



Pathways to Better

Annual Report 2023

REPAK

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Repak Board Members

2023/2024



Mr. Tom Shipsey
Chairperson & Independent



Mr. Séamus Clancy
Chief Executive Officer
(Retired on 30 April 2024)



Ms. Zoe Kavanagh
Chief Executive Officer
(Appointed 1 May 2024)



Mr. Damien Butler
Elected Brandholder Member
(Appointed 7 December 2023)



Ms. Edel Clancy
Elected Retailer



Mr. William Hanley
Elected Scheduled Member



Mr. Joseph Manning
Elected Retailer



Ms. Teresa McColgan
Independent



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



Ms. Maire Mellerick
Independent



Mr. Robert Ryan
Appointed Retailer

Welcome

2023 at Repak

In 2023, Repak Members showed a strong commitment to the environment by funding the recycling of 102% of all packaging and 69% of plastic packaging that they placed on the market. Repak Members contributed significantly to the national recycling and recovery of packaging (1,114,763 tonnes) while making a significant impact by surpassing all EU targets for the five main packaging materials.

Repak finances remained strong in 2023. Holding such a strong financial position has been and will remain key to providing a foundation to achieve ‘better’ in the face of significant regulation change being adopted by the EU Commission and in mitigating the cost impacts for our Members. Repak is and will continue to be in the lower cost quartile of all extended producer responsibility schemes in the EU.

Repak’s Membership numbers continued to grow in 2023. At the beginning of the year, we had 3,481 Members, this increasing to 3,504 Members by year end. The Membership and Recruitment Department had a very successful year in 2023, achieving €45.1m in income which was ahead of expectations.

Managing the obligations and reporting requirements of the SUP Directive and those for the Packaging & Packaging Waste Regulations, due to be passed by the EU Commission in June 2024, are two fundamental changes which Repak will be managing on behalf of our Members in 2024. In 2023 Repak continued to invest in a new IT infrastructure, to accommodate enhanced reporting and minimise impacts on our Members.

2023 Summary Performance

- Total tonnes recovered and recycled: 1,115k
- Total tonnes recycled: 746k
- Total tonnes recovered (WtE – Waste to Energy): 369k

Comparing these figures to 2022:

- Overall recycling decreased by 13,483 tonnes compared to 2022 (-1.8%)
- Recovery was up on 2022 by 13,203 tonnes tonnes (+3.7%)

Specific material changes compared to 2022:

- Paper: Decreased by 53 tonnes
- Plastic: Decreased by 4,220 tonnes
- Glass: Decreased by 10,052 tonnes
- Member tonnes recycled surpassed the required EU targets for both 2025 and 2030, with overall recycling achieving a recycling rate of 102%, plastic at 69% and paper at 122%, thus indicating strong strides in the recycling of these materials.
- At year end 2023 Repak Scheme Membership numbers stood at 3,504, with 1,354 regular Members and 2,150 scheduled Members generating €45.1m of fee income. Total Member numbers are 3,635 when Authorised Representative and Green Dot Members are included. 179 new Members joined Repak in 2023 generating €2.7m of fee income. With the abolition of self-compliance in 2023, 49 previously Self Compliant companies joined, 14 are in the process of joining and 23 companies currently remain outside compliance.
- Eco-modulated fees were applied to all packaging material types from January 2023. This made Ireland one of the first countries in the EU to comply with its application as required by the Packaging & Packaging Waste Directive. Data monitoring and reporting requirements of the Single Use Plastics (SUP) legislation also commenced in 2023. Communication and training of this new reporting requirement was provided to Members. This remains a work in progress and 2024 will see a greater level of support and engagement with Members on SUP reporting obligations.

- Fee rebate paid to Members in 2023 (regular and scheduled) was €1.4m. This brings the total amount of the rebate paid to Members since its introduction in 2015 to €11.5m.
- Repak continued to refer non-compliant businesses to the Local Authority enforcement authorities. In 2023 45 businesses joined Repak as a result of such referrals, with a further 23 pending applications currently being processed. Such referrals ensure a level playing field for all producers that place packaging on the Irish market. Overall, the enforcement co-operation programme with Local Authorities has resulted in the addition of 577 businesses to Repak Membership.

2023 financial performance by Repak was strong, with a surplus of €6.5m after tax bringing Total Reserves to €35.1m:

- The strong financial performance is primarily as a result of strong Membership fee income and an underspend on recycling in 2023, alongside a strong recovery in the valuation of Repak investments, following a large fall in 2022.
- Levels of recycling remained flat when compared to 2022 and an incentivised subsidy program put in place for commercial packaging recycling did not lead to increased recycling by Recovery Operators. Hence, it is likely that the recycling of plastic packaging for Ireland will not reach the EU target of 50% by 2025, despite Repak Members achieving a rate of 69% in 2023.
- A new SUP litter liability for 2023 of €1.4m was agreed with the Department of the Environment, Climate & Communications (DECC) representing Repak Members required contribution to the cost of managing litter costs under the European Union (Single Use Plastics) (No. 2) Regulations 2021. It is expected that this liability will reduce for Repak Members in 2024 with the liability being shared by Repak with the deposit return scheme company DRIS CLG trading as Re-turn. In 2023, given the strong financial performance, Repak absorbed this cost on behalf of Members and the expectation is that it will do so again in 2024.

- Maintaining a Contingency Reserve Fund of €20.5m is a condition of our DECC approval.
- Revisions to EU Packaging and Packaging Waste Directive: The European Parliament position was agreed in November 2023, followed by the European Councils 'General Approach' which was agreed on 18th December 2023. Many compliance requirements are complicated and will be onerous and difficult to deliver upon for our Members. Repak's concerns on behalf of Members have been brought to the attention of the European Commission via DECC and progress was made in addressing many of the concerns raised by Repak. The compromise document, was agreed by the European Commission in April 2024.
- Marketing and communications in 2023 had an integrated calendar plan with a focus on plastic recycling to help Ireland meet future targets and education of best practice recycling across all packaging materials. Seasonal activity across Christmas, Easter, Re-imagine Team Green, Member webinars and the repositioning of the Plastic Pledge with Members, took place throughout the year.
- Repak commenced a route and branch review of our marketing and communications strategy in October 2023. A new communications strategy will be implemented from April 2024. The key objective is to improve the segregation of packaging in businesses and in the home to help meet future packaging recycling targets. The communications will also ensure our Members are recognised for the contribution they make to Ireland reaching EU targets.
- The 9th annual Pakman Awards were a huge success. The Awards were launched in early June, and following broad media coverage across print and digital platforms, the Awards received a steady stream of entries across all 11 categories. The Pakman Awards took place at the Shelbourne Hotel Dublin in October with 280 guests in attendance. RTÉ sports commentator and television presenter Marty Morrissey, acted as the MC for the evening. The Minister for Land Use & Biodiversity, Ms. Pippa Hackett TD, was the guest of honour, along with the Assistant Secretary of the Department of the Environment, Climate & Communications Mr. Philip Nugent and his Principal & Assistant Principal Officers including Ms. Bernie Kiely for the Circular Economy.
- The 2023 overall Pakman Award winner was The Killarney Park & The Ross, who were awarded the top accolade for their cup project which aims to design out waste and promote the transition to a circular economy. The Killarney Park & The Ross also won the Community Recycling Initiative category.
- Repak had no health and safety accidents or incidents to report in 2023. The Health & Safety Policy was updated with the most up to date safety requirements.
- Repak reports quarterly to DECC and provides an annual report to DECC by the 31st May each year. The 2023 annual report is provided digitally to all Members and is published on our website. The provision of an annual report is an approval requirement of our licence to operate as an Extended Producer Responsibility Scheme, on behalf of you, our Members.

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), the Environmental Protection Agency, Local Authorities, Regional Planning Offices, the Waste Enforcement Regional Lead Authorities (WERLA's) and the communications team in DECC who manage www.mywaste.ie.

We also recognise the very important role of over 100 registered Recovery Operators who collect and recycle packaging from our Members, from 1.9m household bins, from almost 1,900 bottle banks and from 120 civic amenity sites throughout the country. Recovery Operators continued to invest in upgrades to their facilities to improve the quality of their recycle and to increase needed recycling capacity as part of Ireland's waste infrastructure. Repak will continue to play an integral part in supporting same. 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.

The Board of Repak recognise the challenges of the legislative changes that are being implemented and the new demands that are in the horizon for our Members. These are being planned for with careful consideration and management of the scheme in the best interest of Members.



We wish to thank the Board and the committees of the Board, for their dedication and support in 2023. In particular we wish to congratulate William Hanley on his re-election and Damien Butler from Donnelly Fresh on his election to the Board which he joined in December 2023.

To the staff of Repak, a special thank you for your support and dedication. Your contribution in delivering on behalf of all stakeholders, but particularly for our Members, is greatly appreciated.

2024 will see the commencement of the new CEO of Repak, Zoe Kavanagh. The Board commenced the recruitment process in September 2023 in the full knowledge of the retirement of Séamus Clancy after ten years in the role at the end of April 2024. We wish Zoe every success in her new role and to Séamus we express our appreciation for his hard work and dedication and wish him a long and happy retirement.

Finally, to you our Members, we are continually committed to managing your packaging scheme in an environmentally responsible and cost-efficient manner. It is our commitment to deliver a full compliance scheme within current and future legislative demands. Everything we do is with an objective of a 'Pathway to Better' on your behalf.

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

Tom Shipsey

Chair

Zoe Kavanagh

CEO

Séamus Clancy

Outgoing CEO

Section 1

Governance

The primary corporate governance instruments adopted by Repak are:

The Repak Constitution adopted by special resolution on 19 December 2022; the approval from the Department of the Environment, Climate and Communications; and the Terms of Reference for the Committees of the Board.

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.

Company Officers

The following individuals acted as officers of the company during the year ending 31 December 2023.

Directors

Mr. Tom Shipsey
Chairperson & Independent

Mr. Damien Butler
Elected Brandholder
(Appointed 7 December 2023)

Mr. Séamus Clancy
Chief Executive Officer
(Retired 30 April 2024)

Ms. Edel Clancy
Elected Retailer

Mr. William Hanley
Elected Scheduled Member

Mr. Joseph Manning
Elected Retailer

Ms. Teresa McColgan
Independent

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

Ms. Maire Mellerick
Independent

Mr. Robert Ryan
Appointed Retailer





Board Meeting Attendance 2023

Director	2 Mar	11 May	21 Jun	6 Jul	7 Sep	20 Nov	7 Dec	Attended
Tom Shipsey	●	●	●	●	●	●	●	7 of 7
Damien Butler							●	1 of 1
Edel Clancy	●	●		●		●	●	5 of 7
Séamus Clancy	●	●	●	●	●		●	6 of 7
William Hanley	●	●	●	●	●	●	●	7 of 7
Joseph Manning	●	●		●	●	●		5 of 7
Teresa McColgan	●	●	●	●	●	●	●	7 of 7
Eoin Mc Donagh	●	●		●	●		●	5 of 7
Maire Mellerick	●	●	●	●	●	●	●	7 of 7
Robert Ryan	●	●			●	●	●	5 of 7

Company Secretary
Mr. Brendan Griffin Head of Finance

Mr. Tom Shipsey, a Brandholder Member Director resigned on 11 May 2023 and was reappointed as an Independent Director. Following an election, Mr. Damien Butler, was appointed to the Board on 7 December 2023 as a Brandholder Director.



