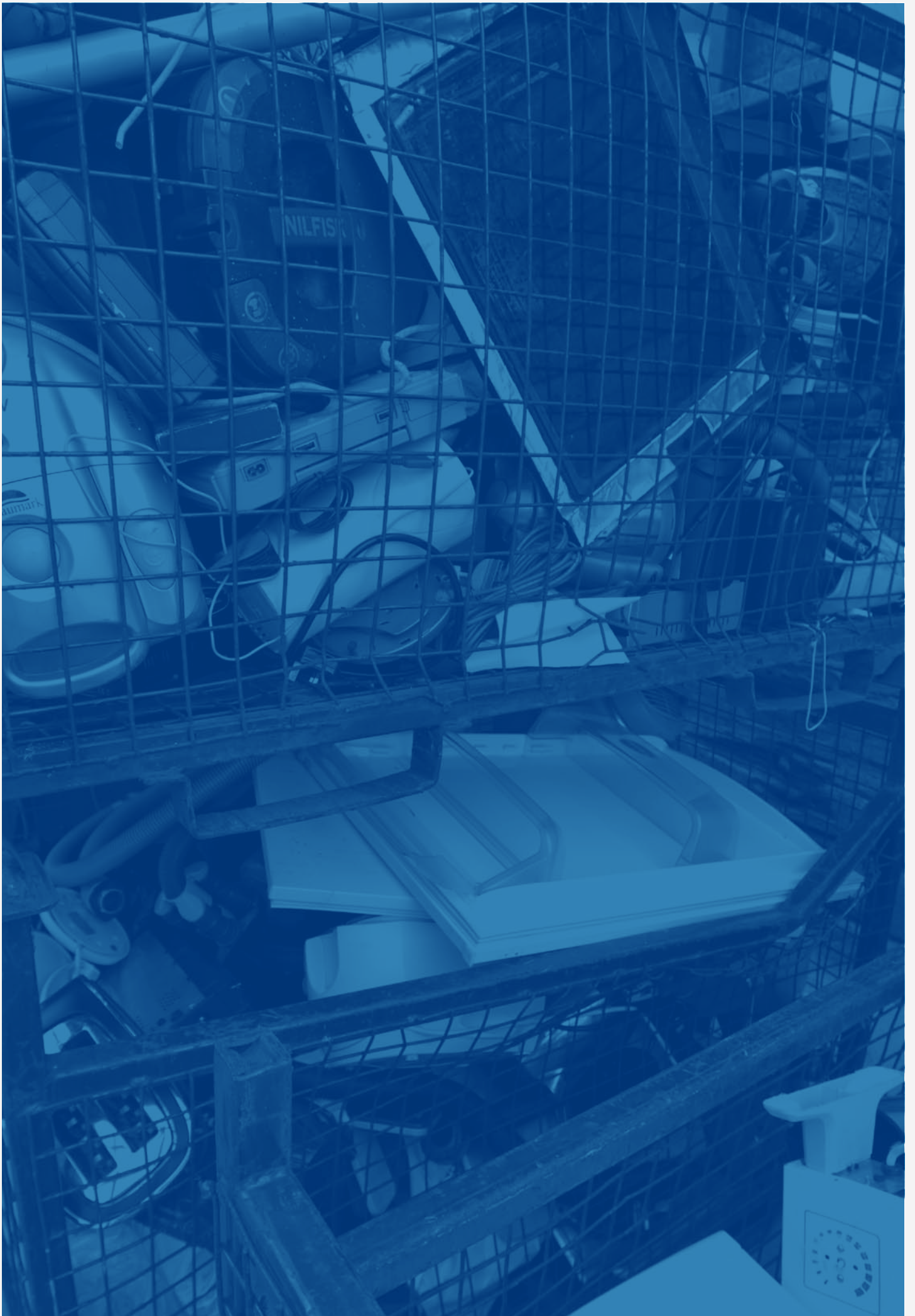


WEEE IRELAND
ANNUAL
ENVIRONMENTAL
REPORT

2013



APPROVED RECYCLING SCHEME



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CEO'S REPORT

Dear WEEE Ireland Member,

2013 was a year of change and setting the scene for the implementation of the new WEEE Directive. Ireland's new European Union (Waste Electrical and Electronic Equipment) Regulations S.I. No. 149 of 2014 was signed into law, effective from 29th March 2014.

Through active participation in all the working sub groups of the WEEE and Battery Steering Committee, WEEE Ireland worked on behalf of our members, in helping to achieve new Regulations that will unite stakeholders in the drive to achieve Ireland's new targets.

WEEE Ireland chaired the Targets Sub Group, which was set up to develop a strategy to meet the new challenging collection and treatment targets set out in the new EU WEEE Directive. WEEE Ireland was also active in the Finance Sub Group where we examined the benefits of visible environmental management fees (vEMC's) and how they would be a good financial instrument in assisting Ireland achieve its collection targets in certain categories. The new Directive emphasises the importance of preparation for reuse, and WEEE Ireland also participated in the Reuse Sub Group, assisting the group in making practical operational recommendations and facilitating the White Goods Association by setting up a trial programme for preparation for reuse of Large Household Appliances.

To meet collection targets, quality standards and to maximise the recovery of resources in our electronic waste, it is important that all WEEE is channelled through an authorised Compliance Scheme, where it will be correctly documented and treated to the

new EU WEEELABEX/CENELEC standards and reported to the appropriate authorities. WEEE leakage has become a serious issue, in response to this the new Regulations make it mandatory that all WEEE is handed over to the Producer or their Compliance Scheme. WEEE Ireland will continue to work with the EPA and Local Authorities by supporting enforcement to address these issues and will also continue to actively participate in An Garda Síochána's Metal Theft Forum.

WEEE Ireland worked closely with the Producer Trade Associations and Retailers in designing a new Retailer take back program which will begin in mid-2014. The objective of this programme is to encourage Retailers to maximise the take back of WEEE for recycling and the handover of all WEEE to the Producers authorised Compliance Scheme, whilst driving improved quality and efficiencies into the system. As part of the program, Retailers will be required to show consumers the cost of their contribution charged by way of a visible environmental management cost (vEMC) on certain categories of EEE. Retailers will receive some financial support based on tonnages collected to contribute towards their costs for the take back, storage and securing WEEE. In addition to this there will be a two year marketing program to support the active promotion of WEEE take back for recycling by Retailers. This will be overseen by an industry Marketing Steering Committee.

