

NEWS RELEASE
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Electrical Equipment Take Back Scheme Proves Overwhelming Success

The take back of old electronic and electrical equipment to retailers and civic amenity sites has proven to be an overwhelming success. Ireland is now set to exceed targets set under the 2002 EU Directive on Waste Electrical and Electronic Equipment (WEEE) which took effect on 13 August 2005.

According to provisional figures released today by the two producer compliance schemes in Ireland, WEEE Ireland and ERP Ireland, 5,000 tones of old electronic and electrical equipment have been taken back by consumers and retailers to civic amenity sites for safe recycling between 13 August and 31 October 2005.

The producer compliance schemes also disclosed that the number of collection points (e.g. civic amenity sites and retail outlets) has trebled since August – from 64 to over 180, and that additional collection points will be introduced over the coming months. In total, the producer compliance schemes made more than 3,000 collections during the period August and October 2005.

Mr Leo Donovan, CEO of WEEE Ireland, said the success of the scheme was down to good cooperation between all stakeholders – consumers, retailers, producers, logistics and recycling partners and local authorities – in rolling out the take back and recycling scheme.

“There has been a fantastic response to the scheme and in less than three months, significant volumes of old electrical and electronic equipment have been safely taken out of circulation and are now being recycled. The scheme is working well because of the good cooperation of all stakeholders in playing their part in taking old electronic equipment out of circulation and indeed, landfill. Overall, it is consumers, retailers and local authorities who have led the way in creating awareness about the take back and recycling programme to ensure a better environment for future generations”, said Mr Donovan.

Dr John Hayes of ERP Ireland echoed the comments of Mr Donovan and stated “ERP Ireland has been delighted with the response of the public and industry. This initiative, which encourages people to dispose of their electronic waste in a responsible manner and reduces the amount of waste dumped in our hedgerows, is a welcome one. The scheme has had a very positive response from the public and we look forward to building on the success of the scheme.”

Ends.

About Producer Compliance Schemes: WEEE Ireland and ERP Ireland WEEE Ireland and ERP Ireland were founded by producers of electrical and electronic appliances to organise the treatment and recycling of waste electrical and electronic equipment from the authorised collection points (both retail and civic amenity sites) on behalf of its members.

www.weeeireland.ie
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