

Packaging Today. Reimagined for Tomorrow.

Annual Report 2022



REPAK



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Repak Board Members

2022



Mr. Tom Shipsey
Chairperson & Elected
Brandholder Member



Mr. Séamus Clancy
Chief Executive Officer



Ms. Edel Clancy
Elected Retailer



Mr. William Hanley
Elected Scheduled
Member



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. Robert Ryan
Retailer
(Appointed to fill casual
vacancy 9 November 2022)

Packaging Today, re-imagined for tomorrow, was at the core of our operations in 2022. We delivered on all key compliance, targets, communication and financial objectives for Members and continued education and advocacy on behalf of our Members and our wider stakeholder group.

The development and implementation of the Eco Fee Modulation (EFM) and Net Necessary Cost (NNC) models for all materials managed by Repak in 2022 marked a significant step towards promoting sustainable packaging practices. These models were initially introduced for recycled and non-recycled plastics and composites in 2021 but were expanded to include paper, metals, glass and wood in 2022.

Starting in 2023, Eco modulated fees will be charged on all of these materials, reflecting the environmental impact of their production, use and disposal. The purpose of these fees is to incentivise businesses and individuals to reduce their packaging waste and adopt more sustainable alternatives.

Repak's comprehensive Packaging Design Guide has played a crucial role in supporting the application of EFM. The guide offers valuable insights and recommendations for designing environmentally friendly packaging solutions. By following these guidelines, Repak's Members have been able to bring about behavioural and design changes in packaging practices.

The Plastic Pledge Report, published by Repak, serves as a measurement tool to assess the impact of the Plastic Pledge initiative on Members' behaviour and design choices. It tracks the progress made by Members in reducing plastic waste and adopting sustainable packaging options. The report provides valuable data and analysis to evaluate the effectiveness of Repak's initiatives and identify areas for further improvement.

Overall, the introduction of EFM, coupled with the Packaging Design Guide and Plastic Pledge report, has fostered a positive shift towards more sustainable packaging practices among Repak's Members. These efforts contribute to the larger goal of reducing waste, promoting recycling and minimising the environmental impact of packaging materials.

2022 was another year of major challenges for our Members, Recovery Operators and the staff of Repak in managing through and exiting the pandemic. Funding of packaging recycling & recovery by Repak in 2022 increased to 1.115m tonnes with recycling at 759,149 tonnes a 6% increase on 2021. An additional €3.4m was spent recycling plastic tonnes. Overall funding increased by 16% (€4.7m) to €34m reflecting increased volumes of packaging materials recycling and increased funding for plastic recycling in Ireland based on the proximity principle.

2022 KEY HIGHLIGHTS

Here are the key highlights of Repak's performance:

Packaging Placed on the Market:

Repak's Members placed a total of 700,500 tonnes of packaging on the market in 2022. This indicated the scale of packaging materials that Repak has been actively involved in managing.

Recycling Efforts:

Repak's Members funded the recycling of 759,149 tonnes of packaging in the same year. This signifies Repak's commitment to diverting packaging waste from landfills and promoting sustainable recycling practices.

European Recycling Performance:

Repak is recognized as one of the best overall recycling performers in Europe. This achievement highlights the effectiveness of Repak's strategies and approaching in meeting the recycling targets contributing to a circular economy.

Cost Efficiency:

Repak has managed to maintain a cost base that remained in the lower quartile. This indicates prudent financial management, ensuring that resources are utilized efficiently to deliver on recycling targets and support the organisations objectives.

Future Readiness:

Repak emphasises its commitment to remaining an agile organisation, capable of adapting to evolving producer channels in complying with and managing materials in a circular economy. This proactive approach ensures Repak can effectively address future demands and continue to deliver sustainable solutions.

2022 SUMMARY PERFORMANCE

- In 2022, Repak achieved another outstanding financial performance with an operating surplus of €768k compared to a budgeted operating deficit of €3.2m. However, despite this achievement Repak had an after-tax deficit of €2.2m. Nevertheless, even the deficit was better than anticipated, as it was €371k less than the budgeted amount.
- In 2022, Repak facilitated recycling rates across all packaging as follows: Glass at 85%, EU target 60%. Paper/Cardboard 75%, EU target 60%. Plastic 33%, EU target 22.5%. Wood 66%, EU target 15%. Metal 69%, EU target 50%. The overall national recycling for 2022 is forecast at 63%. All materials, apart from plastic are forecasted to hit the 2025 targets. Overall recycling was up by 38,000 tonnes with plastic up by 7,600 tonnes in 2022.
- Member tonnes placed on the market did exceptionally well against target, with over 100% of all Member tonnes recycled.
- At the end of December 2022 membership numbers stood at 3,481 including 1,271 regular and 2,210 scheduled members. Member numbers increase to 3,673 when Authorised Representative and Green Dot members are included.
- €41.2m million had been invoiced to members at the end of 2022. This was a strong result, exceeding the membership budget of €39.6m. This included sales income at the end of 2022 which was €1.6m against a budget of €1.3m.
- Since the enforcement programme commenced five years ago a total of 691 businesses have been referred via the Enforcement Portal developed by Repak. To date 64% (445) have been resolved with 135 in the process of resolution.

- Our transformational IT project, built to facilitate best in class systems and to provide the necessary reporting now required to comply with the Circular Economy & Single Use Plastics Directives went live on 18 November 2022. The system will be adapted as required to cope with the demands of any new packaging waste legislation and the Single Use Plastics Directive.
- The communications program to introduce the new IT system worked well with high levels of attendance at Producers, Retailers, Waste Operators and Local Authorities webinars. More webinars will be held in 2023.
- 2022 had a high level of marketing and communications activity with our seasonal Easter and Christmas campaigns, Re-Imagine Team Green, Commercial backdoor waste and Pakman Awards, being to the fore.
- Eco-modulated fees will be applied to all material statistics from January 2023. Data monitoring and reporting requirements of the Single Use Plastics legislation will also commence in 2023. Communication and training will continue to be provided to members.
- The amended packaging regulations (SI No 659 of 2022) European Union (Packaging) (Amendment Regulations 2022) were published in December and came into force on 1st January 2023. To comply with the packaging regulations, major producers are now required to become a member of an approved body (i.e., Repak). Self-compliance is no longer an option.
- Repak identified, through its audit process, a non-compliant operator which overclaimed subsidies. Repak has since exhausted all available options to recover the subsidies overclaimed. The matter is now in the hands of the relevant enforcement authorities.
- Repak had two minor health and safety matters to report on in 2022.

Working with our stakeholders is an integral part of Repak's success. In particular, we wish to thank the Department of Environment, Climate and Communications (DECC), Environmental Protection Agency, Local Authorities, Regional Planning Offices, the Waste Enforcement Lead Authorities (WERLA's) and the communication team that manages www.mywaste.ie

We also recognise the very important role of over 100 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 another pandemic year, the DECC Waste task force did a tremendous job in maintaining waste services. Operators continued to upgrade their facilities to improve the quality of their recyclate and to increase recycling capacity in Ireland's waste infrastructure, 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 2022. In particular we wish to thank three retiring members for the stalwart work in overseeing the transformation of Repak since 2013, Ms. Anne Butler and Ms. Louise English (both Independent Directors) who retired in September 2022. Mr. Tom Burke, a Brandholder Member Director, resigned in April 2022. We are greatly indebted for their contributions.

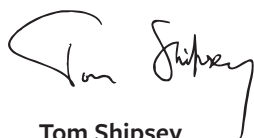
Mr. Robert Ryan was appointed to the Board on the 9th November 2022 to fill the casual vacancy arising from the resignation of Tom Burke. Ms. Teresa McColgan and Ms. Maire Mellerick (both Independent Directors) were also appointed to the Board in February 2022.

To the staff of Repak, a special thank you for your support and dedication. As we exited the Covid 19 pandemic in 2022, your contribution in delivering on behalf of all stakeholders, but particularly for our Members, is greatly appreciated.

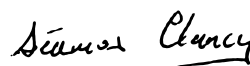
The Board of Repak recognise the challenges of the legislative changes and the financial pressures that are currently on our Members and on Ireland. As we cope with the continued war in Ukraine, supply chain disruption, the indirect consequences of Covid and current inflationary pressures, the Board of Repak will carefully consider its risk management of the scheme in the best interest of Members.

Finally, to you our Members, we are committed to managing your packaging scheme in an environmentally responsible and cost-efficient manner, especially during these challenging times. Applying the principle of circularity is a crucial step towards achieving sustainability. By optimising the use of resources, reducing waste and promoting recycling and reuse, we together can contribute to a more sustainable and efficient packaging system for Ireland.

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



Tom Shipsey
Chairperson



Séamus Clancy
Chief Executive Officer





ENVIRONMENTAL, SOCIAL & GOVERNANCE

1

Environmental, social and governance principles are an integral part of Repak's corporate responsibility with the help of our 3,400 Members. Protecting the environment is fundamental to our business operations. While ensuring Ireland reaches the recycling targets set by the EU, Repak supports our Members to achieve their own ESG strategies, helping them recycle and optimise their packaging to ensure we are all living in a circular economy.

In 2022 we identified strategic focus areas and a broader vision for sustainability within Repak. Our ESG strategy focusses on three key areas, our Members, our employees and our stakeholders. We significantly progressed our ESG strategy by conducting a thorough review of sustainability across the business and identifying relevant environment, social and governance issues that Repak will focus on.

ENVIRONMENTAL

If we do not reduce carbon emissions by 43% by 2030, the world of today will not be the world we live in tomorrow. That is why in addition to the day to day operations of the business, which helps Ireland Inc and our Members ensure the packaging on the island of Ireland is recycled, we help our Members meet the first action within the waste hierarchy and advise on waste prevention to support our environment. In 2022 we helped our Members support the circular economy, simplify polymers, use recycled content, avoid food waste and design packaging for recycling. As we stand at the abyss of climate emergency, last year we reviewed our subsidies with our stakeholder group, Recovery Operators, to incentivise them to recycle additional packaging and in 2022 we contributed an additional €5m to encourage increased recycling levels.

Our internal environment is equally as important as our external and in 2022 we reviewed the office facilities to ensure the highest BER rating. EV chargers were installed to help reduce carbon emissions. Through the appointment of our company safety officer it is ensured that our environment is safe for all employees. With Covid still within our environment, CO₂ levels are monitored in the building to ensure the healthy and safety and highest air quality in order to protect employees and visitors. We have removed all single use plastics from the office and reusable lunch boxes are used in the staff canteen daily.