Another key area of the new Regulations is a formalisation of treatment standards. This is to ensure that we maximise the recovery of critical resources and treatment of the hazardous elements.

WEEE Ireland were very much part of the development of the new WEEELABEX standard developed by the WEEE Forum and recently endorsed by the EU Commission. Our new Regulations now require that we meet these new standards and WEEE Ireland have commenced the implementation of a programme to work with our contractors on achieving this. WEEE Ireland is also playing a key role in a new WEEE Forum led consortium for Horizon2020 research application funding, which if successful could rework how WEEE is collected across Europe to maximise the return of Critical Raw Materials from this increasing waste stream.

None of the above would have been possible without the support of an excellent professional management team and support staff. Elizabeth O'Reilly has put a huge effort into the working groups and submissions on the new Regulations, Laurence Kieran has been the back bone to the Retailer programme, Sandra Hopkins is driving our WEEELABEX standard, Conor Leonard has done great work this year on the Special Day events and Eddie Seery has been keeping all our finances in order. To all my staff, I'm extremely grateful for all their endeavours during the year.

I would also like to play tribute to Brian Kenny who retired as Director of WEEE Ireland in 2013. Brian was instrumental in the setup of the WEEE Ireland Battery Compliance Scheme. As Chairman of the Battery Steering Committee Brian was a great

advisor to me and provided great assistance to the team, He was very generous with sharing his knowledge of the industry and his personal time with WEEE Ireland.

During 2013 we made significant contributions to the Minister's review of Producer Responsibility Initiatives. The report at the time of writing on the WEEE and Battery PRIs has yet to be issued but I hope the consultants and the DECLG have taken into consideration the success of the WEEE Ireland Scheme in helping Ireland meet its targets under the WEEE and Battery Directives to date. This 2013 report is another example of how a Scheme with strong corporate governance, membership support and team experience can achieve results in partnership with the Department and regulatory authorities.

The years ahead will see big changes in the management of WEEE and Battery compliance in Ireland, very challenging targets will push all stakeholders to their limits in terms of the efforts needed to reach them and we hope that we can all pull together for the benefit of Ireland and our environment.



Leo Donovan, CEO

CHAIRMAN'S REPORT



Dear Member,

WEEE Ireland performed extremely well in 2013 despite some challenging conditions. Key numbers were in line with last year's results, with this year's headline figure coming in at an overall 7.7kg collected per capita. To achieve this we have had a significant increase in our collection days with 273 collection events undertaken all around the country. Other factors putting pressure on the numbers has been a shift in weights with older CRT TV's and computer monitors giving way to lighter flat screens and laptops. Leakage is still a real concern, however we are hopeful that the agreement reached in relation to WEEE2 which I refer to later will bring a stronger focus on curtailing this.

In addition to this we have seen a move to a standardisation of WEEE recycling under the WEEELABEX standards and our team has embraced this by rolling out educational training sessions and audits to ensure compliance.

2013 also saw the organisation take an active role in the negotiations around the implementation of WEEE2, the revision of the original EU Directive. In what has been a very busy and intense set of negotiations which saw us engaging with all stakeholders and the Department, I am pleased to say that we have concluded with an agreed comprehensive plan for the next five and a half years. The plan will see a more cohesive collection environment with a strong and progressive communications plan with the aim that all WEEE arising is captured and effectively treated. The plan cements relations with Retailers, Local Authorities, Oversight Bodies, and the Consumer. Visible Fees which were a key pillar in the construct of the

scheme in 2005 will return in July 2014 albeit on a reduced basis but will nonetheless reinforce the message of equity and shared contribution for all those responsible within the WEEE chain. There is much work needed to implement this agreement but I am pleased to report to you that Leo Donovan and his team are well on the way to crafting an implementation strategy and devising a communications plan for all our partners.

The Department as part of their review of the Producer Responsibility Initiative's (PRI) engaged third party consultants to report on the effectiveness of existing PRI's. Whilst a number of sections of the report have issued, particularly in relation to other waste streams, we still await the section on WEEE.

Corporate Governance is a topic that has received quite a bit of focus in the public domain of late. I can state with confidence that not only do we have a robust charter and set of procedures in place we actively manage these through a variety of meetings and committees in which all aspects of the business and its management processes are challenged and assisted in an open forum. In addition to a Finance and Remuneration Committee, we have Procurement and Strategy Committees who met on a regular basis. Each Committee has a different task, chairperson and minutes of all meetings are maintained and circulated to all board members. A Directors succession plan is also in place and the Independent Board members meet annually to ensure that all matters that require to be addressed have occurred. Because of the nature of our business and wide circle of stakeholders, we are constantly aware of the need for strong governance not only

2013 also saw the organisation take an active role in the negotiations around the implementation of WEEE2, the revision of the original EU Directive

to be seen but practiced. Your Board has been very attentive to all such matters and for this, their commitment and contributions I thank them.

During the year one of our fellow Directors with specific responsibility for Batteries, Brian Kenny, left us to pursue his career abroad. Brian was instrumental in establishing our Battery Division and took active and committed part in its oversight. We wish him and his family the very best for the future and would like to extend our warmest thanks for all his efforts.

WEEE Ireland has a very capable team led by Leo Donovan and they have embraced their tasks with professionalism and exemplary commitment to the whole arena of WEEE. This has been a challenging year which has seen a number of specific

objectives laid out in our strategic plan successfully implemented. For this on your behalf I congratulate them and wish them the very best in meeting the substantial future challenges of WEEE2.

We look forward to another year of your continued support and I hope that you find this report informative.

