



# BEYOND WASTE: Delivering Circular Solutions

Annual Report 2024



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## Repak Board Members

2024



**Mr. Tom Shipsey**  
Chairperson & Independent



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



**Ms. Zoe Kavanagh**  
Chief Executive Officer  
(Appointed 16 May 2024)



**Mr. Damien Butler**  
Elected Brandholder Member



**Ms. Edel Clancy**  
Elected Retailer Member



**Mr. William Hanley**  
Elected Scheduled Member



**Mr. Joseph Manning**  
Elected Retailer Member



**Ms. Teresa McColgan**  
Independent



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



**Ms. Maire Mellerick**  
Independent



**Mr. Robert Ryan**  
Appointed Retailer Member



## Welcome

### 2024 at Repak

2024 represented a year where Repak's role in building Ireland's circular packaging economy was demonstrated by action and results. The commitment from our Members who fund Ireland's recycling collection and sorting was evidenced by an additional 135 Members, bringing our total to 3,555. Member income was based on providing 80% Net Necessary Cost of recycling their packaging material, resulting in €35.1m invested in recycling and litter costs, an increase of €3m versus the prior year.

The application of Eco-Fee Modulation, supported by Repak's comprehensive Packaging Design Guide and on-site workshops with many of our Members, has brought about behavioural and design change as measured by Repak Members' Plastic Pledge Report. The necessary Single Use Plastic (SUP) reporting, per the new legislation, was supported by Repak's Membership Team, leading to 128 fully compliant Single Use Plastic Members.

Repak was instrumental in the establishment of Ireland's new Deposit Return Scheme (DRS) through its deployment of staff to support the necessary preparation work, resulting in a successful launch in February. This naturally migrates the PET and Aluminium materials to the DRS over time.

In 2024 Repak funded the recovery and recycling of 1.135m tonnes of packaging with recycling at 787,790 tonnes, a 5.6% increase on 2023. Repak funded the recycling of 93,646 tonnes of plastic, this continues to be a downward trend. 2024 equated to a year of significant challenge for our Recovery Operators as they dealt with the dysfunctional economics of recycling plastic which continues to be undercut by virgin plastic pricing, therefore dampening demand and price.

The Packaging and Packaging Waste Regulation (PPWR) was finalised at an EU level and will come into force 18 months following its publication on 20th February 2025, resulting in the application of the Regulation from August 2026. Repak has

published a guide for Members to support their transition to complying with the wider scope which includes design for recycling, packaging waste reduction, repair & reuse systems. The ambition is challenging and Repak will continue to support its growing Membership to comply and fund the regulatory targets.

In 2024, Repak Invested €1.6m in Marketing and Communication initiatives to build consumer awareness on the importance of separating their packaging waste Clean, Dry and Loose in order to achieve greater recycling outcomes. Seeing our packaging as a resource will encourage society to support the circular packaging goals. Research conducted in 2024 shows consumers have 74% trust in Repak and 76% trust in recycling programs.

As your organisation we lead in advocating on your behalf on how best to collect, separate and repurpose the packaging you place on the market in the most efficient and cost effective way to deliver and achieve the recycling targets for all the material types you place on the market. Repak on your behalf continues to be one of the best overall recycling performers in Europe with a cost base that remains in the lower quartile. We will continue to be an agile organisation with prudent financial management thus ensuring that Repak remains in a strong position to deliver on future producer challenges in complying and managing packaging materials in a Circular Economy. This is how Repak performed for you in 2024.

## 2024 Summary Performance

- The financial performance in 2024 was strong with a surplus after tax of €4.1m driven by increased Membership fee income and unrealised gains on financial investments
- Fee rebate paid to Members in 2024 (Regular and Scheduled) was €1.6m and increase on €1.4m which was paid in 2023
- Achieving the overall recycling target of 50% by 2025 remains the biggest challenge for Repak and for all EU member states. Repak and our Members made an additional €4 million available towards fulfilling recycling targets in Ireland and recycled over 105% of Repak Members' packaging tonnes
- Membership and Recruitment had a successful year in 2024, with 3,555 Members at year end and achieving €46.3m in revenue income
- In 2024, 55 (33%) of new Members came from the Enforcement Co-operation Programme. Repak is currently managing 10 SMPs and working actively with Local Authorities to address 9 of the 11 outstanding previously registered self-compliers. Over the past eight years, the enforcement cooperation programme has resulted in the conversion of 352 businesses, generating over €9 million in revenue income, alongside 81 previously registered self-compliers contributing an additional €4 million
- Extensive discussions continue between the DECC, EPA and Repak on best practice measurement criteria and on standard operating procedures of waste characterisation studies to produce quality data. This is a requirement of the Waste Action Plan and is part of the program for government actions
- 2024 was another strong year for Repak Marketing & Communications with a series of cohesive, integrated national B2B and B2C communications campaigns. Repak proactively provided guidance on upcoming waste regulations and legislation and fostered industry collaboration through targeted trade communications and active participation in key sector conferences
- Celebrating ten years, the 2024 Pakman Awards took place on the 23 October in the Shelbourne Hotel. The awards showcased Ireland's commitment to the circular economy, celebrating outstanding recycling and waste management efforts and honoured 13 winners including two new categories; Best Deposit Return Scheme and Best Single Use Plastic Initiative. Awards were presented by Minister Ossian Smyth TD and the MC on the night, Marty Morrissey
- Staff commitment and engagement at Repak is the cornerstone of its success. As we continue to grow and develop, Members, Waste Operators and key Government & EU stakeholders receive an excellent service
- Repak had no health and safety matters to report in 2024.



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

We also recognise the very important role of our 104 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.

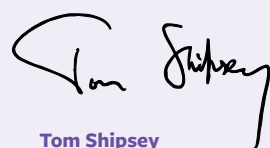
We wish to thank the Board and the committees of the Board, for their dedication and support in 2024. In particular to CEO of Repak, Zoe Kavanagh who in 2024 demonstrated leadership and immense commitment in her new role. We also wish to congratulate Edel Clancy and Eoin McDonagh on their re-election to the Board in December 2024.

To the staff of Repak, a special thank you for your hard work and commitment. 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 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.

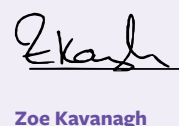
Finally, to you our Members, we are continually committed to managing your packaging scheme in an environmentally responsible and cost-efficient manner. It is our commitment to deliver a full compliance scheme within current and future legislative demands. Everything we do is with an objective of a delivering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

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



Tom Shipsey

Chair



Zoe Kavanagh

Chief Executive Officer





# 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 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 2024.

### Directors

**Mr. Tom Shipsey**  
Chairperson & Independent

**Mr. Damien Butler**  
Elected Brandholder

**Mr. Séamus Clancy**  
Former Chief Executive Officer  
(retired 30 April 2024)

**Ms. Edel Clancy**  
Elected Retailer

**Mr. William Hanley**  
Elected Scheduled Member

**Ms. Zoe Kavanagh**  
Chief Executive Officer  
(appointed 16 April 2024)

**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 Member





Board Meeting Attendance 2024

Director	29 Feb	16 May	27 Jun	12 Sep	5 Dec	Attended
Tom Shipsey	●	●	●	●	●	5 of 5
Damien Butler	●	●	●	●	●	5 of 5
Edel Clancy	●	●	●	●	●	5 of 5
Séamus Clancy	●					1 of 1
William Hanley	●	●	●	●	●	5 of 5
Zoe Kavanagh		●	●	●	●	4 of 4
Joseph Manning	●	●	●	●	●	5 of 5
Teresa McColgan	●	●	●	●	●	5 of 5
Eoin Mc Donagh	●	●	●	●	●	5 of 5
Maire Mellerick	●		●	●		3 of 5
Robert Ryan		●	●	●	●	4 of 5

Company Secretary  
Mr. Brendan Griffin Chief Financial Officer

Following an election, Ms. Edel Clancy and Mr. Eoin Mc Donagh were reappointed to the Board on 5 December 2024 as a Retailer Director and as a Distributor / Wholesaler / Manufacturer / Convertor Member Director respectively.



Corporate Structure

€1.27 each

The authorised share capital of Repak comprises 10 ordinary shares of €1.27 Each.

Three ordinary shares have been issued to the following Nominee Companies.

- Fand Limited
- Arthur Cox Nominees Limited
- AC Administration Services Limited

These companies hold the shares under a bare trust agreement on behalf of Repak Members, the beneficial owners of the shares.

The trustee companies undertake to use, vote, transfer etc. in such a manner as directed by the Board of Directors (as representative of the Members) from time to time.



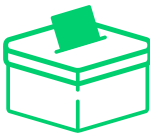
Annual General Meeting

27 June 2024

The 2024 annual general meeting of Repak was held on Thursday, 27 June 2024.

The meeting was held at Repak Offices, Red Cow Interchange Estate, 1 Ballymount Road, Clondalkin, Dublin 22, D22 HW67.

The Annual Reports for Repak are available on: [www.repak.ie](http://www.repak.ie)



Repak Board Elections

4 years

Elections to appoint directors to the Repak board are held every four years.

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. Damien Butler, 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, Ms. Zoe Kavanagh.

The Committee is responsible for identifying and nominating candidates to fill Board vacancies as and when they arise, for the approval of the Board.

Number of meetings: 0

Fees and Subsidies Committee

Members (all directors and the company secretary):

Ms. Maire Mellerick (Chairperson), Ms. Zoe Kavanagh, 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: 2

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: 3

Strategy Committee

Members (All Directors):

Mr Tom Shipsey (Chairperson), Mr. William Hanley, Ms. Zoe Kavanagh, 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: 2

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 2024 was positively impacted by growth in Members, increased Membership fees, reflecting the application of net necessary cost and eco fee modulation principles, and unrealised gains in the value of investments.

### Finance Highlights 2024

Profit after tax of €4.1m is driven by increased Membership fee income and unrealised gains on financial investments.

Operating surplus before taxation and financial gains was €1.9m (2023: €4.2m).

### Membership Fee Income €46.3m

Membership fees income before rebate grew by 2.7% to €46.3m (2023: €45.1m) – driven by growth in Member numbers and fee increases reflecting the continued application of net necessary cost and eco fee modulation principles to membership fees. The level of growth was significant in that it occurred despite the loss of plastic and aluminium beverage Member tonnes on the set up of the Deposit and Return Scheme on 1st February 2024.

### Fee Rebate €1.6m

In 2024, Fee rebates to Members who submitted data and discharged their membership fee invoices on time, amounted to €1.6m (2023: €1.4m). Since its inception, Repak have returned €13.17m to Members via the fee rebate.

### Other Revenue €0.9m

Repak has recognised other revenue of €0.9m (2023: €1.1m) which mainly related to services provided by Repak to Deposit Return Scheme Ireland CLG (DRSI CLG/Re-Turn) and Circol ELT CLG, the former a compliance scheme that launched a Deposit and Return Scheme for plastic and aluminium 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 €35.1m

Total expenditure of €35.1m (2023: €32.1m) is correlated to an increase in the level of tonnes of packaging recycled across glass, paper, steel and wood from the commercial and household sectors combined. Hence, expenditure increased by 9.4% in 2024. Direct recovery and recycling expenditure accounted for 80% (2023: 79%) of total expenditure of €43.7m.

Overall tonnes recovered and recycled increased to 1,135,416 tonnes (2023: 1,114,763 tonnes), reflecting a decrease in tonnes recovered by waste to energy facilities of -5.8% to 347,626 tonnes (2023: 369,096), and an increase in recycled tonnes of 5.6% to 787,790 tonnes (2023: 745,667). The increase was driven by an increase in glass, paper, steel and wood packaging recycled from householders and business combined. Plastic and aluminium tonnes recycled fell reflecting the launch of the Deposit and Return Scheme for beverage plastic bottle and aluminium cans, packaging tonnes now being the responsibility of DRSI CLG/ Re-turn.



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, 2024 and 2025 on behalf of our SUP producer Members, hence the provision of €1.1m to cover SUP litter costs in 2024, payable in 2025.

Administrative Expenses

Administrative expenses amounted to €7.4m (2023: €7.1m). Included in this figure are staff costs of €3.8m (2023: €3.7m) as well as marketing, communications and public awareness expenditure of €1.6m (2023: €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 gains across global financial markets in 2024, the company recorded a net unrealised gain of €2.6m in relation to investments which were valued at €22.6m at 31 December 2024 (2023: €20m), alongside deposit interest Income of €707k (2023: €380k).