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.



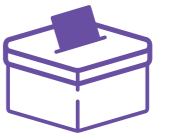
Annual General Meeting

6 July 2023

The 2023 annual general meeting of Repak was held on Thursday, 6 July 2023.

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.

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

Directors are elected from within the following panels of Membership.

- Retailers – Two Member Directors
- Brandholders – 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. William Hanley, Mr. Eoin Mc Donagh and Mr. Robert Ryan.

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: 4

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: 2

Fees and Subsidies Committee

Members (all directors and the company secretary):

Ms. Maire Mellerick (Chairperson), Mr. Seamus Clancy, Mr. William Hanley, Mr. Joseph Manning, Mr. Eoin Mc Donagh, 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: 3

Remuneration Committee

Members (All Directors):

Mr. Tom Shipsey (Chairperson), Ms. Edel Clancy, Mr. Joe Manning, Ms. Teresa McColgan.

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. Seamus Clancy, Mr. William Hanley, Mr. Joe Manning, Ms. Maire Mellerick.

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

Number of meetings: 0

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.



Section 2

Finance

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. The outturn for 2023 was positively impacted by revenue arising from new Member recruitment, increased Membership fees reflecting the application of net necessary cost and eco fee modulation principles, and gains in the value of investments.

Finance Highlights 2023

Profit after tax of €6.5m is driven by increased Membership fee income and unrealised gains on financial investments, reflecting an almost full recovery in financial market losses suffered in a turbulent 2022.

Operating surplus before taxation and financial gains/losses was €4.2m (2022: €0.8k).

Membership Fee Income €45.1m

Membership fees income before rebate grew by 9.5% to €45.1m (2022: €41.2m) - driven by a combination of new Member recruitment and fee increases reflecting the application of net necessary cost and eco fee modulation principles to Membership fees.

Fee Rebate €1.4m

In 2023, Fee rebates to Members who submitted data and discharged their Membership fee invoices on time, amounted to €1.4m (2022: €1.3m). Since its inception, Repak have returned €11.53m to Members via the fee rebate.

Other Revenue €1.1m

Repak has recognised other revenue of €1.1m (2022: €1.6m) which mainly related to Deposit Return Scheme Ireland CLG (DRSI CLG) and Circol ELT CLG, the former a compliance scheme established to launch a Deposit Return Scheme for plastic and aluminum beverage bottles and cans on 1 February 2024, the latter a compliance schemes established to recover end of life tyres. A Service Level Agreement underpins the provision of services by Repak to DRSI CLG.

Direct Recovery and Recycling Costs €32.1m

Total expenditure of €32.1m (2022: €34m) is correlated to a fall in the level of tonnes of packaging recycled across glass, paper, plastics and steel, from both the commercial and household sectors. Hence, expenditure fell by 5.5% in 2023. Direct recovery and recycling expenditure accounted for 79% (2022: 83%) of total expenditure of €40.6m.

Overall tonnes recovered and recycled fell slightly to 1,114,763 tonnes (2022: 1,115,042 tonnes), reflecting an increase in tonnes recovered by waste to energy facilities of 3.7% to 369,096 tonnes (2022: 355,893), and a fall in recycled tonnes of 1.8% to 745,667 tonnes (2022: 759,149). The fall was driven by a fall in glass, paper, steel and plastic packaging recycled from both householders and business.

Single Use Plastic

Effective 5 January 2023, under European Union (Single Use Plastics) (no.2) Regulations 2021, Extended Producer Responsibility (EPR) schemes are established for all single-use plastic (SUP) products. The EPR schemes for these products are required to put in place provisions to cover:

- The costs of awareness raising measures to inform customers about SUP products and incentivise responsible consumer behaviour;
- The costs of waste collection for those products that are discarded in public collection systems, including the infrastructure and its operation, and the subsequent transport and treatment of that waste; and
- The costs of cleaning up litter resulting from those products and the subsequent transport and treatment of that litter.

Repak has been approved as an EPR Scheme for SUP and the Board have agreed that Repak will carry the costs outlined above for 2023 and 2024 on behalf of our SUP producer Members, hence the provision of €1.4m to cover SUP litter costs in 2023, payable in 2024.

Administrative Expenses

Administrative expenses amounted to €7.1m (2022: €6.8m). Included in this figure are staff costs of €3.7m (2022: €3.5m) as well as marketing, communications and public awareness expenditure of €1.2m (2022: €1.2m).

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

Net Interest Income

Reflecting a recovery in returns across global financial markets in 2023, the company recorded a net unrealised gain of €2.6m in relation to investments which were valued at €20m at 31 December 2023 (2022: €17.4m), alongside deposit interest income of €380k (2022: Nil).

**Profit & Loss Account**

For the financial year ended 31 December 2023

	2023 €	2022 €
Membership Fee Income	45,135,099	41,211,523
Membership Fee Rebate	(1,369,572)	(1,318,022)
Membership Fee Income Net of Rebate	43,765,527	39,893,501
Other Revenue	1,077,440	1,619,834
Total Income	44,842,967	41,513,335
Direct Costs		
Direct Recovery and Recycling Costs	(32,119,852)	(33,993,830)
Single Use Plastics Contribution to Litter Expenditure	(1,432,894)	-
Gross Profit	11,290,221	7,519,505
Administrative Expenses	(7,098,219)	(6,751,318)
Operating Surplus	4,192,002	768,187
Surplus on Ordinary Activities Before Interest and Taxation	4,192,002	768,187
Interest Receivable and Similar Income	3,004,876	35,552
Interest Payable and Similar Charges	-	(2,909,702)
Net Interest Income / (Expense)	3,004,876	(2,874,150)
Surplus / (Loss) on Ordinary Activities Before Taxation	7,196,878	(2,105,963)
Tax on Surplus / (Loss) on Ordinary Activities	(703,249)	(93,426)
Surplus / (Loss) for the Financial Year	6,493,629	(2,199,389)
There was no other comprehensive income for the financial year		

Balance Sheet

As at 31 December 2023

	2023 €	2022 €
Fixed Assets		
Tangible Assets	1,755,457	1,919,222
Intangible Assets	368,476	409,434
Financial Assets	20,044,680	17,442,266
Total	22,168,613	19,770,922
Current Assets		
Debtors	2,155,379	3,021,593
Investments	9,243,870	-
Cash at Bank and in Hand	16,247,672	19,250,697
Total	27,646,921	22,272,290
Creditors: Amounts Falling Due Within One Year	(14,736,217)	(13,451,357)
Net Current Assets	12,910,704	8,820,933
Deferred Tax	21,803	15,636
Net Assets	35,101,120	28,607,491
Capital and Reserves		
Called up Share Capital – Presented as Equity	4	4
Profit and Loss Account	14,601,116	8,107,487
Contingency Reserve Fund	20,500,000	20,500,000
Total Equity	35,101,120	28,607,491

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 €20m.

Debtors

Included in the debtors' balance of €2.2m are trade debtors of €1.7m (2022: €2.4m) and VAT recoverable of €463k (2022: €522k).

Early in 2023, Repak identified, through its audit process, a non-compliant Recovery Operator that had overclaimed subsidies. Repak remains in the process of exhausting all available options to recover the subsidies overclaimed but as the Recovery Operator in question is now in liquidation, recovery of the overclaim is considered extremely unlikely. The matter has also been referred to the relevant enforcement authorities.

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.



Section 3

Environmental, Social & Governance

Environmental, social and governance principles are an integral part of Repak's corporate responsibility with the help of our 3,504 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 supporting the circular economy.

In 2023 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

In 2023 we helped our Members support the circular economy, simplify polymers, use recycled content, avoid food waste and design packaging for recycling. Last year we reviewed our subsidies with our stakeholder group, Recovery Operators, to incentivise them to recycle additional packaging, in 2023 we made an additional €6m available to encourage increased recycling levels.

Our internal environment is equally as important as our external and in 2023 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. We have removed all single use plastics from the office and reusable lunch boxes are used in the staff canteen daily.

In 2023, we proudly collaborated with Bus Éireann to repurpose 150,000 recycled plastic bottles into new uniforms, championing sustainable practices and recycling initiatives. We drove sustainability and circular design through programs like the Plastic Pledge and Prevent & Save. We also introduced The ESG Leader category in The Pakman Awards, recognizing environmental leadership within our Membership and solidifying our position as leaders in driving lasting environmental change in Ireland.



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 2023 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 2023 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 2023 3 charity donations for Naas Lions Club, Laura Lynn Foundation, and Dublin Simon Community 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 2023 centred around staff development conversations. Employees were encouraged to discuss their development needs and set development focused objectives as part of their performance development. Repak's dedication to social responsibility is evident in its commitment to diversity and inclusion within its workforce, with 59% female and 41% male representation, as well as a 13% international workforce. At present the leadership team has two female Members and we strive to balance this into the future.

Our diversity and inclusion continued to make great progress in 2023. 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.

Governance

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.



Section 4

Recycling & Recovery

2023 was an overall positive year in packaging recycling. Over 100% of Repak Members' tonnes were funded for recycling across the main packaging categories. Commodity sale values were reduced in 2023, which challenged recycling performance. There were also challenges across glass recycling (with lower generation) and commercial plastic recycling (despite the introduction of enhanced regulations in the commercial sector). There is no doubt that all stakeholders must focus their efforts on proper waste segregation to achieve as close as possible to 2025 and 2030 recycling targets.



Key Initiatives in 2023

During 2023, Repak led on several key initiatives to ensure that Ireland continues to optimise Recycling of all Packaging Materials.

Additional Funding of Plastic

In 2023, Repak committed an additional €6m funding for certified recycling of plastic packaging across multiple sectors. This included a commitment of an additional €750,000 funding for recycling commercial plastic above the level achieved in 2022. Unfortunately not all committed funding was drawn down. This funding also recognised the success of increased recycling of plastic packaging from the household mixed recycling bin – historically a very difficult area in which to make improvement. Repak Members committed over €700,000 additional funding for plastic reprocessing if completed in Ireland – applying the proximity principle and ensuring investment in Irish infrastructure. To drive wood packaging recycling, additional funding of almost €300,000 was made available.

Compliance

Ongoing compliance checks carried out by the R & R team includes:

- Independent Financial Audits

Mark Reardon & Associates completed Independent Financial Audits, at 35 Operators (RO's):

- These were deemed compliant with three minor adjustments arising out of mass balance checks within Financial Audits. These were rectified by credit notes.
- Contract Compliance Audits (CCA's).
- CCA's (operational focused) were completed by the Recovery & Recycling Team at the same Operators with no issues identified.

Mass Balances

Mass balances (comparing and verifying incoming and outgoing material) were completed both as part of the Independent Financial Audits and the Contract Compliance Audits and were found to be compliant with registered Recovery Operator requirements.