Yours sincerely,



Kieran Whelan, Chairman



ABOUT

WEEE IRELAND

WEEE Ireland is a compliance scheme organising the environmental management of Waste Electrical and Electronic Equipment (WEEE) and waste batteries on behalf of its members – the Producers of Electrical and Electronic Equipment and Batteries onto the Irish market. The Scheme is a private limited company owned by its members and operates with the approval of the Minister for the Environment, Community and Local Government. It is a not for profit organisation and any revenue raised by the Scheme is solely to meet the requirements of Producer Responsibility under the Regulations. WEEE Ireland operates under a transparent corporate governance structure directly reporting on its activities to its Members, the DECLG, EPA and by sharing copies of Rules of Membership, Annual Reports and press releases on its websites www.weeeireland.ie and its consumer site www.recyclefree.ie

WEEE Ireland is located in Whelan House, South County Business Park, Leopardstown, Dublin 18. There are 12 employees in WEEE Ireland who report through a CEO to a Board of Directors comprising 12 individuals representing both industry sectors and independent appointees. Leo Donovan, the CEO of the scheme also sits on the Board of Directors. WEEE Ireland was approved as a WEEE Compliance Scheme in 2005 and re-approved in 2010 by the Minister for the Environment, Heritage and Local Government. The Battery Scheme has been approved and is in operation since 2008.



WEEE IRELAND COMPANY STRATEGY

Deliver an outstanding, market leading service to manage environmental resources and deliver targets through:

- Cost effective management
- Best in class compliance
- Quality service to business partners
- Support of members
- Open transparent communications

BUSINESS MODEL

The ethos of WEEE Ireland continues to be one of a company established by Irish Producers and their representative trade associations to offer a collective compliance solution that helps meet Producer responsibilities under specific environmental and waste legislation.



Chart 1: WEEE Ireland Business Model

WEEE SUPPLY CHAIN & RECYCLING PATH

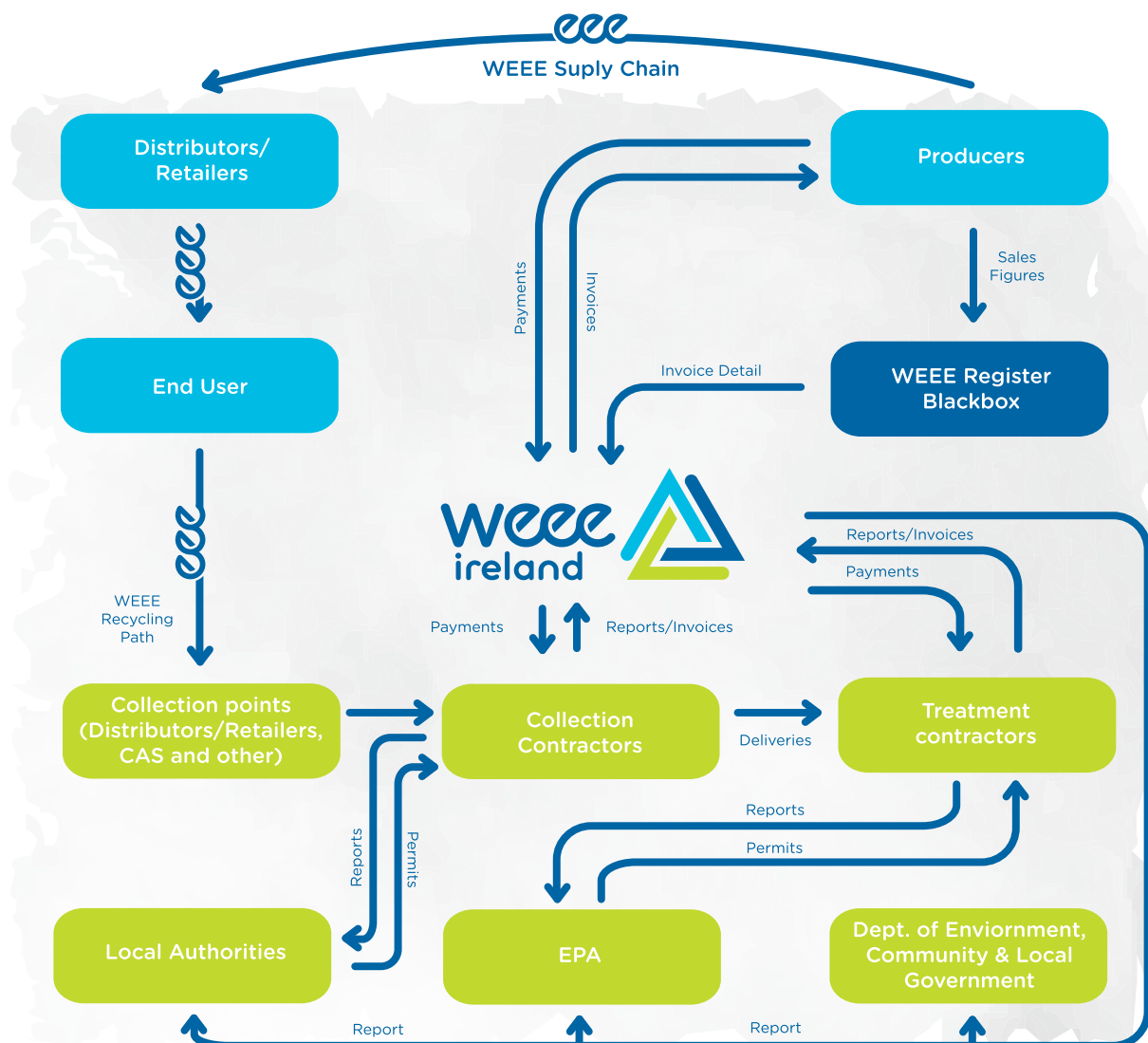


Chart 2: WEEE Supply Chain & Recycling Path

WEEE IRELAND BOARD

The WEEE Ireland Board of Directors work under a comprehensive Corporate Governance Charter which was approved as part of the Schemes reapproval by the Minister for the Environment, Heritage and Local Government in 2010. In 2013 in addition to bi-monthly Board meetings, monthly Finance committee meetings and Procurement and Strategy meetings were also held and well attended.



Kieran Whelan (MBA, FCPA) is the Independent Chair of WEEE Ireland. He has over 20 years executive experience within the Industrial and Domestic Electric Industries. He served as Chairman of the WGA and the original WEEE steering group and is a founding member of WEEE Ireland.



Michael O'Shea has spent most of his working life in the Consumer Electronics Industry, firstly with Mitsubishi Electric, and then in a variety of roles with Panasonic. He served as Chairman of CEDA, the Consumer Electronics Distributors Association when the first WEEE Regulations were being prepared in 2004-05, and was also a Member of the government steering group on Digital Terrestrial Television. More recently he worked in RTE as a consultant during the launch of Saorview and the national digital switchover, and he currently leads a new business development team in KAL, one of Ireland's largest CE and Home Appliance distributors.