Profit & Loss Account

For the financial year ended 31 December 2024

	2024 €	2023 €
Membership Fee Income	46,337,598	45,135,099
Membership Fee Rebate	(1,631,309)	(1,369,572)
<b>Membership Fee Income Net of Rebate</b>	<b>44,706,289</b>	<b>43,765,527</b>
Other revenue	895,994	1,077,440
Direct recovery and recycling costs	(35,127,267)	(32,119,852)
Single Use Plastics Contribution to Litter Expenditure	(1,132,426)	(1,432,894)
<b>Gross Profit</b>	<b>9,342,590</b>	<b>11,290,221</b>
Administrative Expenses	(7,437,584)	(7,098,219)
<b>Operating Surplus</b>	<b>1,905,006</b>	<b>4,192,002</b>
<b>Surplus on Ordinary Activities Before Interest and Taxation</b>	<b>1,905,006</b>	<b>4,192,002</b>
Interest Receivable	707,184	379,838
Fair Value Gain on Financial Assets	2,587,350	2,625,038
<b>Net interest receivable and similar income</b>	<b>3,294,534</b>	<b>3,004,876</b>
Surplus on Ordinary Activities Before Taxation	5,199,540	7,196,878
Tax on Surplus on Ordinary Activities	(1,110,240)	(703,249)
<b>Surplus for the financial year</b>	<b>4,089,300</b>	<b>6,493,629</b>
There was no other comprehensive income for the financial year		



Balance Sheet

As at 31 December 2024

	2024 €	2023 €
<strong>Fixed Assets</strong>		
Tangible Assets	1,554,130	1,755,457
Intangible Assets	286,798	368,476
Financial Assets	22,604,332	20,044,680
<strong>Total</strong>	<strong>24,445,260</strong>	<strong>22,168,613</strong>
<strong>Current Assets</strong>		
Debtors	1,614,350	2,155,379
Investments	19,213,694	9,243,870
Cash at Bank and in Hand	10,238,494	16,247,672
<strong>Total</strong>	<strong>31,066,538</strong>	<strong>27,646,921</strong>
<strong>Creditors: Amounts Falling Due Within One Year</strong>	(15,707,582)	(14,736,217)
<strong>Net Current Assets</strong>	<strong>15,358,956</strong>	<strong>12,910,704</strong>
Deferred Tax	(613,796)	21,803
<strong>Net Assets</strong>	<strong>39,190,420</strong>	<strong>35,101,120</strong>
<strong>Capital and Reserves</strong>		
Called up Share Capital – Presented as Equity	4	4
Profit and Loss Account	18,690,416	14,601,116
Contingency Reserve Fund	20,500,000	20,500,000
<strong>Total Equity</strong>	<strong>39,190,420</strong>	<strong>35,101,120</strong>

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 €22.6m.

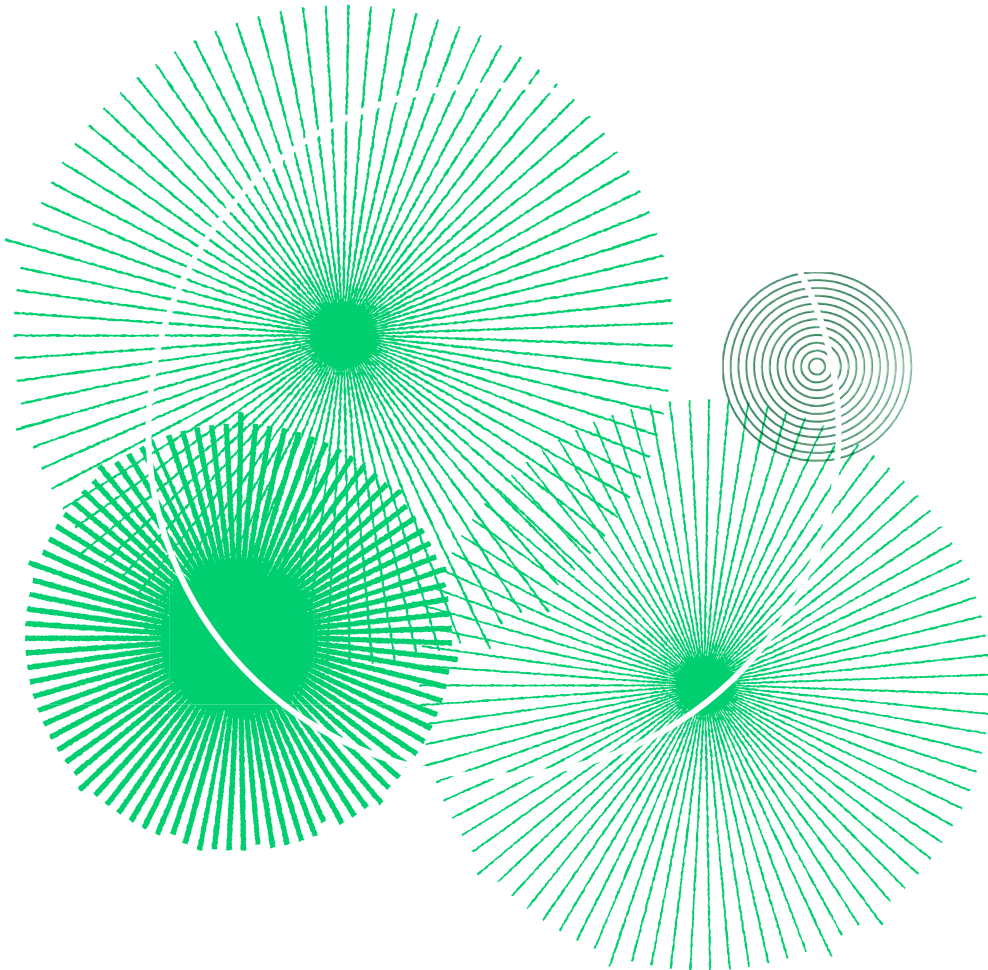
Debtors

Included in the debtors’ balance of €1.6m are trade debtors of €0.9m (2023: €1.7m) and VAT recoverable of €551k (2023: €464k).

Early in 2023, Repak identified, through its audit process, a non-compliant Recovery Operator that had overclaimed subsidies. In 2024, Repak secured a judgement of €1.4m against the Operator but because the company is now in liquidation, with Repak as an unsecured creditor, the Liquidator has advised that the monies will not be recoverable. The matter was referred to the relevant enforcement authorities in 2023.

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

Guided by environmental, social, and governance (ESG) principles, Repak's corporate responsibility is enacted in close collaboration with our 3,500 Members. Protecting the environment is a foundational aspect of our operations within a Circular Economy. In addition to ensuring Ireland meets EU recycling targets, Repak provides proactive support to our Members in realising their ESG ambitions and guiding their circular packaging journey through the evolving legislative landscape.

In 2024 Repak integrated our ESG strategy across our Members, employees, and stakeholders in the below areas.

## Environmental

We continue to support our Members as they transition to a circular economy. This was delivered through engagement with the Repak Members Plastic Pledge and Prevent and Save programme which encourages the simplification of polymers, the use of recycled content, the avoidance of food waste and the design for packaging recycling.

Last year we reviewed our subsidies with our stakeholder group, Recovery Operators, to incentivise them to recycle additional packaging.

In 2024 we made an additional €3m available to encourage increased recycling levels.

Through the appointment of our company safety officer it is ensured that our environment is safe for all employees. EV chargers were available on site for employees to use and to contribute to a reduction in carbon emissions.

To further recognise and encourage environmental innovation, we expanded The Pakman Awards categories with the introduction of the Best Deposit Return Initiative and Best Single Use Plastics Initiative. This strategic enhancement acknowledges the environmental leadership of our Members and reinforces Repak's role in driving significant and enduring environmental change across Ireland.





Social

Repak demonstrates its commitment to employee well-being through comprehensive health and safety measures in the workplace and proactive support for the equivalent remote working, including individual home office risk assessments. Our employees are actively involved in the risk assessment process in to broaden their understanding of health and safety in the work and home environment.

Our commitment to data security is realised through the consistent application of systems and policies, safeguarding our Members’ data against exposure and misuse. The effectiveness of these measures is regularly evaluated as part of our quality management system and internal auditing process. Our use of a cloud-based IT infrastructure with optimised virtualisation ratios is actively contributing to our sustainability goals and progress towards net-zero emissions.

Repak’s Recycling and Recovery team continued its public education initiatives in 2024, actively conducting informative talks and workshops on best practice recycling for communities, schools, disability groups, and our Membership.

Repak employees proactively contributed to the local community through their involvement in litter cleanup campaigns within the area surrounding our office.

In 2024 Repak enhanced female employee well-being by partnering with Riley to offer complimentary, sustainably sourced feminine hygiene products in office facilities, actively combating period poverty.

As a not-for-profit organisation, Repak’s commitment to social responsibility is underscored by our support for charitable initiatives, reinforcing our mission beyond purely operational objectives. In 2024 charity donations were made to Laura Lynn, The Irish Heart Foundation, and Focus Ireland.

Learning and development remained a key focus in 2024, as employees were empowered to have conversations that would lead to increased support in their current roles and career development as part of their annual review processes.

Repak’s dedication to social responsibility is evident in its commitment to diversity and inclusion within its workforce, with 55.8% female and 44.2% male representation. In 2024 the leadership team had 3 female members and we strive to balance this futher in the future.

Governance

Our diversity and inclusion continued to make great progress in 2024. 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.

Repak’s Board governance framework is robust, aligned with The Repak Constitution, Department of Environment, Climate and Communications (DECC) approval, and Board Committee Terms of Reference. The composition of the Board reflects a commitment to diversity, encompassing a range of attributes including age, gender, cultural background, geographical representation, and business acumen, ensuring its continued relevance and effectiveness. While Board appointments are merit-based, prioritising the most qualified individuals against objective criteria, diversity remains a significant consideration throughout the Board refreshment and renewal process.





SECTION 4

# Recovery & Recycling

2024 was an overall positive year in packaging recycling. Repak and its Members made an additional €3 million available towards meeting recycling targets in Ireland and recycled over 105% of Repak Members' packaging tonnes.

Commodity sale values held strong with paper and wood in particular moving extremely well. Plastic recycling in 2024 was again a challenge with the compression of available export destinations in Europe. However, a number of medium to long term strategic projects were commenced with the expectation of growth in plastic packaging recycling in the near future.

## 2024 Key Performance Indicators

**788k tonnes**

Of Packaging Waste was funded for recycling in 2024

**€35.1 million**

Total spending on Recovery and Recycling in 2024

**348k tonnes**

Of Packaging was sent for Energy Recovery

788k tonnes of Packaging Waste was funded for recycling in 2024, a net increase of 42.1k tonnes versus 2023

Commercial recycling increased by 50k tonnes, while household recycling was down 8k tonnes over the same period in 2023

375k tonnes of Paper Packaging was recycled, 13k tonnes ahead of 2023

94k tonnes of Plastic Packaging was recycled, down 6.5k tonnes on the previous year, predominantly due to the loss of PET beverage bottles to the DRS

348k tonnes of Packaging was sent for Energy Recovery. This has generally been trending upwards since 2020 but there was an overall decrease of 21k tonnes (37.5k tonnes excluding wood recovery) in 2024 versus 2023

Total spending on Recovery and Recycling in 2024 was €35.1 million

The adoption of the Deposit Return Scheme resulted in a reduction of PET and aluminium reported under Repak tonnes



Recycling Type

2024 v 2023

	2024	2023	Movement
Backdoor Recycled	461,768	411,403	50,365
Household Recycled	326,022	334,264	(8,242)
Total Recycling	787,790	745,667	42,123
Recovery (EfW)	347,626	369,096	(21,470)
Totals	1,135,416	1,114,763	20653

Stock Description

2024 v 2023

	2024	2023	Variance
Paper	374,739	361,754	12,986
Plastic	93,646	100,151	(6,506)
Wood	148,963	109,158	39,805
Steel	21,700	21,410	290
Glass	141,764	141,300	464
Aluminium	6,978	11,893	(4,915)
Total Recycling	787,790	745,666	42,124

Recycling Highlights

Wood Recycling (40k tonnes ahead of 2023)

Benefitted from actively recruiting pallet merchants who were outside the scheme and increased recycling rates after the completion of the National Wood Study in 2023.

Paper Packaging (13k tonnes ahead)

Commercial paper key driver (9k tonnes ahead) due to increased Repak funding, market stability and positive papers prices remained throughout 2024.

Plastic Recycling (-6.5k tonnes behind)

The shortfall in plastic was in household recycling, predominantly the loss of PET to DRS & difficulty sourcing outlets for lower value plastics like films was a consistent issue throughout 2024.

- PET Bottles recycled down almost (-5k tonnes)
- MSW Mining Projects (2.5k tonnes additional)
- Hard Plastic Pots, Tubs and Trays (- 2k tonnes)
- Plastic Film down (-1.3k tonnes)

Steel (22k tonnes) and Glass Packaging (142k tonnes) have remained consistent from 2023 into 2024.

Aluminium Packaging recycling levels have decreased from 12k tonnes to 7k tonnes, as expected with the introduction of the DRS.