SOCIAL

The health and safety of our staff and their welfare is ensured, as far as reasonably possible, to prevent workplace injuries or ill-health. Recognising the importance of an appropriate home office setup, our safety officer conducts risk assessments for any employees who work from home. We continued to provide our home office financial support. This provides an allowance towards kitting out a home office. We also asked our employees to complete a working from home ergonomic self-assessment to understand and alleviate any risks. In 2022 our new offering of recycling talks in communities, schools, disability groups and with our own Members, provided valuable recycling education to those who requested it.

Our Members data is protected and we have best in class systems and policies in place to reduce any exposure or misuse of the data we hold. We understand that moving to the cloud accelerates progress to net-zero and in 2022 we transitioned our IT system to ensure higher virtualisation ratios which are more energy efficient and have the scale and influence to make a significant contribution to combating climate change. We provided community initiatives to include litter clean ups and in 2022 six charity donations were made, to ensure we gave back to our communities and the people who need it. A strong emphasis on learning and development continues with the beginning of 2022 centred around staff development conversations. Employees were encouraged to discuss their development needs and set development focused objectives as part of their performance development. Gender balance of our employees is considered at all levels with the company representing 58% female and 42% male. At present the leadership team has one female member and we strive to balance this into the future.

GOVERNANCE

Our diversity and inclusion continued to make great progress in 2022. We ensure Repak is representative of the diverse society we live in with a culture that is inclusive and provides equal opportunities for all. We celebrated differences to ensure Repak is a workplace where differences are celebrated and employees feel comfortable sharing their unique perspectives. Diversity is fundamental to the future success and long-term prospects of Repak.

The Repak board operates to the highest standards of governance, in line with The Repak Constitution; Approval from the Department of Environment, Climate and Communications (DECC); and the Terms of Reference for the Committees of the Board. Diversity and Board independence composition is considered and includes age, gender, cultural background, geographical diversity and business background, to ensure it remains fit for purpose. The Board will always seek to appoint the most suitable and skilled candidates on merit against objective criteria, gender and diversity. While we do not, as such, set any particular diversity targets in respect of Board appointments, we will continue to give careful consideration to diversity as part of the process of Board refreshment and renewal. As at the date of this Annual Report, 33% of the Board members are female and 67% are male.





GOVERNANCE

2

The primary corporate governance instruments adopted by Repak are:

The Repak Constitution adopted by special resolution on 12 December 2022; 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 2022.

DIRECTORS

Mr. Tom Shipsey

Chairperson and Elected Brandholder

Mr. Séamus Clancy

Chief Executive Officer

Mr. Tom Burke

Elected Brandholder (resigned 6 April 2022)

Ms. Anne Butler

Independent (retired 30 September 2022)

Ms. Edel Clancy

Elected Retailer

Ms. Louise English

Independent (retired 30 September 2022)

Mr. William Hanley

Elected Scheduled Member

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. Robert Ryan

Retailer (appointed 9 November
2022 to fill a casual vacancy)

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 2022

Director	24 Feb	12 May	15 Sept	9 Nov	1 Dec	12 Dec	Attended
Tom Shipsey	•	•	•	•	•	•	6 of 6
Tom Burke	•						1 of 1
Anne Butler	•	•	•				3 of 3
Edel Clancy	•	•	•	•	•	•	6 of 6
Séamus Clancy	•	•	•	•	•	•	6 of 6
Louise English	•	•	•				3 of 3
William Hanley	•	•	•	•	•		5 of 6
Joseph Manning	•	•	•		•		4 of 6
Teresa McColgan	•	•	•	•	•		5 of 6
Eoin Mc Donagh	•	•	•	•	•		5 of 6
Maire Mellerick	•	•	•	•	•	•	6 of 6
Robert Ryan				•	•	•	3 of 3

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

Mr. Tom Burke, a Brandholder Member Director, resigned on 6 April 2022; Mr. Robert Ryan was appointed to the Board on 9 November 2022 to fill the casual vacancy arising thereon. Ms. Anne Butler and Ms. Louise English (both Independent Directors) retired on 30 September 2022. Ms. Teresa McColgan and Ms. Maire Mellerick (both Independent Directors) were appointed on 24 February 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:

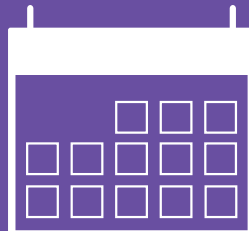
Fand Limited

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.

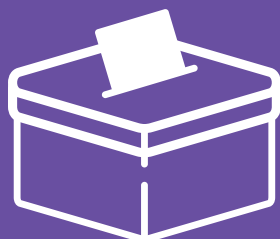


ANNUAL GENERAL MEETING

23 June 2022

The 2022 annual general meeting of Repak was held on Thursday, 23 June 2022.

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.



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. Teresa McColgan (Chairperson), Mr. Tom Burke, Ms. Louise English, Mr. Tom Shipsey, Mr. William Hanley.

The Committee reviews financial and reporting processes in the company and monitors risk. 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: 7

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 & SUBSIDIES COMMITTEE

Members (All directors and the company secretary):

Ms. Maire Mellerick (Chairperson), Ms. Anne Butler, Mr. William Hanley, Mr. Séamus Clancy, Mr. Joseph Manning, Mr. Eoin McDonagh, 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 (All Directors):

Mr. Tom Shipsey (Chairperson), Ms. Anne Butler, Ms. Edel Clancy, Mr. Joe Manning.

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: 4

STRATEGY COMMITTEE

Members (All Directors):

Mr. Tom Shipsey (Chairperson), Mr. William Hanley, Mr. Seamus Clancy, 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 Audit & Risk Committee and 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 its operations and in partnership with its members and stakeholders.

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





FINANCE

3

We are pleased with the overall financial performance in terms of the operating surplus, revenue growth and funds returned to Members by means of fee rebates. Despite unrealised losses on investments, the outturn for 2022 was positively impacted by revenue arising from new Member recruitment and increased packaging placed on the market by existing Members.

FINANCE HIGHLIGHTS 2022

Loss after tax of €2.2m is driven by unrealised losses on financial investments, reflecting a turbulent and difficult year on financial markets.

Operating surplus before taxation and financial losses was €0.8m (2021: €1.1m)

MEMBERSHIP FEE INCOME €41.2M

Membership fees income before rebate grew by 12% to €41.2m (2021: €36.7m) – driven by a combination of factors, including new Member recruitment, fee increases reflecting fee modulation and increases in packaging placed on the market by existing Members.

FEE REBATE €1.3M

In 2022, Fee rebates to Members who submitted data and discharged their membership fee invoices on time, amounted to €1.3m (2021: €1.2m). Since its inception, Repak has returned €10.16m to Members via the fee rebate.

OTHER REVENUE €1.6M

Repak has recognised other revenue of €1.6m (2021: €780k) which mainly relates to Circol ELT CLG and Deposit Return Scheme Ireland CLG, the former a compliance scheme established to recover end of life tyres, and the latter a compliance scheme being established to set up a Deposit Return Scheme for beverage bottles and cans. Service Level Agreements underpin the provision of services by Repak to both entities.



DIRECT RECOVERY AND RECYCLING COSTS €34M

Total expenditure of €34m (2021: €29.3m) is correlated to growth in tonnes recovered and increased financial support for the recycling and reprocessing of materials - both from the commercial and household sectors. Expenditure increased by 16% in 2022. Direct recovery and recycling expenditure accounted for 83% (2021: 84%) of total expenditure of €40.8m.

Overall tonnes recovered and recycled grew by 9% to 1,115,042 tonnes (2021: 1,020,580 tonnes), reflecting an increase of 18% to 355,893 tonnes (2021: 301,897) recovered by waste to energy facilities and an increase in recycled tonnes of 6% to 759,149 tonnes (2021: 718,693). The increase was driven by growth in packaging recycled from both householders and business.

ADMINISTRATIVE EXPENSES

Administrative expenses amounted to €6.8m (2021: €5.8m). Included in this figure are staff costs of €3.5m (2021: €3.1m) as well as marketing, communications and public awareness expenditure of €1.2m (2021: €0.9m).

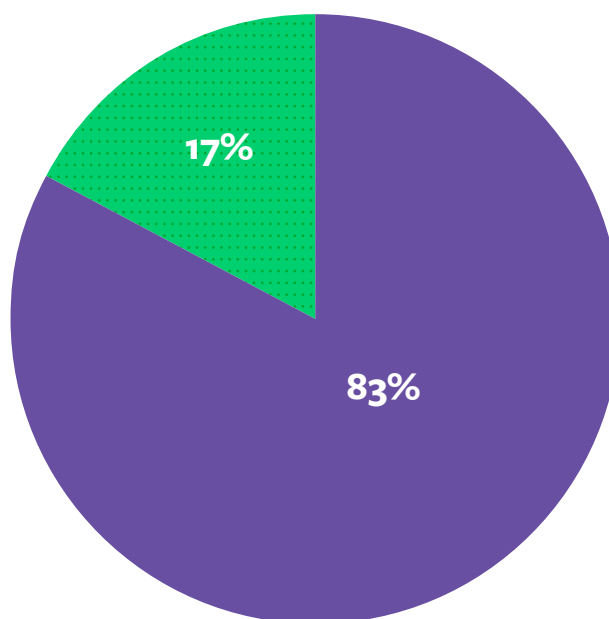
Repak provided funding for an enforcement programme in partnership with the Department of the Environment, Climate and Communications (DECC), the Waste Enforcement Regional Lead Authorities (WERLAs) and the Local Authorities.

NET INTEREST EXPENSE

Reflecting negative returns across global financial markets, the company recorded a net unrealised loss of €2.9m in relation to investments which were valued at €17.4m at 31 December 2022 (2021: €20.3m).

EXPENDITURE

How your money was spent.



Administration Expenses

Direct Recycling Expenditure

PROFIT & LOSS ACCOUNT

For the financial year ended 31 December 2022

	2022 €	2021 €
Membership Fee Income	41,211,523	36,736,749
Membership Fee Rebate	(1,318,022)	(1,243,535)
Membership Fee Income Net of Rebate	39,893,501	35,493,214
Other Revenue	1,619,834	779,839
Direct Recovery and Recycling Costs	(33,993,830)	(29,285,392)
Gross Profit	7,519,505	6,987,661
Administrative Expenses	(6,751,318)	(5,845,497)
Operating Surplus	768,187	1,142,164
Surplus on Ordinary Activities Before Interest and Taxation	768,187	1,142,164
Interest Receivable and Similar Income	35,552	1,421,007
Interest Payable and Similar Charges	(2,909,702)	(172,722)
Net Interest (Expense)/Income	(2,874,150)	1,248,285
(Loss)/Surplus on ordinary activities before taxation	(2,105,963)	2,390,449
Tax on (loss)/surplus on ordinary activities	(93,426)	(495,784)
(Loss)/Surplus for the financial year	(2,199,389)	1,894,665

There was no other comprehensive income for the financial year.