Martin Byrne joined the board of WEEE Ireland in 2012. He is Chief Executive of Dimpco, a Glen Dimplex subsidiary. He is a committee Member of the Irish Electrical Benevolent Association (IEBA).



Des McCormack retired in 2010 as Managing Director of Whirlpool Ireland, a position he held for 21 years where he was responsible for introducing the Whirlpool Brand to Ireland in 1989. Des graduated from Villanova University with a Bachelor of Science Degree in Business Administration and in 1970 he joined Philips Electronics and held a number of positions before being appointed as MD of a Joint Venture between Whirlpool and Philips in 1989. During a career in athletics Des set an Irish record for the 3000m Steeplechase and setting a US Inter Collegiate Record for the same event. In addition Des won two NCAA Cross Country Team Titles with Villanova University. Des is a Trustee of the Friends of Stanhope Centre Charitable Trust and on the Board of Management of Exchange House, National Travellers Service.



Patrick Lynch BE, CEng., MS, MIE, FIEI, FIAE is a former MD of Irish Shell, having previously served in various company positions in Ireland and the UK. Prior to this, he served as Programme Director with the National Board for Science and Technology and served as County Engineer in Counties Limerick and Galway for a number of years. He has held several non-executive Directorships.

WEEE IRELAND BOARD



Cel O'Reilly has during his 50 years with Philips, managed all sectors within the company, such as TV, Small Appliances and Lighting. He took over his MD role in 1991 and on occasion has worked abroad for the company, implementing new projects in Spain, Brazil and Italy. He is a Member of the UK Management team for Lighting. Cel is a founder Member, past Chairman and current committee Member of the Irish Electrical Benevolent Association (IEBA).



Brian Kenny has over 25 years' experience in both the private and government sectors as CEO of Kenny Distributors, a Tullamore based SME importer, distributor of household electrical appliances and batteries in Ireland and in his leadership roles in the local Chamber of Commerce and County Enterprise Board and founder Member of the Midlands Gateway Chamber. He joined the WEEE Ireland Board and played a key role in setting up the WEEE Ireland Battery Scheme in 2008, serving as Chair of the Battery Steering Committee. He has an MBA from Athlone Institute of Technology Business School and wrote his thesis on future portable battery recycling strategies in Ireland.



Claire Penny currently works for IBM as a Business Development Executive for the Cloud and Smarter Infrastructure practice, supporting Europe. Previous roles include global lead for Green Integrated Supply Chain and eight years in IBM's Real Estate division where she was the Regional Environment and Energy Manager for the UK, Ireland, Nordics and South Africa.

She was recently a Member of the Advisory Expert Group (AEG) for the ICT Roadmap for Energy-Efficient Neighbourhoods (IREEN) project, a European Commission "Coordination Action". Claire has a PhD attained from Liverpool's John Moores University and an MSc from University College London.



Joe Cunniam is Managing Director of Origo Ltd – Sisk Group. He has over 30 years’ experience in the business to business and business to consumers markets at multinational level and SME industries. Joe is an accredited Chartered Director with the Institute of Directors in London and Dublin.



Tom Moriarty has more than 30 years’ experience in the ICT Industry in Ireland. In his role as Environmental Compliance Manager for Dell he has responsibility for ensuring Dell products comply with various legislative and local regulations in EMEA. Tom is currently chair of the ICT Ireland Environmental Working Group and is actively engaged with Digital Europe, the European digital technology industry association based in Brussels.



Paul Egan is an independent non-executive director. He is Chairman of the Corporate Department of Mason Hayes & Curran Solicitors, a Member of the DJEI’s Company Law Review Group and an author and speaker on company law and corporate governance.



Leo Donovan, is the founding CEO of WEEE Ireland, bringing his experience in the waste industry and accountancy qualifications to setting up and managing the organisation since 2005. Prior to that Leo was involved in electrical recycling since 1993 as Managing Director of Greenstar Recycling Limited. Leo has also served on the Board of the European WEEE Forum for seven years.

WEEE IRELAND TEAM



From left to right: Laurence Kieran, Christine Maguire, Elizabeth O'Reilly, Caroline Corbally, Eddie Seery, Leo Donovan, Conor Leonard, Bo Browne, James Power, Sandra Gleeson and Robert Nolan. Missing from picture: Martin Hickey.

ORGANISATIONAL STRUCTURE

The structure and the functions of the WEEE Ireland Organisation is detailed in the chart below highlighting the areas the Team work across under the direction of the Board, Sub-Committees and CEO.