Plastic Reprocessors

Additional compliance checks were completed; Waste Characterisation Studies and Mass balance reviews, at Plastic Reprocessors.

Resource

We appointed a Data Analyst – an additional role in the Recovery & Recycling Team. This role focused on regular reporting, deep dive analysis of incoming claims data and evolving data management and reporting.

Waste Characterisation Studies & Additional Studies

Waste Characterisation Studies (WCS) – over 40 in number in 2023 – continued to be the bedrock of data for packaging Recovery and Recycling. While the results have showed movement across the categories – varying by more than 5% on occasions – the bank of data has facilitated trend analysis and allowed us to draw key insights and conclusions.

These insights and conclusions are:

1. Additional studies up to three per annum are needed consistently at incinerators (Refuse Derived Fuel – RDF).
2. The quality of reports submitted by the consultants has improved and will continue to evolve to incorporate checks and balances.
3. The supervision of sampling to achieve representativeness is critical. If this sampling is not supervised or is supervised but offers up a non-representative sample – the study will be reconvened later.
4. Sample sizes can be reduced in quantity but improved in quality – to speed up the process. e.g. 96 tonnes of mixed paper held for random selection – at the expense of significant yard space – can be securely reduced to 46 tonnes. It is better to spend the additional effort on preparing a high-quality sample, of a smaller quantity.

5. Reviews of Standard Operating Procedures (SOP's) for studies - must be sent to the EPA to ensure that all data, forms part of Irelands national reporting on packaging recycling.
6. Fuel studies – in particular RDF studies at Dublin Waste to Energy – must have priority over Mixed Dry Recyclables (MDR) studies, that form the basis of funding claimed by the Recovery Operators (RO's).

Collaboration

The R & R team worked closely with peer regulatory agencies in 2023. These included the Environmental Protection Agency (EPA) and National Transfrontier Shipment Office (NTFSO). The Team has also engaged directly with the Irish Waste Management Association (IWMA) to ensure that funding is targeted correctly to align with market demands in the Recovery Operator sphere.

Net Necessary Costs (NNC) & Eco Fee Modulation (EFM)

A full review of NNC across Operators registered with Repak, was again completed in 2023. This engagement with over 20 Operators ensured that Operators receiving most of the funding from Repak, were surveyed. NNC data provides the basis for Member Fee eco modulation. Independent oversight was provided by Mark Reardon & Associates ensuring that the process was accurate, fair, robust and stood up to scrutiny.

National Wood Study

We completed and filed a sector wide report on Wood Characterisation in packaging in Ireland in 2023. The previous report was filed in 2015 and we believed that the data needed to be refreshed. We have taken the opportunity to enhance the detail we record at Wood Operator sites and to close data gaps that the Environmental Protection Agency highlighted.

2023 Key Performance Indicators (Tonnes Packaging Waste)

746k tonnes were funded for Recycling in 2023.
This was a net overall decrease of 13.5k tonnes in 2022 (762k) - a 1.8% decrease.
Backdoor/Commercial recycling decreased by 13k tonnes.
Household plastic recycling remained stable with 2022.
Household/Domestic recycling overall remained stable at 335k tonnes.
369k tonnes were funded for Energy Recovery – an increase of 14k tonnes on 2022 (356k tonnes in 2022) – diverting even more material from landfill.
Recycling and Energy Recovery of more than 16.9 million tonnes of packaging has been funded by Repak since it was established in 1997.
Repak Tonnage Targets for 2023 = Recycling 64% and Total Recovery & Recycling 75%.
Repak Tonnage Actual for 2023 = Recycling 56% and Total Recovery & Recycling 84%.

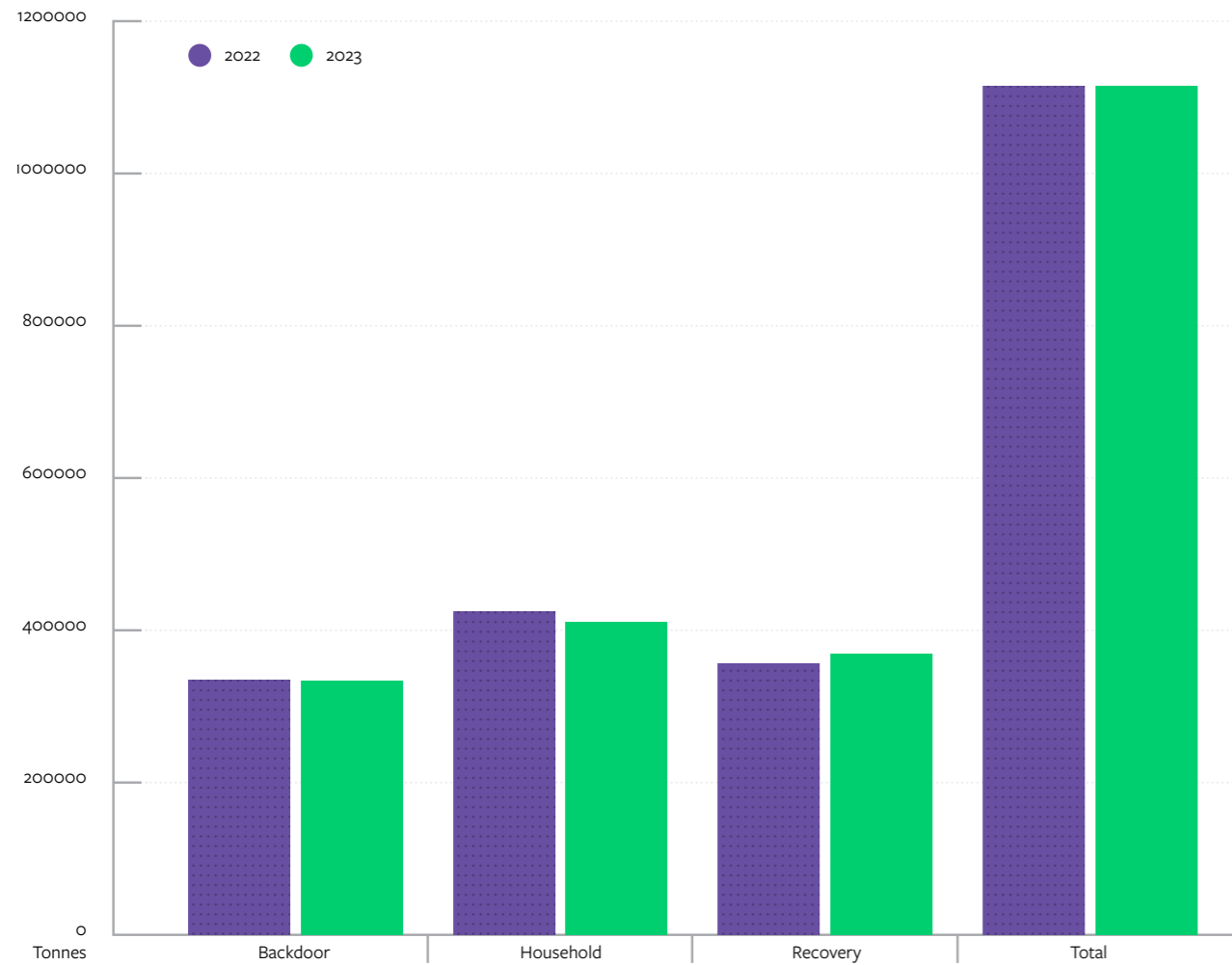
Tonnage Recycled & Recovered

2023 v 2022

	2023	2022	Movement
Backdoor Recycled	411,403	424,294	(12,892)
Household Recycled	334,264	334,855	(591)
Total Recycling	745,667	759,149	(13,483)
Recovery (EfW)	369,096	355,893	13,203
Totals	1,114,763	1,115,042	(279)