BALANCE SHEET

As at 31 December 2022

	2022 €	2021 €
Fixed Assets		
Tangible Assets	1,919,222	2,139,635
Intangible Assets	409,434	–
Financial Assets	17,442,266	20,272,982
Total	19,770,922	22,412,617
Current Assets		
Debtors	3,021,593	1,405,571
Cash at Bank and in Hand	19,250,697	20,725,691
Total	22,272,290	22,131,262
Creditors: Amounts Falling due Within One Year	(13,451,357)	(13,181,388)
Deferred Tax	15,636	(555,611)
Net Current Assets	8,836,569	8,394,263
Net Assets	28,607,491	30,806,880
Capital and Reserves		
Called up Share Capital – Presented as Equity	4	4
Profit and Loss Account	8,107,487	10,306,876
Contingency Reserve Fund	20,500,000	20,500,000
Total Equity	28,607,491	30,806,880

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 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 €17.4m.

DEBTORS

Included in the debtors' balance of €3m are trade debtors of €2.4m (2021: €0.7m) and VAT recoverable of €522k (2021: €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.



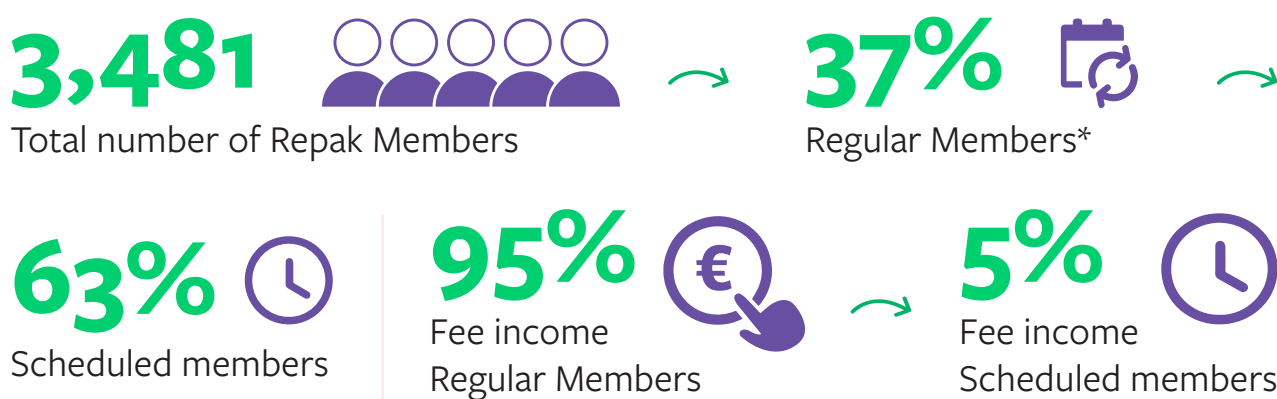


MEMBERSHIP

4

MEMBER NUMBERS

Repak's member numbers saw a slight increase in 2022. At the beginning of the year we had 3,431 members and this had increased to 3,481 members by the end of the year.



We saw a small growth in the number of members through the continued efforts of our Recruitment department. We had 177 new members certified and a loss of 127 members through revocations and mergers during the year. This was a net gain of 50 members.

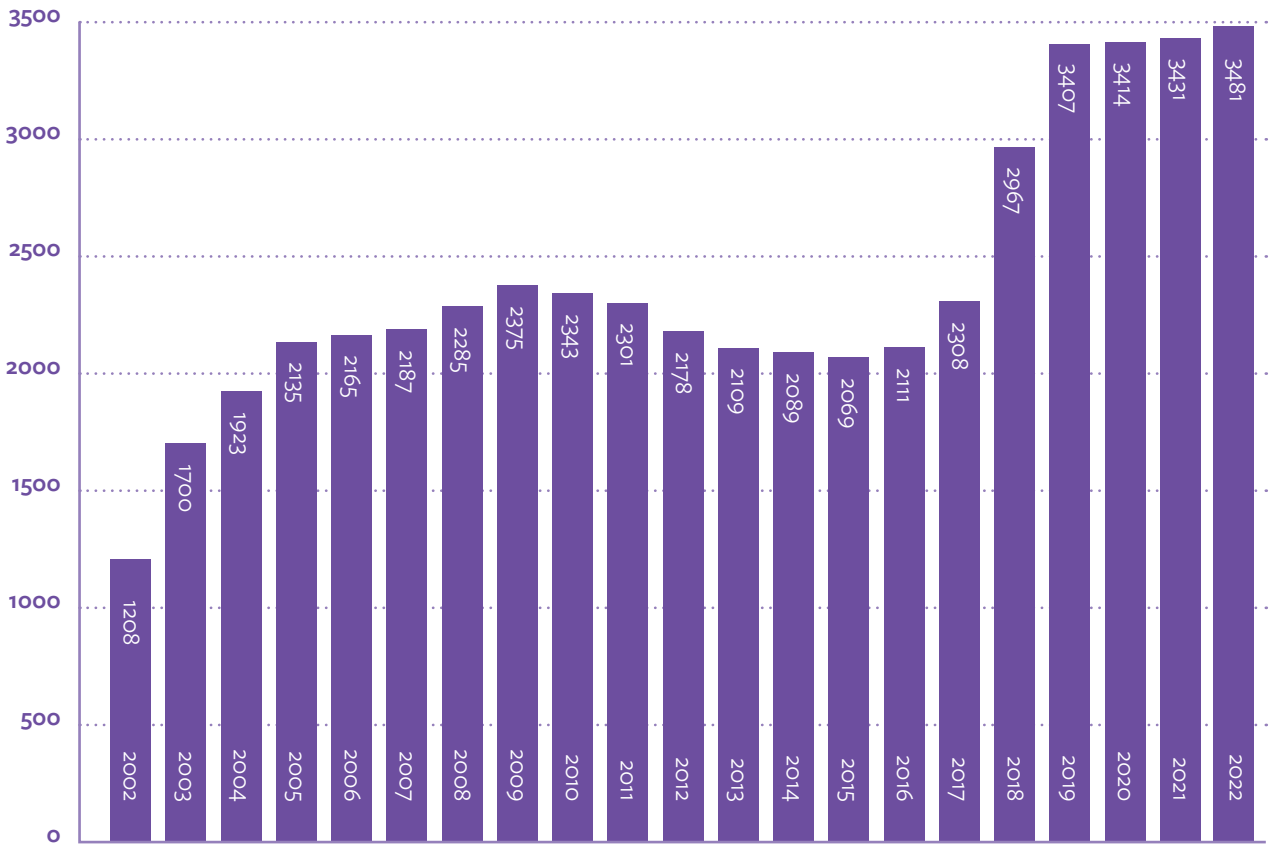
Of the 3,481 members, 37% were regular members* and 63% were scheduled members*. Fee income from regular members remained at 95% of 2022 fee income, with the remaining 5% coming from scheduled members.

A full list of Repak members can be viewed at:
www.repak.ie/members/list

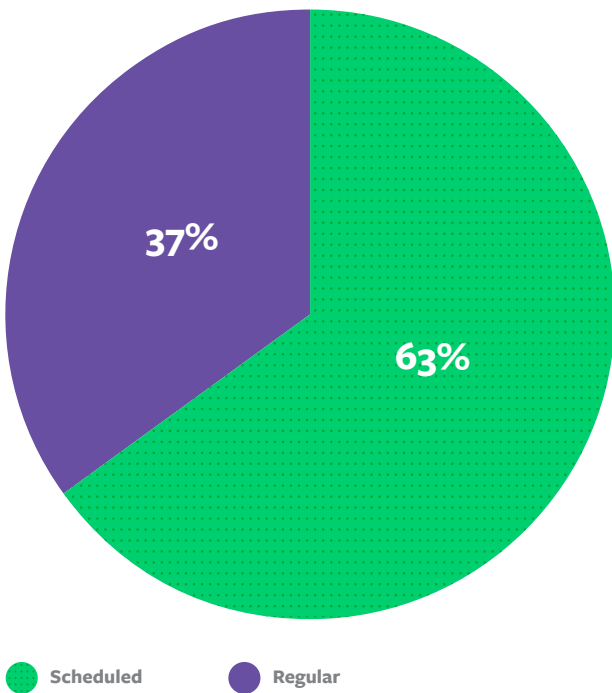


* See 'Membership Categories' for a description of our members

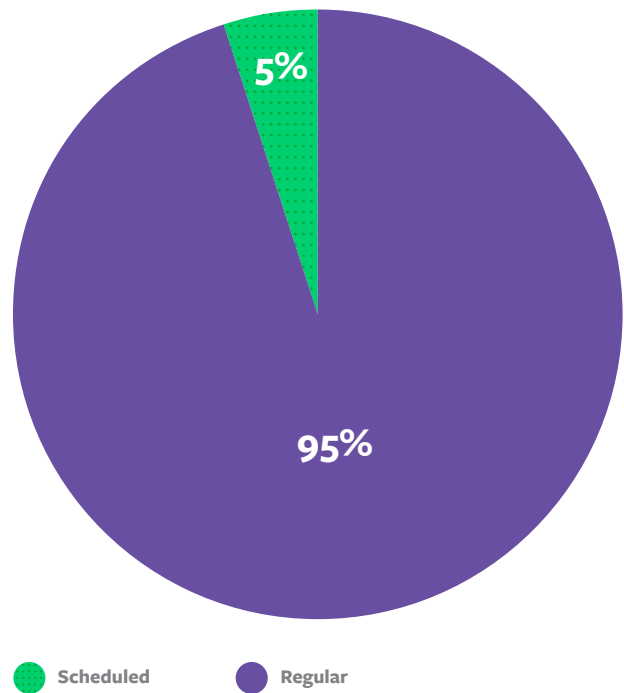
REPAK MEMBER NUMBERS
2002 – 2022



MEMBERS BY NUMBER



MEMBERS BY INCOME



MEMBERSHIP FEES

In 2022, the phased alignment of the cost of recycling packaging materials to the fee charged to producers (net necessary cost and eco fee modulation) continued. As a result, the fees for all packaging materials were amended. Non recycled plastic and composite fees increased accordingly with other materials such as recycled aluminum showing a decrease.

