

Another Grand Slam for Ireland in Electrical Recycling

- WEEE Ireland Collects More than Double the EU Target in 2008 -

Ireland recorded another Grand Slam in the six nation's league table for electrical recycling for 2008, as WEEE Ireland, the Irish compliance scheme for electrical and battery recycling, announces that it was responsible for the collection of over 30,000 tonnes of waste electrical and electronic equipment (WEEE) that year. This figure, which translates to over 9kg per person, sees Ireland topping the six nation's electronic recycling table, leaving the UK, (England, Wales and Scotland 6kg), France (5kg) and Italy (3kg per person) points behind. The statistics, unveiled in WEEE Ireland's annual environmental report today will certainly keep the pundits happy, as Ireland recycles more than double the EU target per person, which roughly equals the weight of an average-sized cruise ship or 180,000 rugby players!

"We are delighted to have another Grand Slam that we can be proud of, as this result puts Ireland up there as one of the best countries for household electrical recycling in Europe, if not the world" says Leo Donovan, CEO WEEE Ireland. In 2008, WEEE Ireland introduced and expanded a number of initiatives to continue to raise awareness among consumers regarding waste electrical recycling. Highlights outlined in the 2008 WEEE Ireland annual environmental report include:

- Since setting up in 2005, WEEE Ireland has collected and recycled approximately 21 million consumer electronic goods and has diverted approximately 100,000 tonnes of electronic waste from landfill for recycling
- 2008 saw a 30% increase in electronic waste collected at special events, including collection days, held in conjunction with local authorities in areas not well-served by recycling centres
- WEEE Ireland introduced 15,000 "Lite Boxes" to the lighting trade and industry, giving a practical solution for the collection of waste fluorescent lamps. This directly contributed to an increased collection of over two million fluorescent tubes and energy saving CFL bulbs
- The distribution of 60,000 battery recycling boxes to battery retailers for the collection of waste portable batteries, which has proved to be a huge success in assisting the public in recycling their old waste batteries.
- In 2008 approximately 725,000 large household appliances, including fridges and freezers 300,000 televisions and computer monitors and 4.5m small household electrical items (including kettles, toasters, radios, hairdryers, straighteners, remote controls etc) were collected for recycling.

Speaking at the launch of the 2008 annual report, CEO of WEEE Ireland Leo Donovan said; 'We are delighted with the results this year. Against a backdrop of economic uncertainty, WEEE Ireland yet again

succeeded in meeting double the EU target in WEEE collection rates. Year on year, WEEE Ireland has raised the bar for electronic recycling in this country and we plan to continue with this in 2009 by improving public awareness for the collection and recycling of WEEE and in particular to encourage the public to participate in our new recycling initiative for battery recycling’.

~Ends~

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Notes to Editors

About WEEE Ireland:

A not for profit organisation and approved by the Minister of Environment, Heritage and Local Government, WEEE Ireland provides a cost effective solution for producers of household EEE and batteries in compliance with Irish regulations on the recycling of electronic waste. WEEE Ireland organises for the treatment and recycling of waste electrical and electronic equipment and batteries and accumulators from authorised collection points around the country. The website, www.weeeireland.ie, is utilised not only by producers and distributors looking for practical guidance on how to understand and comply with the WEEE and Battery Regulations, but also members of the public who need to find out how and where they can recycle their old appliances.