY PERFORMANCE

**This is how Repak performed for you in 2021.**

- The financial performance in 2021 has been exceptional given the working environment. Ahead of budget by €4.23m, boosted by financial investment better than budget by €1.1m, fee income better than budget by €1.8m, reflective of strong economic growth and new member income, underspend on recycling of €0.6m and overhead savings of €1m, resulting in a surplus after tax of €1.895m.
- Overall recycling rate of 66% ahead by 1%, with plastic at 31% (4% behind internal target) with all other materials surpassing targets. Plastic recycling rate in the year increased from 29% to 31% at a cost of €3.8m. Q4 recycling was 7,000 tonnes less than anticipated which was disappointing and accounted for the underspend in Recovery & Recycling. Achieving the 50% plastic target by 2025 remains the biggest challenge for Repak and for all EU member states.
- Repak and its Members were central to Soft Plastics being reintroduced for acceptance in the recycling bin in September 2021. This was a major shift in making recycling easy for householders and with strong support from Minister Ossian Smyth TD provided a strong messaging platform.
- Recycling in 2021 is up 15,639 tonnes (+2.2%) on 2020 at 718,683 tonnes. Both paper (5,757 tonnes) and plastic (7,291 tonnes) are up on 2020. Glass (6,361 tonnes) and steel (1,827) showing a small drop off on 2020 with backdoor/commercial tonnes being the main reason and in line with expectations because of the pandemic.
- Extensive discussions are now had between the DECC, EPA and Repak on best practice measurement criteria and on standard operating procedures at waste characterisation studies to produce quality data. This is a requirement of the Waste Action Plan and is part of the programme for government actions.
- Membership for the year finished at 3,431 again showing continuous growth even after 161 businesses were revoked or went into liquidation. The playing field continues to be leveled for our compliant Members. The performance is reflective of economic growth and good enforcement support from the local authorities.
- 2021 was another strong year for Repak Marketing & Communications with a series of cohesive, integrated communications campaigns hitting all target audiences. This was partly driven by the need to find alternatives to more traditional communication during the pandemic, but also through redefining our service offering and creating strong, engaging content on predominantly digital marketing channels.
- The Pakman Awards event took place on the 29th October in The Shelbourne Hotel with 90 entries received across 11 categories. The Awards were presented by Minister Ossian Smyth TD and the MC's for the night were Ciara Doherty and Marty Morrissey.
- Staff engagement was again key in 2021 as we continued to work remotely for long periods of time. Engagement & activities included quarterly staff meetings, monthly staff briefings, virtual coffee breaks, quizzes and bingo along with step challenges and competitions. Staff returned to the office two days a week in pods in early 2022 and moved to three days per week from March as part of a hybrid working model.
- In May 2021 the Board approved a transformational IT project to facilitate best in class systems and to provide the necessary reporting now required to comply with the Circular Economy & Single Use Plastics Directives. The IT Project is scheduled to go live in Q4 2022. IT security and data management remains the highest priority and is managed accordingly.
- Repak had no health and safety matters to report in 2021.

**Working with our stakeholders is an integral part of Repak's success. In particular, we wish to thank the Department of the Environment Climate & Communications (DECC), Environmental Protection Agency, Local Authorities, Regional Planning Offices and the Waste Enforcement Regional Lead Authorities (WERLA's). A special mention must go to the communication team that manage [www.mywaste.ie](http://www.mywaste.ie) for their collaboration in providing consistent recycling messaging and in particular for the work done in launching the reintroduction of soft plastics into the household recycling bin in September 2021.**

We also recognise the very important role of our 101 registered Recovery Operators who collect packaging from our Members, 1.7m household bins, almost 1,900 bottle banks, and 120 civic amenity sites throughout the country. In coordination the DECC Waste task force did a tremendous job in maintaining waste services throughout the pandemic. Many Operators upgraded their facilities to improve the quality of their recyclate and to increase recycling capacity in Ireland's waste infrastructure, this being 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 2021. In particular seeing we wish to thank two retiring members for the stalwart work in over-seeing the transformation of Repak since 2013, Mr Tony Keohane as Chairperson and Mr Jim McNeill - we are greatly indebted for their contributions.

In accordance with best governance practice an external service provider was employed to seek a new Chairperson for Repak Limited. Following due process Mr Tom Shipsey was appointed as the new Chairperson by the Board.

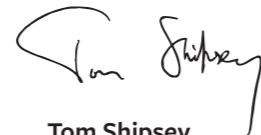
Board elections were also held in accordance with the constitution and the requirement of Directors to retire by rotation. Mr Tom Burke (Brandholder) and Mr Joe Manning (Retailer) duly retired. Both offered themselves up for re-election and were duly elected by Members.

To the staff of Repak, a special thank you for your support and dedication. Your contribution in delivering on behalf of all stakeholders, most particularly for our Members in the second year of the pandemic.

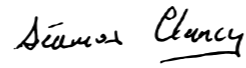
The Board of Repak recognise the challenges that the European Green Deal, the Circular Economy Package and the Single Use Plastics Directive bring for all our Members and for Ireland. These in conjunction with the war in Ukraine, supply chain disruption, the indirect consequences of Covid and current inflationary pressures bring further challenges which the Board of Repak carefully considers in its risk management of the scheme in the best interest of Members.

Finally, to you our Members, we will continually strive to manage the scheme and deliver your packaging compliance in an Environmentally Responsible way and by applying the principles of circularity in an efficient manner.

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



**Tom Shipsey**  
Chairperson



**Séamus Clancy**  
Chief Executive Officer



## 1

### 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 the Environment, Climate and Communications; 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 31 December 2021.

#### DIRECTORS

**Mr. Tom Shipsey**  
Chairperson and Elected Brandholder

**Mr. Séamus Clancy**  
Chief Executive Officer

**Mr. Tom Burke**  
Elected Brandholder Member

**Ms. Anne Butler**  
Independent

**Ms. Edel Clancy**  
Elected Retailer

**Ms. Louise English**  
Independent

**Mr. William Hanley**  
Elected Scheduled Member

**Mr. Tony Keohane**  
Independent (Chairperson until retirement on 7 October 2021)

**Mr. Joseph Manning**  
Elected Retailer

**Mr. Eoin Mc Donagh**  
Elected Distributor / Wholesaler / Manufacturer / Convertor

**Mr. James McNeill**  
Independent (Retired 7 October 2021)

#### 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 2021

Director	18 Feb	24 Mar	13 May	26 Aug	9 Sept	7 Oct	2 Dec	Attended
Tom Shipsey	•	•	•	•	•		•	6 of 7
Tom Burke	•		•	•	•	•	•	6 of 7
Anne Butler	•	•	•		•	•	•	6 of 7
Edel Clancy	•	•	•	•		•	•	6 of 7
Séamus Clancy	•	•	•	•	•	•	•	7 of 7
Louise English	•	•	•	•	•	•	•	7 of 7
William Hanley	•	•	•	•	•	•	•	7 of 7
Tony Keohane	•	•	•	•	•	•		6 of 6
Joseph Manning	•	•	•	•	•	•	•	7 of 7
Eoin Mc Donagh	•	•	•	•	•		•	6 of 7
James McNeill	•	•	•	•	•	•		6 of 6

Company Secretary **Mr. Brendan Griffin** Head of Finance

Mr Tony Keohane and Mr Jim McNeill retired on 7 October 2021. Mr Tom Shipsey was appointed Chairperson on 7 October 2021. On being re-elected by the Retailer Membership in October, Mr Joseph Manning was reappointed to the Board on 2 December 2021. In addition, Mr Tom Burke, a Brandholder Member Director, stood for reelection unopposed and was reappointed to the Board on 2 December 2021. Mr Burke resigned on 6 April 2022.



#### 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:

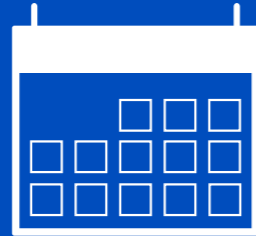
Fand Limited

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.

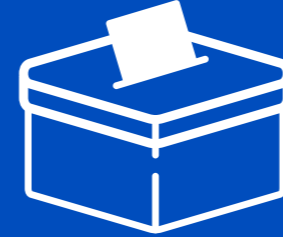


#### ANNUAL GENERAL MEETING

# 24 June 2021

THE 2021 ANNUAL GENERAL MEETING OF REPAK WAS HELD ON THURSDAY, 24 JUNE 2021

The meeting was held 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](http://www.repak.ie).



#### REPAK BOARD ELECTIONS

# 4 Years

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

#### Directors are elected from within the following panel of Membership:

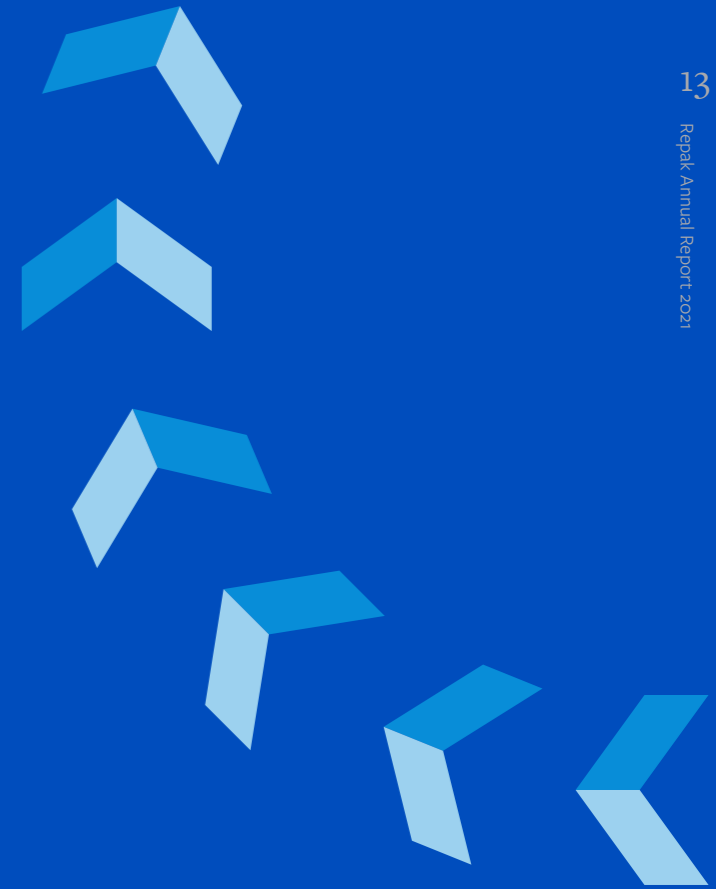
**Retail** Two Member Directors

**Brandholder** Two Member Directors

**Distributors / Wholesalers / Manufacturers / Convertors** One Member Director

**Scheduled Members** One Member Director

Elected Directors are appointed for a period of 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 Tom Burke, Mr Jim McNeill, 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: 6**

### NOMINATIONS COMMITTEE

#### Members (All Directors):

Mr Tom Shipsey (Chairperson), Ms Edel Clancy, 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: 1**

### FEES AND SUBSIDIES COMMITTEE

#### Members (All directors and the company secretary):

Ms Anne Butler (Chairperson), Mr Séamus Clancy, Mr Brendan Griffin, Mr William Hanley, Mr Joseph Manning, Mr Eoin McDonagh, .