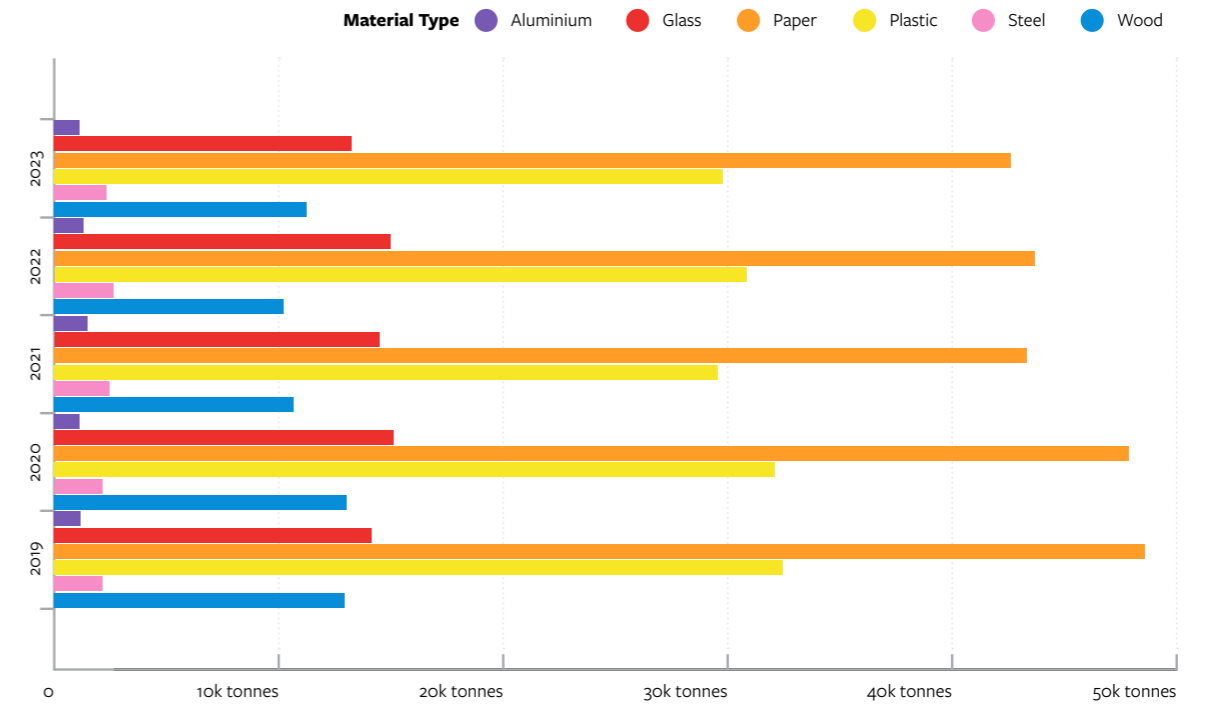
Recycling & Recovery

Funded Tonnes by Sector 2023 v 2022



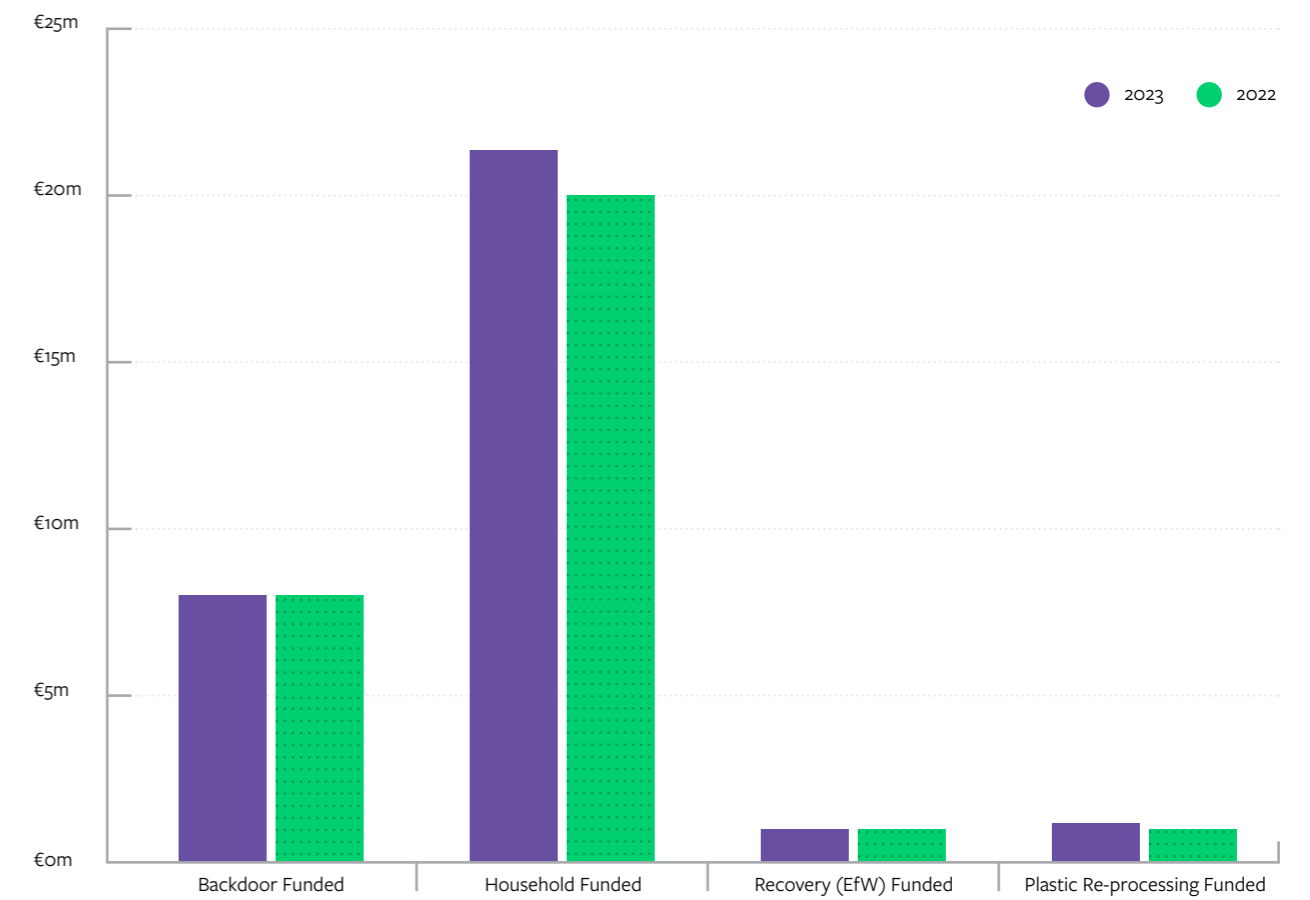
Packaging Waste Recycled & Recovered

2019-2023



Recycling & Recovery

Funding by Sector 2023 v 2022



2023 Key Performance Indicators (Funding)

In 2023:

- €32.1m Total Funding was invested in Recycling & Recovery.
- This was on par with 2022 (€32.2m).
- 79% of Repak's total annual spend, was on Recycling & Recovery.
- Recycling Funding in 2023 was €29.9m, a decrease of €0.4m 2022 (€30.3m) or 1.3% (excluding WtE payments).
- Backdoor/Commercial funding was €7.3m, a decrease of €0.5m or 8%.
- Plastic reprocessing funding increased by over €300k.
- Household/Domestic funding was €23m, increasing by €0.5m over 2022 (€22.5m).

In addition funding for Team Green, Bring Banks and Research & Development in 2023 was €470k.

€32.1m

Total Funding was invested
in Recycling & Recovery

79%

of Repak's total annual spend,
was on Recycling & Recovery

€300k +

Plastic reprocessing funding
increased by over €300k.



Section 5

Policy Developments

EU Policy and Legislative Developments

Proposal to revise the Packaging and Packaging Waste Directive

The proposed Packaging and Packaging Waste Regulation was published by the EU Commission in November 2022. Since then different working groups of the European Parliament and the European Council have been developing alternative texts and compromise amendments.

The European Parliament position was agreed in November 2023, followed by the European Councils 'General Approach' which was agreed in December 2023. A process of negotiation between Commission, Parliament and Council ('Trilogues') then took place and concluded in March. The accelerated timeline coincides with the Belgian EU Presidency (January to June 2024) and is aimed at concluding negotiations and implementing the regulation before European elections in June 2024. The proposal was voted through successfully at a European plenary session on 24th April 2024 and is expected to be published in early 2025. Some measures will be implemented immediately and other measures will be implemented over the next months and years of the legislation.

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.

¹ [Environment.ec.europa.eu/topics/waste-and-recycling/packaging-waste_en](https://environment.ec.europa.eu/topics/waste-and-recycling/packaging-waste_en)

Cooperation with European Stakeholders

As the Irish Extended Producer Responsibility Scheme (EPR) for packaging, Repak works closely with other European partners to find the most efficient methods of managing packaging waste and complying with packaging legislation. This has extended to Plastics and Single Use Plastics since the beginning of 2023.

Repak is a member of:

- PRO-Europe (Producer Responsibility Organisations Europe),
- PROsPA (Producer Responsibility Organisations Packaging Alliance), and
- EPRO (European Association of Plastics Recycling and Recovery Organisations)

During 2023 we have also worked closely in areas of common interest with:

- EXPRA (Extended Producer Responsibility Alliance), and
- INC (Intergovernmental Negotiating Committee) on Plastic Pollution

We will continue to work with these partners and other stakeholders on areas of interest to Repak and its Members.



National Policy and Legislative Developments

Revised Irish Packaging and Packaging Waste Regulations (SI No 659 of 2022)

The amended Irish packaging regulations 'European Union (Packaging) (Amendment) Regulations 2022' came into force on 1st January 2023. To comply with the packaging regulations, all 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 option has now been removed from the legislation. Repak has been assisting all previous self-compliers to comply with the new regulations.

Transposition of the Single Use Plastics (SUP) Directive (S.I. No. 516/2021)

Repak is now providing compliance for Producers under the Packaging and the Single Use Plastics legislation. For Single Use Plastics, we have developed a model to collect data for the monitoring and reporting requirements of the legislation. Producers are required to submit certain data from 2022 onwards and are also required to sign a declaration to show they are currently in compliance with other requirements (i.e. not placing banned items on the market, tether bottle caps etc.) Once these are received, this will ensure that all our current member producers of plastic will be compliant with the new legislation. Repak will also facilitate producers who are not current Members or are importing plastic from another market to meet their obligations. There was no additional charge to current Repak Members for this service in 2023 and the same service is expected to be offered to Repak Members free of charge in 2024.

Litter collection costs under the Single Use Plastics Legislation

Repak has agreed a litter cost for 2023 with the DECC based on calculations of Local Authority litter costs, quantity of litter in waste generated and quantity of Single Use Plastics (SUP) in litter. Of this cost a portion relates to PET and non-PET beverage containers which will be incurred by the DRS scheme in the coming years. This was paid to the Minister in Quarter 2 2024.

A working group has been set up with the relevant EPR Schemes, the DECC and the EPA to improve the data required to make the necessary litter cost calculations. Repak has agreed to carry out Waste Characterisation studies to determine the amount of Single Use Plastics collected in Street Sweepings and Manual Litter Picking at defined intervals during the year.

The 2023 litter costs were calculated using a number of unpublished data sources and we hope to rectify that for the 2024 data and costs. The DECC are working with the Local Authorities to define litter costs for 2023 (similar to the studies that were published before Covid) and we are also working with the DECC and the EPA to quantify the litter content of waste generated in 2023. All these activities are being carried out with a view to publishing the litter cost calculations and data sources for 2024.

Repak Policy Developments

Repak's move from Shared Responsibility to a Single Point of Responsibility (SPR) Model

In an effort to simplify the packaging data required to be reported, Repak have been developing a system of Single Point of Responsibility (SPR) reporting at the Brandholder / Importer level, rather than the current Shared Responsibility model which requires data reporting at 5 stages in the packaging supply chain. A workshop with Members took place in April 2023, where the model was introduced and explained to Members. Over 20 Repak Members from a cross-section of business types attended.

The main items discussed at the workshop were:

1. Definition of Brandholder / Packfiller / Importer (for single line reporting)
2. Ensuring all current tonnes are captured (only once) in new system
3. Fee changes for different member types
4. Licencing system per premises of Members
5. Frequency of data reporting and invoicing

The proposal to move to Single Point reporting was well received. All participants at the workshop could see the benefits of the model and the objective of simplifying the reporting system to make it easier for Members to report data. This is particularly relevant now as the packaging legislation requires more detailed reporting of material categories, re-usable packaging, primary (sales) packaging and composite packaging. It is becoming increasingly difficult to report this level of detail under the current Shared Responsibility model.

With regard to the frequency of reporting and invoicing, there was mixed reaction to the proposals offered. There was no support for increasing the frequency of reporting or invoicing. Some Members expressed that they were quite happy with the current arrangement of reporting statistics twice a year and being invoiced twice per year based on this data. Some Members initially thought that it would be a good idea to move to reporting once per year but could see the difficulties this would cause for invoicing based on the data, both from Repak's point of view in preparing the invoices, and from their own businesses point of view with larger invoices to be paid once per year.

The recommendations from the workshop and from internal meetings in Repak are:

1. Continue planning for implementation of SPR in 2025
2. Maintain the current system of reporting and invoicing twice per year

At some future date, once the system of SPR has been implemented and settled down, the idea of reporting once per year can be reinvestigated. Preparations to change to this SPR model will continue in 2024 with a view to implementing it in 2025. When implemented, statistical data will change to a Single Point Model after February 2025 and will be invoiced accordingly the following year.

Enhanced Legislation for Commercial Business Waste

The current Irish Packaging Waste Regulations place legal obligations on Irish businesses when it comes to the segregation of packaging waste. Packaging producers must ensure that packaging waste is separated at source, by material type; and packaging waste should also be collected by a contractor for the purposes of recycling. Under the updated Commercial Waste Regulations (S.I. No. 104 of 2023), from 1st July 2023, all waste collection companies are required to provide a residual, mixed dry recyclable and bio-waste bin to all their commercial customers. It is important therefore that your business is segregating all recyclable packaging. Plastic packaging materials such as plastic pallet wrap, shrink hoods, case wrap and pallet sheets should be separated from other types of waste. If in doubt about what your waste contractor will accept in the recycling bin or in bales, ask them for their assistance. It is also essential that these recyclable materials are kept as clean and dry as possible so that they are suitable for recycling at the point of collection.