Fees for placing non recyclable plastics and composites on the Irish market increased from

2021 Fee	€175
2022 Fee	€214
2023 Fee (Approved)	€301

In total there was €1,318,022 available for rebate to members who 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.

As part of efforts to increase plastic packaging recycling rates within the commercial sector, twelve member visits were completed in conjunction with the Repak recycling and recovery team to assess current waste management practices on site.

These visits focussed on the segregation of plastic waste at the members premises in order to ensure that it was optimised. A comprehensive report was provided to the member with advice on changes to the current waste management practices in order to maximise the recycling of plastics and reduce costs.

REPAK MEMBERS PLEDGE ON PLASTIC PACKAGING WASTE

At the end of 2022, 142 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 fourth Plastic Pledge Annual Report highlighting the achievements of pledge signatories against the five Plastic Pledge objectives during the previous year 2021.

This showed that:

- Actions to date when accumulated would result in the reduction or replacement of 26,000 tonnes of plastic packaging.
- An average of 25% reduction in plastic packaging were reported by Repak's Plastic Pledge members as having been completed during 2022.
- Projects to include recycled content in plastic packaging led to an average of 60% recycled content being included in plastic packaging.
- Over 600 million single use plastic items were either replaced or removed from the Irish market.

Our 2022 Plastic Pledge Annual Report will be launched in August 2023.

142

Members signed the Repak Members' Pledge at the end of 2022.

26,000

Tonnes of plastic packaging reduced or replaced¹.

25%

Average reduction in plastic packaging reported.

+600 million

Single use plastic items replaced with non plastic alternatives or removed from the Irish market completely.

¹ Note that the 2022 Plastic Pledge Report refers to member achievements during 2021.

TABLE 1

Regular Member Fees per Tonne 2022 *

	Materials Manufacturer	Convertor	Distributor	Retailer	Brandholder / Importer
Paper	€2.09	€2.09	€2.09	€4.18	€23.19
Glass	€2.09	€2.09	€2.09	€4.18	€9.37
Aluminium	€2.09	€2.09	€2.09	€4.18	€85.30
Steel	€2.09	€2.09	€2.09	€4.18	€80.09
Recycled Plastics - Rigid	€2.42	€2.42	€2.42	€4.83	€105.28
Recycled Plastics - Flexible	€2.42	€2.42	€2.42	€4.83	€105.28
Non Recycled Plastics	€2.42	€2.42	€2.42	€4.83	€201.91
Beverage Plastic Bottles - PET	€2.42	€2.42	€2.42	€4.83	€105.28
Beverage Plastic Bottles - Other Plastic	€2.42	€2.42	€2.42	€4.83	€105.28
Non Beverage Plastic Bottles	€2.42	€2.42	€2.42	€4.83	€105.28
Wood	€2.09	€2.09	€2.09	€4.18	€10.82
Recycled Composite	€2.42	€2.42	€2.42	€4.83	€105.28
Non Recycled Composite	€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 (10 – 25 tonnes)	€1,000,000		€428	€98.44	€526.44
5	1	Independent Retailer (Over 25 tonnes)	€1,000,000	€3,809,999	€1,049.00	€241.27	€1,290.27

TABLE 3

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%
5	2	Independent Retailer (Over 25 tonnes)	€3,810,000	€4,439,999	€1,153.00	€265.19	€1,418.19
5	3	Independent Retailer (Over 25 tonnes)	€4,440,000	€5,079,999	€1,362.00	€313.26	€1,675.26
5	4	Independent Retailer (Over 25 tonnes)	€5,080,000	€5,719,999	€1,572.00	€361.56	€1,933.56
5	5	Independent Retailer (Over 25 tonnes)	€5,720,000	€6,349,999	€1,678.00	€385.94	€2,063.94
5	6	Independent Retailer (Over 25 tonnes)	€6,350,000	€6,989,999	€1,887.00	€434.01	€2,321.01
5	7	Independent Retailer (Over 25 tonnes)	€6,990,000	€7,619,999	€2,097.00	€482.31	€2,579.31
5	8	Independent Retailer (Over 25 tonnes)	€7,620,000	€8,249,999	€2,307.00	€530.61	€2,837.61
5	9	Independent Retailer (Over 25 tonnes)	€8,250,000	€8,879,999	€2,517.00	€578.91	€3,095.91
5	10	Independent Retailer (Over 25 tonnes)	€8,880,000	€9,519,999	€2,622.00	€603.06	€3,225.06
5	11	Independent Retailer (Over 25 tonnes)	€9,520,000	€10,159,999	€2,832.00	€651.36	€3,483.36
5	12	Independent Retailer (Over 25 tonnes)	€10,160,000	€10,799,999	€2,936.00	€675.28	€3,611.28
5	13	Independent Retailer (Over 25 tonnes)	€10,800,000	€11,429,999	€3,146.00	€723.58	€3,869.58
5	14	Independent Retailer (Over 25 tonnes)	€11,430,000	€12,059,999	€3,357.00	€772.11	€4,129.11
5	15	Independent Retailer (Over 25 tonnes)	€12,060,000	€12,699,999	€3,461.00	€796.03	€4,257.03
5	16	Independent Retailer (Over 25 tonnes)	€12,700,000	Over €12,700,000	€3,671.00	€844.33	€4,515.33

TABLE 4

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
6	2	Off Licence (All over 25 tonnes)	€3,810,000	€4,439,999	€1,153.00	€265.19	€1,418.19
6	3	Off Licence (All over 25 tonnes)	€4,440,000	€5,079,999	€1,362.00	€313.26	€1,675.26
6	4	Off Licence (All over 25 tonnes)	€5,080,000	€5,719,999	€1,572.00	€361.56	€1,933.56
6	5	Off Licence (All over 25 tonnes)	€5,720,000	€6,349,999	€1,678.00	€385.94	€2,063.94
6	6	Off Licence (All over 25 tonnes)	€6,350,000	€6,989,999	€1,887.00	€434.01	€2,321.01
6	7	Off Licence (All over 25 tonnes)	€6,990,000	€7,619,999	€2,097.00	€482.31	€2,579.31
6	8	Off Licence (All over 25 tonnes)	€7,620,000	€8,249,999	€2,307.00	€530.61	€2,837.61
6	9	Off Licence (All over 25 tonnes)	€8,250,000	€8,879,999	€2,517.00	€578.91	€3,095.91
6	10	Off Licence (All over 25 tonnes)	€8,880,000	€9,519,999	€2,622.00	€603.06	€3,225.06
6	11	Off Licence (All over 25 tonnes)	€9,520,000	€10,159,999	€2,832.00	€651.36	€3,483.36
6	12	Off Licence (All over 25 tonnes)	€10,160,000	€10,799,999	€2,936.00	€675.28	€3,611.28
6	13	Off Licence (All over 25 tonnes)	€10,800,000	€11,429,999	€3,146.00	€723.58	€3,869.58
6	14	Off Licence (All over 25 tonnes)	€11,430,000	€12,059,999	€3,357.00	€772.11	€4,129.11

TABLE 4 (CONTINUED)

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	15	Off Licence (All over 25 tonnes)	€12,060,000	€12,699,999	€3,461.00	€796.03	€4,257.03
6	16	Off Licence (All over 25 tonnes)	€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



Let's re-imagine
plastic to green
our world

REPAK 



RECRUITMENT & ENFORCEMENT

5

NEW MEMBER RECRUITMENT: NEW HIGHS IN 2022

The Sales team had one of its strongest performing years, achieving new member income of €1.58m for 2022. This high level of new member income was supported by a solid Qtr. 4 with the team's successful performance and an overall annual income increase 22% above budget. An accumulation of industry specific targeted recruitment and focused management of the onboarding membership process has been effective to help accomplish these results.

Notable business that joined the scheme in 2022:
Adidas Ireland
ATC
Crown Pet Foods
JC Master Distribution
The Rolling Donut Company
SiSu Juice
Takeda Products Ireland
Merck Life Science
Screwfix
Sazerac Of Ireland

The move to our new Microsoft Dynamics CRM in Quarter 4 has brought a new level of training and skills to the team as they move from Salesforce to the new integrated CRM. Our new Data Analyst has taken data management to a new level and we are confident this role will continue to support the department into 2023.

ENFORCEMENT CO-OPERATION 2022

Enforcement activities continued to increase throughout 2022 with 95 businesses referred to the Enforcement Portal in June. In addition to increased activity with regard to the agreed businesses that are referred through the annual lists, Local Authorities are continuing to identify additional suspect major producers in their regions which are being added to the Enforcement Portal.

Resolved			Sub Total	InProgress		Sub Total	No Progress	Total
Repak Member	Self Compliant	Not Obligated		Repak	LA			
286	20	20	461	19	153	172	59	692
41%	41%	41%	67%	3%	3%	25%	9%	100%

A new enforcement portal was introduced in November as part of Repak's new integrated IT system. A communication strategy was agreed with the WERLAs outlining the introduction of and the impact on the co-operation process. The new platform is more user friendly with significant additional functionality and ease of data management.

The removal of self-compliance at the end of 2022 has eliminated ambiguity over compliance. The establishment and enhancement of the Enforcement Portal as well as the relationships developed as a result of the co-operation program will provide effective support to ensuring those businesses who previously opted for self-compliance join Repak in a timely manner as well as the easy identification and action against any producer who continues to remain non-compliant.



RECRUITMENT HIGHLIGHTS 2022

NEW MEMBERS

The Repak sales team would like to extend a warm welcome to the 177 new members recruited in 2022 with a further 60 awaiting certification.