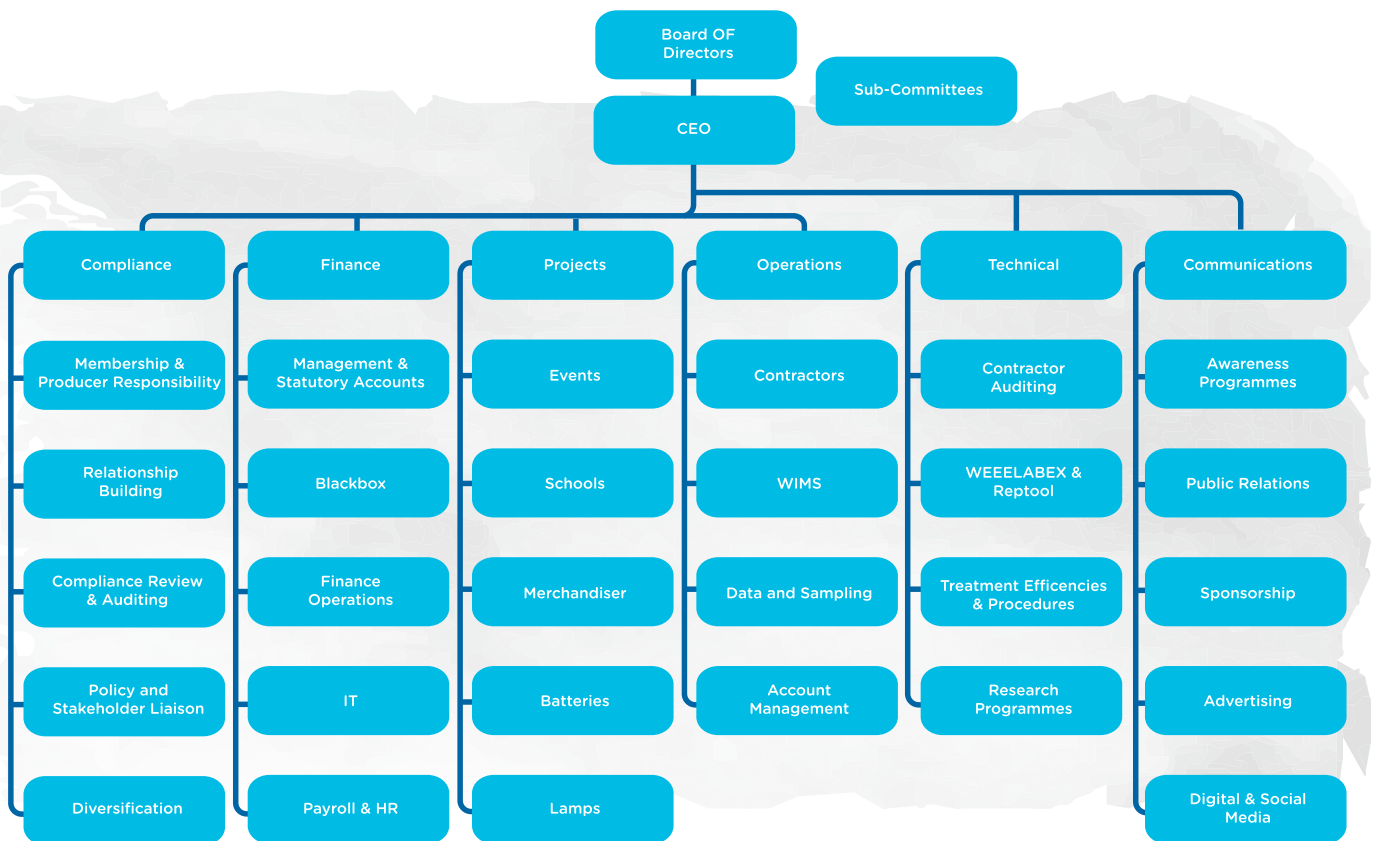


Chart 3: Organisational Structure

CONTACT DETAILS 2014

NAME	POSITION	EMAIL
Leo Donovan	CEO	leo@weeeireland.ie
Laurence Kieran	Operations Manager	laurence@weeeireland.ie
Eddie Seery	Finance Manager	eddie@weeeireland.ie
Conor Leonard	Collections Manager	conor@weeeireland.ie
Elizabeth O' Reilly	Compliance Manager	elizabeth@weeeireland.ie
Sandra Gleeson	Technical Manager	sandra@weeeireland.ie
Martin Hickey	Compliance Auditor	martin@weeeireland.ie
Christine Maguire	Collections Assistant	christine@weeeireland.ie
Caroline Corbally	Administrator	caroline@weeeireland.ie info@weeeireland.ie
Janet O' Shea	Compliance Executive	janet@weeeireland.ie
Robert Nolan	Operations Executive	operations@weeeireland.ie
Bo Browne/Clare Walsh	Communications Coordinator	bo@weeeireland.ie clare@weeeireland.ie

Table 1: Staff Contact Details

The WEEE Ireland team can also be contacted at the following:

Address: Whelan House, South County Business Park, Leopardstown, Dublin 18

Phone: 01 2999 320; Fax: 01 2959 410

www.weeeireland.ie and www.recyclefree.ie

Follow us on Facebook or Twitter for information and collection event updates, environmental competitions and prizes.

ENERGY PROJECTS

Case Study of WEEE Ireland: 2013 Emission Savings from Environmentally Sound Treatment of Household Refrigeration

The following assumptions based on 2013 process information;

- Gases make up approx. 0.08% by weight of an average fridge/freezer
- 31.5% of fridges recycled by WEEE Ireland in 2013 contained CFC gases
- CFC gas content is estimated at 70:30 split R11:R12 per tonne gas
- GWP potentials are based on 100 year time horizon as per Kyoto Protocol



EMISSION SAVINGS

Total Emissions Diverted = 6,034.77 Tonnes of CO2 Equivalent

Fridges and freezers can contain two types of harmful gases that have negative impact on the atmosphere;

- Ozone depleting substances
- Greenhouse gases

The most common ozone depleting substances found in fridges are CFC's (chlorofluorocarbons). These gases are contained in the circuitry at the back of the fridges and/or the insulating foam.

CFC's have been banned from production since 1996 under an international agreement called the Montreal Protocol. Despite this it is estimated that just over 30% of the fridges and freezers treated by WEEE Ireland recyclers still contain CFC's. This emphasizes the need to ensure that fridges are recycled in an environmentally sound manner to reduce the risk of these gases escaping into the atmosphere.

Fridges produced since 1989 contain hydrocarbons which replace the more harmful CFC's. Hydrocarbons, such as cyclopentane, do not have an impact on the ozone layer. However they do contribute to global warming and are classified as greenhouse gases. Greenhouse gases are the basis for the rise in global temperatures which impacts on climate change. Cyclopentane has a global warming potential of 11 which means it is 11 times more harmful than carbon dioxide (CO₂). It should be noted that CFC's are also greenhouse gases which have a much greater negative impact with a global warming potential of over 10,000. Therefore, all fridges regardless of gas type must be treated in specially designed plants that can safely extract the gases and reduce their impact on the ozone layer and global warming.



OFFICE ENERGY MONITORING 2013

WEEE Ireland relocated in December 2012 to Whelan House in South County Business Park, Leopardstown, Dublin. This resulted in the reassessment of the energy usage in the new office. WEEE Ireland share the building with three other companies and has an office space of approx. 3,000sqft.