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 (All Directors):

Mr Tom Shipsey (Chairperson), Ms Anne Butler, Ms Edel Clancy, Mr Tony Keohane, Mr Joe Manning, 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: 3**

### STRATEGY COMMITTEE

#### Members (All Directors):

Mr Tom Shipsey (Chairperson), Mr. Tom Burke, Mr Seamus Clancy, Ms Louise English, Mr William Hanley, Mr Joe Manning.

The Strategy Committee assesses and makes recommendations to the Board on key strategic issues affecting Repak.

**Number of meetings: 1**

### RISK MANAGEMENT

Risk Management is the responsibility of the Board. A Risk Register is in place and it is kept under monthly review by management and under quarterly review by the Board.

### LEADERSHIP BY EXAMPLE — CLIMATE ACTION & GREEN PROCUREMENT

Cognisant of Government policy on Climate Action Repak aims to minimise carbon emissions in the course of their operations and in partnership with their members and stakeholders.

Repak has a Green Procurement Policy which has been built into our Quality Management System. The policy is part of the Repak Purchasing Procedure and is considered during the evaluation and selection of suppliers to Repak.

## ENVIRONMENTAL AND SOCIAL GOVERNANCE

Our ESG commitment demonstrates our determination to make a difference for our Members and the world we live in. We want to be part of the solution and work to ensure

### Good Health & Wellbeing

of all our staff



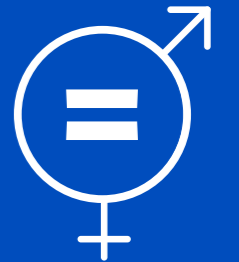
### Quality Education

both internally and externally



### Gender Equality

across the organisation



### Climate Action

in action as we work towards and advocate for a circular economy



### Partnerships for the Goals

working with all stakeholders for sustainable development





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 2021 was positively impacted by revenue arising from new Member recruitment, investment income and increased packaging placed on the market by existing Members.

#### FINANCE HIGHLIGHTS 2021

SURPLUS AFTER TAX

**€1.9m**

#### MEMBERSHIP FEE INCOME €35.5M

Membership fees net of rebate have increased by 8% to €35.5m (2020: €32.9m). The increase arises from a combination of factors, including new Member recruitment, growth in quantities of packaging placed on the market by existing Members and fee increases reflecting fee modulation.

#### FEE REBATE €1.2M

In 2021, fee rebates to Members who submitted data and discharged their invoices on time, amounted to €1.2m (2020: €1m). Since the inception of the fee rebate programme, Repak has returned €8.85m to Members.

#### OTHER REVENUE €0.8M

Repak has recognised other revenue of €780k, of which €692k (2020: €673k) relates to Repak ELT CLG, a compliance scheme established to recover end of life tyres. A service level agreement with Repak ELT CLG includes recharges of payroll and other costs associated with administering the scheme.



**DIRECT RECOVERY AND RECYCLING COSTS €29.3M**

Total expenditure of €29.3m (2020: €27.2m) is correlated to growth in tonnes recycled and increased financial support for the recycling and reprocessing of materials - both from the commercial and household sectors. Expenditure increased by 7.7% in 2021. Direct recovery and recycling expenditure accounted for 83% (2020: 83%) of total expenditure of €35.1m.

Overall tonnes recovered and recycled fell by 1.7% to 1,020,580 tonnes (2020: 1,037,782 tonnes). While tonnes recovered by waste to energy facilities fell by 10%, recycled tonnes increased by 2.2% to 718,683 (2020: 703,044), the increase being driven by growth in packaging recycled from householders and business.

**ADMINISTRATIVE EXPENSES €5.8M**

Administrative expenses amounted to €5.8m (2020: €5.7m). Included in this figure are staff costs of €3.1m (2020: €3m) as well as marketing, communications and public awareness expenditure of €0.9m (2020: €0.9m).

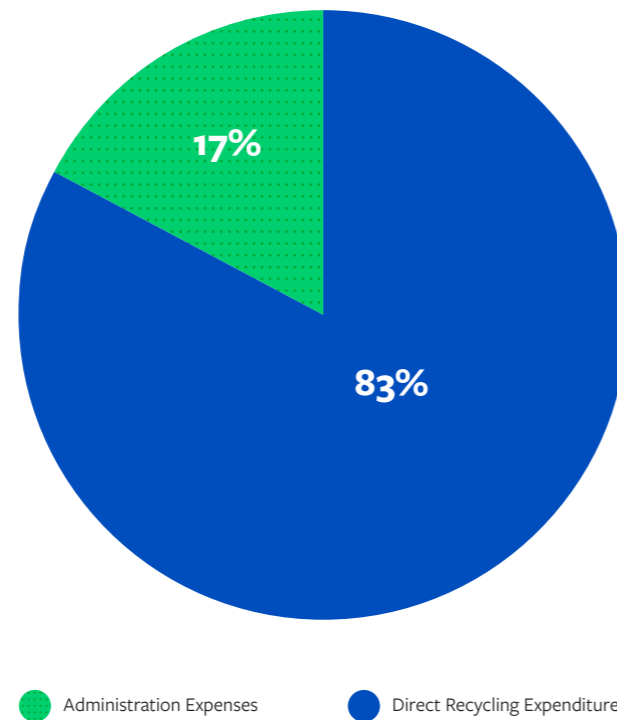
Repak provided funding for an enforcement programme in partnership with the Department of the Environment, Climate and Communications (DECC), the Waste Enforcement Regional Lead Authorities (WERLAs) and the Local Authorities.

**NET INTEREST INCOME €1.2M**

Reflecting strong returns across global financial markets and an increase of €10m in the level of financial investments, the company recorded a net gain of €1.4m in relation to investments which were valued at €20.3m at 31 December 2021 (2019: €8.9m).

**EXPENDITURE**

How your money was spent.



Administration Expenses



Direct Recycling Expenditure

**PROFIT & LOSS ACCOUNT**

For the financial year ended 31 December 2021

	2021 €	2020 €
Membership Fee Income	36,736,749	33,970,431
Membership Fee Rebate	(1,243,535)	(1,038,482)
<b>Membership Fee Income Net of Rebate</b>	<b>35,493,214</b>	<b>32,931,949</b>
Other Revenue	779,839	672,954
Direct Recovery and Recycling Costs	(29,285,392)	(27,186,276)
<b>Gross Profit</b>	<b>6,987,661</b>	<b>6,418,627</b>
Administrative Expenses	(5,845,497)	(5,693,041)
Operating Surplus	1,142,164	725,586
<b>Surplus on Ordinary Activities Before Interest and Taxation</b>	<b>1,142,164</b>	<b>725,586</b>
Interest Receivable and Similar Income	1,421,007	44,546
Interest Payable and Similar Charges	(172,722)	(79,225)
<b>Net Interest Income / (Expense)</b>	<b>1,248,285</b>	<b>(34,679)</b>
Surplus on Ordinary Activities Before Taxation	2,390,449	690,907
Tax on Surplus on Ordinary Activities	(495,784)	(133,526)
<b>Surplus for the Financial Year</b>	<b>1,894,665</b>	<b>557,381</b>

There was no other comprehensive income for the financial year.

**BALANCE SHEET**

As at 31 December 2021

	2021 €	2020 €
<b>Fixed Assets</b>		
Tangible Assets	2,139,635	2,322,600
Financial Assets	20,272,982	8,958,510
<b>Total</b>	<b>22,412,617</b>	<b>11,281,110</b>
<b>Current Assets</b>		
Debtors	1,405,571	2,225,480
Cash at Bank and in Hand	20,725,691	26,884,083
<b>Total</b>	<b>22,131,262</b>	<b>29,109,563</b>
<b>Liabilities</b>		
Creditors: Amounts Falling due Within One Year	(13,181,388)	(11,256,481)
Deferred Tax	(555,611)	(221,977)
<b>Net Current Assets</b>	<b>8,394,263</b>	<b>17,631,105</b>
<b>Total Assets Less Current Liabilities</b>	<b>30,806,880</b>	<b>28,912,215</b>
<b>Capital and Reserves</b>		
Called up Share Capital – Presented as Equity	4	4
Profit and Loss Account	10,306,876	8,912,211
Contingency Reserve Fund	20,500,000	20,000,000
<b>Total Equity</b>	<b>30,806,880</b>	<b>28,912,215</b>

**BALANCE SHEET****FINANCIAL ASSETS**

The company owns three multi asset investment funds. These investments were made with a view to increasing returns having regard to the current negative 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 €20.3m.

**DEBTORS**

Included in the debtors' balance of €1.4m are trade debtors of €0.7m (2020: €1.4m) and VAT recoverable of €685k (2020: €685k).

**CONTINGENCY RESERVE FUND**

As a condition of approval, Repak is required to build up a contingency reserve fund of €20.5m by 2025. Currently this €20.5m is ring fenced from day-to-day operations and may only be accessed in limited circumstances with the prior agreement of the Minister.



# MEMBERSHIP

## 3

### MEMBER NUMBERS

Repak's member numbers remained stable in 2021. At the beginning of the year we had 3,414 members and this had increased to 3,431 members by the end of the year. The Covid 19 pandemic continued to have an impact during the year with a number of businesses remaining closed due to government public health restrictions.

**3,431**



TOTAL NUMBER OF REPAK MEMBERS

However, we saw a small growth in the number of members through the continued efforts of our Recruitment department. We had 178 new members certified and a loss of 161 members through revocations and mergers during the year. This was a net gain of 17 members into Repak.

Of the 3,431 members 35% were regular members\* and 65% were scheduled members\*. Fee income from regular members remained at 95% of 2020 fee income, with the remaining 5% coming from scheduled members.