€1,552,720

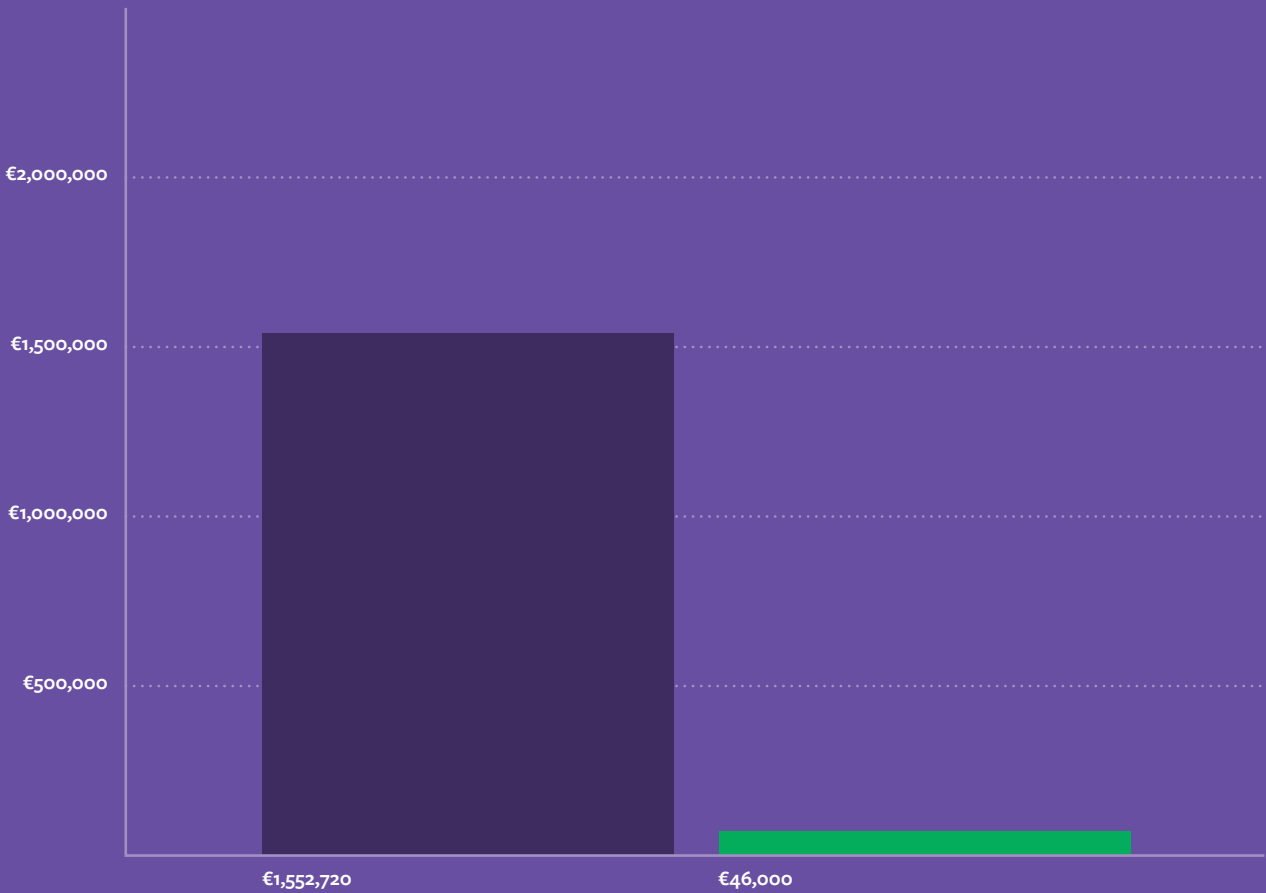
110 New Regular Members

€46,000

67 New Scheduled Members

NEW MEMBER INCOME SPLIT

Regular Scheduled



RECRUITMENT HIGHLIGHTS 2022

SALES DEPARTMENTS

€1,580,000

New member income for 2022.

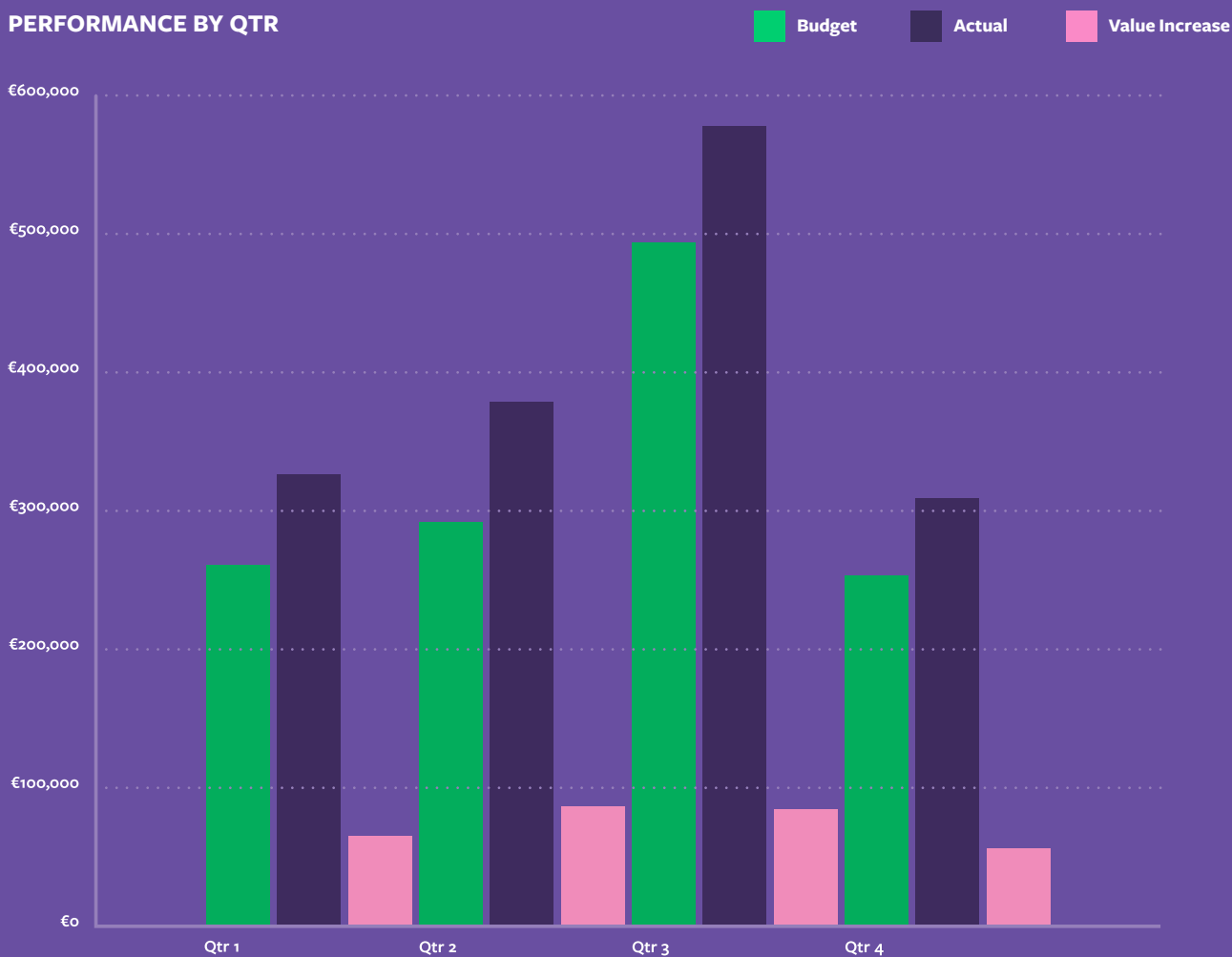
22%

Above budget for new member income in 2022

2022 BUDGET V ACTUAL



PERFORMANCE BY QTR





RECOVERY & RECYCLING

6

2022 has seen an unsurpassed performance in the increase of recycling from the household sector. This evidence proves that the re-introduction of all plastics in the household mixed dry recyclables (MDR) bin was the correct and indeed necessary decision in driving recycling upwards. But it must be stated that meeting the 2025 packaging recycling targets is going to be particularly challenging. All stakeholders must continue to act in the national interest and re-double efforts to achieve as close as possible to 2025 and 2030 recycling targets.

KEY INITIATIVES IN 2022

During 2022, Repak led a number of key initiatives to ensure that Ireland continues to optimise Recycling of all Packaging Materials.



These included:

ADDITIONAL FUNDING OF PLASTIC

In 2022, Repak committed an additional **€3.4m** funding for the certified recycling of plastic packaging. Almost half of this funding was targeted at net additional tonnes more than 2021 activity rates. For plastic recycled within Ireland, this represented up to a **22%** increase in plastic funding. The highest funding rate available for recycling household films was maintained in 2022 to significant effect, with an additional 9,000 tonnes of household plastics recycled.

ADDITIONAL WASTE CHARACTERISATION STUDIES

Additional Waste Characterisation Studies (WCS's) continued in 2022. The increased bank of data was instrumental in directing our next step on the road to optimising waste generation data for Ireland. Infact our studies showed that there was a requirement to refocus on sampling and cone and quartering of waste. This ensures that the sample is the most representative possible and that there is no chance of the results being skewed by a high concentration of a particular material type. The cost to Repak of additional studies in 2022 was in excess of **€200k**.

SURVEYS

In anticipation of changes to Commercial Waste Regulations, Repak commissioned two important surveys in 2022 – namely how Commercial Waste Collections are currently operating and what pricing structure is in place for commercial waste services. These surveys provide independent and quantifiable evidence of the current state of Commercial Waste Services and more importantly provide data on the significant opportunity that exists to transform this landscape.

COMMUNICATIONS

In light of the roll out of Dynamics 365, the new ROLC platform, communication with Recovery Operators reached a new level. Interactions took the form of mailshots, interactive webinars, training video releases, training clinics 1-2-1 and an increase in monthly engagements during claims approvals. Additionally we ramped up on-site Quarterly Meetings at Account Manager and Head of Operations levels. Site reviews and tours are a key part of the verification of day-to-day facility management and stock control.

NET NECESSARY COSTS (NNC)

With the start of operations at Limerick Polymer Productions, this operator is a new addition to the NNC process. Apart from that a similar deep dive collation and analysis of data has been repeated in 2022. Independent oversight by Reardon & Company has ensured that the process will stand up to scrutiny and will be optimised from a transparency, fairness and accuracy points of view.

WOOD OPERATOR REGISTRATIONS

In 2022 met with and registered an additional three wood operators who will start to receive appropriate funding. This will support both the wood recycling and overall packaging recycling effort. A Nationwide Wood Operator study was initiated in 2022. The scope of the study will cover at least 16 Operators. The Standard Operating Procedure (SOP) has been agreed by the EPA.