Further information on how to ensure your commercial waste is segregated correctly can be found on the Repak website (www.repak.ie).

Net Necessary Costs (NNC) and Eco-Fee Modulation (EFM)

The Net Necessary Costs model for plastics and composites introduced in 2020 has now been expanded to cover all packaging waste materials reported by Members and managed by waste recovery operators. Eco-modulated fees have been applied to these statistics on all packaging materials reported by Members since January 2023. The eco-modulation model is based on whether the packaging material placed on the market ultimately ends up being recycled or not. The implementation of the full eco-fee model allowed Repak Members to be compliant with the requirements of the legislation by the required implementation date in 2023.



Section 6

Membership, Recruitment & Enforcement

Membership Fee Income

The Membership and Recruitment Department had a very successful year in 2023, achieving €45,135,099 in income which was ahead of expectations.

€45,135,099

Income 2023

€1,369,572

Membership Feed Rebate Paid 2023



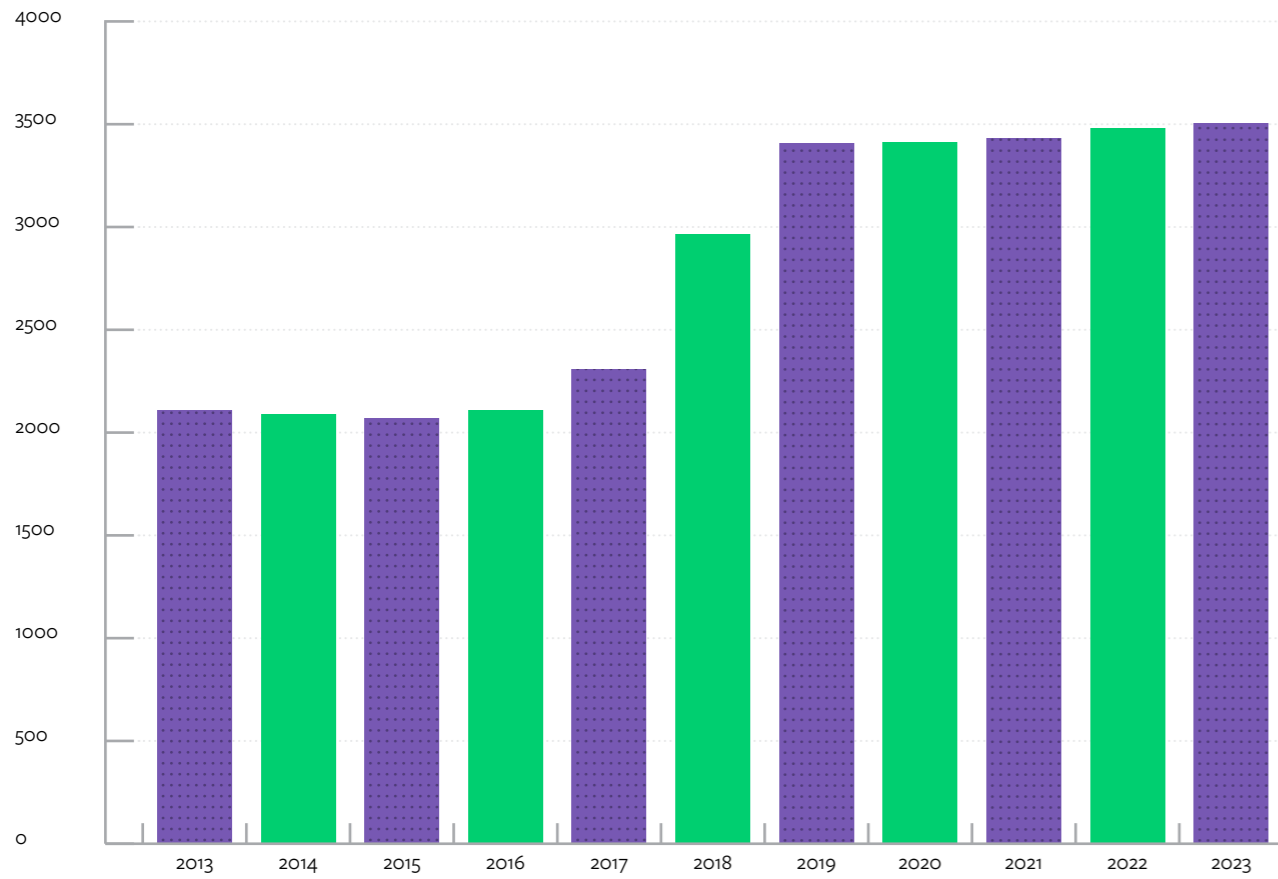
Membership income is split across two categories, 96% is generated from Regular Membership income (Statistical Reporting) while 4% was achieved through our Scheduled Membership category.

Eco fee modulation and net necessary costs continued to influence our Membership income. In 2023, Repak introduced the third adjustment to align the cost of recycling to the fees paid by our Members. The impact of the fee changes in 2023 resulted in seven material types being reduced while five material types were increased, the most notable fee increase being applied to non-recycled plastics and non recycled composites.

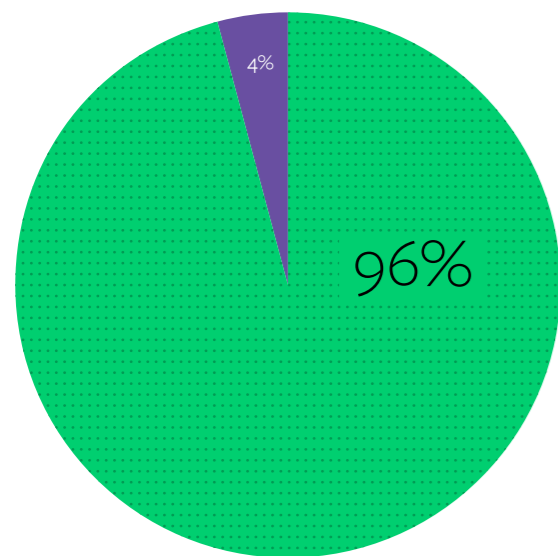
The total Membership fee rebate paid to Members in 2023 was €1,369,572, this was paid directly back to Members who achieved the criteria. The rebate incentive is a benefit for Members who both submit their statistical data and pay fees on time.

Repak Member Numbers

2013 v 2023

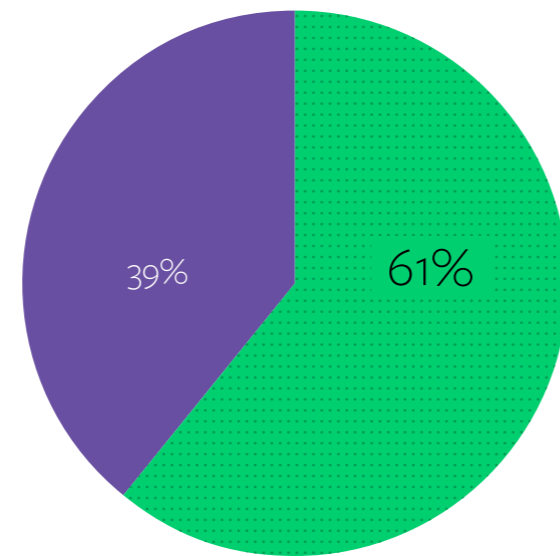


Members by Income



● Regular ● Scheduled

Members by Number



● Regular ● Scheduled

Membership Numbers

Repak’s Membership numbers continued to increase in 2023. At the beginning of the year, we had 3,481 Members, this increased to 3,504 Members by the end of the year.

Of our 3,504 Members, 39% are regular Members and 61% are Scheduled Members.

This growth in Membership was supported through the continued efforts of our Recruitment department. We had 179 new Members certified across 2023.

Due to Business closures, mergers, and liquidations 99 Membership accounts were revoked. Overall there was a net gain of 80 new Members into Repak.

Membership numbers increase to 3,635 when Authorised Representative WEEE and Green Dot Members are included.

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

Membership Statistical Data Training

Almost 1,200 Members report their packaging statistical data to Repak twice a year. Our Membership team provided direct training support to almost 140 Members in 2023. This included guidance, training and support on how to use our new Members portal. This one-to-one training support is a key benefit to all Members and helps support Members to ensure their data is following the most recent set of reporting guidance from Repak.

New Single Use Plastics Reporting (SUP)

In May 2023 we launched our SUP Compliance Scheme, the main aim of which is the reduction of the impact of certain plastic products on the environment, particularly marine litter.

We are facilitating our Members as well as producers outside of the Republic of Ireland to be Compliant with their obligations under the Single Use Plastic (SUP) Directive (S.I. No. 516/2021) through a dedicated system. This system enables Members to provide their data along with a Declaration of Compliance where obligated.



Repak Members' Plastic Pledge

In 2023, the Plastic Pledge was signed and supported by 146 Members.

Repak repositioned the Plastic Pledge to 'The Change Makers – The Change You Can't See', the report provides visibility of subtle yet significant changes being made by our Members.

The 2023 Plastic Pledge Report was launched via a Webinar on 20th of September 2023, speaking at the launch Minister Ossian Smyth stated that 'Repak Members are leading the way in reducing and removing plastic packaging'.

The launch of the report was supported by a full Marketing campaign, with five Members receiving special recognition to celebrate their achievements.

Some of the key highlights from the Report are:

- 28,500 tonnes of Plastic Packaging was eliminated or was replaced since 2018.
- Evidence that Members are increasingly working on projects to develop and implement less complex and more recyclable packaging.

Prevent & Save Programme

Our Prevent & Save programme continued to support Repak Members in 2023. This Members benefit continues to develop and grow year on year.

In July 2023 the enhanced Commercial Regulations came into effect, meaning there is now a legal obligation on Irish Businesses when it comes to the segregation of Packaging Waste.

As a result, to support Members with this change, all visits in 2023 focussed on the Segregation of Packaging Waste at the Members premises. A comprehensive report is provided to the Member with advice on changes to the current waste management practices in order to maximise the recycling of materials and reduce costs.

Authorised Representative – Waste Electrical Electronic Equipment – (WEEE)

Repak facilitated Compliance with the 2014 WEEE regulations by providing an Authorised Representative service. This service enabled Producers located outside of Ireland to fulfil their obligations, as mandated by the Waste Electrical and Electronic Equipment (S.I. 149 of 2014), for distance selling into the Republic of Ireland market. Repak successfully registered over 100 Producers with the National Registration Body for WEEE, Producer Register Limited, and actively supported them in achieving full regulatory compliance within Ireland.