Wood Recycling

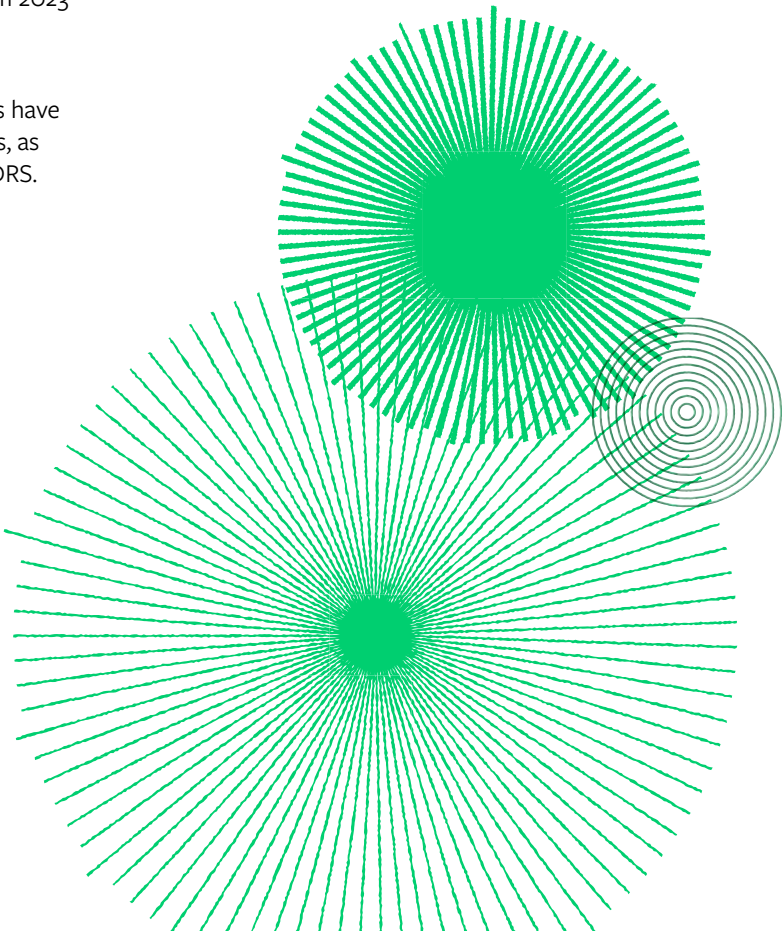
40k tonnes ahead of 2023

Paper Packaging

13k tonnes ahead of 2023

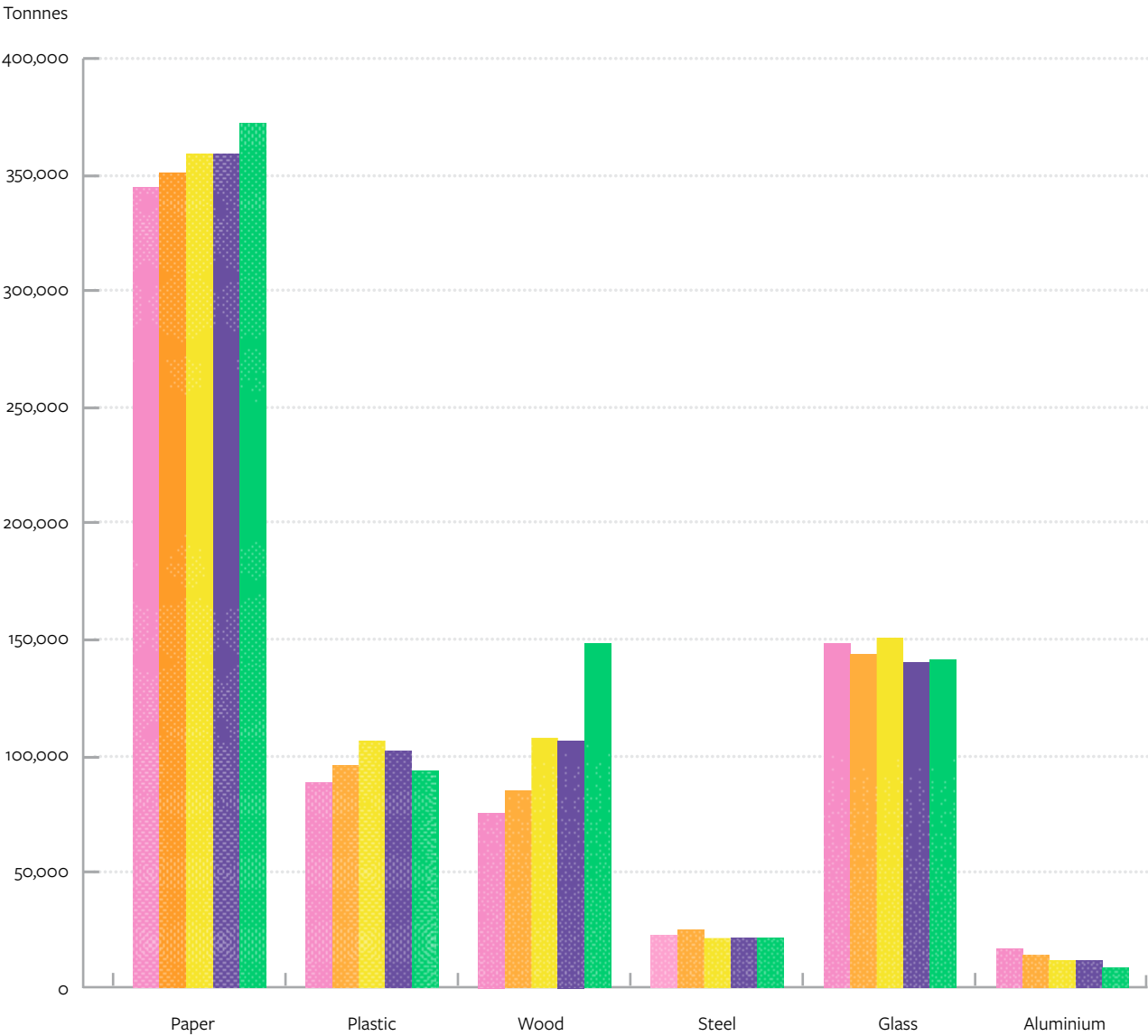
Steel and Glass Packaging

Remained consistent from 2023 into 2024



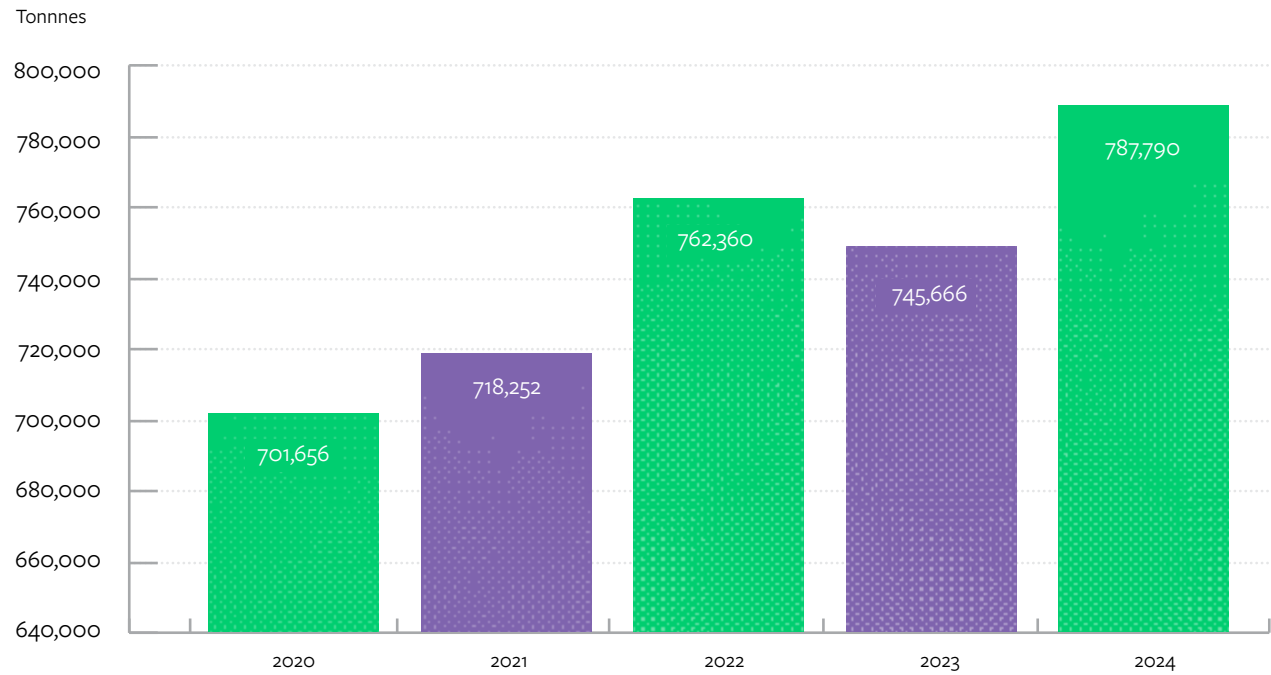


Packaging Recycling  
Trends by Material



	Paper	Plastic	Wood	Steel	Glass	Aluminium
2020	346,962	88,861	76,347	23,293	149,937	16,256
2021	352,727	95,967	85,150	24,766	144,732	14,910
2022	361,807	107,582	108,705	21,475	151,352	11,439
2023	361,754	100,151	109,158	21,410	141,300	11,893
2024	374,739	93,646	148,963	21,700	141,764	6,978

Packaging Recycling Trends  
2020 - 2024



Energy Recovery

There was 1.357m tonnes sent to recovery in 2023, which fell to **1.257m tonnes in 2024**. This is a 100k tonne reduction in total waste volumes before any packaging percentages were applied. This lower than expected recovery of packaging in 2024 was due to:

- Planned & unexpected outages at Irish Incinerators
- Drop off in export demand
- Infrastructure damage

**1.257m tonnes** Sent to recovery in 2024

	2024	Movement v 2023
Plastic Packaging	203,729	(21,179)
Paper Packaging	107,639	(16,322)
Wood Packaging	36,258	16,031
Total Energy Recovery	347,626	(21,470)
37k tonnes less packaging sent for recovery excluding wood		



Recovery Packaging Trends 2018 – 2024

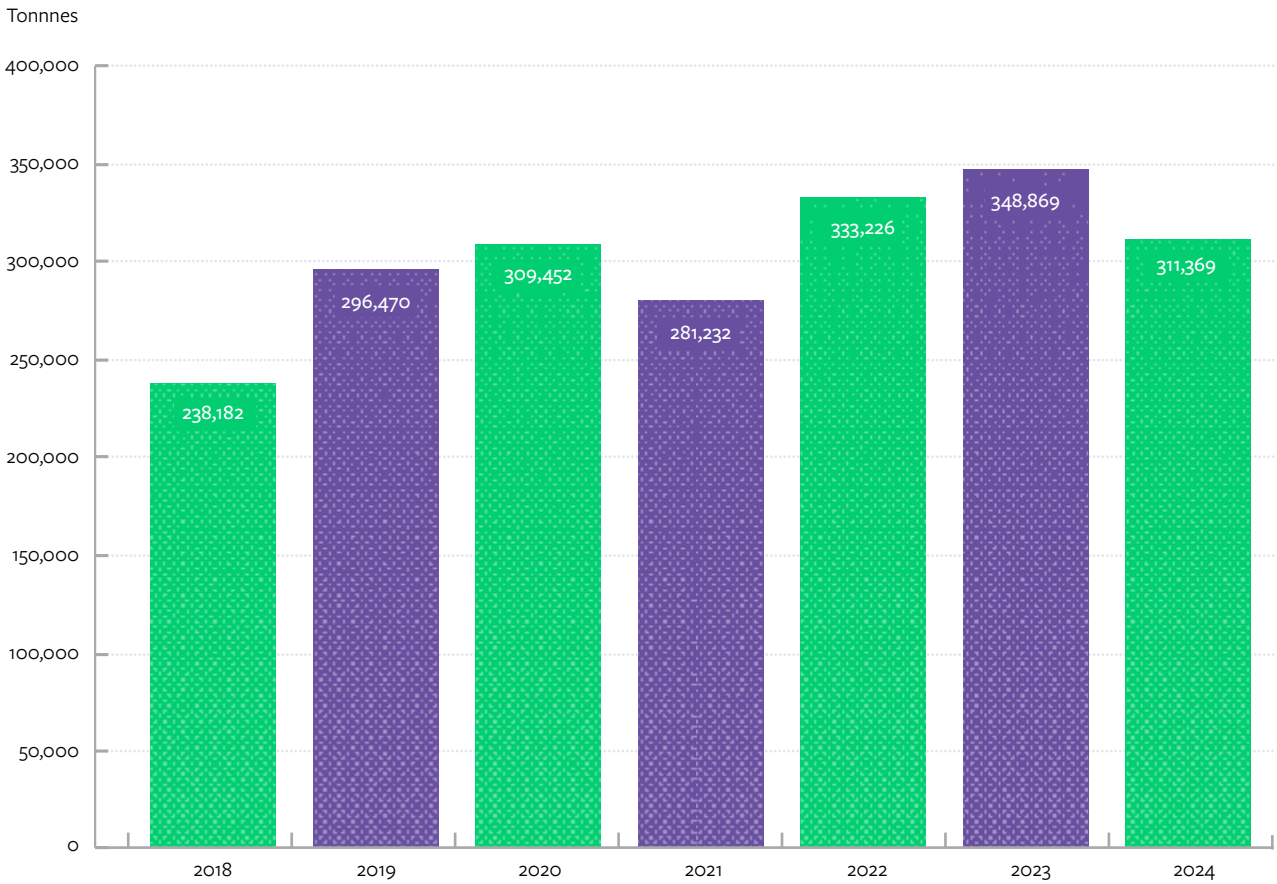
Packaging in recovery has increased dramatically since 2018, comfortably over 300k tonnes in each of the last 5 years. This is a rate that is difficult for recycling to keep pace with. A reduction in reported packaging tonnes sent to recovery in 2024 is positive for Repak (reducing the generation figure) however, at least an additional 25,000t went to landfill instead – which needs to be factored into the overall recycling picture.