The most notable changes in the move from an energy point of view were;

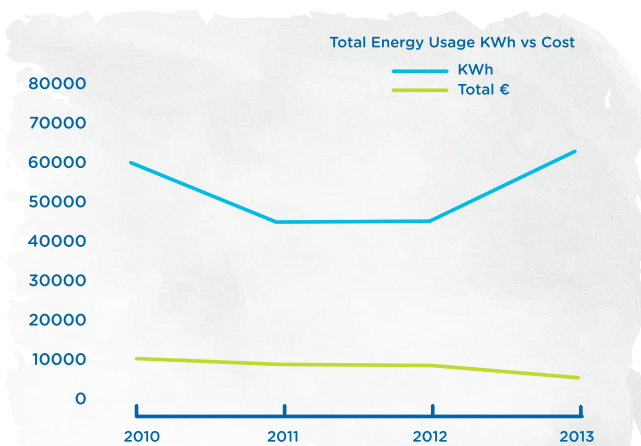
- A change from electricity only energy use to electricity (Airtricity) and gas (Bord Gais)
- An increase in office size and lay out
- An increase in staff numbers

Energy bills for the office block are allocated based on square footage and office hours with WEEE Ireland estimated share at 9% total gas and 2% of the total electricity consumption. Unfortunately this estimate made it difficult to determine and control WEEE Ireland's direct energy usage in 2013.

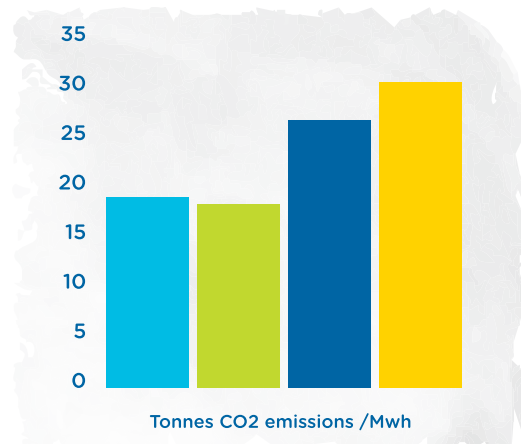
Despite this, the following energy controls and mechanisms are in place to maximise energy efficiency.

- Individual thermostatic controls on radiators
- Lighting motion sensors throughout office
- Office energy awareness strategy
- Purchase of A grade or better appliances and equipment

When comparing the results of the last four years it is obvious from the following graphs that the trend in decreasing office energy consumption and subsequent CO² emissions changed in 2013. This is due to the change in offices and the allocation of usage within the new building. Interestingly the annual cost reduced in 2013 most likely due to the cost difference in using gas for heating as opposed to electricity (air conditioning). The use of gas however has a greater impact on CO² emissions.



Graph 1: WEEE Ireland Office Energy Usage vs Costs 2010 - 2013



Graph 2: WEEE Ireland Office - Tonnes CO2 emissions 2010 - 2013

While the increase in office energy usage can be justified in 2013 the team plans to work on a number of key energy projects in 2014 to try and negate the increase and establish more control over office energy use.

FINANCE

HIGHLIGHTS

Recycling Management Costs (RMC'S) did not increase in 2013 as costs were kept to a minimum, helped by favourable metal prices.

- WEEE Ireland received a clean Audit Report from its external Auditors
- Agreed budget approved by the WEEE Ireland Board was maintained
- WEEE Ireland upgraded its IT system and are also fully SEPA compliant

HOW WEEE FINANCE WORKS

Financing Recycling

In 2013 WEEE Ireland continued to draw on its deferred income from the Producer recycling fund to finance the take back and recycling of Historic WEEE. (EEE placed on the market prior to August 2005)

Category 1 appliances was the only category which had visible fees in place but these reduced to zero in February 2013 as required by the Directive.

The take back and recycling of New WEEE (EEE placed on the market after August 2005) will continue to be funded by RMC's (Recycling Management Costs). These fees are reviewed each year and will be adjusted to coincide with the volumes of New WEEE take back and also the variations in metal prices and recycling costs. RMC's are invoiced to Producers each month (quarterly for category 3 Producers) based on Producers input to the WEEE Register Society's Blackbox.

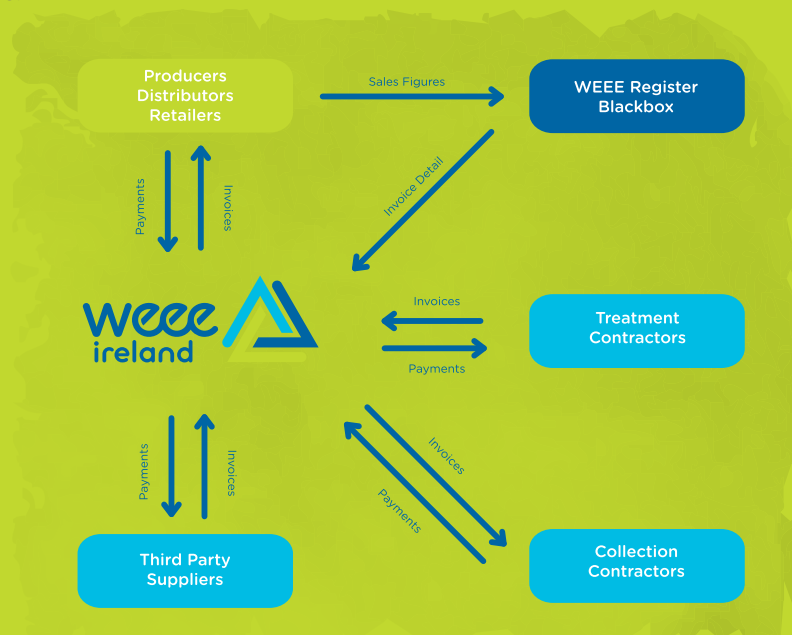


Chart 4: WEEE Ireland Finance Flow Chart

WEEE LEGISLATION UPDATES

WEEE II

Following the publication in July 2012 of the Recast WEEE Directive 2012/19/EU Member States had up to 18 months to transpose the requirements into national legislation. During 2013 this process was undertaken by the DECLG working with stakeholders in the WEEE and Battery Monitoring Group. This group established focused sub groups at the request of the Minister to review the following after key topics

- Targets: What measures will need to be taken to reach the challenging 45% and rising to 65% collection targets for all WEEE in future years?
- Finance: How will the financing for WEEE recycling be structured in the future, reviewing the option to reintroduce visible fees for certain categories and how contributions can be made toward the direct cost of WEEE management by retailers?
- Reuse: How can Ireland introduce a sustainable reuse programme for suitable WEEE?