Regular Member Fees per Tonne

2023

	Materials Manufacturer	Converter	Brandholder / Importer / Distributor	Retailer	Total
Recycled Paper / Cardboard	€2.09	€2.09	€29.54	€4.18	€37.90
Recycled Glass	€2.09	€2.09	€10.86	€4.18	€19.22
Recycled Alum	€2.09	€2.09	€57.58	€4.18	€65.94
Recycled Steel	€2.09	€2.09	€80.26	€4.18	€88.62
Recycled Rigid Plastic	€2.42	€2.42	€102.72	€4.83	€112.39
Recycled Flexible Plastic	€2.42	€2.42	€102.72	€4.83	€112.39
Non Recycled Plastic	€2.42	€2.42	€292.03	€4.83	€301.70
PET Beverage Bottles	€2.42	€2.42	€102.72	€4.83	€112.39
Other Plastic Beverage Bottles	€2.42	€2.42	€102.72	€4.83	€112.39
Plastic Non Beverage Bottles	€2.42	€2.42	€102.72	€4.83	€112.39
Recycled Wood	€2.09	€2.09	€13.03	€4.18	€21.39
Recycled Comp.	€2.42	€2.42	€102.72	€4.83	€112.39
Non Recycled Comp.	€2.42	€2.42	€292.03	€4.83	€301.70
Non Recycled Other	€2.42	€2.42	€292.03	€4.83	€301.70

Scheduled Member Annual Fees

2023

Sub Class	Band	Sector Description & Annual Packaging Tonnage Placed on Market	Turnover From €	Turnover up to and over €	Scheduled Fee €
1	17	Hardware and Building MR (10–25 tonnes)	1,000,000	3,649,999	428.00
1	1	Hardware and Building MR (Over 25 tonnes)	3,650,000	Over 3,650,000	1,049.00
2	17	Hospitality (10–25 tonnes)	1,000,000	–	428.00
2	1	Hospitality (Over 25 tonnes)	1,000,000	Over 1,000,000	1,049.00
3	17	Pharmacy (10–25 tonnes)	1,000,000	–	428.00
3	1	Pharmacy (Over 25 tonnes)	1,000,000	Over 1,000,000	1,049.00
4	17	Licensed Premises (10–25 tonnes)	1,000,000	–	428.00
4	1	Licensed Premises (Over 25 tonnes)	1,000,000	Over 1,000,000	1,049.00
5	17	Independent Retailer (10–25 tonnes)	1,000,000	–	428.00
5	1	Independent Retailer (Over 25 tonnes)	1,000,000	3,809,999	1,049.00
	2		3,810,000	4,439,999	1,153.00
	3		4,440,000	5,079,999	1,362.00
	4		5,080,000	5,719,999	1,572.00
	5		5,720,000	6,349,999	1,678.00
	6		6,350,000	6,989,999	1,887.00
	7		6,990,000	7,619,999	2,097.00
	8		7,620,000	8,249,999	2,307.00
	9		8,250,000	8,879,999	2,517.00
	10		8,880,000	9,519,999	2,622.00
	11		9,520,000	10,159,999	2,832.00
	12		10,160,000	10,799,999	2,936.00
	13		10,800,000	11,429,999	3,146.00
	14		11,430,000	12,059,999	3,357.00

Sub Class	Band	Sector Description & Annual Packaging Tonnage Placed on Market	Turnover From €	Turnover up to and over €	Scheduled Fee €
	15		12,060,000	12,699,999	3,461.00
	16		12,700,000	Over 12,700,000	3,671.00
6	1	Off Licence (All over 25 tonnes)	1,000,000	3,809,999	1,049.00
	2		3,810,000	4,439,999	1,153.00
	3		4,440,000	5,079,999	1,362.00
	4		5,080,000	5,719,999	1,572.00
	5		5,720,000	6,349,999	1,678.00
	6		6,350,000	6,989,999	1,887.00
	7		6,990,000	7,619,999	2,097.00
	8		7,620,000	8,249,999	2,307.00
	9		8,250,000	8,879,999	2,517.00
	10		8,880,000	9,519,999	2,622.00
	11		9,520,000	10,159,999	2,832.00
	12		10,160,000	10,799,999	2,936.00
	13		10,800,000	11,429,999	3,146.00
	14		11,430,000	12,059,999	3,357.00
	15		12,060,000	12,699,999	3,461.00
	16		12,700,000	Over 12,700,000	3,671.00
7	17	Electrical Retailers (10–25 tonnes)	1,000,000	3,499,000	428.00
7	1	Electrical Retailers (Over 25 tonnes)	3,500,000	Over 3,500,000	1,049.00
8	17	Restaurant (10–25 tonnes)	1,000,000	–	428.00
8	1	Restaurant (Over 25 tonnes)	1,000,000	Over 1,000,000	1,049.00

Recruitment

The Recruitment Department had one of its most successful performances in recent years in 2023, achieving €2,718,557 in new Member income, this was an increase of €1,093,706 on the previous year.

€2,718,557 → €1,093,706 +

New Member Income

Increase on Previous Year

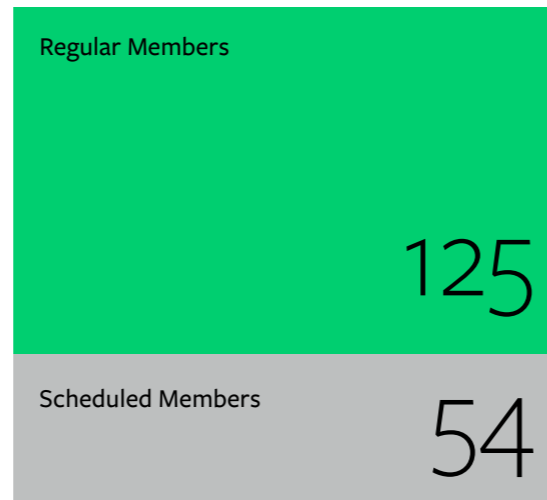
We had a number of personnel changes during the year in the Recruitment Department, we welcomed three new team Members during the year.

In 2023, a significant change occurred in Ireland's approach to Packaging and Packaging Waste Regulations. Self Compliance was removed as an option for businesses who were receiving packaging compliance through their Local Authority, Repak became the National Packaging Compliance scheme.

Over the 12 months of 2023, the Recruitment team worked directly with these previously registered Self Compliant Businesses to transfer them over into Repak Membership.

To date, almost 80 Business's are either fully registered or are at the final stages of completing their registration.

The onboarding process for Regular Members was supported by Enviroguide Environmental Services. This support service delivers full and comprehensive training to joining Businesses. Last year 136 Businesses availed of this consultant led training service as a benefit of becoming a Repak Member. Overall, the Recruitment team completed registrations for 179 new Members into the scheme.

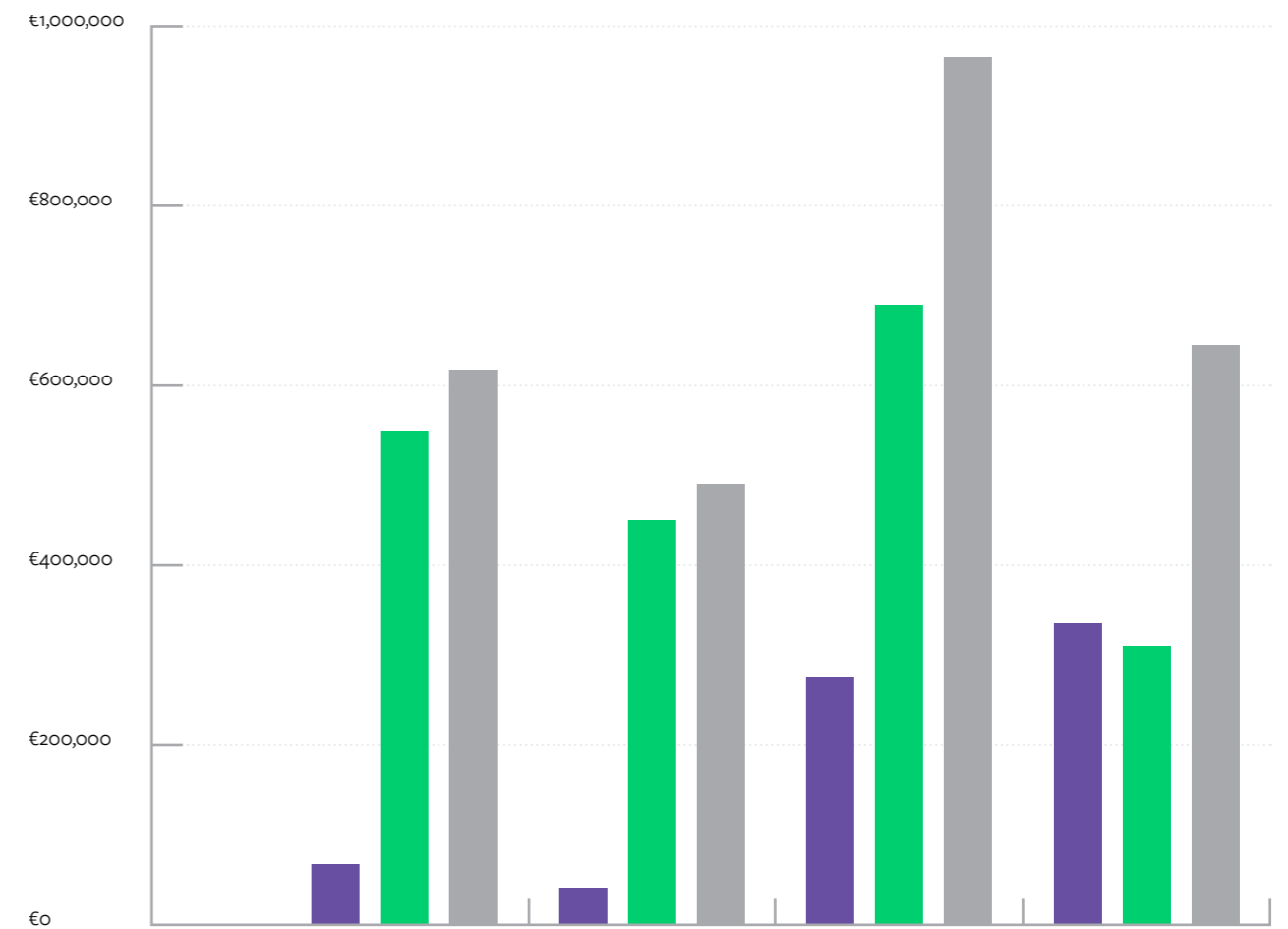


Category breakdown of the 179 new Members who joined in 2023.