With both Wilton Waste Recycling and Mr. Binman establishing SRF plants to come into operation in 2025 coupled with a licence extension at Covanta in 2024 (690,000 tonnes) we anticipate additional Recovery tonnes in 2025.

**311,368 tonnes**  
Packaging in recovery in 2024  
excluding wood



Recovery Packaging Trends  
2018 – 2024 (excluding Wood)



Key Recovery & Recycling Initiatives  
in 2024

New Recovery Operators (ROs)

In recent years Repak has proactively recruited new Recovery Operators. There were 11 new Recovery Operators registered in 2024, helping Repak and its Members recycle additional tonnes.

- **4 Wood Operators:**  
Envirogrind, CHEP, Max Pallets and Morris Coogan
- **1 new Material Recovery facility**  
based in Omagh recycling ROI tonnes: Recyco
- **6 new Plastic Recyclers and Reprocessors**  
including 2024 Pakman Award winner Soltec, HDPE bottle reprocessors Polymer Matters, helping to close the loop on island for collecting, sorting and reprocessing HDPE bottles back into HDPE bottles, Green Globe, Farm Plastics, Novelplast & Green Bubble.

Subsidy Updates

Commercial Paper Subsidy

increased from €5 a tonne to €7 a tonne and has paid dividends with a significant increase in recycled tonnes in 2024.

MSW Mining Subsidy

In 2024, to stimulate industry interest a predetermined tonnes threshold was reached. This resulted in a subsidy increase from €280 to €500 per tonne.

Export Outlet Challenges

Locating viable recycling outlets has been a problem across the waste industry in 2024 particularly for lower grade plastic.

There has been:

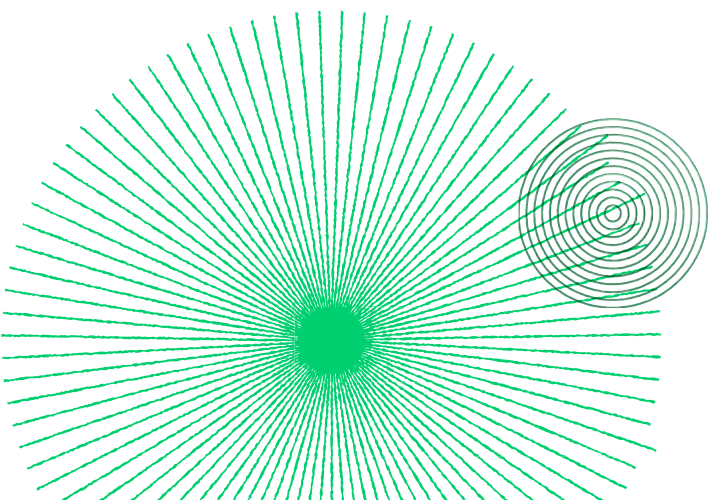
- A reduction in the number of outlets recycling more challenging streams such as plastic film.
- Higher gate fees
- Short term arrangements that reduce certainty for Recovery Operators
- Competition with cheaper virgin or higher quality plastic from outside of Europe.

Recyclable Plastic Film Review

In early 2024, an unannounced review of kerbside plastic film quality was conducted across ten Recovery Operators. This review prompted an update to the MDR Kerbside Standard Operating Procedure (SOP) to incorporate guidelines on Non-Recyclable Kerbside Film Packaging, including laminates and composites which are not currently recycled. This change allowed Repak to better account for yields at final recycling facilities and to only fund the recycled element within plastic film.

End Market Traceability – Valipac Collaboration

Repak joined forces with Valipac and four additional Extended Producer Responsibility (EPR) schemes Valorlux asbl, Urvinnslusjóður, The Icelandic Recycling Fund, and Verpact in an initiative aimed at sharing audit reports from recyclers and traders. This collaboration seeks to enhance the traceability of packaging waste and reinforce assurances of effective recycling under appropriate conditions. Additionally, it supports preparations for the upcoming Waste Shipping Regulations, which will mandate recycler audits beginning in 2027.





Waste Characterisation Studies & Additional Studies

Repak continue to operate a comprehensive Waste Characterisation Studies (WCS) programme completing 45 WCS in 2024 across a wide range of packaging types. We conducted additional WCS at Recovery Facilities due to the importance of this data to recycling rates. In 2024, the Recovery and Recycling department spent over €200,000 completing additional waste fuel studies.

- **9 Mixed Dry Recycling (MDR) Studies** determined output quality from Irish Material Recovery Facilities.
- **3 MSW Mining Studies** to verify quality of packaging extracted from general waste for recycling.
- **7 Plastic Reprocessor Studies** to verify input quality and eligible packaging percentages.

- **22 Waste Fuel Studies** determined packaging sent for energy recovery either directly through Refuse Derived Fuel (RDF) or used waste dross from the recycling process in cement kilns (SRF) to offset fossil fuel consumption.
- **Wood Studies** to determine wood packaging repair, reuse and recovery of pallets.

Repak regularly update their Waste Characterisation Study SOP's to reflect reporting requirements and legislative changes. For example, splitting household films into recyclable LDPE films and non-recyclable films such multilayers and laminates led to additional sorting time on site. However this categorisation reflected greater yields for final reprocessors given the difficult nature of this recycling stream.

Additional changes to the WCS processes are expected in the coming years in line with increased reporting requirements from the Packaging & Packaging Waste Regulations (PPWR)



Recovery Operator Audits

As a Repak Registered Recovery Operator, waste contactors are subject to a compliance and/or financial audit at Repak's request.

**Contract Compliance Audits (CCA's)** are used to check compliance records, the mass balance of tonnes in and tonnes out, while also performing additional in depth checks on subsidies claimed through the scheme. We audit a minimum of 85% of tonnes claimed through the scheme in a given year.

**25 Contract Compliance Audits** were completed in 2024, which captured all major ROs. A risk register was used to select and audit 3 ROs who fell outside the 85% minimum tonnage claim.

**26 Financial Audits** were scheduled for completion in 2024 at ROs who received over 90% of the funding from Repak by an independent auditor.

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

Repak, as an EPR scheme are required to fund 80% of the cost of recycling for our registered ROs. Net Necessary Costs aims to capture the actual cost of the collection of packaging waste generated and the processing of this waste into a saleable product (i.e. a tonne of material to be sent for recycling). The model was designed to produce an overall cost of recycling a tonne of each material type. ROs are selected to provide the best representation and cross section of the multitude of ROs registered with Repak to give a complete picture of NNC across the Irish waste industry factoring in business size, collection and processing capabilities, rural or urban base etc.

This methodology supports a transparent, evidenced based robust model from which to cover 80% of costs and to form a basis for membership fees to packaging producers. Eco-fee modulation sets the price per tonne for packaging producers based on the recyclability of their packaging i.e. higher fees for more difficult to recycle composites and laminates compared to single stream packaging.

Recycling Talks and Best Practices

Throughout 2024, the Recovery and Recycling department conducted best practice recycling talks and onsite waste management audits.

- **18 Recycling Talks**
  - 3 Repak Regular Member Recycling Talks
  - 6 Corporate Recycling Talks
  - 9 School Talks.
- **3 Repak Regular Member on site Waste Management Audits**

The Recovery and Recycling department also represented Repak at the very successful Lidl Sustainability Summit 2024 facilitating the Business Waste Management Workshop, a full day event organised by Lidl to ensure their suppliers were kept up to date with current best practice waste management and impending legislative requirements.



## SECTION 5

# Policy Developments

## EU Policy and Legislative Developments

### PPWR – The EU Packaging and Packaging Waste Regulation (EU 2025/40)

The proposed Packaging and Packaging Waste Regulation (PPWR) was initially published by the EU Commission in November 2022. Since then a process of negotiation between Commission, Parliament and Council ('Trilogues') took place throughout 2023 and 2024 resulting in the agreed regulation to be published on January 2025. The final text can be found [here](#).

This new regulation, which will eventually replace the Packaging and Packaging Waste Directive (PPWD), aims to minimise the quantities of packaging and waste generated while lowering the use of primary raw materials and fostering the transition to a circular, sustainable and competitive economy.

#### The regulation aims to:

- Prevent and reduce packaging waste, including through more reuse and refill systems
- Make all packaging on the EU market recyclable in an economically viable way by 2030
- Safely increase the use of recycled plastics in packaging
- Decrease the use of virgin materials in packaging and put the sector on track to climate neutrality by 2050.

#### Key dates related to this regulation include:

##### 22nd January 2025

- Regulation published in EU Official Journal

##### 11th February 2025

- Regulation entered into force (20th day following its publication in the EU Official Journal)

##### 12th August 2026

- Regulation will apply (18 months after it enters into force)

#### Law

The PPWR establishes a new set of requirements in line with Europe's waste rules that cover the entire packaging life cycle from product design to waste handling.

By 2030, the measures are expected to significantly reduce greenhouse gas emissions and water use, while preventing and reducing the adverse impacts of packaging and packaging waste on the environment and human health.

#### The new rules include:

- Restrictions on certain single-use plastics, such as pre-packed fruit and veg weighing less than 1.5 kg and individual portions of condiments, sauces, and sugar in hotels, bars and restaurants
- Minimising the weight and volume of packaging and avoiding unnecessary packaging
- 2030 and 2040 targets for a minimum percentage of recycled content in packaging
- A requirement for take-away businesses to offer customers the option to bring their own containers at no extra cost
- Minimising substances of concern, including restrictions on packaging containing per- and polyfluorinated alkyl substances (PFAS) if they exceed certain thresholds.

The PPWD will be repealed 18 months after the PPWR enters into force. However, some provisions of the existing regulation will continue to apply even after that date.



Implementation

The requirements in the PPWR will need to be backed up further with harmonised standards for packaging, guidelines, and subsequent adoption of implementing and delegated acts to clarify and define the regulation. Work will continue on its interpretation and implementation throughout 2025 and 2026. Repak will be involved through national and European working groups and will continue to monitor any further developments to help members remain compliant with the legislation.

Repak’s Summary Guide to the PPWR

To assist Members to understand the complex requirements of the PPWR, Repak compiled a summary guide to the legislation, focusing on some of the main points that will apply to producers.

The PPWR summary guide can be accessed [here](#).

The PPWR summary guide contains information on:

- Definitions
- Producer Register
- Packaging waste prevention targets and minimisation of packaging
- Re-use and Refill targets
- Recyclability of Packaging and Recyclability Performance Grades
- Minimum recycled content in plastic packaging
- Compostable packaging
- Authorised Representative for packaging
- Reporting of packaging data (by material type)

Cooperation with European Stakeholder

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)
- **EPRO** (European Association of Plastics Recycling and Recovery Organisations).

With the introduction of the PPWR, Repak is working with all policymakers involved to interpret the legislation and see how it will be practically implemented. This includes working with the Department of Environment, Climate and Communications (DECC) and the EPA on the requirements of EU and Irish legislation, and also with other stakeholders such as EPR schemes (individually and collectively) and with Waste Management Alliances at home and abroad to implement the legislation and ensure our members can be in compliance with it.

National Policy and Legislative Developments

Litter collection costs under the Single Use Plastics Legislation

Repak agreed a litter cost for 2024 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 beverage containers which will now be covered by the Deposit Return Scheme (DRS) since its launch in February 2024.

To improve the quality of SUP data required to compile this litter cost, Repak worked with the DECC and an Environmental Consultant (Fehily Timoney) to produce a report on 2024 SUP litter. This required the completion of twelve characterisation studies carried out at different times during the year in Urban, Suburban and Rural areas. The results showed SUP litter at 2.68% for 2024 compared to 2.45% for 2023. Also of note was that the PET bottle element of this litter has decreased, as expected given the implementation the implementation of the DRS scheme.