2022 KEY PERFORMANCE INDICATORS

(Tonnes Packaging Waste)

759k tonnes were funded for Recycling in 2022

This was a net overall increase of over **40k** tonnes in 2022 (**719k**) - a 5.6% increase

Backdoor/Commercial recycling increased by **42k** tonnes

Household plastic recycling increased by **9k** tonnes

Household/Domestic recycling overall remained stable at **335k** tonnes – no change

356k tonnes were funded for Energy Recovery – an increase of **54K** tonnes on 2021 (302k tonnes in 2021) - a 18% increase – diverting more material from landfill

Recycling and Energy Recovery of in excess of **16 million tonnes** of packaging has been funded by Repak since it was established in 1997

Repak Tonnage Targets for 2022 = Recycling 68% and Recovery 75%

Repak Tonnage Actual for 2022 = Recycling **63%** and Recovery **95%**

TONNAGE RECYCLED & RECOVERED

2022 VS 2021

	2022	2021	Movement
Backdoor Recycled	424,294	382,493	41,801
Household Recycled	334,855	336,190	<1,335>
Total Recycling	759,149	718,683	40,466
Recovery (EfW)	355,893	301,896	53,997
Totals	1,115,042	1,020,579	94,463

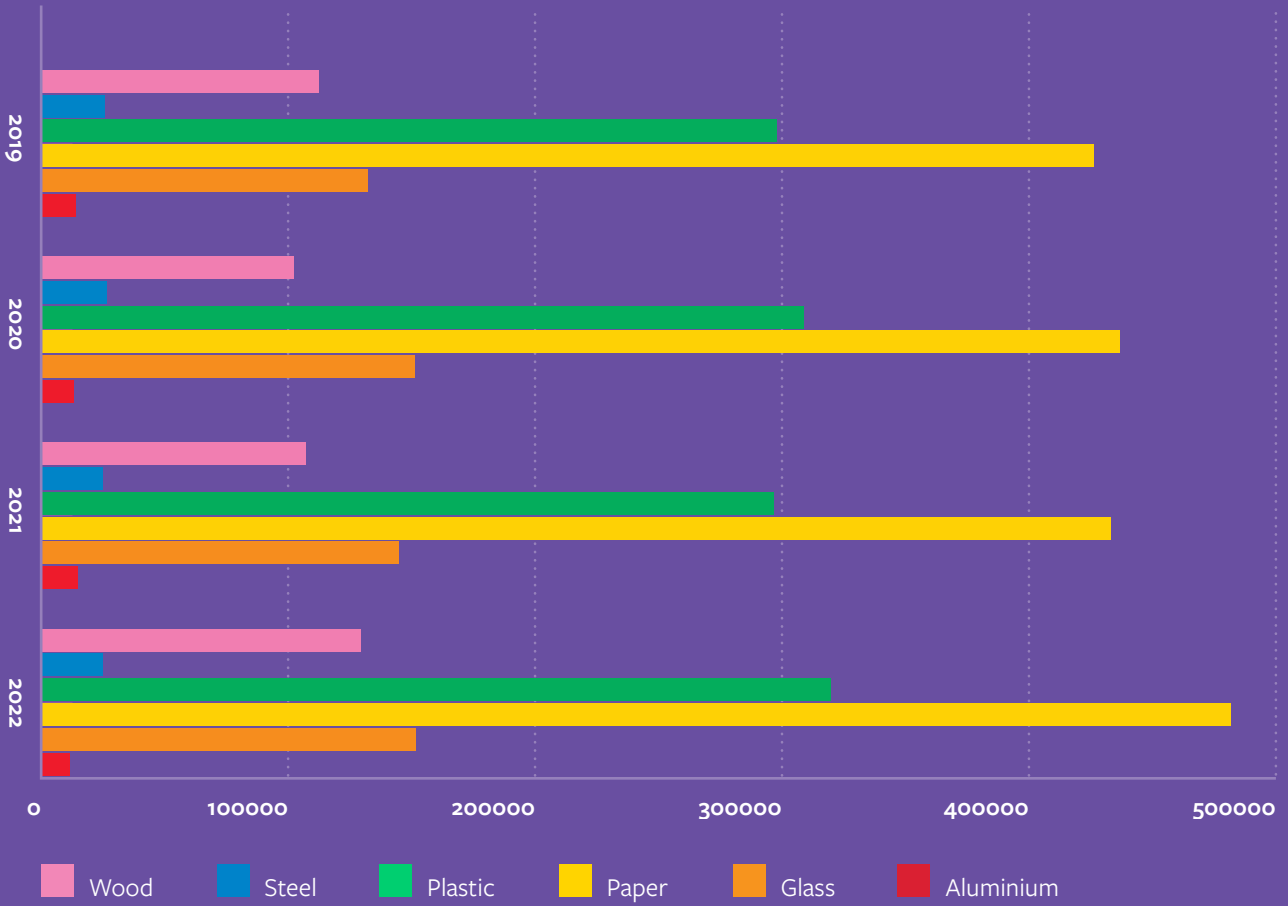
TONNAGE RECYCLED & RECOVERED

2022 & 2021



Quantities of Packaging Waste Recycled & Recovered

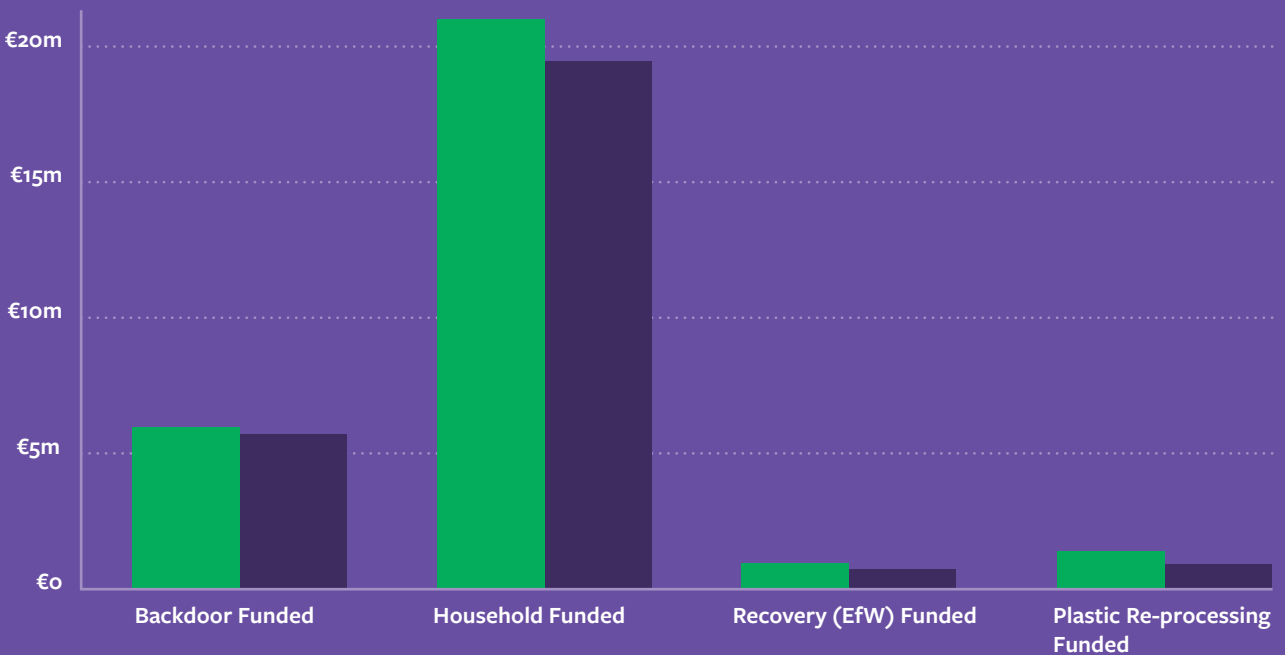
2019 – 2022



RECYCLING & RECOVERY

Funding by Sector 2022 vs 2021

2022 2021



2022 KEY PERFORMANCE INDICATORS

(Funding)

Repak operates and administers a RPS (Repak Payment Scheme) to evidence the tonnes of Recycling and Recovery achieved by Recovery Operators mainly described in two sectors:

- Commercial Waste that arises at business premises that has been used to convey goods to the market;
- Household/Kerbside 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 2022:

- **€32.8m** Total Funding was invested in Recycling & Recovery
- This was an increase of **€4.2m** on 2021 (**€28.6m**) or **15%**
- **83%** of Repak's total annual spend, was on Recycling & Recovery
- Recycling Funding in 2022 was **€31m**, an increase of **€4m 2021 (€27m) or 13%** (excluding WtE payments)
- Backdoor/Commercial funding was **€8.2m**, an increase of **€623k or 8%**
- An additional **€3.4m** funding was provided as targeted plastic funding
- Plastic reprocessing funding increased by **€526k or 65%**
- Household/Domestic funding was **€22.5m**, increasing by **€3m on 2021 (€19.6m)**
- Additional funding for Team Green, Bring Banks and Research & Development in 2022 was **€122k** and an additional funding amount of **€854k** 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 **€34m in 2022, an increase of €4.7m on 2021 (€29.3m)**.

COMPLIANCE

In 2022, 36 operationally focused Waste Characterisation Studies (WCS) and 22 Contract Compliance Audits (CCA) were completed by Repak. Across these audits, Recovery Operator monthly claims and operations including Health & Safety, Financial, Environmental and Insurance compliance were critiqued. Results from the audits demonstrated compliance with Registered Recovery Operators' contractual requirements.

Repak also completed over 20 Financial Audits on Recovery Operators. Those selected for audit received 90%+ of recycling funding and account for 90%+ of packaging waste tonnes recycled and recovered in 2022. Any queries from the Financial Audits were followed up as a matter of course.

Repak's compliance and audit procedures identified a recovery operator which had overclaimed subsidies from Repak of €1.2m. The overclaim was verified by an external financial audit commissioned by Repak. The recovery operator in question accepts an overclaim has occurred and has provided a credit note confirming this.

Measures taken by Repak to address this issue have included: suspending the recovery operator's account; initiating a Contract Compliance Audit; commissioning a financial audit carried out by an independent third party and meeting the company's management and its directors to seek repayment.

Repak has exhausted all available options to recover the subsidies overclaimed. The matter is now in the hands of the relevant enforcement authorities.



POLICY DEVELOPMENTS

7

EU POLICY & LEGISLATIVE DEVELOPMENTS

PROPOSAL TO REVISE THE PACKAGING & PACKAGING WASTE DIRECTIVE

On 30 November 2022, the European Commission proposed to revise the Packaging and Packaging Waste Directive. This review contributes to reaching the objective of the [European Green Deal](#) and the [new circular economy action plan](#) to ensure that ‘all packaging on the EU market is reusable or recyclable in an economically viable way by 2030’. The review will also contribute to the commitment of the [2018 Plastics Strategy](#) to ensure that by 2030 all plastic packaging placed on the market can be reused or recycled in a cost-effective manner.