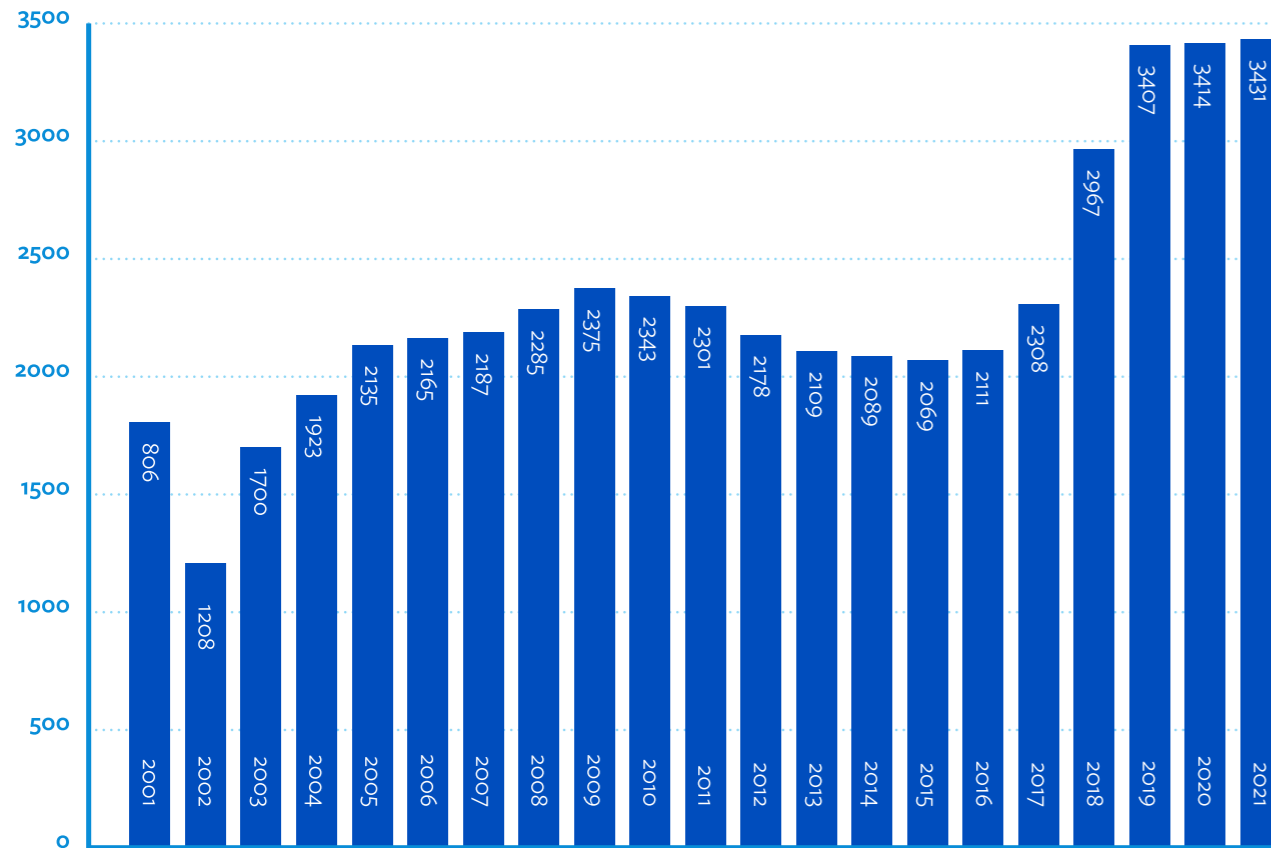
A full list of Repak members can be viewed at:  
[www.repak.ie/members/list](http://www.repak.ie/members/list)



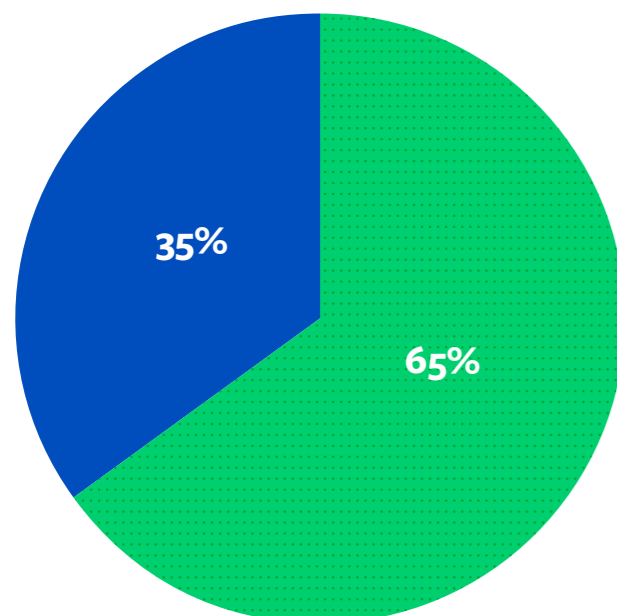
\* See 'Membership Categories' for a description of our members

## REPAK MEMBER NUMBERS

2001 – 2021

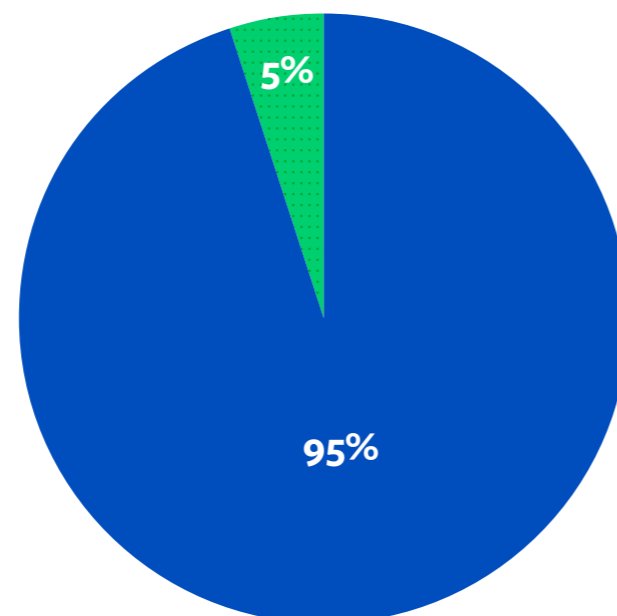


## MEMBERS BY NUMBER



● Scheduled ● Regular

## MEMBERS BY INCOME



● Scheduled ● Regular

## MEMBER FEES

In 2021 the fees for most materials remained the same however the phased alignment of the cost of recycling plastic to the fee charged to producers (net necessary cost and eco fee modulation) continued during 2021. The fee for non recycled plastic therefore increased by a further 22%.

In total there was €1,243,958.74 available for rebate to members during the year. A total of 428 regular members and 1,162 scheduled members met the required conditions by providing statistical information and paying their fee on time.

## 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 2021 programme included the following:

- Continued member participation in our free onsite and virtual packaging optimisation programme.
- A publication on Reusable and Returnable Packaging was completed and launched in November 2021. This publication outlines the types of returnable packaging available, considerations for businesses looking to implement returnable packaging systems and information on suppliers.
- Our guidance on eco fee modulation categories as outlined in the Packaging Design Guide was updated to include single polymer plastics collected from the household in the Recycled Flexible plastic category, with multi polymer plastics currently diverted to energy recovery remaining in the Non Recycled category.

## REPAK MEMBERS PLEDGE ON PLASTIC PACKAGING WASTE

At the end of 2021, 141 members of Repak had signed the Repak Members' Pledge, which included some of the largest producers and retailers in Ireland.

In June Repak launched the third Plastic Pledge Annual Report highlighting the achievements of pledge signatories against the five Plastic Pledge objectives.

### This showed that:

- Actions to date when accumulated would result in the reduction or replacement of 23,000 tonnes of plastic packaging.
- An average of 18.6% reduction in plastic packaging was reported by Repak's Plastic Pledge members as having been completed during 2020.
- Projects to include recycled content in PET bottles led to an average of 36.5% recycled content being included by the drinks manufacturers. These projects exceed the SUP Directive targets for PET, set at 25% by 2025 and 30% by 2030.
- Our 2021 Plastic Pledge Annual Report will be launched in June 2022.
- In addition during 2021 Repak showcased the activities of five of our Plastic Pledge signatories through video case studies. These videos focussed on the members achievements against one of the five objectives and were posted on both the Repak website and social media channels.

**TABLE 1**  
Regular Member Fees per Tonne 2022 \*

	Materials Manufacturer	Convertor	Distributor	Retailer	Brandholder / Importer
<b>Paper</b>	2.09	2.09	2.09	4.18	23.19
<b>Glass</b>	2.09	2.09	2.09	4.18	9.37
<b>Aluminium</b>	2.09	2.09	2.09	4.18	85.30
<b>Steel</b>	2.09	2.09	2.09	4.18	80.09
<b>Recycled Plastics - Rigid</b>	2.42	2.42	2.42	4.83	105.28
<b>Recycled Plastics - Flexible</b>	2.42	2.42	2.42	4.83	105.28
<b>Non Recycled Plastics</b>	2.42	2.42	2.42	4.83	201.91
<b>Beverage Plastic Bottles - PET</b>	2.42	2.42	2.42	4.83	105.28
<b>Beverage Plastic Bottles - Other Plastic</b>	2.42	2.42	2.42	4.83	105.28
<b>Non Beverage Plastic Bottles</b>	2.42	2.42	2.42	4.83	105.28
<b>Wood</b>	2.09	2.09	2.09	4.18	10.82
<b>Recycled Composite</b>	2.42	2.42	2.42	4.83	105.28
<b>Non Recycled Composite</b>	2.42	2.42	2.42	4.83	201.91

**TABLE 2**  
Scheduled Member Annual Fees 2022

Sub Class	Band	Sector Description & Annual Packaging Tonnage Placed on Market	Turnover From €	Turnover up to and over €	Scheduled Fee €	VAT	Total inc. Vat @23%
1	17	Hardware and Building MR (10 – 5 tonnes)	1,000,000	3,649,999	428	98.44	526.44
1	1	Hardware and Building MR (Over 25 tonnes)	3,650,000	Over 3,650,000	1,049.00	241.27	1,290.27
2	17	Hospitality (10 – 25 tonnes)	1,000,000		428	98.44	526.44
2	1	Hospitality (Over 25 tonnes)	1,000,000	Over 1,000,000	1,049.00	241.27	1,290.27
3	17	Pharmacy (10 – 25 tonnes)	1,000,000		428	98.44	526.44
3	1	Pharmacy (Over 25 tonnes)	1,000,000	Over 1,000,000	1,049.00	241.27	1,290.27
4	17	Licensed Premises (10 – 25 tonnes)	1,000,000		428	98.44	526.44
4	1	Licensed Premises (10 – 25 tonnes)	1,000,000	Over 1,000,000	1,049.00	241.27	1,290.27
5	17	Independent Retailer (Over 25 tonnes)	1,000,000		428	98.44	526.44
5	1	Independent Retailer (10 – 25 tonnes)	1,000,000	3,809,999	1,049.00	241.27	1,290.27