We have submitted a report to the DECC calculating our liability at €1.1m for 2024 for packaging SUP excluding PET bottles which are covered by the DRS scheme. This is in line with our projections and will be paid in to the Minister of the Environment in 2025.

Data reporting with the EPA – National Waste Statistics

National waste packaging statistics for 2022 were published by the EPA in December 2024 and were in line with data already published on the Eurostat database. All materials were ahead of the 2025 recycling targets with the exception of plastic at 32% (50% target) and aluminium at 30% (50% target). This also brings the overall packaging recycling performance down to 61% compared to a 2025 recycling target of 65%. While plastic recycling continues to be a challenge, the aluminium performance has only now come to light due to the separation of the metal target into individual ferrous (steel) and non-ferrous (e.g. aluminium targets). Repak will work with the Environmental Protection Agency (EPA) on metal characterisation studies in 2025 to ensure that the split of ferrous and aluminium is accurate and puts us in the best position to reach both metal recycling targets for 2025.

We are now preparing the 2023 reports for the EPA as all Membership data and Recovery Operator data for 2023 has been submitted. We are also producing reports on SUP data for 2023 and are working with the DRS to provide the required recycled content data for PET beverage bottles.

Eurostat, the statistics repository for the EU, will visit Ireland in February 2025 to audit 2021 and 2022 packaging and plastic data for Ireland. Repak will assist the EPA and the DECC to ensure all pertinent data and reports are available for Eurostat and will support in the explanation of data reporting systems in Ireland.



## Repak Policy Developments

### Repak's Net Necessary Costs (NNC) and Eco-Fee Modulation (EFM) Model

The Net Necessary Costs Model introduced for plastics and composites 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-Fee Modulation model is based on whether the packaging material placed on the market ultimately ends up being recycled or not. The more difficult a material is to recycle (such as plastics or composites) the higher the fee for that material will be relative to other packaging materials. The fee will be higher again for packaging material that cannot be recycled.

The gap between the fees for recycled and non-recycled material continued to widen in 2024. For example, the fee for recycled plastic material increased from €112.39 in 2023 to €138.89 in 2024 while the fee for non-recycled plastic material increased from €301.70 in 2023 to €400.42 in 2024. While these fees are derived from the NNC model, they are also designed to incentivise producers to move to recycling packaging materials where possible.

Repak are also required, through the Waste Framework legislation, to ensure that at least 80% of Members fees are used to fund the direct recycling of packaging in any given year. The figure for 2024 was 81%.





SECTION 6

# Membership, Recruitment & Enforcement

## Membership Fee Income

The Membership and Recruitment Department had a successful year in 2024, achieving €46,337,598 in revenue income.

€46,337,598	←	€1,631,309	↺
Income 2024		Membership Fee Rebate Paid 2024	

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 (Fixed Annual Fee).

Regular Members Eco-Fee Modulation and Net Necessary Costs continued to influence the membership income. In 2024, Repak introduced the fourth adjustment to align the cost of recycling, to the fees paid by our Members. The adjustment resulted in 5 material costs being reduced and 9 being increased. As in 2023, the most

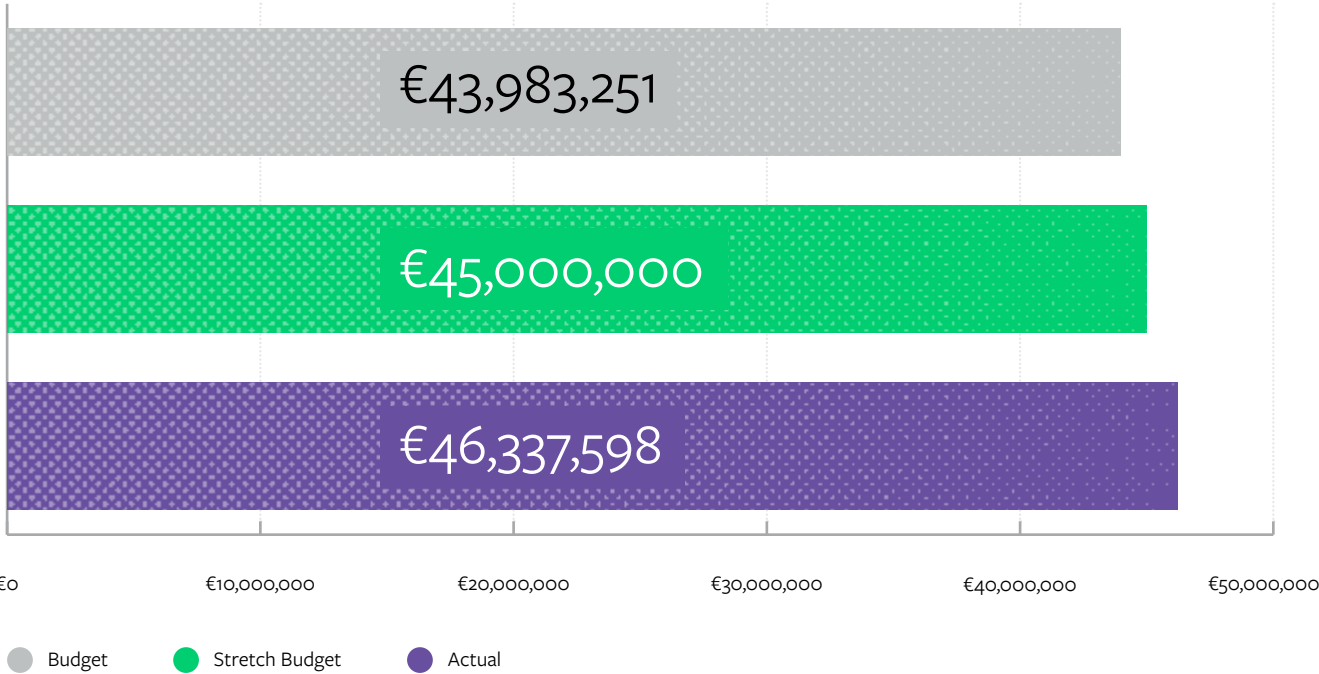
notable fee increase applied to non-recycled plastics and non-recycled composites. Last year also saw the introduction of new material categories for Aluminium & Steel cans, and PET plastic bottles related to the deposit return scheme. These were charged at a reduced rate in the first half of 2024 and had no fee for the second half of the year.

A total rebate of €1,631,309 was paid to our Members met the qualifying criteria. This rebate incentive is a benefit paid directly to Members who both submit their statistical data and pay their fees on time.

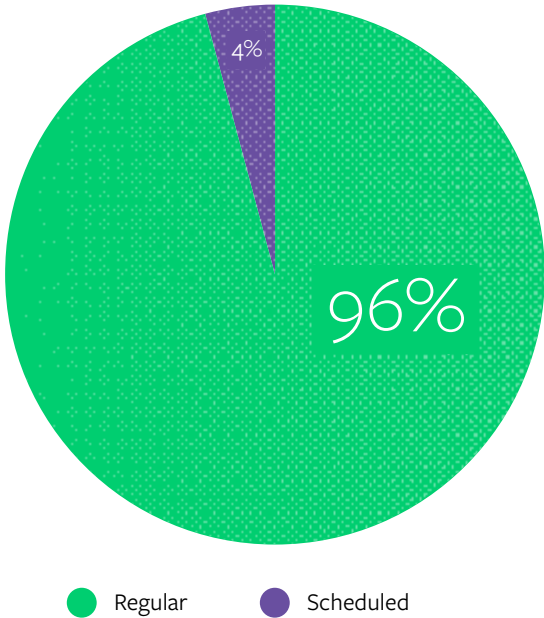


Repak Member Income

2024



Members by Income



Membership Numbers

Repak's Membership numbers continued to increase in 2024. At the beginning of the year we had 3,504 Members which increased to 3,555 Members by the end of the year. With our current Membership split remaining equal to that of 2023 – 39% Regular Members and 61% Scheduled Members.

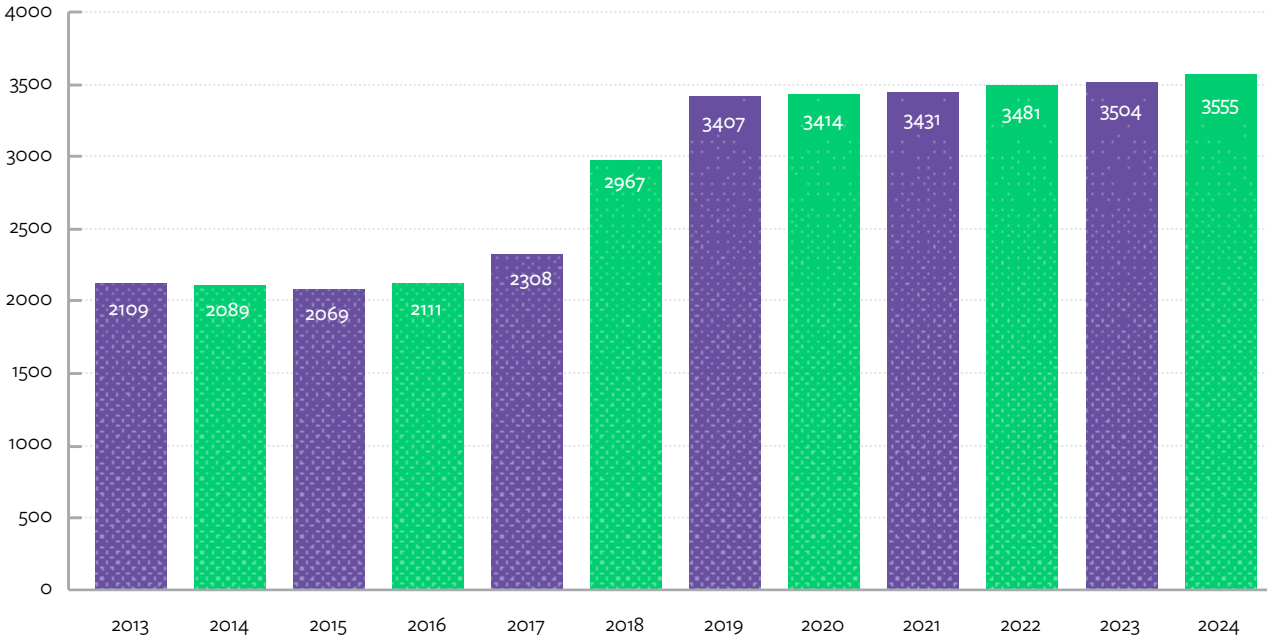
This growth in Membership was supported through the continued efforts of our Recruitment Department. We had 166 new Members certified, though unfortunately through business closures, mergers and liquidations we lost 115 Members, resulting in a net gain of 51 Members into the Scheme.

Overall Membership numbers increased to 3,682 when Authorised Representative and Green Dot Members are all included.

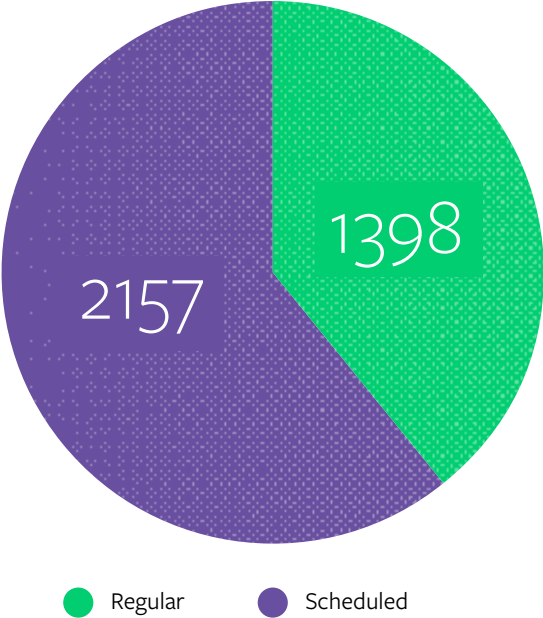
A full list of Repak Members can be viewed at: [www.repak.ie/members/list](http://www.repak.ie/members/list)

Membership Number

2013-2024



Membership Breakdown



Membership Statistical Data Training

Over 1,300 Members report their packaging statistical data to Repak twice a year. Our Membership team provided direct training support to 120 Members in 2024, including guidance 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 data aligns with the most recent set of guidance from Repak.



Single Use Plastics Reporting for SUP Producers

In April 2024, those Repak Members who achieved the criteria as an SUP producer were required to submit a declaration and their SUP data. Repak are facilitating our Members compliance requirements under the new Single Use Plastic (SUP) Directive (S.I No.516/2021)

Since April 2024, 712 of our Regular Members declared they are not a SUP producer.

Repak now have 121 registered SUP producers.

In 2025 the focus will be to support the remaining Members yet to resolve their SUP producer obligations.

Authorised Representative - 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.

Membership Services

In 2024, Repak continued to enhance its Member Services, providing comprehensive support to help Members optimise packaging, minimise waste, and improve packaging waste segregation in line with the three-bin system requirements and Circular Economy goals such as design for recycling and establishing routes to recycling.

