



“WEEE Recycling A Remarkable Success Story”, Roche

- **Half a Million** household appliances have been taken out of the waste stream and recycled since 13 August 2005, including **85,000** fridge freezers, **78,000** TVs and almost **40,000** power tools;
- **A Five fold** increase in WEEE Recycling since scheme commenced last year;
- A Collection rate of **7kg/inhabitant** achieved already; Ireland on course to achieve double EU target of **4kg/inhabitant** by end 2008;
- **200** new direct jobs created by WEEE Implementation;
- **Three** new WEEE recycling facilities;
- WEEE Monitoring Group Established
- EMCs to be reduced

Mr. Dick Roche T.D., Minister for the Environment, Heritage and Local Government today (18th July '06) presented a progress report on performance of the WEEE recycling scheme since the scheme came into effect on 13 August 2005. The Minister described the results as ‘shining’ and a “clear indication of the public’s willingness to grapple with the problem of waste.”

“By the end of May this year 21,500 tonnes were collected nationally, equivalent to an annual collection rate of **6.8 Kg** per person. Our EU target is to reach 4KG per person by end 2008. This performance would place us on course to achieving 170% of our target within the first 12 months and to double our EU target by end 2008”, Minister Roche said. Almost half a million household appliances, 85,000 fridge freezers and 78,000 TVs and almost 40,000 power tools have been recycled to date. “These figures confound some of the doom-laden prophecies that were being bandied about last year”, the Minister added.

Speaking at a function to mark the establishment of the WEEE Monitoring Group, comprising relevant public and industry stakeholders who will be responsible for monitoring the effective operation of the WEEE Directive in Ireland, the Minister said, “having led the way in implementing the WEEE Directive Ireland can become a World class performer in recycling WEEE, Ireland’s performance to date has been stunning.”

“We are we one of the leaders in Europe in transposing the Directive, being one of only a handful of EU countries to have fully implemented the Directive on time. We have been able to do this through partnership with industry, developing a sophisticated system that is being viewed as a model of how to implement a new producer responsibility initiative for this waste stream.” Welcoming the announcement by the WEEE Register of reduced Environmental Management Costs (EMCs), Minister Roche said that implementation of the Directive had not led to adverse impacts on sales or employment in the EEE sector. The WEEE system has, he said, led to the creation of new two recycling facilities with a third in the pipeline and the creation of approximately 200 direct new jobs.

The Minister also announced that he has set up the WEEE Monitoring Group to advise him on the continued implementation of the Directives. “This Group is representative of all the key stakeholders and will play a pivotal role in not just monitoring the scheme but in advising the Department and the Minister of further improvements and refinements to the WEEE regime in Ireland”, the Minister added. Details of members are set out below.

The Minister complimented all of those in the industry, in particular the two producer compliance scheme, WEEE Ireland and the European Recycling Platform (ERP), the producer registration body, the WEEE Register, the retail sector, local authorities and the public who have worked so hard to make this initiative the success that it is. Minister Roche concluded by reminding members of the public that the WEEE Directive covers all electrical goods, big and small, and urged the public to continue participating in this success story.

ENDS

Media queries:
Press and Information Office
Tel: (01) 888 2638 (direct)
(01) 888 2000
E-Mail: press-office@environ.ie
Web site: www.environ.ie

The members of the WEEE Monitoring Group are:

| Name | Organisation |
|--------------------------------|-------------------------------------------------------------------------|
| Pat Macken (Chairperson) | Department of the Environment, Heritage, and Local Government |
| Donal Buckley | IBEC |
| Sean McGarry | Irish Waste Management Association (IWMA) |
| Sean O'Súilleabháin | Department of the Environment, Heritage, and Local Government |
| Dominic Henry | WEEE Register |
| Gerry Byrne | Environmental Protection Agency |
| Nuala Bannon | Department of the Environment, Heritage, and Local Government |
| Sean Murray and Patricia Power | County and City Managers Association (CCMA) |
| John Hayes | European Recycling Platform (ERP) |
| Aine Higgins | ICT Ireland |
| Torlach Denihan | Retail Ireland |
| Leo Donovan | WEEE Ireland |
| Vincent Byrne | White Goods Association / Consumer Electronics Distributors Association |