**TABLE 2**  
Scheduled Member Annual Fees 2022

Sub Class	Band	Sector Description & Annual Packaging Tonnage Placed on Market	Turnover From €	Turnover up to and over €	Scheduled Fee €	VAT	Total inc. Vat @23%
	2		3,810,000	4,439,999	1,153.00	265.19	1,418.19
	3		4,440,000	5,079,999	1,362.00	313.26	1,675.26
	4		5,080,000	5,719,999	1,572.00	361.56	1,933.56
	5		5,720,000	6,349,999	1,678.00	385.94	2,063.94
	6		6,350,000	6,989,999	1,887.00	434.01	2,321.01
	7		6,990,000	7,619,999	2,097.00	482.31	2,579.31
	8		7,620,000	8,249,999	2,307.00	530.61	2,837.61
	9		8,250,000	8,879,999	2,517.00	578.91	3,095.91
	10		8,880,000	9,519,999	2,622.00	603.06	3,225.06
	11		9,520,000	10,159,999	2,832.00	651.36	3,483.36
	12		10,160,000	10,799,999	2,936.00	675.28	3,611.28
	13		10,800,000	11,429,999	3,146.00	723.58	3,869.58
	14		11,430,000	12,059,999	3,357.00	772.11	4,129.11
	15		12,060,000	12,699,999	3,461.00	796.03	4,257.03
	16		12,700,000	Over 12,700,000	3,671.00	844.33	4,515.33

**TABLE 2**  
Scheduled Member Annual Fees 2022

Sub Class	Band	Sector Description & Annual Packaging Tonnage Placed on Market	Turnover From €	Turnover up to and over €	Scheduled Fee €	VAT	Total inc. Vat @23%
6	1	Off Licence (All over 25 tonnes)	1,000,000	3,809,999	1,049.00	241.27	1,290.27
	2		3,810,000	4,439,999	1,153.00	265.19	1,418.19
	3		4,440,000	5,079,999	1,362.00	313.26	1,675.26
	4		5,080,000	5,719,999	1,572.00	361.56	1,933.56
	5		5,720,000	6,349,999	1,678.00	385.94	2,063.94
	6		6,350,000	6,989,999	1,887.00	434.01	2,321.01
	7		6,990,000	7,619,999	2,097.00	482.31	2,579.31
	8		7,620,000	8,249,999	2,307.00	530.61	2,837.61
	9		8,250,000	8,879,999	2,517.00	578.91	3,095.91
	10		8,880,000	9,519,999	2,622.00	603.06	3,225.06
	11		9,520,000	10,159,999	2,832.00	651.36	3,483.36
	12		10,160,000	10,799,999	2,936.00	675.28	3,611.28
	13		10,800,000	11,429,999	3,146.00	723.58	3,869.58
	14		11,430,000	12,059,999	3,357.00	772.11	4,129.11
	15		12,060,000	12,699,999	3,461.00	796.03	4,257.03
	16		12,700,000	Over 12,700,000	3,671.00	844.33	4,515.33
7	17	Electrical Retailers (10 – 25 tonnes)	1,000,000	3,499,000	428	98.44	526.44
7	1	Electrical Retailers (Over 25 tonnes)	3,500,000	Over 3,500,000	1,049.00	241.27	1,290.27
8	17	Restaurant (10 – 25 tonnes)	1,000,000		428	98.44	526.44
8	1	Restaurant (Over 25 tonnes)	1,000,000	Over 1,000,000	1,049.00	241.27	1,290.27

## 4

While COVID restrictions continued in Ireland in 2021, the Waste Management Industry support by Repak, delivered exceptional success in surpassing all National and European Recycling Targets. Made possible by the support of Repak Members, this success will ensure that challenging metrics for Packaging Waste Recycling in 2025 and 2030, will be met.

### KEY INITIATIVES IN 2021

During 2021, Repak led on a number of key initiatives to ensure that Ireland continues to optimise Recycling of all Packaging Materials.

#### These included:

##### ADDITIONAL FUNDING OF PLASTIC

In 2021, Repak funded an additional €3.8m funding for the certified recycling of plastic packaging. This was targeted funding – applicable only to tonnes recycled above 2020 activity levels. The industry responded very positively to this support recycling an additional 7,291 tonnes of plastic packaging in 2021.

##### ADDITIONAL WASTE CHARACTERISATION STUDIES

Key in achieving Ireland's recycling targets, are recycled tonnes. Equally, key is building robustness into the waste generation figure for Ireland inc. Repak doubled Waste Characterisation Studies for Operators who produce Solid Recovered Fuel (SRF), mainly destined to replace fossil fuels in the Cement Industry and tripled Studies for Operators who manufacture RDF (refuse derived fuel) – combusted in Waste to Energy plants. Together, data from these sources covers over 95% of Waste Generation in Ireland. The cost to Repak of additional studies in 2021 was in excess of €150K.





## COLLABORATION WITH NATIONAL AGENCIES

Repak is uniquely placed to support DECC (Dept. of Environment, Climate & Communications), the EPA (Environmental Protection Agency), NTFSO (National Trans Frontier Shipment Office) and NWCPO (National Waste Carriers Permit Office) in the management of both compliance and data. In 2021, this collaboration has taken on a new momentum with weekly and monthly sharing of data and best practice, in line with all confidentiality and commercial sensitivity imperatives. In its position as the leader in Packaging Waste data in Ireland, Repak has ensured that data is going through a transformation.

## COMMUNICATIONS

In 2021, Repak delivered two comprehensive Operator Road Show webinars. Key areas of these were, upcoming legislative changes and setting out Repak's Corporate Strategy for 2022. The webinars were very well attended with engaged question and answer sessions.

## 2021 KEY PERFORMANCE INDICATORS

(Tonnes Packaging Waste)

719k tonnes were funded for Recycling in 2021

This was an increase of 16k on 2020 (703k) – a 2% increase

Backdoor / Commercial recycling increased by 4k tonnes

Household / Domestic recycling increased by 12k tonnes to 336k – a 4% increase

302k tonnes were funded for Energy Recovery – a decrease of 33K tonnes on 2020 (335k tonnes in 2020) – a 10% decrease – diverting more material to recycling

Recycling and Energy Recovery of in excess of 14 million tonnes of packaging has been funded by Repak since it was established in 1997

Repak Tonnage Targets for 2021 – Recycling 65% and Recovery 75%

Repak Tonnage Actual for 2021 – Recycling 66% and Recovery 96%

## NET NECESSARY COSTS (NNC)

Following significant groundwork on charting the costs of managing Packaging Waste for Recycling in 2020, Repak increased the detail and sophistication of the collation of this data and it's informing of Member Fees to the Scheme. The response from Operators improved considerably as did the quality of the data they submitted. Independent oversight of this work has ensured that Operators and Members have comfort in the confidentiality and objectivity of the process.

## EXPORT TRACEABILITY

In keeping with other developments, Repak has also improved Export Traceability and widened the net to include Operators who have not previously been asked to submit summary data. This data is being used to support compliance monitoring of exported material and Operators and Brokers who organise those movements. The data also significantly supports the work of the EPA and NTFSO.