To increase engagement, particularly with Scheduled Members, Repak introduced Prevent & Save virtual sessions and consultations. These initiatives aimed to reach more Members interested in improving internal recycling practices and upskilling their teams. Virtual consultations often acted as an entry point to full Prevent & Save on-site visits, a core service.

Additionally, Repak also provided expert packaging and packaging waste consultancy to assist Members in developing packaging policies that align with circular economy goals. This involved examining existing packaging portfolios to identify problematic materials and formats and exploring opportunities to transition to “packaging for a circular economy.” This work included a series of calls, Prevent & Save on-site/store visits, and workshops with Member buying teams and relevant personnel. The aim was to create policy documents that could be shared with suppliers, ensuring lasting improvements and driving Members’ circular economy objectives.

Repak’s Packaging Design Guide for Circular Economy (V4 2024) was updated and shared with Members. This guide provides the most current guidance, addressing common queries about pack formats such as beverage cups and paint tins, and incorporating updated data from the latest waste characterisation studies.

Through tailored support, education, and expert guidance—delivered both virtually and on-site—Repak helped Members advance their sustainability goals and drive the transition to a circular economy.



Prevent & Save Programme

Prevent & Save on-site visits continued to provide valuable education on packaging best practices and waste management. However, feedback from Members indicated a need to evolve the current format into a broader Repak Packaging and Waste Management consultancy. This expanded approach would include workshops and training days. A pilot workshop was successfully hosted to educate Member buying teams on the circular materials economy and to assist in developing packaging policies and preferred packaging checklists.

Repak also expanded its service offerings to include Scheduled and smaller Members, such as hotels and non-production sites, and distribution centres. This involved conducting Prevent & Save virtual or 2D consultations to address the specific needs of these Members. Additionally, the organisation collaborated with Members to establish recycling routes for new packaging formats.

Repak Members’ Plastic Pledge

In 2024, the Repak Members’ Plastic Pledge continued to demonstrate significant progress in reducing plastic waste and promoting sustainable packaging solutions. Signatory participation increased to 156 members by year-end, with 151 Members signed up as of May 2024, 20 of whom contributed detailed submissions to the annual report.

Building on the foundation of the Plastic Packaging Recycling Strategy 2018–2030, Repak Members achieved notable milestones. The 2024 Plastic Pledge Report highlighted the initiative’s impact on Member behaviours and design choices, tracking progress in plastic waste reduction and the adoption of sustainable packaging.

Continuing the theme established in 2023, the Plastic Pledge further emphasised the “Changemakers” and “The Changes You Can’t See”. This recognition highlighted the often-unseen efforts of Members who removed substantial volumes of plastic from their operations and supply chains. To showcase these achievements, Repak introduced ‘Hero Stories’—short video clips highlighting best-in-class examples across the four Plastic Pledge objective categories. These were shared across Repak’s communication platforms and signal the future direction of signatory recognition.

Repak Members collectively funded the recycling of 69% of the plastic packaging they placed on the market. Those reporting on their on-site plastic recycling achieved an impressive 72% rate—far exceeding the EU Circular Economy Package targets of 50% by 2025 and 55% by 2030. Among Members reporting recycled content, the average reached 43%, surpassing the highest minimum threshold of 35% by 2030 under Article 7 of the upcoming PPWR. Additionally, nearly 600 tonnes of plastic packaging was eliminated from operations, with ongoing projects focussed on simplifying polymer use and removing non-recyclable components

Key Metrics and Achievements:

- Total plastic packaging recycled: 69%
- Plastic packaging recycled by Plastic Pledge signatories: 72%
- Total tonnes of plastic recycled: 746,000 tonnes
- Change from 2023: Decrease of 3,865 tonnes
- Members surpassed EU recycling targets for 2025 and 2030, with overall recycling at 105%, and plastic at 69%.

Recognition and Awards:

- The 2024 Gold Plastic Pledge Pakman Award was presented to Aldi Ireland their strong commitment to the Plastic Pledge and its 4 objectives. Aldi Ireland now recycles 99.20% of its packaging and is the first major Irish retailer to introduce natural caps on milk bottles, making it easier to recycle.

Future Direction:

Repak’s Plastic Pledge is evolving to meet emerging legislative challenges and industry demands, with a stronger focus on innovation, circular economy integration, supply chain collaboration, consumer engagement, policy advocacy, and improved monitoring. Repak aims to transform the Plastic Pledge into a dynamic platform where Members can share best practices and innovations. Through these efforts, Repak and its Members remain committed to reducing plastic waste and advancing a circular economy for packaging in Ireland.



Regular Member Fees per Tonne 2024

Half 1

	Materials Manufacturer	Converter	Brandholder / Importer / Distributor	Retailer	Total
Recycled Paper / Cardboard	€1.00	€1.00	€36.64	€2.00	€40.64
Recycled Glass	€1.00	€1.00	€7.71	€2.00	€11.71
Recycled Alum (Non-DRS)	€1.00	€1.00	€22.64	€2.00	€26.64
DRS in-scope Alum cans 150ml-3l	€0.17	€0.17	€3.77	€0.33	€4.44
Recycled Steel (Non-DRS)	€1.00	€1.00	€55.47	€2.00	€59.47
DRS in-scope Steel cans 150ml-3l	€0.17	€0.17	€9.24	€0.33	€9.91
Recycled Rigid Plastic	€1.00	€1.00	€134.89	€2.00	€138.89
Recycled Flexible Plastic	€1.00	€1.00	€134.89	€2.00	€138.89
Non Recycled Plastic	€1.00	€1.00	€396.42	€2.00	€400.42
PET Beverage Bottles	€1.00	€1.00	€134.89	€2.00	€138.89
Other Plastic Beverage Bottles	€1.00	€1.00	€134.89	€2.00	€138.89
Plastic Non Beverage Bottles	€1.00	€1.00	€134.89	€2.00	€138.89
DRS in-scope PET Bottles 150ml-3l	€0.17	€0.17	€22.48	€0.33	€23.15
Recycled Wood	€1.00	€1.00	€7.79	€2.00	€11.79

Regular Member Fees per Tonne 2024

Half 2

	Materials Manufacturer	Converter	Brandholder / Importer / Distributor	Retailer	Total
Recycled Paper / Cardboard	€1.00	€1.00	€36.64	€2.00	€40.64
Recycled Glass	€1.00	€1.00	€7.71	€2.00	€11.71
Recycled Alum (Non-DRS)	€1.00	€1.00	€22.64	€2.00	€26.64
DRS in-scope Alum cans 150ml-3l	€-	€-	€-	€-	€-
Recycled Steel (Non-DRS)	€1.00	€1.00	€55.47	€2.00	€59.47
DRS in-scope Steel cans 150ml-3l	€-	€-	€-	€-	€-
Recycled Rigid Plastic	€1.00	€1.00	€134.89	€2.00	€138.89
Recycled Flexible Plastic	€1.00	€1.00	€134.89	€2.00	€138.89
Non Recycled Plastic	€1.00	€1.00	€396.42	€2.00	€400.42
PET Beverage Bottles	€1.00	€1.00	€134.89	€2.00	€138.89
Other Plastic Beverage Bottles	€1.00	€1.00	€134.89	€2.00	€138.89
Plastic Non Beverage Bottles	€1.00	€1.00	€134.89	€2.00	€138.89
DRS in-scope PET Bottles 150ml-3l	€-	€-	€-	€-	€-
Recycled Wood	€1.00	€1.00	€7.79	€2.00	€11.79



Scheduled Member Annual Fees  
2024

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	402
1	1	Hardware and Building MR (Over 25 tonnes)	3,650,000	Over 3,650,000	986
2	17	Hospitality (10 - 25 tonnes)	1,000,000	-	402
2	1	Hospitality (Over 25 tonnes)	1,000,000	Over 1,000,000	986
3	17	Pharmacy (10 - 25 tonnes)	1,000,000	-	402
3	1	Pharmacy (Over 25 tonnes)	1,000,000	Over 1,000,000	986
4	17	Licensed Premises (10 - 25 tonnes)	1,000,000	-	402
4	1	Licensed Premises (Over 25 tonnes)	1,000,000	Over 1,000,000	986
5	17	Independent Retailer (10 - 25 tonnes)	1,000,000	-	402
5	1	Independent Retailer (Over 25 tonnes)	1,000,000	3,809,999	986
	2		3,810,000	4,439,999	1084
	3		4,440,000	5,079,999	1280
	4		5,080,000	5,719,999	1478
	5		5,720,000	6,349,999	1577
	6		6,350,000	6,989,999	1774
	7		6,990,000	7,619,999	1971
	8		7,620,000	8,249,999	2169
	9		8,250,000	8,879,999	2366
	10		8,880,000	9,519,999	2465
	11		9,520,000	10,159,999	2662
	12		10,160,000	10,799,999	2760
	13		10,800,000	11,429,999	2957
	14		11,430,000	12,059,999	3156

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	3253
	16		12,700,000	Over 12,700,000	3451
6	1	Off Licence (All over 25 tonnes)	1,000,000	3,809,999	986
	2		3,810,000	4,439,999	1084
	3		4,440,000	5,079,999	1280
	4		5,080,000	5,719,999	1478
	5		5,720,000	6,349,999	1577
	6		6,350,000	6,989,999	1774
	7		6,990,000	7,619,999	1971
	8		7,620,000	8,249,999	2169
	9		8,250,000	8,879,999	2366
	10		8,880,000	9,519,999	2465
	11		9,520,000	10,159,999	2662
	12		10,160,000	10,799,999	2760
	13		10,800,000	11,429,999	2957
	14		11,430,000	12,059,999	3156
	15		12,060,000	12,699,999	3253
	16		12,700,000	Over 12,700,000	3451
7	17	Electrical Retailers (10–25 tonnes)	1,000,000	3,499,000	402
7	1	Electrical Retailers (Over 25 tonnes)	3,500,000	Over 3,500,000	986
8	17	Restaurant (10–25 tonnes)	1,000,000	–	402
8	1	Restaurant (Over 25 tonnes)	1,000,000	Over 1,000,000	986



Recruitment

The Recruitment team delivered a strong performance in 2024, achieving new Member income of €2.17m against a stretch budget of €1.8m.

This was driven by solid results in Q2 and Q3, supported by high engagement with the onboarding training process early in the year, with 99 businesses completed onboarding training over the year. These 167 new Members were classified into three categories: Scheduled (48%), Regular (43%), and Non-Major (9%).

A collaborative approach to engaging with Suspected Major Producers (SMPs) played a key role in these results. Through a combination of

email and postal outreach, as well as ongoing support and guidance throughout the onboarding process, the team worked closely with businesses to ensure a smooth transition into Membership. Effective tracking and management within CRM also further supported this effort.

The transition of previous Self-Compliers into Membership continued, with 21 additional businesses completing the process in 2024.

€2,169,818

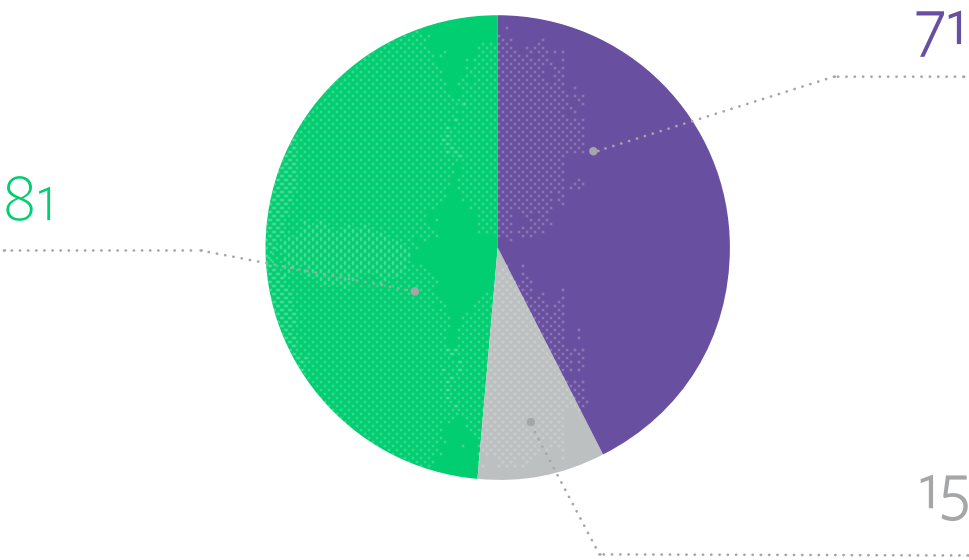
New Member Income

New Member Income 2024



2024 New Member Classifications

- Scheduled
- Regular
- Non-Major



Enforcement Co-operation 2024

Engagement from Local Authorities and WERLAs (Waste Enforcement Regional Lead Authorities) has significantly increased, with the new WERLA staff actively supporting enforcement efforts. This has led to continued progress in resolving Suspect Major Producers (SMPs) and supporting recruitment efforts.