The main aims of the proposal are to:

- Prevent the generation of packaging waste, reducing it in quantity, and promoting reuse and refill
- Ensure that all packaging on the EU market will be recyclable in an economically viable way by 2030
- Increase the use of recycled plastics in packaging, thus enabling more high quality (“closed loop”) recycling and substituting virgin materials

The key measures to bring about this change include:

- Targets for packaging waste reduction at Member State level, and mandatory reuse targets for economic operators for selected packaging groups
- Restricting over-packaging and certain forms of unnecessary packaging, and supporting reuse and refill systems
- Establishing criteria for design for recycling to be applied to all packaging
- Minimum inclusion rates for recycled content in plastic packaging
- Mandatory deposit return systems for plastic bottles and aluminium cans
- Harmonised labelling of packaging and waste bins to facilitate correct consumer disposal of packaging waste¹

The review also proposes to replace the current Directive with a Regulation to increase harmonisation of the legislation across member states. It is expected that this Regulation will be implemented in 2024 / 2025.



¹ www.environment.ec.europa.eu/topics/waste-and-recycling/packaging-waste_en

NATIONAL POLICY AND LEGISLATIVE DEVELOPMENTS

1. THE CIRCULAR ECONOMY BILL

The Circular Economy (CE) Bill was published in March 2022.

The Bill can be seen here:

www.oireachtas.ie/en/bills/bill/2022/35

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.

Actions provided for under the Bill are:

- Defining the Circular Economy for the first time in Irish domestic law
- Incentivising the use of reusable and recyclable alternatives to a range of wasteful single-use disposable packaging and other items
- Re-designating the existing Environment Fund as a Circular Economy Fund, which will remain ring-fenced to provide support for environmental and circular economy projects
- Introducing a mandatory segregation and incentivised charging regime for commercial waste, similar to what exists for the household market. This will increase waste separation and support increased re-cycling rates
- Providing for the GDPR-compliant use of a range of technologies, such as CCTV for waste enforcement purposes. This will support efforts to tackle illegal dumping and littering, while protecting the privacy rights of citizens

- Placing the Circular Economy Strategy and National Food Loss Prevention Roadmap on a statutory footing, establishing a legal requirement for governments to develop and periodically update these two policies
- Streamlining the national processes for End-of-Waste and By-Products decisions, tackling the delays which can be encountered by industry, and supporting the availability of recycled secondary raw materials in the Irish market
- Consolidating the government’s policy of keeping fossil fuels in the ground – by introducing prohibitions on exploration for and extraction of coal, lignite and oil shale

With regard to the **Segregation of Commercial Waste**, the Bill introduces a mandatory segregation and incentivised charging regime for commercial waste, similar to what exists for the household market. It will no longer be possible for commercial premises to dispose of their waste through a single, unsegregated, bin. Better segregation and incentivised pricing, with recycling bins having lower charges than general waste bins, will improve recycling at commercial premises and should save businesses money through better waste management. Commercial waste regulations were published in January 2023 with the intent to have them operational by July 2023.

2. REVISED IRISH PACKAGING AND PACKAGING WASTE REGULATIONS (SI NO 659 OF 2022)

The amended packaging regulations (SI No 659 of 2022) European Union (Packaging) (Amendment) Regulations 2022) were published in December and came into force on 1st January 2023. To comply with the packaging regulations, major producers are now required to become a member of an approved body (i.e. Repak) Previously, producers had the option to 'self-comply' under local authority oversight. However, this has now been removed. The Membership department are now working to bring these businesses into Repak membership and compliance with the regulations.

3. TRANSPOSITION OF THE SINGLE USE PLASTICS (SUP) DIRECTIVE (S.I. NO. 516/2021)

Repak have now developed a model that can collect data for the monitoring and reporting requirements of the legislation. Producers who report this data will also be required to sign a declaration to show they are in compliance with other requirements (i.e. not place banned items on the market, tether bottle caps etc.) This will ensure that all our current member producers of plastic will be compliant with the new legislation and will also facilitate producers who are not current members or are importing plastic from another market to meet their obligations. We have discussed the model and plans with the DECC representatives for SUP who are now aware the plan and how it will be implemented in 2023 for 2022 data.

Reporting templates are currently being developed that will allow members to fulfil these reporting obligations. It is expected that members will report on SUP in May/June 2023 (on 2022 data) after the H1 2023 packaging reporting is complete (i.e. in February 2023).

A member webinar dedicated to the SUP Directive will be completed in May 2023 to go through the reporting template in more detail.

Work continues with the DECC to define the amount and cost of litter that comes into the scope of this Directive and how it will be paid for in the future.

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

The Net Necessary Costs model for plastics and composites introduced in 2020 was expanded in 2022 to gather statistics for all recycled and non-recycled material. Eco-modulated fees have now been applied to these statistics since January 2023. This allows Repak members to be compliant with the requirements of the legislation by the required implementation date of 2023.

5. 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. At a recent Waste Management conference, the Minister of State, Ossian Smyth, announced that he is currently investigating methods of how plastic packaging producers can contribute directly to this tax. We expect further developments on this tax in 2023.

Further information can be found here:

www.eur-lex.europa.eu/TodayOJ

6. NATIONAL WASTE MANAGEMENT PLAN

There are currently three Regional Waste Management Plans, for the Southern, Eastern/Midlands, and Connacht Ulster regions. In 2022 the three Regional Waste Management Planning Lead Authorities prepared 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 2023.



**MARKETING,
COMMUNICATIONS
& PUBLIC RELATIONS**

8

During 2022, the primary marketing objectives were centered around increasing plastic recycling in order to reach the target of 50% of all plastic being recycled by 2025. To support this goal, there was a greater emphasis on providing Member support across all initiatives, promoting their sustainability efforts, and highlighting their packaging recycling achievements. Additionally, Repak aimed to add value to their membership by keeping Members informed of EU legislation changes related to sustainability and packaging recycling.

Repak continued to drive our marketing and communications with:

Local Authority and Recovery Operator Webinars, Plastic Pledge, Business Waste Education, Easter, Pakman Awards and Christmas. We enhanced our digital and marketing strategy to support communications, delivered significant engagement, measurable results and reappraised Team Green to re-imagine, putting the Members as hero's and extending the consumers understand of plastic recycling.



MEMBER & LOCAL AUTHORITY WEBINARS

Webinars proved to be an effective tool for Repak's marketing efforts in 2022, particularly in keeping Members informed on important policy changes, Membership fees, new I.T infrastructure, and reporting. Regular communication channels were established and maintained throughout the year.

In 2022, Repak conducted two Members' webinars and one Local Authority webinar. The first Members' webinar took place on June 29th and featured keynote speaker Ossian Smyth, Minister of State with responsibility for Public Procurement, eGovernment, and Circular Economy. The webinar covered four key areas related to policy and legislation changes, updates on net necessary costs, eco-fee modulation, 2023 Member fees, and the 2021 Plastic Pledge report. Over 400 Members registered and 230 attended the webinar, with a recording of the session sent to all registered Members.

The second Members' webinar occurred on November 21st, and it highlighted Repak's enhanced Member reporting portal. The webinar provided an overview of the I.T project, demonstrated how to access and redeem an invitation to the portal, manage Member information, and submit a packaging statistical return. Over 500 Members registered and 340 attended the webinar, with a recording sent to all registered Members.

Finally, a Local Authority webinar was conducted on November 23rd, focused on the new reporting portal. The webinar discussed how to access and navigate the portal, record engagements, and submit observations. A total of 65 stakeholders registered, and 47 attended the webinar, with a recording sent to all registered Local Authorities.

RECOVERY OPERATOR WEBINARS

On November 29th, two webinars were held for Recovery Operators, providing information on the new Recovery Operator claims reporting portal. Both webinars included navigation demonstrations for submitting a claim and updating Recovery Operator details. A total of 81 Recovery Operators registered for the webinars, with 76 attendees across both sessions. A recording of the webinars was sent to all Recovery Operators who registered.

PLASTIC PLEDGE

To support the fourth Plastic Pledge Annual Report, a press release was issued and webinar held in June. As detailed under Member webinars. Minister of State Ossian Smyth T.D. praised Repak and its Plastic Pledge Members for their efforts to reduce plastic packaging waste commenting:

'Repak and its Plastic Pledge Members are leading the way in helping to reduce plastic packaging waste. It's heartening to read that they either removed or replaced 600 million single use plastic items in their packaging in one year. They are demonstrating to wider business how 'best-in-class' sustainable thinking and actions can benefit both the environment and the economy. But we also have to see this progress as the start of transformative change, as Ireland faces a great challenge to meet EU circular economy targets.'

'I note that Repak sees substantial potential for business to improve the segregation and recycling of commercial waste. The Government's Circular Economy Bill and Circular Economy Strategy will provide definitive policy support and direction for business to fully play its role and meet its responsibilities for the products it places on the market. I look forward to us working together – to build on the promising results of today's Plastic Pledge Report.'

Promotion of Plastic Pledge report included paid support of the report across LinkedIn and Twitter, with the objective to drive clicks to the report on Repak.ie and develop awareness amongst potential signatories. Campaign ran for the month of June and July.

The online campaign had combined impressions of 1,732,308 and reach of 471,742.

Post campaign PR analysis: Reach of 23,258. Value of €2,585 with 4 online pieces of coverage.

REVISED REGULATIONS & CHARGES FOR BUSINESS WASTE

There are several ways to help increase recycling, including raising awareness about the importance of recycling, segregation, implementing better waste management practices, supporting recycling initiatives, and developing new technologies for plastic recycling.

To ensure businesses are implementing waste management practices to ensure all packaging at their commercial backdoor is sent for recycling, to help specifically with plastic recycling, Repak ran a number of Trade Ads and advertorials throughout 2022. These publications were selected based on their relevance to Repak's target audience and their readership demographic educating businesses of their legal obligations.

Publications included:

- Irish Packaging Directory
- Shelflife Sustainability Report
- Retail News Sustainability Feature
- Irelands Forecourt and Convenience Retailer
- The Irish Times Top 1000 Companies
- Business Plus Magazine Guide - Corporate Social Responsibility & Sustainability
- Food Ireland Yearbook

ADVERTISING

In 2022, Repak maintained a strong social and digital presence through a combination of paid advertising and organic campaigns across various platforms, including Meta, TikTok, and LinkedIn. With the changing landscape on Twitter, the brand prioritized brand safety and only shared organic posts on a campaign-by-campaign basis.

Overall, Repak's social media content in 2022 reached a combined audience of 9.6 million and generated 45 million impressions. The campaigns throughout the year focused on promoting various initiatives and reports, such as the Guide to Returnable & Reusable Packaging Systems, Packaging and Design Guide, Repak Members' Plastic Pledge objectives, and the 2021 report. Additionally, Repak shared soft plastic recycling tips and polls, recycling hack videos, updates on the Pakman Awards, and content related to the re-imagine Team Green initiative.