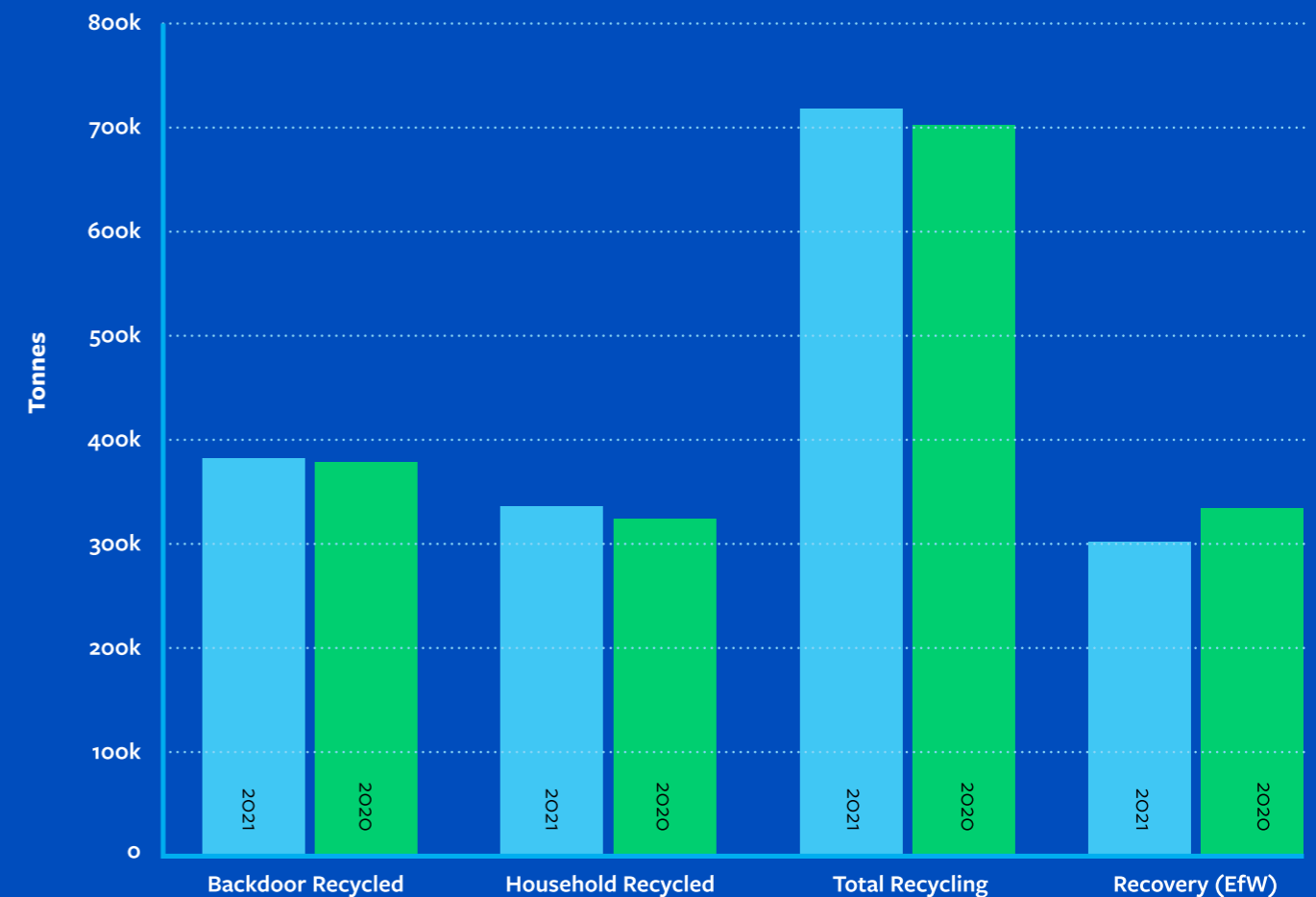
## TONNAGE RECYCLED & RECOVERED

2021 VS 2020

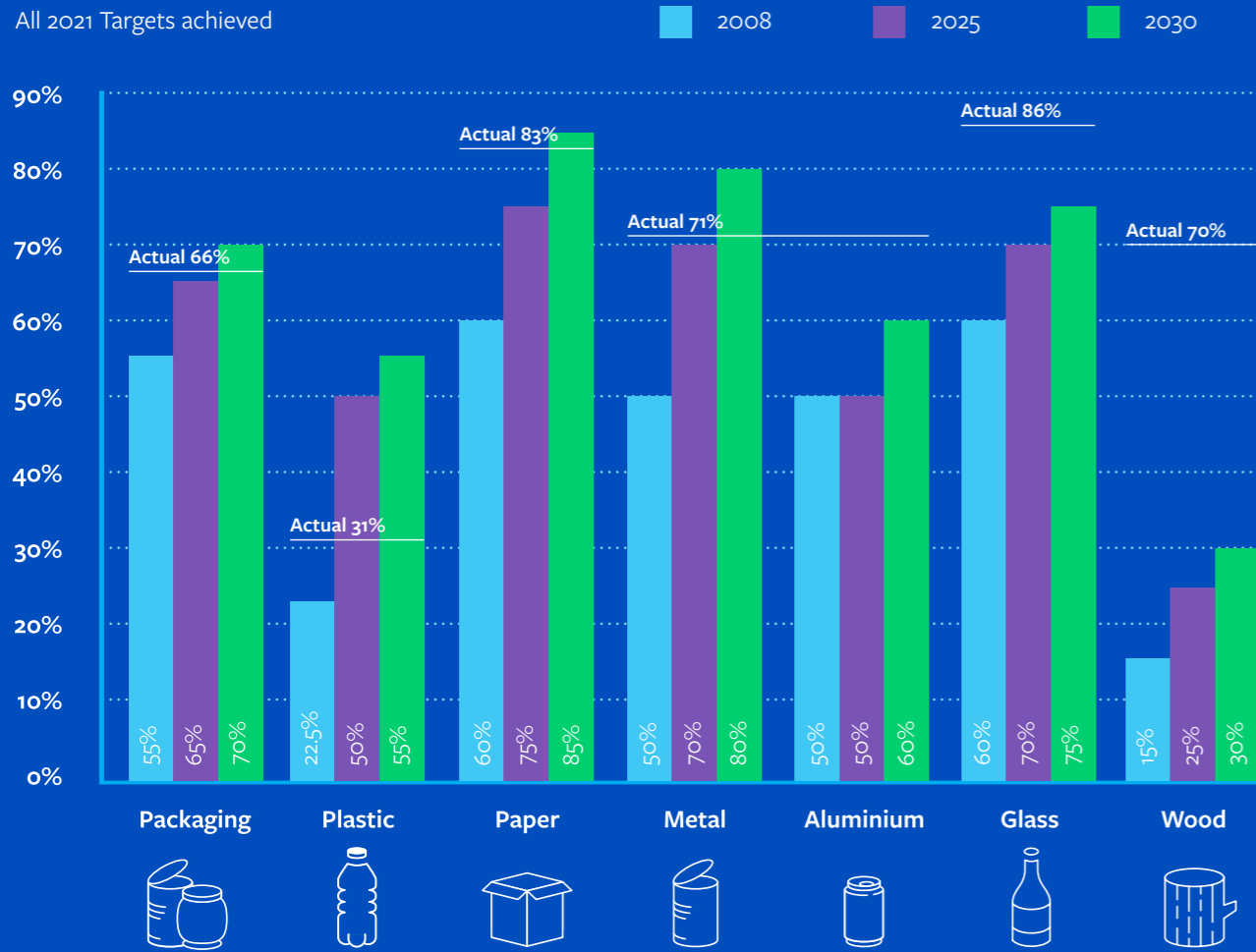
	2021	2020	Movement
Backdoor Recycled	382,493	378,764	3,729
Household Recycled	336,190	324,280	11,910
<b>Total Recycling</b>	<b>718,683</b>	<b>703,044</b>	<b>15,639</b>
Recovery (EfW)	301,897	334,738	(32,841)
<b>Totals</b>	<b>1,020,580</b>	<b>1,037,782</b>	<b>(17,202)</b>

## TONNAGE RECYCLED & RECOVERED

2021 & 2020

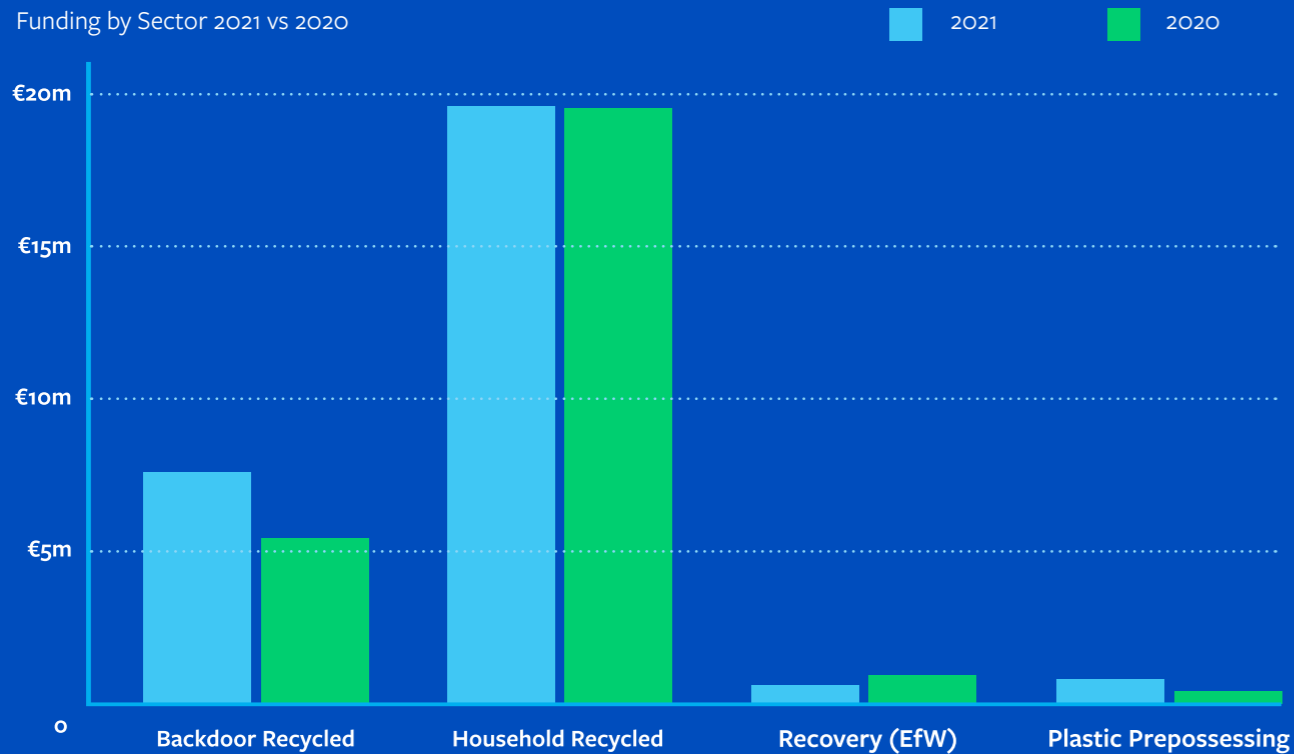


**% MATERIALS RECYCLED 2021**  
All 2021 Targets achieved



**RECYCLING & RECOVERY**

Funding by Sector 2021 vs 2020



**2021 KEY PERFORMANCE INDICATORS (FUNDING)**

Repak operates and administers a RPS (Repak Payment Scheme) to verify Recycling and Recovery to 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 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.

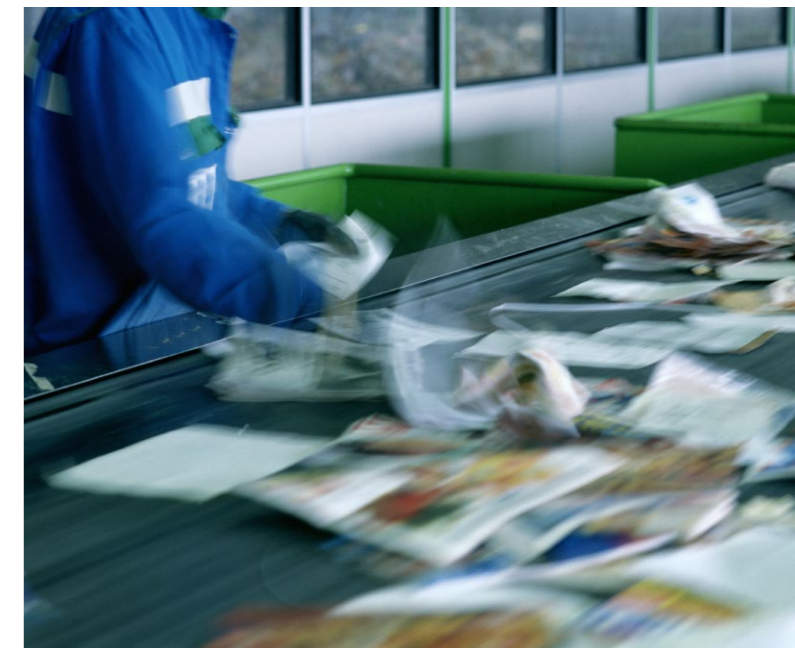
**In 2021:**

- €28.5m Total Funding was invested in Recycling & Recovery
- This was an increase of €2.2m on 2020 (€26.3m) or 8%
- Over 80% of Repak's total annual spend, was on Recovery Team 2021
- Recycling Funding in 2021 was €27m, an increase of €2.2m 2020 (€25m) or 9%
- Backdoor/Commercial funding was €7.6m, an increase of €2.2m or 40%
- An additional €3.8m funding was provided as targeted plastic funding
- Plastic reprocessing funding increased by €407k or 100%
- Household/Domestic funding was €19.6m, unchanged since 2020
- Additional funding for Team Green Bring Banks and Research & Development in 2021 was €391K and an additional funding amount of €342k 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 €29.3m in 2021, an increase of €2.1m on 2020 (€27.2m).

**COMPLIANCE**

In addition to 47 operationally focused Waste Characterisation Studies, Repak completed 30 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 2021. No material issues arose from these audits.

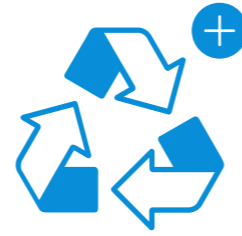


RECYCLING & RECOVERY HIGHLIGHTS

RECYCLING FUNDING IN 2021 WAS

**€27m**

an increase of €2.2m 2020 (€25m) or 9%



IN 2021, REPAK FUNDED AN ADDITIONAL

**€3.8m**

for the certified recycling of plastic packaging



HOUSEHOLD/DOMESTIC RECYCLING INCREASED BY

**12,000 tonnes**

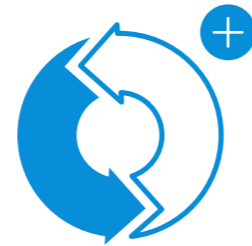
a 4% increase.