In 2024, 55 (33%) of new Members came from the Enforcement Co-operation Programme. Repak is currently managing 10 SMPs and working actively with Local Authorities to address 9 of the 11 outstanding previously registered self-compliers.

The final review meeting with WERLAs took place on December 4th, marking the completion of another productive year. Over the past eight

years, the Enforcement Co-operation programme has resulted in the conversion of 352 businesses, generating over €9 million in revenue income, alongside 81 previously registered self-compliers contributing an additional €4 million.

Looking ahead to 2025, Repak will focus on preparing and referring SMPs for enforcement, while Local Authorities will work to close out outstanding self-compliers and businesses on the Enforcement portal.

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



## SECTION 7

# Marketing, Communications & Public Relations

The primary marketing objective in 2024 was the development and launch of a new national communications strategy. The national campaign titled ‘The Most Sorted - Clean Dry Loose’ directly addressed a significant public recycling knowledge gap identified by Repak’s research. The 360° integrated campaign educated households, Repak Members and Irish businesses on the Clean, Dry Loose methodology and behavioral changes needed in effective packaging segregation to meet EU recycling targets. Informed by research and refined through brand tracking, the creative visually challenged the ‘out of sight, out of mind’ concept related to recycling.

Repak proactively supported its Members by showcasing their packaging innovations and progress via the Repak Members’ Plastic Pledge and ensuring they remained informed on evolving EU waste legislation related commercial premise obligations.

## Repak continued to drive our marketing and communications with:

### Targeted national B2B and B2C campaigns

- Most Sorted – Clean Dry Loose
- Don’t Waste Earth Day
- World Environment Day
- Easter Campaign
- The Repak Members’ Plastic Pledge.

Repak proactively provided guidance on upcoming waste regulations and legislation and fostered industry collaboration through targeted trade communications and active participation in key sector conferences.

Ongoing enhancements to website accessibility and SEO and amplification of messaging through influencers remained integral to our digital marketing strategy.

The introduction of brand tracking afforded the opportunity for greater measurement of marketing mediums and brand performance.

Celebrating ten years, the 2024 Pakman Awards showcased Ireland’s commitment to the circular economy, celebrating outstanding recycling and waste management efforts and honouring 13 winners including two new categories; Best Deposit Return Scheme initiative and Best Single Use Plastic Initiative.



National Ad campaign - The Most Sorted - Clean Dry Loose

In direct response to the significant knowledge gap identified in commissioned research, Repak developed a new national communications campaign to directly address impending EU recycling targets. The research highlighted the considerable difference between perceived and actual recycling knowledge and underscored the critical need for a targeted communications approach. This campaign was specifically designed to address these misunderstandings and tasked households and businesses to improve their recycling habits and ensure correct packaging segregation for recycling.

Launched in early September 2024, “The Most Sorted – Clean Dry Loose” campaign called on businesses, including Repak Members and the Irish public to reduce the amount of packaging that goes to waste by preparing and segregating packaging materials correctly for recycling Clean, Dry and Loose.

To effectively drive behaviour change, the integrated campaign creative took a distinctive approach, focusing on the familiar ways consumers and businesses encounter packaging as part of their daily routine. This involved depicting a scenario where packaging items remained visible in the atmosphere, challenging the ‘out of sight, out of mind’ mentality and highlighting the lasting impact of failing to recycle correctly.

In line with the overall campaign, Repak implemented a new business line, ‘Repak – Proudly Supporting a Circular Economy,’ to clearly define the organisation’s purpose. This also aligns with

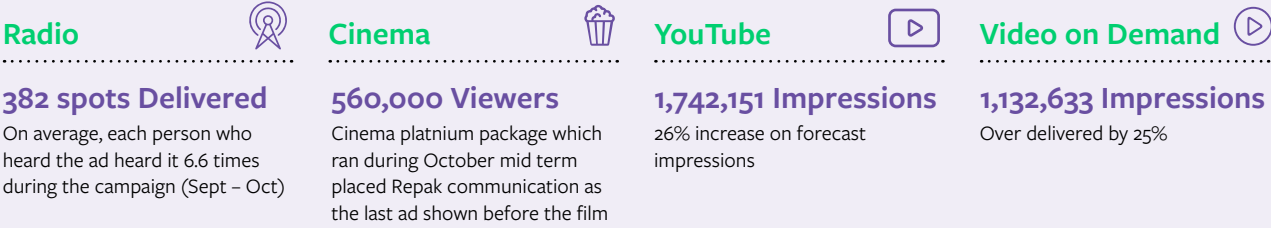
the Department of Environment, Climate and Communications circular economy focus and links Repak Members to the ESG agenda.

The national campaign took a comprehensive 360° integrated media approach including placements across TV, radio, cinema, outdoor, digital OOH, PR, digital, social media including influencer collaborations to drive increased packaging recycling across all materials.

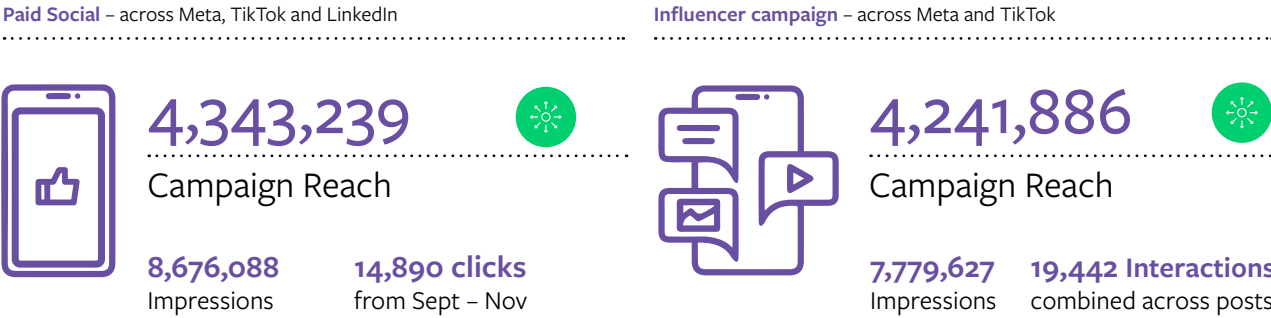
Leading up to the national campaign launch, Repak announced its intention to conduct a national audit assessing public understanding of recycling best practices, a commitment initially communicated during the World Environment Day campaign. Repak issued the findings of the National Recycling Knowledge Audit, which surveyed over 2,000 people and this garnered significant national media attention, reaching over 5.7 million individuals through 9 print, 19 online, and 20 broadcast pieces, including coverage on RTÉ, Morning Ireland, Newstalk, and the Irish Independent.

The strategic deployment of paid social media placements across Meta, LinkedIn, and TikTok between September and November extended reach and reinforced messaging. This multi-platform approach incorporated the creation of a bespoke “how to recycle” filter on TikTok and impactful collaborations with influencers Fionnuala Moran, Niamh Brady, Kieran Corrigan, and Seamus Lehane.

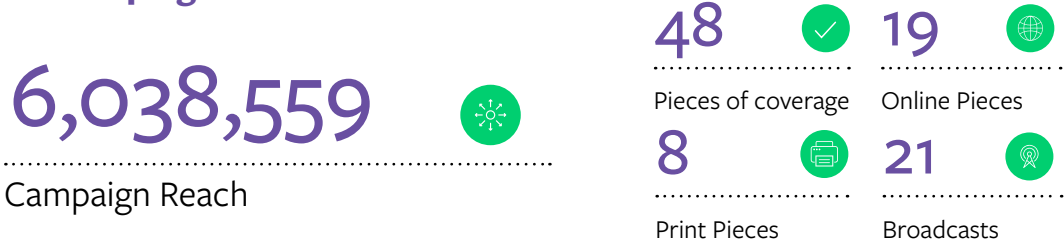
National media campaign overview



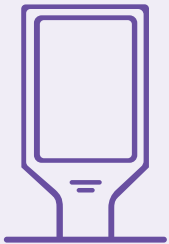
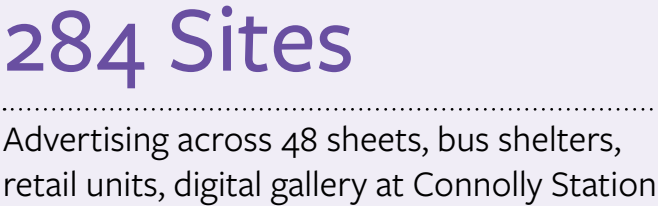
Digital and social campaign overview



PR campaign overview



Out Of Home Advertising





Brand Tracking

In 2024, brand tracking was introduced to gain insight on the public perception and impact of Repak.

Brand tracking was conducted in May and October 2024 and both sets of research included a detailed analysis of:

- Public attitudes towards recycling
- Repak’s overall brand salience and recognition
- An exploration of the key associations the public holds with the Repak brand
- An evaluation of Repak advertising campaigns

This data-driven approach allowed Repak to strategically refine communications, media options and ensure its messaging resonated with the public driving greater engagement across all communication channels.

CEO Appointment Notice

On April 18th, Repak announced the appointment of Zoe Kavanagh, as the new CEO of Repak, marking a significant step in strengthening the organisation’s leadership.

This announcement was communicated through a comprehensive media outreach, resulting in prominent coverage across outlets including RTÉ, ie, the Irish Independent, the Irish Examiner, and businessplus.ie.

This coverage, comprising 2 print and 7 online articles, reached a combined audience of 121,556. A LinkedIn post announcing the appointment garnered exceptional organic engagement, demonstrating strong stakeholder interest and support.

Furthermore, Chair Tom Shipsey personally informed all Members of the appointment via a dedicated letter, ensuring direct and transparent communication.

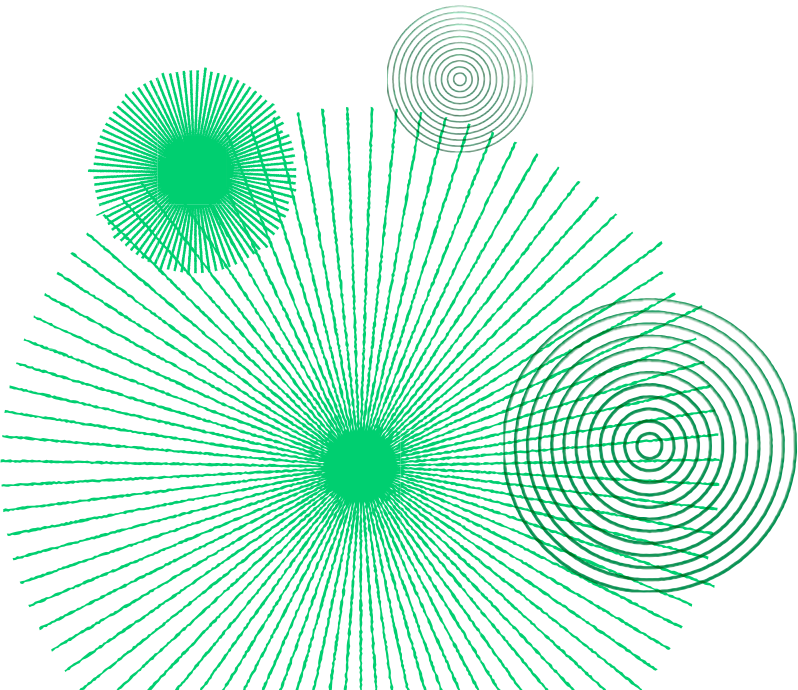
Supporting Waste Regulation Changes and Industry Outreach

Using trade publications, Repak promoted best practices in waste management, with a specific emphasis on commercial operations. This outreach was facilitated through a series of print and digital ads and advertorials placed in key industry publications that resonate with Repak’s target audience. This provided a platform that educated businesses on their legal obligations to implement a 3 bin system at their commercial premises.

2024 Repak feature placements included:

- Irish Packaging Directory
- Shelflife
- Retail News
- Business Plus Magazine
- Sunday Business Post.

Repak actively engaged with industry stakeholders and shared its expertise by participating as a speaker at both the Environment Ireland conference and the IWMA (Irish Waste Management Association) conference. These key platforms provided valuable opportunities for Repak to contribute to discussions on critical issues including legislation, showcase its initiatives in promoting sustainable packaging and recycling practices, and network with fellow leaders and professionals in the sector.



Don’t Waste Earth Day

Repak’s 2024 Earth Day campaign, themed ‘Don’t Waste Earth Day’ amplified the importance of responsible recycling, packaging segregation and engaged the public in driving positive behavioural change on April 22nd, a day dedicated to environmental awareness.

Leveraging both traditional and digital media channels to deliver the campaign’s core message, the integrated approach, utilised consistent creative assets across all platforms and resulted in a total campaign reach of 3.3 million.