REPAK EASTER CAMPAIGN

Repak developed a PR response campaign to educate the public on proper recycling practices, particularly for plastics. The campaign included a research-led press release with statistics on the volume of packaging generated over Easter, influencer collaborations with Today FM personality Dave Moore, including a social media campaign, were used to create awareness of how to recycle plastic correctly.

Dave Moore's video post reached over 117,000 users. The social media campaign had a combined reach of over 310,700 on Meta and TikTok with 960,590 impressions and 85,000 video views.

Post campaign PR analysis: Reach of 6,665,792. Value of €111,732 with 50 across broadcast, 18 online and 3 print pieces.

RE – IMAGINE TEAM GREEN

Repak has clear business objectives of achieving higher plastic recycling rates and adding value back to Members. In 2022, we reframed Team Green to 're-imagine'. This theme extends the consumers' understanding of plastic and aims to demonstrate that plastic is only waste if we waste its potential. By recycling it correctly, plastic can have a second life, helping us live in a circular economy and reach future plastic recycling targets of 50% by 2025.

The campaign aimed to get Ireland, business and public, aligned and inspired about our recycling targets and a more sustainable future. A campaign that would sustain that inspiration for 3 years. It re-freshed the Repak brand from anonymous to exciting, re-framed plastic from waste to useful, re-positioned Repak's 3,400 Members as key players at the centre of the circular economy creating value for all and re-energised Team Green in the public's mind to a more motivating and connected sustainability mission and purpose.

An integration of multiple media channels were used with TV as the main media, supported by Radio, PR, Digital, Social and Google Display with new ad structure performance max. This was a strategic approach to reach a wider audience and increase engagement. To support the 3,400 Members who

commit to recycling their packaging, we filmed five Most Valued Players, to showcase their sustainability efforts and best practices of these companies, as well as highlight their contributions in their respective industries. These included Dawn Farms, Flahavans, Glenisk, Irish Distillers Pernod Ricard and Musgrave. This was a strategic approach to featuring these key Members in the campaign, it increased their visibility and promoted their sustainable practices to a wider audience, to inspire others in industry to adopt similar practices and contribute to a more sustainable future.

Repak invested in the website to ensure the campaign was fully integrated across all platforms and executed a successful influencer marketing campaign. By partnering with credible and trusted voices, we enhanced the reach and appeal of the campaign across a diverse channel mix. The strategy using large and micro influencers added scale and variety to reach a wider audience. Seamus Lehane, Fionnuala Moran, Fionnuala Jones, Trisha Lewis and The Useless Project, are well known names associated with sustainability and online media, allowing Repak to leverage their influence to promote the campaign message.



2.5 million

Irish People Reached
 Total campaign reach 10m
 (TV, radio, print, online)



At Launch, Website
 Users Increased by:

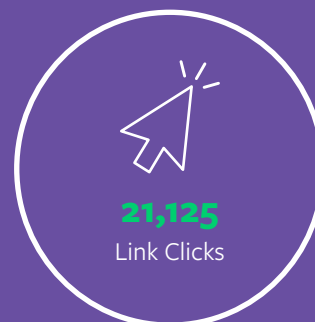
33%



PAID SOCIAL RESULTS WERE EXEMPLARY:

17.6m

Impressions



961,396

Influencer Reach

776,741

Post Engagements



Social Cutdown Video:

86%

VTR

Outperformed any industry benchmark delivering a

€0.01

CPV

B2C team green sign ups increased by:

31.4%



Even though consumer growth wasn't a key KPI, success here proves we reached and engaged all of Ireland to get behind our environmental targets.

210%

of target achieved
 by new Repak Team
 Green members.

The target was **50 new members** to join within first **3 months** of launch.

A total of 118 joined by December 2022

Social media content that featured influencers utilised an approach that allowed us to allocated paid support to their posts to expand reach which resulted in:

Reach **961,396**

Impressions **526,073**

4,000

Interactions across Facebook, Instagram and TikTok.



Post campaign PR analysis showed:

Reach **2,515,979;**

Value **€62,258;**

with 12 pieces of coverage, 7 print, 4 online & 2 Broadcast.

KEY HIGHLIGHTS FOR AR – MARKETING

Re-imagine provided Repak's

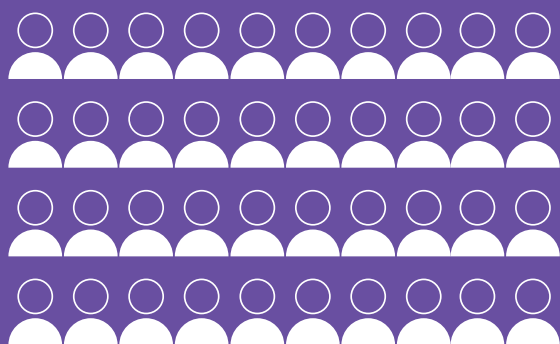
3,400 Members

a platform and rightful place as key players at the centre of the circular economy, creating value for all



re-imagine Team Green total campaign reach of

10 million



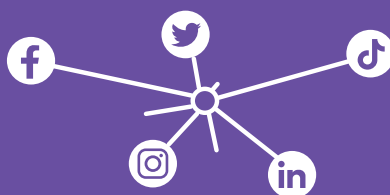
Over

100 members

Joined Repak Team Green in 2022 including Musgrave, Glenisk, Dawn Farm Foods, Flahavan's, Irish Distillers Pernod Ricard, Brown Thomas Arnott's and Nike

9.6m

The combined social media reach for 2022



45m⁺

Impressions Achieved

31%



Increase in LinkedIn followers in 2022 due to increased use of advertising placements and Member content



€528,479.70

Value

KEY HIGHLIGHTS FOR AR – MARKETING

Top performing pages in 2022 were:
What can I recycle?
Homepage
What does not go into the recycling bin?
Recycling Centres
Repak Members' Plastic Pledge
Recycling Tips and FAQs
Recycling Symbols
Become a Member
About Us
The Repak Members List

Top keywords searched for in 2022 included:
Team Green
Join Team Green
Recycling Regulations
Packaging Sustainability
Business Waste Recycling
Business Recycling
Packaging Compliance
Sustainable Packaging
Recycling Information on Packaging
EU Packaging Regulations
Packaging Regulations Ireland

PAKMAN AWARDS

The Pakman Awards are an annual event that recognises outstanding achievements in recycling and waste management by businesses, organisations, community groups, and individuals. The ceremony was held at the Marker Hotel and celebrated the previous year's accomplishments in sustainability, recycling, and waste management.

The 11 category winners were automatically nominated for the overall Pakman Award, which was won by Limerick Polymers Production. In addition, six charities nominated by the winners across the 11 categories each received a €1,000 charity donation.

The National Environmental Awards aim to encourage and inspire business, community groups and individuals to become leaders in the circular economy. Minister of State with Responsibility for Communications and Circular Economy, Ossian Smyth TD, commended the remarkable pace of change towards a circular economy and the inspiring achievements recognised at the Pakman Awards commenting:

'Since last year's Pakman awards, Government has published Ireland's first Whole of Government Circular Economy Strategy and enacted the first Circular Economy Act. The pace of change is remarkable. The Pakman awards don't just recognise the marvellous achievements but will further inspire and energise us all to reach Ireland's potential to become a leader in the circular economy'.



THE FULL LIST OF WINNERS AS FOLLOWS:

Category	Finalists	Winner
2022 Overall Pakman Award	All 10 category winners	Limerick Polymers Production
Battery and WEEE Champion – Sponsored by European Recycling Platform	– Association of Electrical Wholesalers – Currys Ireland – Lidl Ireland GmbH	Currys Ireland
Business Recycling Champion – Sponsored by WEEE Ireland	– CJ Sheeran Limited – Swords Pavilions – The Imperial Hotel Cork	CJ Sheeran Limited
Community Recycling Initiative – Sponsored by The Department of Environment, Climate and Communications	– Dillon Waste Unlimited Company – Joe Bonner – Relove Paint - Cork County Council & Cork City Council	Relove Paint – Cork County Council & Cork City Council
Education and Awareness Initiative – Sponsored by Environmental Protection Agency	– Eastern-Midlands Regional Waste Management Plan Office – Castletroy College – National Spring Clean	Eastern-Midlands Regional Waste Management Plan Office
Innovation in Waste Resource Products or Services - Sponsored by Enviro Guide Consulting	– McCulla (Ireland) Ltd – Rebox – Soltec (Ireland) Ltd	Rebox
Plastic Pledge Award – Sponsored by Repak	– Aldi Ireland – ABP Food Group – Brown Thomas Arnotts – Coca-Cola HBC Ireland and Northern Ireland – Irish Distillers Pernod Ricard – Lidl Ireland GmbH – Musgrave – NPP Group Ltd – Primark Limited	Coca-Cola HBC Ireland and Northern Ireland Irish Distillers Pernod Ricard Lidl Ireland GmbH
Tyre Champion – Sponsored by Circol ELT	– Continental Tyre Group Ltd – Discount Tyres – Toyota Ireland	Continental Tyre Group Ltd
Waste Recovery Operator – Household and Commercial - Sponsored by The Irish Waste Management Association	– Enva Ireland Limited – KeyWaste Management Ltd – Panda Green	Panda Green
Waste Prevention Award - Sponsored by Dublin Waste to Energy	– CJ Sheeran Limited – Palm Free (Zero Waste) Irish Soap Ltd – Skerries TidyTowns Committee	Palm Free (Zero Waste) Irish Soap Ltd
Waste Recycling and Recovery Facility - Sponsored by AMCS	– Glassco Recycling Ltd – Limerick Polymers Production – Re-gen Waste Ltd	Limerick Polymers Production

PAKMAN AWARDS

The phased social media approach across Facebook and LinkedIn achieved combined impressions of 2,968,963 and reach of 880,802. Content was launched from April 2022 using Pakman Awards 2021 highlights content to prime audiences for call for entries and finished in November with 2022 winner posts.

Post campaign PR analysis showed:

Reach of:

1,518,542;

Value of:

€84,357.70

with 24 print pieces, 16 online and 4 Broadcast.

CHRISTMAS

Repak's Christmas campaign was successful in promoting recycling best practices over the festive period sharing recycling tips across Meta and TikTok. The social media campaign reached a large audience and the post-campaign PR analysis showed that it received significant media coverage.

The two week social media campaign achieved combined impressions of 4,229,257, reach of 1,170,373 and 32,982 video views.

Post campaign PR analysis showed:

Reach of:

1,373,862;

Value of:

€132,178

with 33 online and 1 Broadcast.



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REPAK