179 +

Performance by Quarter

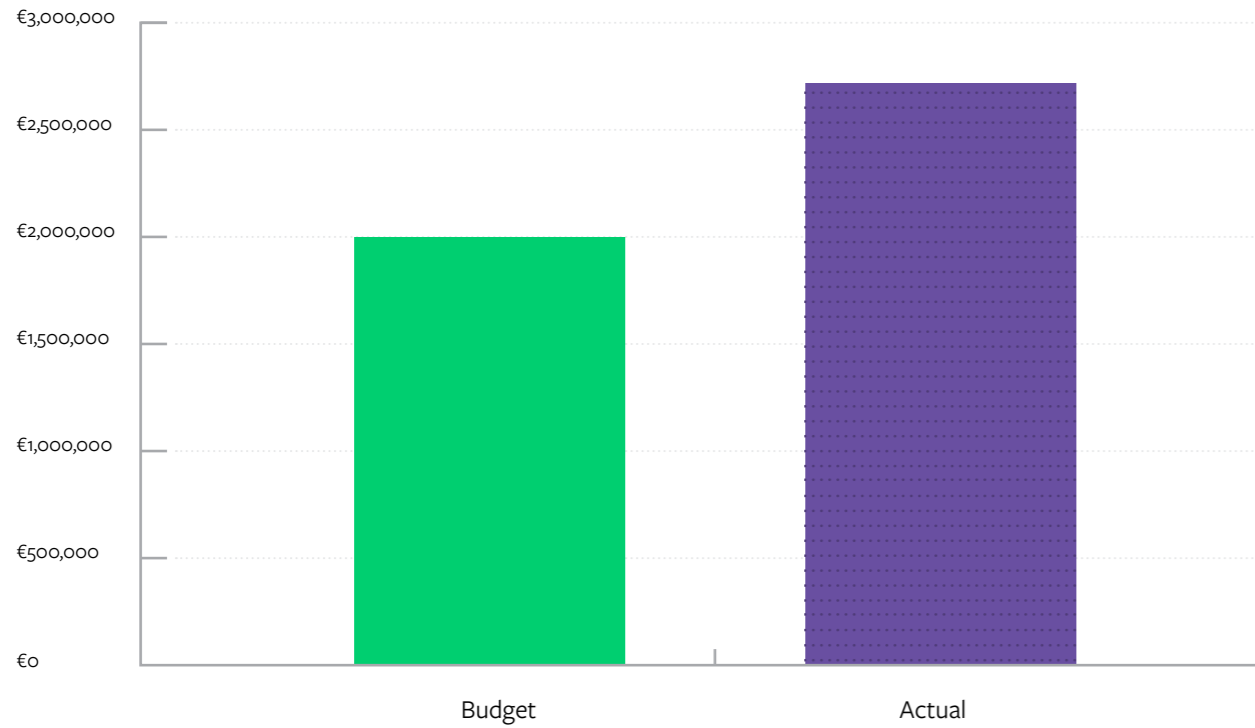
2023



	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Value Increase	€67,067	€40,977	€275,309	€335,204
Budget	€550,000	€450,000	€690,000	€310,000
Actual	€617,067	€490,977	€965,309	€645,204

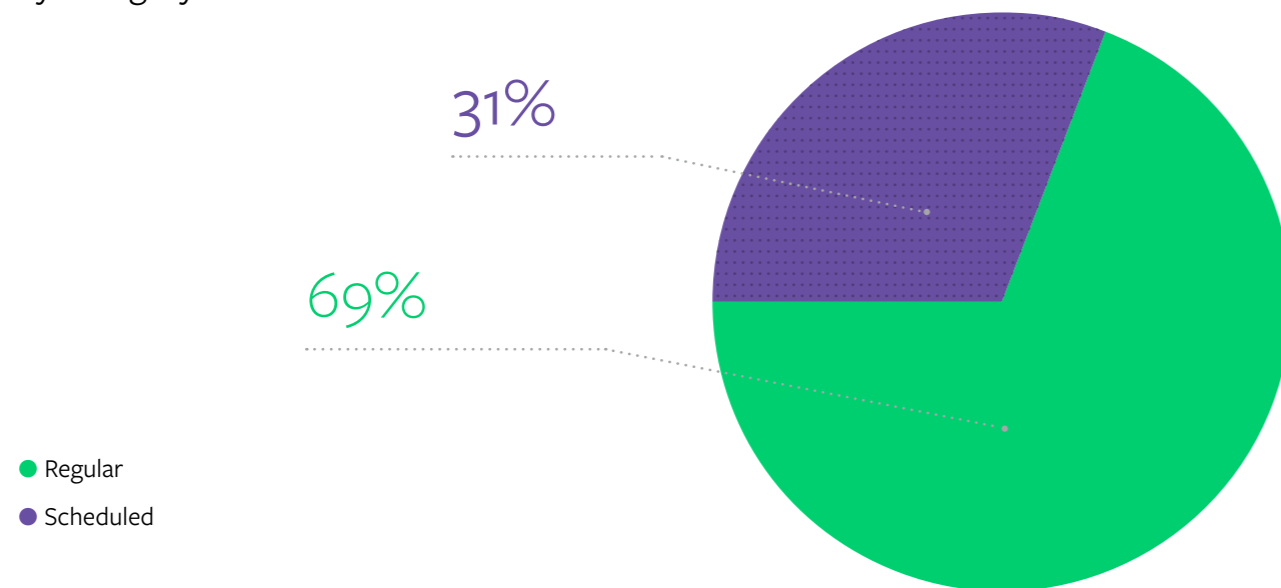
Income vs Budget

2023

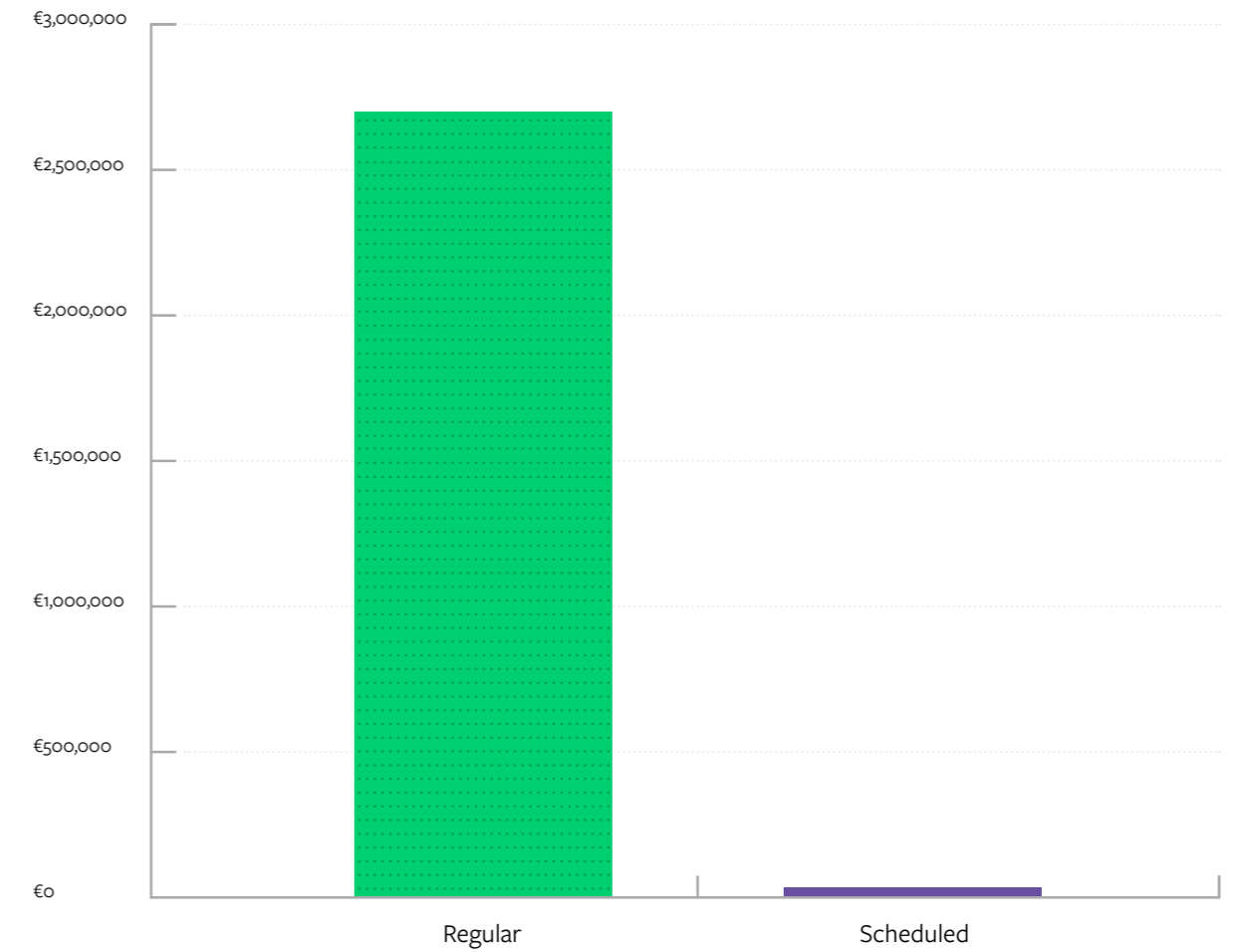


New Membership Numbers

by Category



New Member Income Split



Enforcement Co-operation 2023

2023 was the sixth year of the Enforcement Program in conjunction with the WERLA (Waste Enforcement Regional Lead Authorities). The WERLA support provided to the Local Authority Enforcement Officers greatly assisted the great results achieved in 2023.

From the 179 Members who came through the Recruitment onboarding process into Membership in 2023, 53 of these came from the enforcement program.

Since it began the programme has achieved 577 resolutions from Businesses that had been referred to the Enforcement Portal.

Quarterly meetings between WERLA and Repak are held to review Suspect Major Producers (SMP's) who are not yet registered for their Packaging Compliance.

This collaborative programme is now a vital link between Repak and the Local Authority Enforcement Officers and greatly assists their efforts monitoring compliance with Major Producers in each region.

Section 7

Marketing, Communications & Public Relations

The primary marketing objectives during 2023 focused on increasing plastic recycling in order to help Ireland reach the target of 50% of all plastic being recycled by 2025. To support this goal, a strong emphasis was placed on extending the consumers understanding of plastic, to ensure it was recycled correctly while we continued to drive behavioural change and encourage proper recycling across all materials both in the household and on commercial premises. Member supports were also a key focus, promoting their sustainability efforts through the Repak Members Plastic Pledge, highlighting their packaging recycling achievements. Additionally, Repak again continued to add value to Members by keeping them informed of any EU legislation changes, aligned to sustainability and packaging recycling for their business.

Repak continued to drive our marketing and communications with:

Member Webinars, Re-imagine Team Green, Most Valued Members, Collaboration with Bus Éireann, Business Waste Education, The Plastic Pledge, Easter, Pakman Awards and Christmas. We enhanced our digital and marketing strategy with the early adoption of our digital accessibility audit, to ensure we are compliant by 2025 and the communications delivered significant engagement and measurable results. The reappraisal of The Plastic Pledge to 'The Changemakers, The Change You Can't See', promoted the Members changes to their plastic packaging and the reduction of tonnes saved. The Pakman Awards, celebrating excellence in waste management, honoured 13 winners and included a new ESG Leader category, awarding one individual Member for their dedication to sustainability.

Member Webinars

A Member webinar was held on the 12th of January with over 450 Members registered and 220 in attendance. The webinar focused on the new IT infrastructure and Member portal, and was used as a refresher to ensure Members understood the new system. Recording of the webinar was sent on the 18th of January to all Regular Members.

On the 20th of November a Repak Member webinar was held with Professor Ed Kosior, CEO and Founder of Nextek. The webinar focused on Plastics and The Circular Economy.