The WEEE Ireland team actively engaged and made submissions during this consultation process, attending all sub group meetings and chairing the Targets Sub Group. There were ongoing calls for feedback, discussions and review by the Scheme with Members, Retailers and Trade Associations during 2013 and 2 drafts of the legislation were released by the Department before final publication of S.I. No. 149 of 2014 European Union (Waste Electrical and Electronic Equipment). Regulations effective from 29th March 2014. Significant aspects of the new Regulations include:

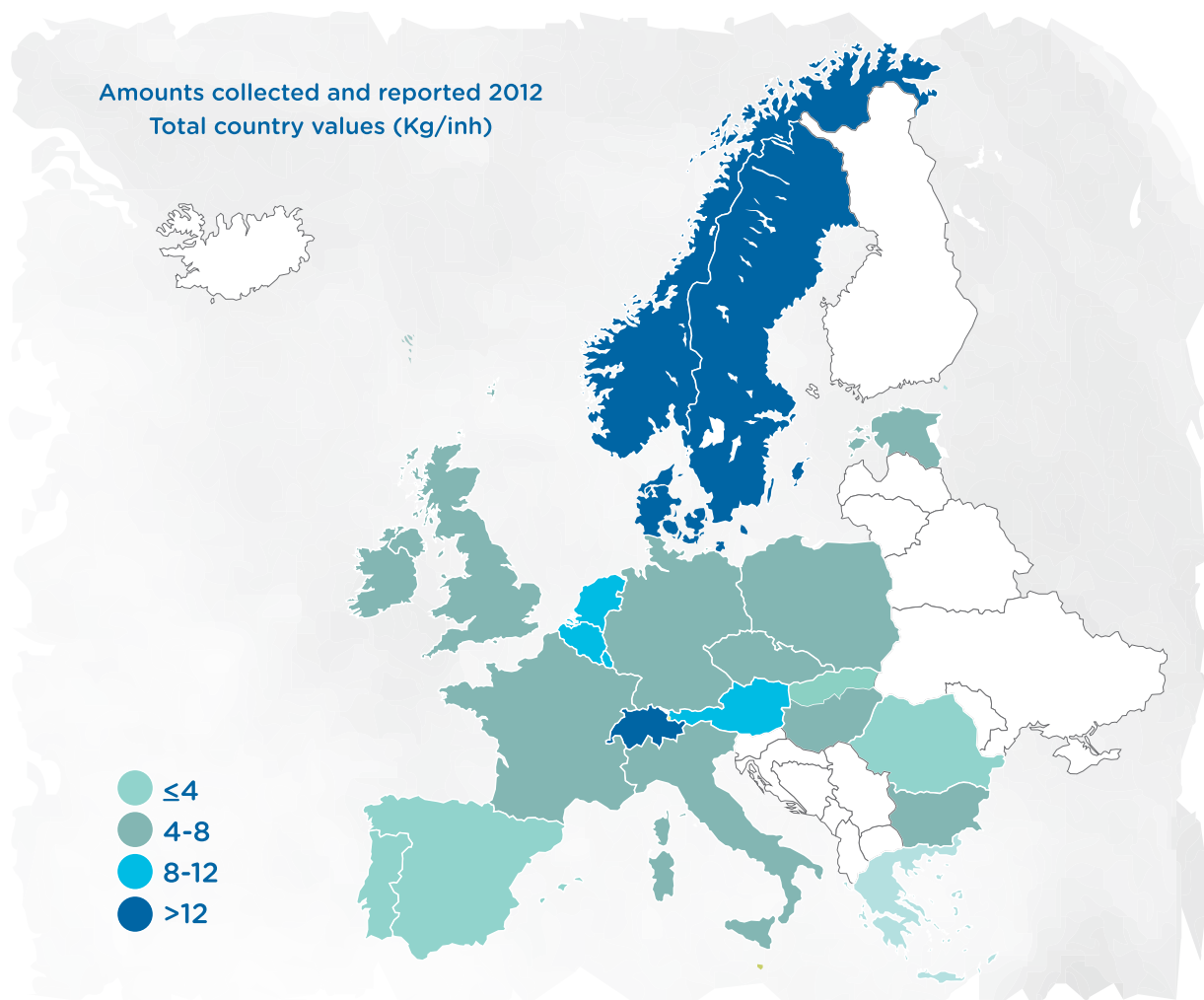
- Authorised Representative registration for distance sellers and other Producers not based in Ireland
- Mandatory handover to Producers and those working on their behalf of WEEE from collection points
- Reintroduction from 1st July of visible Environmental Management Costs on some categories of EEE
- Required treatment standards for WEEE recycling and recovery
- Increased recycling rate targets across all categories of WEEE
- Registration of preparation for reuse organisations

RoHS II

The Recast RoHS Directive was transposed into Irish legislation in January 2013. All Irish WEEE Producers must continue to confirm their products conform to RoHS Regulations when they register or renew each year with the WEEE Register Society. Importers into the European market will have to ensure an identifying mark is clearly visible on the EEE and RoHS conformity documentation requirements are more clearly set out for Producers and Distributors. The EPA is the Competent Authority relating to RoHS enforcement and guidance in Ireland (www.epa.ie).

WEEE IN EUROPE

WEEE Ireland continues to play an active role in cooperation and consultation with other compliance schemes in Europe in particular as members of the WEEE Forum and Eucobat. The recently published 2012 WEEE Forum key figures report shows that Ireland is performing above average in terms of take back rates in Europe but is still challenged by the high rates in the Scandinavian and Swiss regions - these countries were early adopters of WEEE systems 2 decades ago. Further details can be found on www.weee-forum.org.



During 2013 the WEEE Forum continued its focus on extending the WEEELABEX standards into CENELEC standards and began the complex process of developing a consortium for Horizon2020 research funding application. If successful, WEEE Ireland will manage key parts in the WEEECollect stage of this project aimed at maximising the volumes of WEEE collected to aid the recovery of Critical Raw Materials.

As part of the WEEE Forum the Scheme is also collaborating with Interpol and other key stakeholders in the CWIT project, the aim of the Countering WEEE Illegal Trade (CWIT) project is to provide a set of recommendations to support the European Commission, law enforcement authorities, and customs organisations, in countering the illegal trade of eWaste in and from Europe.

www.cwitproject.eu/

In 2013 WEEE Ireland began working with other Schemes to provide the foundations for WEEE Europe, a pan European compliance service for Producers based in multiple jurisdictions. From January 2015, WEEE Europe will offer an attractive one stop shop service for manufacturers, importers, wholesalers and retailers as well as distributors of Electrical and Electronic Equipment (EEE), who are active in several European countries simultaneously. Further information can be found on www.weee-europe.com.