PLASTIC REPROCESSING FUNDING INCREASED BY

**€407k**

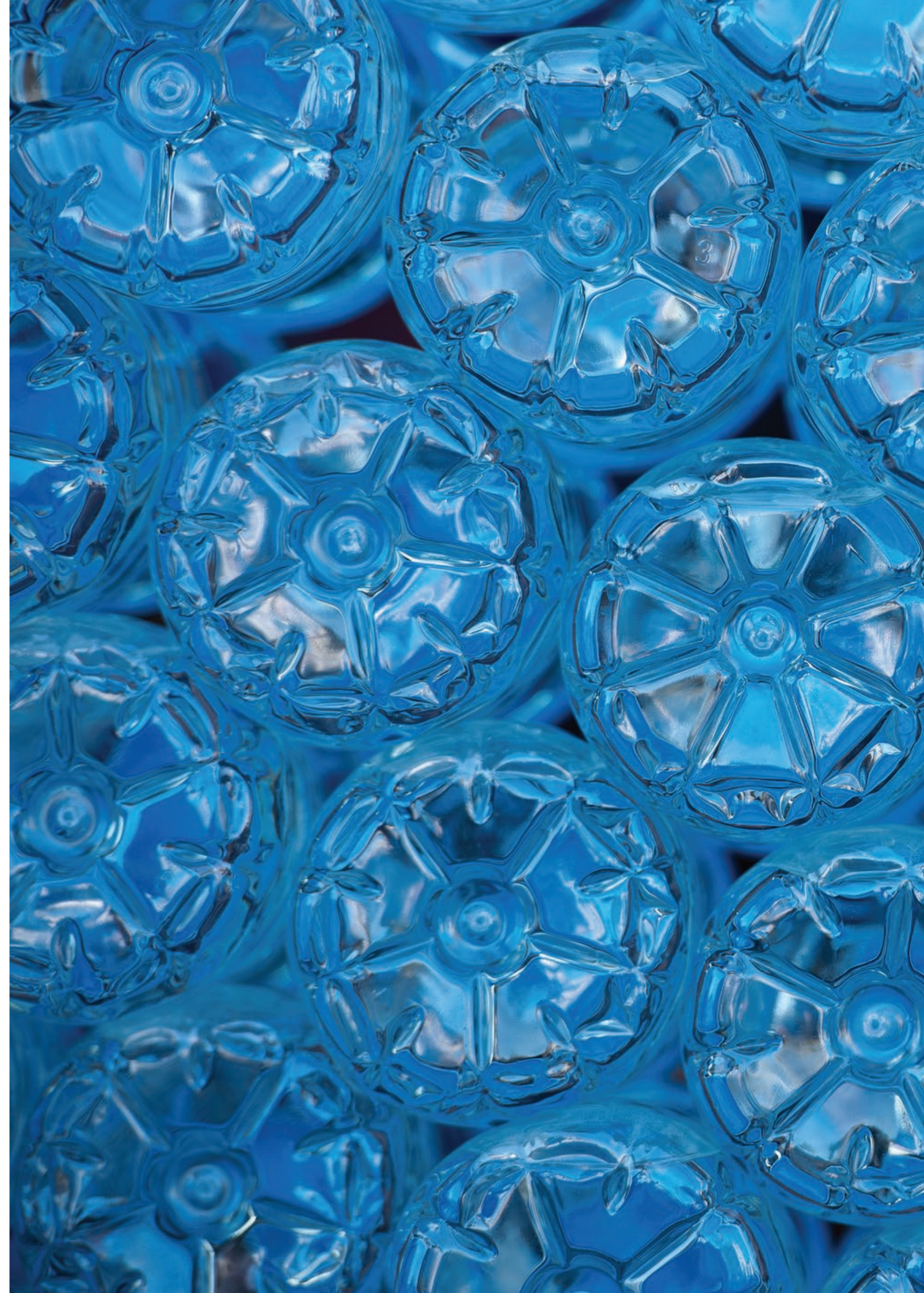
or 100% .



RECYCLING AND ENERGY RECOVERY IN EXCESS OF

**14m tonnes**

of packaging has been funded by Repak since it was established in 1997.



# RECRUITMENT & ENFORCEMENT

## 5

### RECRUITMENT AND ENFORCEMENT 2021 REVIEW

2021 was an unpredictable and challenging year with continued disruption from Covid-19.

The Recruitment team worked hard to manage these challenges as continuous ripple effects of the pandemic were being felt across each sector. Despite these challenges we delivered on our sales budget and achieved a total new member income of €1,395,000 for 2021 and welcoming 178 new certified members into the scheme.

Enforcement didn't escape COVID disruption but a united approach giving remote solutions meant that Recruitment was supported through the year by the Waste Enforcement Leads and Local Authorities and this support was reflected in the volume of businesses that entered Repak membership.

RECRUITMENT SUMMARY

NEW MEMBERS

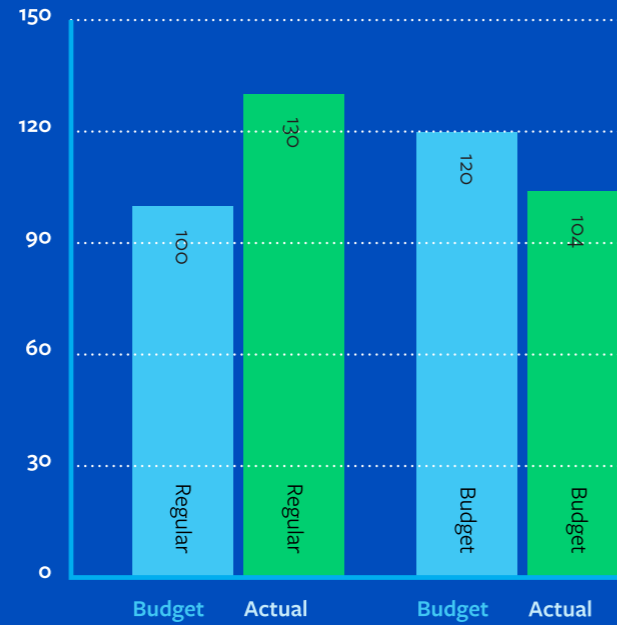
The Repak sales team would like to extend a warm welcome to the 178 new members recruited this year with a further 56 awaiting certification.

**€1,333,75k**

130 NEW REGULAR MEMBERS

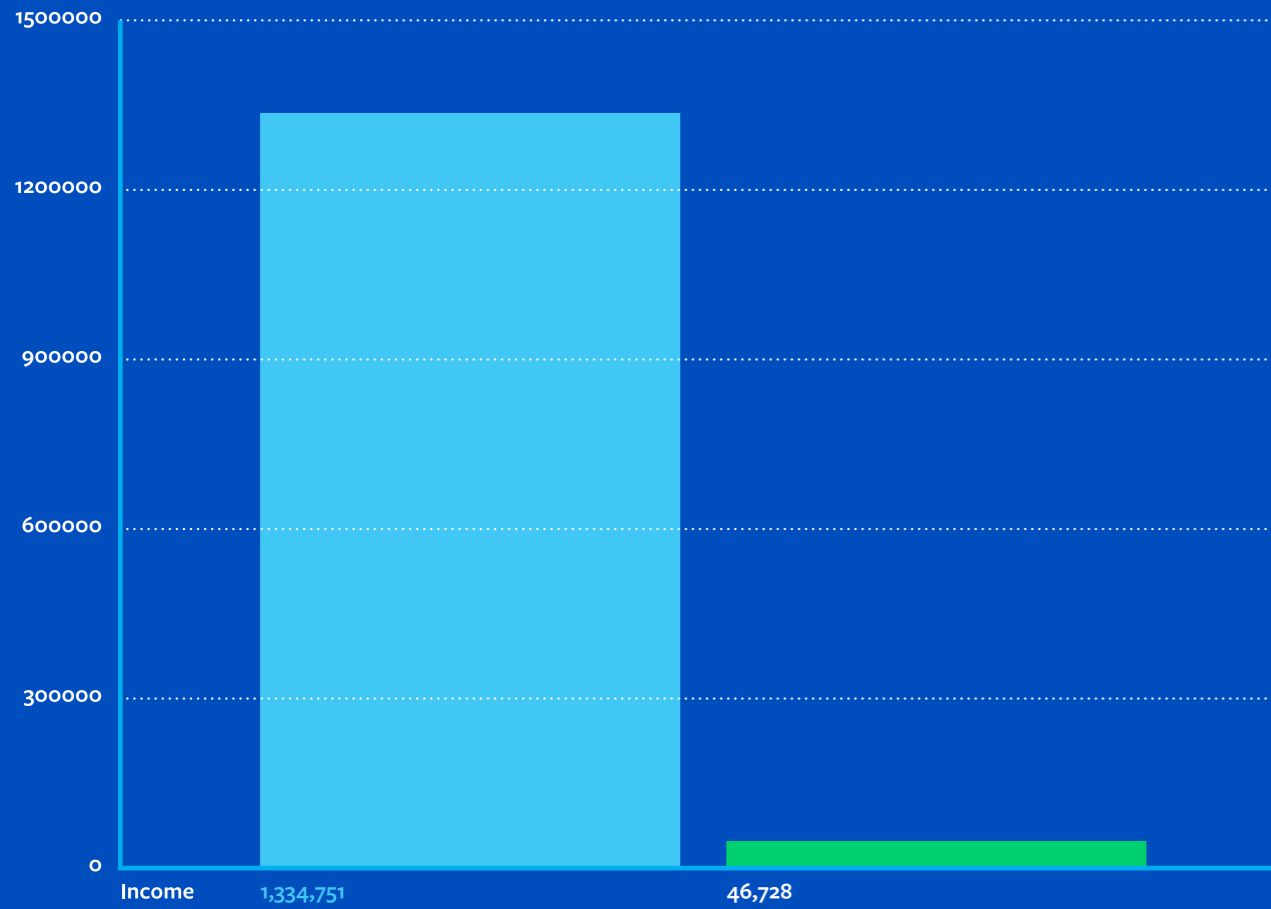
**€46,728k**

104 NEW SCHEDULED MEMBERS



NEW MEMBER INCOME SPLIT

Scheduled Regular



RECRUITMENT SUMMARY

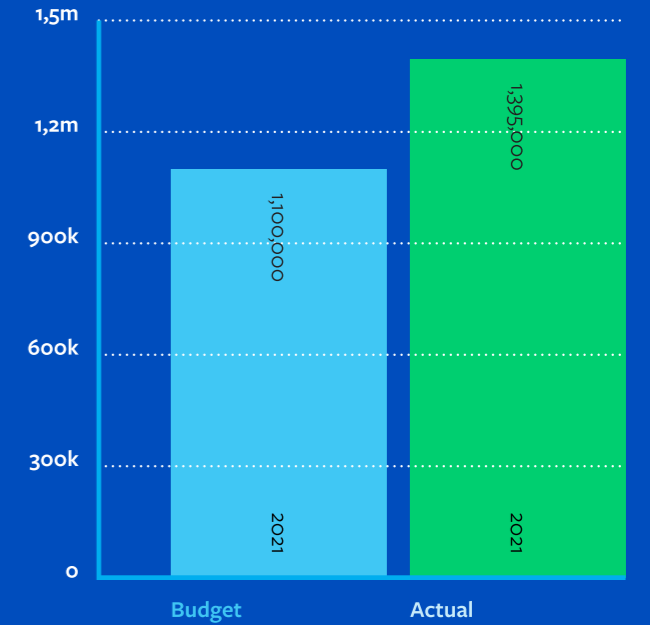
INCOME RESULTS PER QUARTER

**€1,395,000**

NEW MEMBER INCOME FOR 2021 VS €1,160,000 IN 2020 (20.2% INCREASE)