Content of the session included:

- Targets and blockages
- Updates on food-compliance regulations
- Relooping is the new recycling
- Packaging design to boost relooping
- Deep-diving into latest & best technologies to enhance sorting
- Three essential stages in food-grade PP recycling
- Update on closing the loop on flexible post-consumer PP
- Accelerating the Circular Economy for Plastics

Over 170 users registered and over 70 attended the session. A post webinar ezine including links to the session and supporting presentations were sent to all those who registered including all Repak employees.

Advertising – Re-Imagine Team Green

In 2023, Repak maintained a strong presence across media channels including TV and Radio, with the core objectives of raising awareness of Ireland's plastic recycling targets. The media was bought and planned strategically throughout the year to maximise return on investment from both a cost and reach.

TV and Radio advertising in January and May resulted in 57% of the target audience seeing the advertisement once and 37% of the target audience seeing the advertisement three times. Radio for this same period also outperformed plans with additional bonus spots added across a number of stations and delivered coverage of 72% of the target audience hearing the ad once and 53% hearing the advertisement three times.

TV and Radio advertising ran again in October and achieved a similar performance with 61% of the target audience seeing the TV advertisement at least once and 39% of our target audience seeing the TV advertisement at least three times. 76% of the target audience heard the radio advertisement once and 53% of our target audience heard it three times.

The TV advertisement was placed on Ryan Tubridy's final Late Late Show in May which secured additional reach with a viewership 676,000.

Most Valued Members

In February 2023 Repak launched the 'Most Valued Members' campaign digitally across Meta (Facebook and Instagram) and LinkedIn. This campaign ran for 10 weeks. Video and static content highlighted the achievements of Repak Members to include. Irish Distillers, Flahavan's, Musgrave, Dawn Farm and Glenisk. This campaign promoted the packaging innovations they have made to their business.

Strong reach and engagement was secured due to the use of 25 and 15 second videos and repak.ie was updated to feature all Member case studies.

Social content surpassed all planned key performance indicators and delivered impressions of 7,533,846, reach of 828,277 and 236,093 video views.

Repak with Bus Éireann

In October, Repak collaborated with Bus Éireann to highlight Ireland's need to increase plastic recycling. Bus Éireann turned plastic bottles into staff uniforms through a company Tailored Image.

A Bus Éireann bus was wrapped in Re-Imagine Team Green and named 'The Journey – Re-imagined'. To support this a video was created highlighting the bus, the uniforms and interviews with Emer Bambrick from Bus Éireann and Laura Sherry from Repak.

A press release was issued, short form video content was syndicated across social on Meta (Facebook and Instagram), TikTok, LinkedIn and via influencers Fionnuala Moran, Séamus Lehane and Jo Linehan. Each delivered a reel and one story set for paid promotion.

Post campaign PR analysis showed a reach of 1,079,116, value of €11,841 with 4 pieces of online coverage. Social content delivered impressions of 1,865,420, reach of 1,365,715 and 99,442 video views.

Revised Regulations & Charges for Business Waste

In partnership with the DECC and MyWaste, Repak launched the MyWaste Business Toolkit as an iframe on Repak.ie. Repak worked with the DECC to highlight the new regulations which came into effect on the 1st of July 2023. In addition and as requested by the DECC, a piece to camera with CEO Séamus Clancy and Member NPP was filmed on the 15th March to secure RTÉ news coverage.

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 2023. 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
- Retail News
- Ireland's Forecourt and Convenience Retailer
- Business Plus Magazine
- Sunday Business Post

To further promote the enhanced regulations an ezine was sent to all Members and Recovery Operators notifying them of the updates.

This ezine achieved strong open rates across each stakeholder group, see below:

- **Regular Members** – 40% (1,220 opens) click through rate of 18%
- **Scheduled Members** – 33% (566 opens) click through rate of 13%
- **Recovery Operators** – 50% (102 opens) click through rate of 22%

Plastic Pledge

In 2023 Repak repositioned The Plastic Pledge to 'The Change Makers – The Change You Can't See'. The campaign included a Member webinar with Minister Ossian Smyth and Antonino Furfari, Managing Director of Plastics Recyclers Europe, as keynote speakers on the 20th of September.

The campaign, live in September, included a press release which highlighted the 2023 Plastic Pledge Report. This was supported by digital and social activity across LinkedIn and Meta that highlighted 5 hero Member stories from Lidi, Nomad Foods Pizza, Tesco, Coca Cola HBC and Lidl.

Post campaign PR analysis showed a reach of 18,230 value of €5,250 with 4 pieces of online coverage. Social cutdowns of the hero videos performed well having achieved impressions of 1,999,441, reach of 732,523 and video views of 27,648. The video campaign across Google yielded excellent results having delivered 214,000 impressions and 4,678 clicks. and a cost per click of just €0.07.

Easter

Repak developed a PR and social response campaign to ensure the proper recycling of packaging over the Easter period. Coverage secured from the release featured media articles and radio interviews including RTÉ, Sunday World, Newstalk, Buzz, Mummy Pages, SHE Mazing, Red FM and Midlands 103.

Post campaign PR analysis showed a reach of 969,592, value of €35,046 with 2 radio interviews and 8 online pieces of coverage. An organic social media campaign ran across Meta (Facebook and Instagram) and featured recycling tips for Easter egg boxes, tinfoil, egg cartons and plastic trays. This social campaign was not supported with paid spend, due to The Most Valued Members campaign live across the same time period. Therefore there are no social performance results.

Website Accessibility

Repak is committed to providing a website that is accessible to the widest possible audience, regardless of technology or ability. The Web Content Accessibility Guidelines (WCAG) and European Accessibility Act (EAA) 2025 define requirements for designers and developers to improve accessibility for people with disabilities when accessing websites.

In line with this, a website accessibility audit took place in 2023 on repak.ie to identify areas of remediation.

The Repak website has targeted WCAG 2.1 level AA, in accordance with the World Wide Web Consortium (W3C) Web Content Accessibility Guidelines 2.1 and conformance with these guidelines aided in ensuring the website is more user-friendly for all users. Accessibility will be monitored bi-yearly going forward.

Pakman Awards

The Pakman Awards are an annual event that recognises outstanding achievements in recycling and waste management by businesses, organizations, community groups, and individuals. The ceremony was held in The Shelbourne Hotel on the 26th of October 2023 and celebrated the previous year's accomplishments in sustainability, recycling, and waste management.

2023 saw the launch of a new category, The ESG Leader Award, which recognised an individual from one of Repak's 3,400 Members, who have made an outstanding contribution and achievement in the realm of Environmental, Social and Governance. Sian Young, Director of Sustainability in Britvic was the winner of the inaugural award.

The 12 category winners were automatically nominated for the overall Pakman Award, which was won by The Killarney Park & The Ross, a grassroots community project set up to promote a transition to a circular economy by becoming the first town in Ireland to phase out single-use coffee cups.

In addition, 3 charities, Naas Lions Club, Laura Lynn Foundation, and Dublin Simon Community nominated by the winners across the 12 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:

Speaking on the launch of the 2023 Pakman Awards, Minister of State with responsibility for Public Procurement, eGovernment, Communications and the Circular Economy, Ossian Smyth TD, said:



‘As the move towards a more sustainable, circular economy gathers pace, it is right that we take the time to recognise those whose hard work and innovation in the areas of awareness, resource efficiency, and corporate responsibility, deliver benefits across society. The Pakman Awards celebrate the achievements of circular economy and environmental champions, from companies to communities and individuals, and not only raise awareness around the importance of transformation in how we manage our resources but help showcase best practice in leading that transformation.’

Pakman Awards

Full List of Winners

Category	Finalists	Winner
2023 Overall Pakman Award	Business Recycling Champion – Swords Pavilion Waste Recycling Facility – Limerick Polymers Production Environmental Education and Awareness – The Killarney Park & The Ross	Environmental Education and Awareness – The Killarney Park & The Ross
Battery and WEEE Champion – sponsored by WEEE Ireland	Aldi Ireland Refurbed Signify Ireland	Aldi Ireland
Business Recycling Champion - sponsored by European Recycling Platform	Swords Pavilions The Killarney Park and The Ross DAA	Swords Pavilion
Community Recycling Initiative – sponsored by The Department of Environment, Climate and Communications	Recycle IT The Killarney Park & The Ross The Positive Ability Network	Recycle IT
Education and Awareness Initiative - sponsored by Environmental Protection Agency	The Killarney Park & The Ross The Carbon Club Regional Waste Planning Office	The Killarney Park & The Ross
Innovation in Waste Resource Products or Services - sponsored by Enviroguide Consulting	Lidl Ireland Aldi Ireland Coca Cola HBC Ireland and Northern Ireland	Lidl Ireland
Tyre Champion - sponsored by Circol ELT	Sean McManus Tyres Tyre World Kevin O’Leary	Sean McManus Tyres
Waste Recovery Operator – Household and Commercial - sponsored by The Irish Waste Management Association	Bord na Móna Recycling Thorntons Panda	Bord na Móna
Waste Prevention Award - sponsored by CEWEP	Aldi Ireland Refillz Zero Waste Primark	Refillz Zero Waste

Category	Finalists	Winner
Waste Recycling and Recovery Facility - sponsored by AMCS	Glanway Limited Limerick Polymers Production Enva	Limerick Polymers Production
ESG Leader Award – sponsored The Producer Register Limited	Daniel Murphy – Musgrave Sian Young – Britvic Dennis Spiegel – Lidl Léan Caufield – Irish Distillers	Sian Young - Britvic

The phased PR and social media approach across Facebook and LinkedIn achieved strong coverage. Content was launched from June 2023 and ran until November.

Post campaign PR analysis showed a reach of 830,173, value of €61,618.40 with 22 print pieces, 16 online and 1 radio interview. Social included impressions of 1,038,034 and reach 36,382.

Post campaign PR analysis:



830,173

Campaign Reach

€61,618.40

Value of Reach

22

Print Pieces

16

Online

1

Radio Interview

Social Included:



1,038,034

Impressions

36,382

Reach

Christmas

Repak's Christmas campaign was successful in promoting best practice recycling over the festive period.


The release focused on creating awareness amongst consumers of their seasonal packaging waste generation, provided advice on best practice recycling across all materials and encouraged shopping local with Repak Members.

A press release was issued and paid social media Christmas themed recycling tips campaign ran across Meta (Facebook and Instagram) and TikTok from the 13th - 25th December featured recycling tips for seasonal packaging items including glass bottles, sweet wrappers, cardboard boxes, soft plastics and wrapping paper.

Post campaign PR analysis showed reach of 2,990,334, value of €176,860, with 27 articles, 9 in print, 8 online and 10 broadcast including 6 interviews. The campaign achieved combined impressions of 2,570,393, reach of 36,682 and 299,463 video views.

Post campaign PR analysis::


2,990,334 
Campaign Reach

€176,860 
Value of Reach

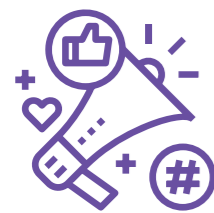
27 
Articles

8 
Online Pieces


6 
Interviews

9 
Print Pieces


10 
Broadcasts



The Campaign Achieved:

2,570,393 
Combined Impressions

36,382 
Reach

299,463 
Video Views



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