National media coverage was extensive, key placements included features on Newstalk, The Irish Independent, The Six O’ Clock Show, and Ireland AM, ensuring broad public exposure and reinforcing Repak’s position as a leader in packaging recycling.

Post campaign PR analysis showed that 34 pieces of coverage were secured, which included 19 online, 11 broadcast, 7 interviews, and 4 print features.

To further amplify the campaign’s visibility, Repak implemented a targeted digital out-of-home advertising strategy. This included placements on retail units and roadside live options, ensuring the message reached consumers during their daily routines. Additionally, a disruptive print advertisement in The Sunday Independent on April 21st captured attention and drove home the importance of responsible recycling practices.

A significant element of the campaign’s success was the strategic collaboration with influencer Seamus Lehane on Meta and TikTok. His engaging how to recycle video reached over 1.4 million users, generated over 400,000 impressions and 2,127 interactions, and demonstrated the power of influencer marketing in reaching a wider audience.

A dedicated landing page on repak.ie coupled with and social media efforts across Meta and TikTok were equally impactful. The campaign utilised 4 15 second video assets and achieved a combined impressions of 3,912,491, and reach of 1,307,214.

World Environment Day

Repak’s campaign for World Environment Day launched on June 5th and delivered a robust performance, effectively engaging the public and further promoting best practice packaging recycling.

Building on the success of Earth Day, a national press release was issued as part of this campaign and announced that Repak would conduct an audit that tested the country’s understanding of recycling best practices and expose common misunderstandings among the public.

The motivation for this audit was clearly identified through research commissioned in March 2024. This research revealed a significant knowledge gap in Ireland regarding correct recycling practices, highlighting a disparity where 88% of individuals expressed confidence in their recycling abilities, yet only 52% could accurately identify recyclable materials when tested.

Post campaign PR analysis showed total reach of 976,132 including 2 print and 3 online articles, including coverage on RTÉ, Checkout and The Sun.

Leveraging the awareness generated by our Earth Day digital content, Repak strategically adapted these assets for our World Environment Day campaign. To further broaden our reach and deepen engagement, a valuable partnership was established with influencer Fionnuala Moran. Her participation generated 155,512 impressions and reached 128,713 individuals, successfully encouraging her followers to engage with World Environment Day and improve their packaging waste segregation and recycling habits.

Paid activity across Meta and TikTok supported message delivery, drove engagement and achieved combined impressions of 1,177,920 and reach of 687,950.



## Easter Campaign

Repak's Easter campaign successfully leveraged a multi-channel approach to deliver impactful messaging. The campaign, centered around the theme of correct segregation and recycling Easter related packaging, resonated strongly with the public, resulting in a total campaign reach of 1.8 million.

A national press release was issued and achieved media coverage across placements on prominent national outlets such as RTÉ.ie, The Mirror, and RTÉ Radio One, solidifying its credibility and visibility.

Post campaign PR analysis showed reach of 1,540,734, with 20 pieces of online, 9 broadcast and 2 print pieces of coverage which demonstrated the campaigns news-worthiness.

The campaign's paid social media component which featured recycling tips for Easter egg boxes, tinfoil, egg cartons and plastic trays across Meta and TikTok proved very effective, having achieved a 1,339,550 impressions, reach of 345,738 and 90,255 video views.

## Single Use Plastics Collaboration Campaign

In response to a request from the Department of the Environment, Climate and Communications (DECC), Repak executed a targeted six-week social media campaign between February and April, focused on promoting litter prevention and the correct disposal of single-use plastic products. The campaign's video assets were developed and shared with the DECC, leading to a collaborative co-branding initiative with the DECC and MyWaste to amplify the message's reach and impact.

The content strategy centered on the paid promotion of emotive short videos across Meta. Strategic video placements and broad user targeting resulted in strong delivery of 287,000 impressions and 142,767 video views.

Furthermore, the campaign achieved exceptional efficiency with a cost per video view of €0.03, significantly below the planned €0.07. The impactful design, relevant messaging, and the incorporation of Repak's branded music within the videos are credited with contributing to this high volume of views and cost-effectiveness.

## Repak Members' Plastic Pledge

Expanding on the Plastic Pledge repositioning from 2023, 'The Changemakers, the Change You Can't See', a Member webinar was hosted on June 20th. This key engagement initiative featured a keynote address from Minister Ossian Smyth and insightful panel discussions from Mark Sheahan LPP, Cedric Rodier, Irish Distillers, and Dennis Spiegel, Lidl, facilitating knowledge exchange and highlighting progress within the Plastic Pledge and plastic packaging innovations.

To effectively communicate the 2023 Plastic Pledge Report, a press release and associated photography were distributed, featuring Minister Ossian Smyth and Repak CEO Zoe Kavanagh.

This was amplified through a 4 week social media campaign on LinkedIn and Meta showcasing four key Member success stories from Aldi, Lidl, Nestle, and The Culinary Food Group.

Post campaign PR analysis showed a reach of 1,135,789 with 6 pieces of online and 5 pieces of print coverage.

The social media optimised versions of the hero videos demonstrated strong performance, achieving 443,950 impressions and 88,587 video views. Notably, these views included 51,000 completed views on Meta and 2,800 on LinkedIn, indicating effective audience engagement across platforms.

1,135,789

Total PR Reach



443,950

Impressions



88,587

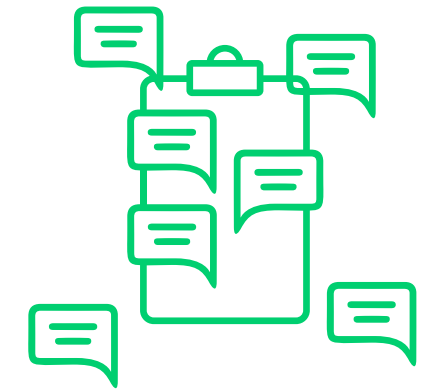
Video Views



## Member Survey

In November 2024, Repak conducted a comprehensive Member Survey with both Regular and Scheduled Members to gather crucial feedback on its services and better understand the evolving needs of its Members on their circular packaging journey.

Recognising the vital role Member insights play in enhancing service delivery and maximising value, the survey encouraged participation through a clear call to action. The feedback directly informs Repak's ongoing efforts to refine its support and ensure it provides the best possible service to its Members in 2025 and beyond as they navigate the complexities of sustainable packaging and the evolving legislative landscape.



## Website Accessibility and Search Engine Optimisation

In 2024, Repak continued to focus on enhancing its digital presence, a core element of which was the ongoing commitment to website accessibility, ensuring an inclusive online experience for all users, regardless of technology or ability. Throughout the year, Repak implemented recommendations from bi-yearly monitoring established to ensure sustained adherence to accessibility standards.

This effort ensured repak.ie measured against the Web Content Accessibility Guidelines (WCAG) 2.1 level AA and the requirements of the European Accessibility Act (EAA) 2025.

A key focus in 2024 was strengthening Repak's online visibility through comprehensive Search Engine Optimisation (SEO) audits.

The resulting recommendations guided significant improvements in several key areas:

- Website structure and navigation were streamlined for better user experience
- Content was strategically updated to align with key times and campaign periods
- Technical SEO aspects refined and updated.

These enhancements ensured the digital platform effectively reached and engaged its target audience.





## Pakman Awards

Celebrating ten years, the 2024 Pakman Awards showcased Ireland's commitment to the circular economy, highlighting outstanding recycling and waste management efforts by businesses, organisations, community groups, and individuals nationwide.

The annual awards gala was held in The Shelbourne Hotel on the 24 October 2024 and saw the introduction of two new categories, Best Deposit Return Initiative and Best Single Use Plastic initiative.

The Overall 2024 Pakman Award was awarded to Soltec Ireland Ltd from a competitive field of 12 category winners, recognising their exemplary leadership in sustainable waste management. Their innovative technology and infrastructure enabled a 91% waste recovery rate and 5,333-tonne carbon emission savings.

WeCan was awarded the inaugural Best Deposit Return Initiative having recycled 33,300+ cans, thus raising €5,000 for charity. Eco-Friendly Cups Ireland received the Best Single Use Plastic Initiative award for their successful efforts in diverting over 2 million cups from landfill, including 150,000 at the Irish Open.

The 2024 Pakman Awards were successfully delivered with the valued support of key sponsors, including AMCS, Circol ELT, the Department of Environment, Climate and Communications, Enviroguide Consulting, the Environmental Protection Agency, the European Recycling Platform, the Irish Waste Management Association, Panda, Producer Register Limited, Repak, Re-turn, and WEEE Ireland.

For a decade, the prestigious Pakman Awards have served as a vital platform, showcasing exceptional dedication to sustainability and environmental excellence while demonstrating nationwide strides towards a circular economy.

Speaking at the awards ceremony, Minister Ossian Smyth, Minister of State for Communications and Circular Economy, congratulated the winners, stating:

**“The 2024 Pakman Awards showcase the remarkable achievements of individuals, businesses, and communities working to create a more sustainable future. These awards inspire all of us to take part in Ireland's transition to a Circular Economy.”**

Furthering its commitment to social responsibility, the 2024 Pakman Awards facilitated a charitable initiative, resulting in a €1,000 donation to both The Irish Cancer Society and FoodCloud. These beneficiaries were chosen via a draw from nominations provided by the event's attendees.



## 2024 Overall Pakman Award Winner

Soltec Ireland Ltd

Pictured at the 2024 Pakman Awards were from left, Michael Corcoran, Managing Director, of Soltec (Ireland) Ltd, Zoe Kavanagh, CEO of Repak, David Corcoran, Director, of Soltec (Ireland) Ltd, with Ossian Smyth, Minister of State for Communications and Circular Economy, and Patricia Corcoran, Richard Kelly, and Diarmuid Griffin, of Soltec (Ireland) Ltd



Best Deposit Return Initiative

WeCan

Pictured at the 2024 Pakman Awards were from left, Ciaran Foley, CEO of Return, with John McCarthy, Facilities Manager CluneTech, Adam Mcarthy, collections coordinator, and Gary McCarthy, supervisor WeCan.



Best Single Use Plastic Initiative

Eco Friendly Cups Ireland

Pictured at the 2024 Pakman Awards were from left, Andrew Caldicott, Assistant Principal of the Department of Environment, Climate and Communications, and Elaine O'Farrell, CEO, of Eco Friendly Cups Ireland.

Pakman Awards

Full List of Winners

Category	Finalists	Winner
2024 Overall Pakman Award	All 12 category winners	Soltec (Ireland) Ltd
Battery and WEEE Champion	Aldi Ireland Rehab Recycle Refurbed	Refurbed
Best Deposit Return Initiative	Lidl Ireland Coca-Cola Hellenic Bottling Company WeCan	WeCan
Best Single Use Plastic Initiative	Britvic Ireland Native Events Eco Friendly Cups Ireland	Eco Friendly Cups Ireland
Business Recycling Champion	Sullivans Country Grocer Swords Pavilions Lidl Ireland	Lidl Ireland
Environmental Education and Community Initiative	Dawn Farm Food Ltd Global Action Plan CLG – Glas Programme Tramore Eco Group	Tramore Eco Group
Innovation in Waste Resource Products or Service	Soltec (Ireland) Ltd Novelplast Green Generation	Green Generation
Plastic Pledge	Aldi Ireland (Gold) Lidl Ireland (Silver) Irish Distillers Pernod Ricard (Bronze)	Aldi Ireland (Gold)
Tyre Champion	Continental Tyre Group Ltd Bridgestone Europe NR Rubber Products	NR Rubber Products
Waste Prevention	University College Cork Tesco ROI Dawn Farm Foods Ltd	Dawn Farm Foods Ltd
Waste Recovery Operator – Commercial and Household	CJ Sheeran Limited Clean Ireland Recycling Thorntons Recycling	Thorntons Recycling
Waste Recycling and Recovery Facility	Novelplast Limerick Polymers Production Soltec (Ireland) Ltd	Soltec (Ireland) Ltd
ESG Leader	Maeve McNamara – Boots Ireland David Duff – Thorntons Recycling Dennis Spiegel – Lidl Ireland	Dennis Spiegel



Social Media/PR/Media Content

For the 2024 Pakman Awards, a phased PR and social media approach was implemented. Content was launched from June 2024 and ran until November and featured content related to call for entries, past winners, finalists and 2024 winners.

Post campaign PR analysis showed a reach of 2,601,302, 30 online and 29 in print. Social media engagement and reach proved strong with impressions of 1,251,408 and reach 157,516.

Post campaign PR analysis overview:



2,601,302  
Campaign Reach



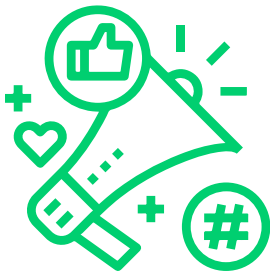
59  
Print and  
online  
coverage



€61,618  
PR value



Social campaign overview:



1,251,408  
Impressions



157,516  
Reach







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.....  
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