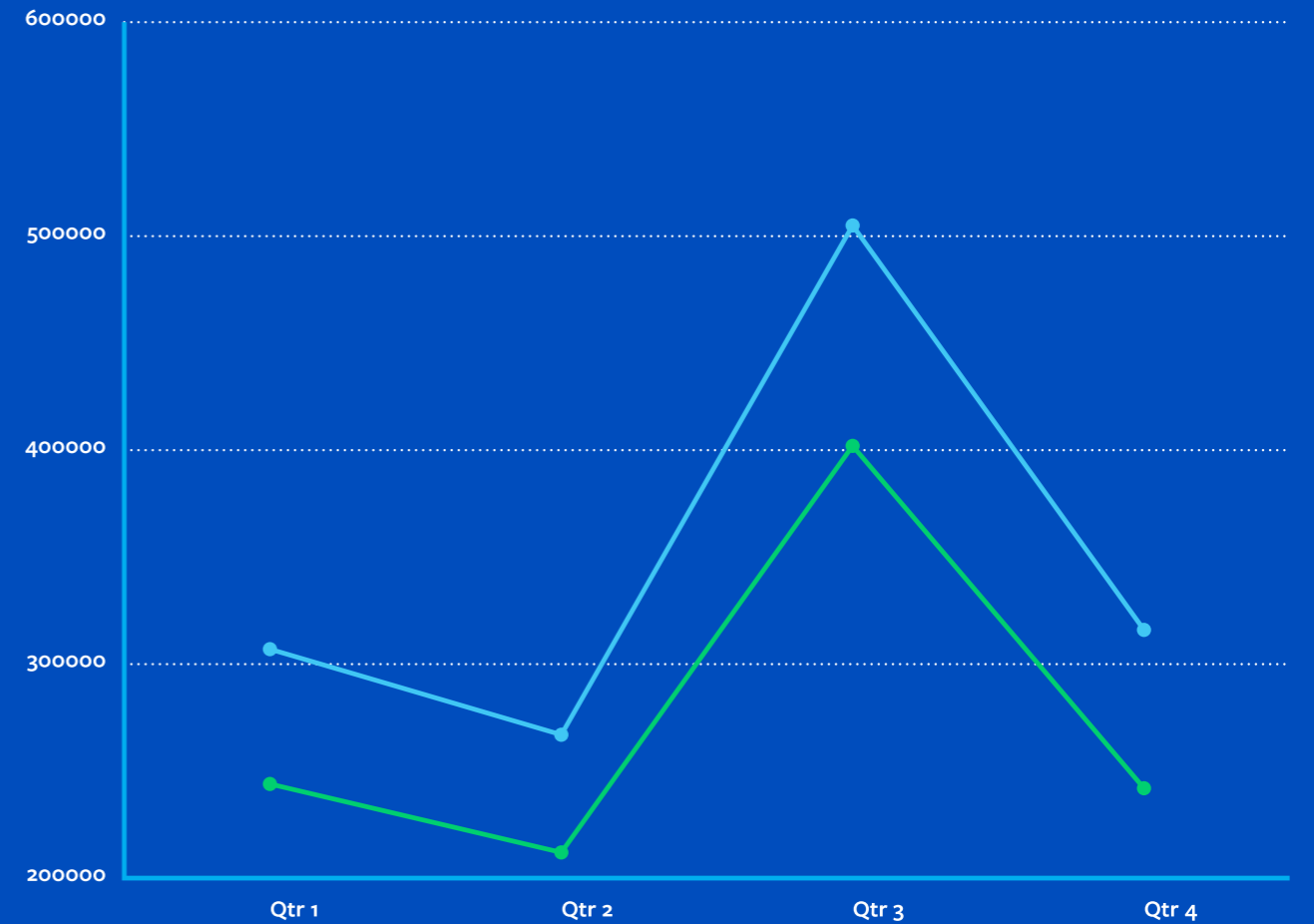
**26.75%**

ABOVE BUDGET FOR NEW MEMBER INCOME IN 2021



INCOME RESULTS PER QUARTER

Actual Budget



**2021 AREA OF TARGETED RECRUITMENT**

Manufacturing

Pharmaceuticals

Tech Giants

International Fashion Houses

Food Importers

Multinational

**DEPARTMENT REVIEW**

The department continued to feel the benefit of using the new CRM system to monitor and track the departments performance. The benefit of this new CRM meant accurate planning and forecasting gave better visibility of the team's quarterly performance.

This CRM has provided a new way of tracking recruitment in Repak making the department more Industry focused going forward.

**TOP 20 NEW REGULAR MEMBERS FOR 2021 INCLUDED**

Apple Operations Europe

Nevinar Cosmetics

Samsung Electronics

William Grant & Son

Sitetech Building Products

JYSK

Agrihealth

Camseng International Foods

Hugo Boss

Mylan IR Healthcare

Euroflex Teoranta

Tech Data Distribution

Arcroyal

Kilwaughter Minerals (Ireland)

Decathlon Sports

Gala Retail Services

Spicers Officer Supply Ireland

Andrew Coyle Coal

Portwest UC

Doyles Bakery



### EU POLICY DEVELOPMENTS

#### 1. CIRCULAR ECONOMY ACTION PLAN

In March 2020 the EU Commission adopted a new Circular Economy Action Plan. Many of the actions listed in this document were progressed in 2021 and will lead to further improvements in circular economy practices by businesses in the coming years.

##### These actions include:

- Revision of the EU Packaging and Packaging Waste Directive
- Establishment of Rules for the Safe recycling of Plastic into Food Contact Materials
- Feasibility study on an EU wide Circular Economy Labelling and Information System (CELIS)
- Development of a Policy Framework on:
  - The sourcing, labelling and use of bio-based plastics, and
  - The use of biodegradable or compostable plastics
- Revision of the Waste Framework Directive
- Revision of the Rules on Waste Shipments

Further information can be found here: [The Circular Economy Action Plan](#)

#### 2. OWN RESOURCES TAX

The Own Resources Tax on plastic packaging was introduced on 1st January 2021. This is part of a package of EU budgetary measures agreed and then implemented by member states. The tax provides for the introduction of a levy on non-recycled packaging plastic waste at a rate of € 0.80 per kilogram. The tax is currently paid from the central fund of the Exchequer, in the same way as other own resources contributions.

Further information can be found here: [EU Implementing Decision on Own Resources](#)



## NATIONAL POLICY DEVELOPMENTS

### 1. NET NECESSARY COSTS (NNC) AND ECO-FEE MODULATION (EFM)

Repak introduced a Net Necessary Costs model for plastics and composites in 2020. The model applies to statistical information on packaging materials supplied since 2020 and to fees applied to those statistics and invoiced in 2021.

The model will be rolled out in 2022 to gather statistics for all recycled and non-recycled packaging materials (e.g. Paper, Plastic, Metals, Glass, Wood) and eco-modulated fees will then be applied to these packaging materials in 2023. Repak members will then be compliant with the requirements of the legislation by the required implementation date of 2023.

### 2. TRANSPOSITION OF THE SINGLE USE PLASTICS (SUP) DIRECTIVE

The full transposition of the EU regulations on Single Use Plastics occurred in October with the publication of S.I. No. 516/2021 - European Union (Single Use Plastics) (No. 2) Regulations 2021. Along with the list of banned items that was published earlier in the year, the new regulations included additional requirements on:

- Labelling of SUP Products
- Tethering of caps or lids
- Recycled content of PET and other plastic beverage containers
- Extended producer responsibility requirements
- Monitoring and reporting requirements

Repak are working to ensure that all of their current member producers of plastic will be compliant with the new legislation, although this will require some additional data reporting on SUP items. The scheme outline will be communicated to members in 2022.

### 3. THE CIRCULAR ECONOMY BILL

Repak contributed to the Oireachtas Joint Committee on the Environment and Climate Action as part of the pre-legislative scrutiny of the Circular Economy Bill 2021. The Bill updates the Waste Management Act in various places and paves the way for Regulations to be enacted to further the aims and actions of the Circular Economy. Some of the focus areas of the Bill are:

- Environmental levies
- Reuse of resources and reduced consumption
- Waste Recovery
- Segregation of Commercial Waste.
- Supporting the increased use of recycled or reused materials in the Irish market.
- The Circular Economy Fund

The Bill will be published in March 2022.

### 4. NATIONAL WASTE MANAGEMENT PLAN

There are currently three Regional Waste Management Plans, for the Southern, Eastern/Midlands, and Connacht Ulster regions. The three Regional Waste Management Planning Lead Authorities are now preparing a replacement combined National Waste Management Plan for a Circular Economy. Repak contributed to different thematic workshops to help prepare this national plan. It is expected that the new plan will be published in 2022.

### 5. DEPOSIT AND RETURN SYSTEMS (DRS)

The DRS Regulations (SI 599 of 2021) were signed by the Minister and came into operation on 20th November 2021. This puts in place a statutory footing upon which producers will have to support the establishment of an Extended Producer Responsibility Scheme for beverage bottles and cans. Repak will provide support if required to the body approved by the Minister to operate a Deposit and Return System in Ireland.





# MARKETING, COMMUNICATIONS & PUBLIC RELATIONS

## 7

### REPAK EASTER CAMPAIGN

To keep packaging recycling top of mind, promote our confectionary Members for their efforts in reducing and light weighting their packaging and to gain media coverage for Repak during what is typically a quite media period Repak issued a press release and ran a mini social media campaign over the Easter holidays. Research among 1,000 people surveyed was carried out to encourage the public to recycle all types of packaging at home this Easter. Key findings within our press release showed that the volume of packaging waste being recycled by households had increased by 10% (325,000 tonnes) since the beginning of the Covid-19 pandemic.

