

**NEWS RELEASE**  
**Thursday 25 October 2007**

**Clocks Go Back One Hour But Some Set to Go Back Forever!**  
***'Time Amnesty' Announced in Take Back of Old Clocks and Watches***

Clocks and watches may go back one hour from Sunday (28 October 2007) but Ireland's national compliance scheme for electrical recycling WEEE Ireland (Waste Electrical and Electronic Equipment Ireland) today launched a special 'time amnesty' initiative to encourage members of the public to responsibly recycle all old clocks and watches by depositing such items for free at local authority recycling centres nationwide and jewellery shops which sell clocks and watches.

It is estimated that there are currently over 10 million old, unused or broken clocks and watches being stored by Irish people. Figures gathered by WEEE Ireland show recycling rates for smaller items such as clocks and watches are extremely low and that people may be hoarding such items unaware that they can be brought to any civic amenity site for safe recycling for free.

"Any clock or watch with a plug or battery is considered an electronic item and therefore needs to be disposed of safely for recycling. Since the launch of the free take back and recycling scheme in August 2005, we have collected over 6 million old electronic items for safe recycling including 240,000 televisions, 380,000 fridges/freezers and an just under 1 million large white household appliances (washing machines, cookers, dishwashers etc.) Over 7.4kg per person of old electronic waste was recycled by WEEE Ireland in 2006. However, while many people recycle large electronic items, many smaller items such as watches and clocks are being stored in drawers, garages and attics. We would encourage people to bring any old clocks and watches back for free to any recycling centre nationwide", said Leo Donovan, CEO, WEEE Ireland.

All old electrical and electronic goods, including clocks and watches, can be brought to any of the 79 civic amenity sites nationwide and disposed of for free for safe recycling. In addition, consumers can take back old electrical items to retail outlets once equivalent items are being purchased. Location details and opening hours of all civic amenity centres throughout the country are available at: [www.weeeireland.ie](http://www.weeeireland.ie)

## **Facts About WEEE**

- 380,000 fridges and freezers recycled since implementation of WEEE Directive
- 925,000 large household appliances recycled since August 2005
- WEEE Directive diverts 240,000 televisions from landfill
- 6.7m WEEE items collected to date
- 31,500 tonnes / 3.5 million units of household WEEE recycled in 2006
- Each person recycled 7.4 Kgs of household WEEE in 2006
- Ireland close to doubling target set for 2008

## **About WEEE Ireland**

WEEE Ireland, the national compliance scheme for electrical recycling, is a not for profit organisation, founded by producers of electrical and electronic appliances in order to comply with the legal obligations imposed by the WEEE Directive 2002/96/EC. WEEE Ireland organises the treatment and recycling of waste electrical and electronic equipment (WEEE) from authorised collection points in Ireland, on behalf of its members.

WEEE Ireland works with permitted waste management companies and licensed treatment facilities to ensure WEEE is managed in an environmentally sound way and over 75% of the waste electrical and electronic equipment collected is initially processed here in Ireland. On behalf of its industry members WEEE Ireland has helped ensure over 7kg of household WEEE per person in Ireland was collected for recycling in 2006 – well ahead of the EU target for Ireland of 4kg per head of population by 2008. Ireland is now well on track to collect in excess of 8kg of WEEE per head of population by the end of 2007.

**ends**

### ***Media Queries:***

***Brian Harmon, Harmon Communications***

***T: (01) 814 0800***

***M: 0 86 2643100***

***E: [xcomms1@eircom.net](mailto:xcomms1@eircom.net)***