#### Post campaign PR analysis showed:

Reach of:

**6,682.082**

Value of:

**€147,723.06**

With 8 print pieces, 18 online and 70 across Broadcast including an interview with Séamus Clancy on Easter Monday.

The social media campaign reached over 489,000 individuals, over 1,000 post engagements, over 53,000 video views and generated 703 Team Green signs ups.

### TEAM GREEN FOR SCHOOLS

Repak capitalized on remote learning with primary schools by driving awareness of our Team Green for Schools online resources. An influencer collaboration was activated with John Sharpson – RTÉ’s Schools Hub and Sarah Battle – Home and Lifestyle blogger.

#### Post campaign PR analysis showed:

Reach of:

**489,000**

Value of:

**€89,726**

With 2 print pieces, over 100 entries, 41,000 page engagements and 37,700 video views.

Campaign	PR Reach	PR Value	Pieces of Coverage
Easter	6,686,082	€147,723.06	96
Team Green for Schools	489,000	€89,726.00	2
Team Green	9,973,427	€523,427.89	52
Pakman	1,415,157	€150,009.22	67
Christmas	6,978,327.00	€159,255.99	108
<b>Total</b>	<b>25,541,993</b>	<b>€1,070,142.16</b>	<b>325</b>

**TEAM GREEN**

The objective of the Team Green campaign was to educate the public that all soft plastics were now being reintroduced into the recycling bin, to help Ireland reach its plastic recycling targets. The fully integrated campaign went live in September across Outdoor, Radio, Digital, Social, Video, Display, Google Search and Social Influencers advertising. Public Relations played a key role with our ambassadors which included our new ambassador Donal Skehan, Paul McGrath, Anna Geary, Roz Purcell, and Bobby Kerr. To create broad awareness TikTok was used to reach a new audience and included influencer collaborations with Carl Mullen and Cairde. Repak was the first brand in Ireland to activate the Superlike ad format on TikTok resulting in 839,844 impressions, over 1,000 clicks and 13,600 likes during the 24 hour period.

**Post campaign PR analysis showed:**

Reach of:

**9,973,427**

Value of:

**€523,427.89**

With 52 pieces of coverage, 15 print, 24 online and 13 Broadcast

The social media campaign, utilising the Repak brand ambassadors, resulted in over 5 million impressions across Facebook, Instagram, TikTok and LinkedIn, reach of over 2 million 17,000 engagements.

# NOW ALL PLASTICS CAN GO IN THE RECYCLING BIN

## Make sure all plastics are Clean, Dry & Loose

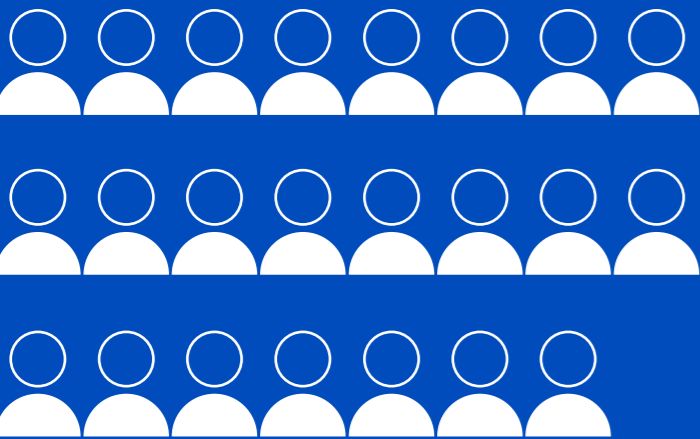
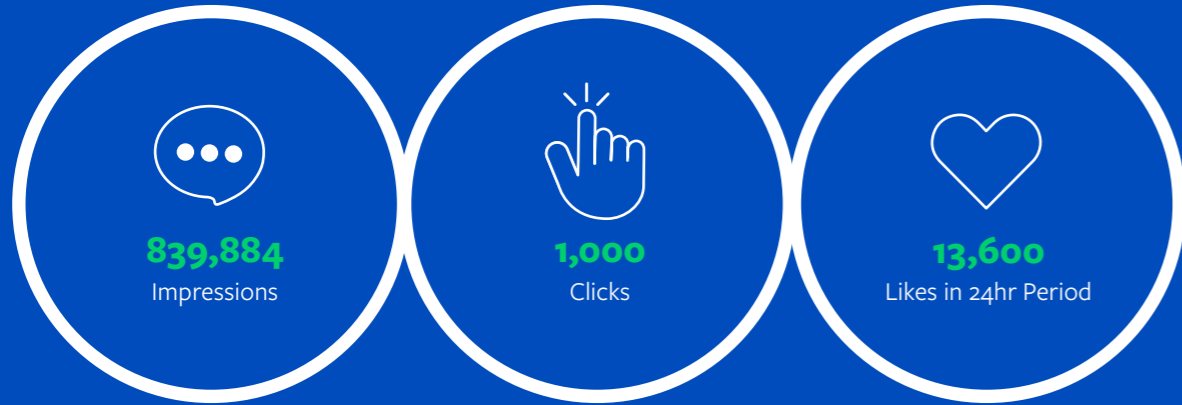


**REPAK** 

#repakteamgreen  
repak.ie

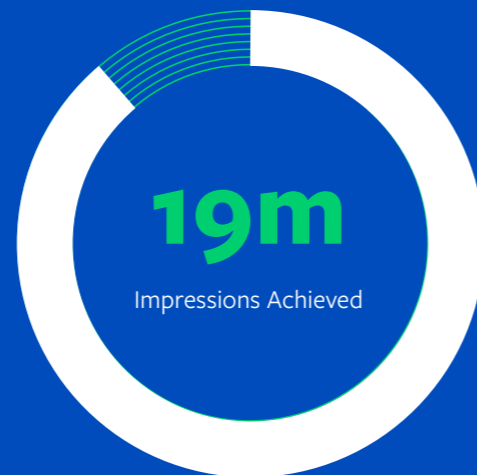


# 1st BRAND IN IRELAND TO ACTIVATE SUPERLIKE ON TIKTOK



**26,000**  
INDIVIDUALS HAVE JOINED THE REPAK TEAM

**6.8m**  
THE COMBINED SOCIAL MEDIA REACH FOR 2021



**49%**



INCREASE IN LINKEDIN FOLLOWING DUE TO B2B FOCUSED CAMPAIGNS & CONTENT



VALUE FOR 2021  
**€1,070,142.16**

[repak.ie](http://repak.ie)  
**90,000**  
USERS VISITED IN 2021

**115,000**  
SESSIONS TOOK PLACE

**66,000**  
GOAL COMPLETIONS

Launch of new online presence:  
[pakman.ie](http://pakman.ie)

**1,800+**  
VISITORS BETWEEN APRIL – DECEMBER



The Pakman Awards ceremony, which took place at the Shelbourne Hotel, saw representatives from leading organisations and community groups come together in accordance with government guidelines, to recognise achievements in recycling and waste management over the last two years. All eleven category winners on the night were automatically put forward for the overall Pakman Award, won by IPR.

**The National Environmental Awards recognise excellent work in sustainability, recycling and waste management by any business, organisation, community group or individual.**

Speaking at the Awards, Minister of State with Responsibility for Communications and Circular Economy, Ossian Smyth TD said: 'Ireland's Waste Action Plan for a circular economy together with our upcoming Circular Economy Strategy will give Irish businesses and citizens the help they need to move to a circular economy.'

The Pakman Awards is a magnificent opportunity to recognise organisations across the waste and other business sectors who have taken the initiative to play their part in developing Ireland's circular economy. I congratulate each of the winners and all those who entered the 2021 awards.'



THE FULL LIST OF WINNERS AS FOLLOWS:

Category	Finalists	Winner
2021 Overall Pakman Award	All 11 Category Winners	<b>Irish Packaging Recycling (I.P.R.)</b>
Battery and WEEE Champion	– Aldi Ireland – Barretstown – DID Electrical	<b>DID Electrical</b>
Business Recycling Champion	– Nestlé Ireland – Ryans Cleaning Waste and Recycling – Tesco Ireland	<b>Tesco Ireland</b>
Community Recycling Initiative of the Year	– IRD Duhallow Furniture REVAMP – Longford County Council – Sarsfields GAA Newbridge	<b>IRD Duhallow Furniture Revamp</b>
Environmental Education and Awareness Initiative	– Clean Coasts – Swords Tidy Towns – Tinahely Community Area Projects Ltd	<b>Tinahely Community Area Projects Ltd.</b>
Innovation in Waste Resource Products or Services	– Harp Renewables – Integrated Materials Solutions – Thorn Environmental Ltd	<b>Integrated Materials Solutions</b>
Plastic Pledge	– ABP Food Group – Aldi Ireland – Britvic Ireland – Coca-Cola HBC Ireland & Northern Ireland – Danone Ireland – Irish Distillers Pernod Ricard – Lidl Ireland and Northern Ireland – Mannok Pack Ltd – NPP Group Ltd – Tesco Ireland	<b>Coca-Cola HBC Ireland and Northern Ireland</b>  <b>Aldi Ireland</b>  <b>Lidl Ireland and Northern Ireland</b>
Tyre Champion	– Ulster Tyres – Universal Honda Limited – Volkswagen Group Ireland	<b>Ulster Tyres</b>
Waste Prevention Business Award	– Good Fish Processing – RTÉ – Tesco Ireland	<b>Good Fish Processing</b>
Waste Recovery Operator of the Year – Commercial and Household	– Bord na Móna Recycling – Clean Ireland Ltd – Thorntons Recycling	<b>Clean Ireland Recycling</b>
Waste Recycling & Recovery Facility of the Year	– Bord na Móna Recycling – Irish Packaging Recycling – Quality Recycling – Thorntons Recycling	<b>Irish Packaging Recycling (I.P.R.)</b>

## PAKMAN AWARDS

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### Post campaign PR analysis showed:

Reach of:

**1,415,157**

Value of:

**€150,009.22**

With 30 print pieces, 35 online and 5 Broadcast

The phased social media campaign across Facebook, Twitter and LinkedIn showed: Impressions of 2,047,432 and reach of 760,987

## CHRISTMAS CAMPAIGN

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Repak's seasonal Christmas campaign focused on helping the public recycle more and better during the festive period by providing tips through media and social to educate the public on best practice recycling with festive item such as wrapping paper can go into the recycling bin. To add value back to Members 12 vouchers for Repak Members were offered as part of campaign.

### Post campaign PR analysis showed:

Reach of:

**6,978,327.00**

Value of:

**€159,255.99**

The two week social media burst resulted in 1,182,716 impressions, reach of 303,599 and over 1,800 sign ups to Repak Team Green



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