Image from Ban.org

MEMBERSHIP & COMPLIANCE

HIGHLIGHTS

- Market share for WEEE Ireland Producers increased to 74%, up 1% from last year
- Stakeholder Seminar on the new Irish WEEE Regulations consultation attended by over 120 stakeholders in October 2013
- More than 290 retailers registered with the scheme in 2013 bringing the total number of distributors of EEE registered under the free system by 31st of December to 6,329

MEMBERSHIP NUMBERS

826 Producers were registered with the Scheme in 2013, 680 of which declared battery obligations. The mix of Producers registered with the Scheme on 31 December 2013 is shown in the table below. Each Producer's Certificate of Membership details the type of compliance obligation they have declared to the Scheme on registration and annual renewal.

Producer Type	WEEE only	Batteries only	WEEE and Batteries	Total (WEEE and/or Batteries)
No. of Members	146	258	422	826

Table 2: The mix of Producers registered with the Scheme on 31 December 2013

Despite the overall drop in numbers explained in most by smaller Producers ceasing to trade in EEE or batteries the Scheme retained significance market share. In 2013 WEEE Ireland's members represented 76% market share of B2C EEE Producers, 88% of the overall battery market share and 79% portable battery market share in Ireland. This cements the Schemes position as operator of choice for Irish Producers in helping them meet their responsibilities under the legislation and shows the continuing confidence from the EEE and battery sector in the WEEE Ireland Scheme.

Year	2005	2006	2007	2008	2009	2010	2011	2012	2013
No of Members	206	418	495	584	634	746	856	862	826

Table 3: WEEE Ireland membership numbers



MEMBERSHIP SERVICES

The Compliance Team bring their significant industry experience, waste and environmental qualifications to bear when implementing the 'best in class compliance' strategy for and on behalf of the Schemes members. The team works with an approachable and customer focused service attitude to assist Producer Members meet their obligations under the WEEE, Battery and related legislations.

Each year members are required to update their contact, battery and electrical business information as part of the annual membership renewal and certification programme and can request meetings, phone calls or email information on how best to comply with their Producer Responsibilities through the Scheme.

A comprehensive compliance review and audit programme was carried out on over 164 Producers in 2013 in order to maintain and validate the integrity of the data submitted to the Blackbox and ensure other aspects of WEEE and battery legislation are understood and undertaken by Members. Common themes that are found on review continue to include issues with weight accuracy and categorisation, incorrect back reporting timeframes and omission of reporting of batteries incorporated into products. A recommendation to the WEEE Register Society for 2014/2015 reporting will be to consider inclusion of units as well as weights for Battery reporting to help Producers and the Blackbox identify incorrect reporting at an earlier stage than post report auditing. The feedback on this programme from Members is positive. They appreciate the time and effort taken by the team to help the authorised contacts understand and comply with the relevant Regulations as they apply to their individual business models.

RETAILER REGISTRATION

WEEE Ireland also offers compliance services to retailers who, if distributing EEE or industrial or automotive batteries are required to formally register for exemptions relating to waste permitting. This registration can be done through the Local Authorities for a fee (which has now increased in 2014 to €200) or WEEE Ireland offers this service to retailers in its designated collection area free of charge. Retailer registration can be accessed online via the WEEE Ireland website along with a range of downloads, guidance documents and useful links for Producers and retailers of EEE in Ireland. 290 Retailers registered under this system with the Scheme in 2013 bringing the total to 6,329.

MEMBERS' SEMINAR

As part of its active communication strategy with Members, WEEE Ireland held its annual stakeholders conference in October 2013 in the RDS, Ballsbridge in Dublin. The seminar was attended by over 120 stakeholders to listen to national and international speakers outline the main aspects of this important change to the WEEE regulatory landscape across Europe and in Ireland. The keynote speaker, Minister for the Environment, Community and Local Government, Phil Hogan T.D., took the opportunity to launch the draft new WEEE Regulations for consultation at the event.

MEMBERSHIP COMMUNICATIONS

In addition to the emails and newsletter updates periodically sent to members, WEEE Ireland also held a number of important meetings and events for members in 2013 including:

- February** White Goods Association Category 1 Sector Review
- June** Category 3 ICT Sector Seminar
- April** Category 4 Consumer Equipment Sector Seminar
- July** Working Group Meeting Industrial Lithium Battery Safety
- October** WEEE Ireland Stakeholders Conference

The Scheme was represented at all of the WEEE and Battery Monitor group sub-committee meetings reviewing WEEE II Finance and Reuse issues and chaired and submitted the reports on behalf of the Target sub-committee. The Scheme made submissions and actively contributed to the consultation process on new WEEE Regulations throughout 2013.

WEEE Ireland continued to contribute to the Department's Producer Responsibility Initiative (PRI) review during the year carried out by an RPS consultancy led consortium and also contributed to the European Bio Intelligence EPR study due to be released in Spring 2014.

A review of the WEEE Ireland website for members and stakeholders www.weeeireland.ie was undertaken culminating in a 2014 redesign project to update the site.

Throughout 2013 the WEEE Ireland team exhibited or presented at exhibitions and conferences including:

- Waste Summit 2013
- Environment Ireland 2013
- Irish Hardware Show
- CIWM Litter Management Conference
- AECI Electrical Trade Show

The compliance team also attended a number of other events including the general Electrical Trade Shows, Resource Ireland and The Energy Show to meet existing Members and new Producers.

International conferences and meetings that WEEE Ireland participated in in 2013 include:

- WEEE Forum General Assemblies' and meetings
- WEEELABEX Lead Auditor training
- Eucobat General Assemblies' and meetings
- International Electronics Recycling Conference IERC 2013
- International Batteries Recycling Conference IBRC 2013
- ACR+ Producer Responsibility Conference
- European Portable Battery Association Seminar
- UK WEEE Regulations Consultation Seminar
- Horizon2020 Waste Consortium development

COLLECTIONS & LOGISTICS

HIGHLIGHTS:

- WEEE Ireland achieved 7.77kg collection per head of population in WEEE Ireland designated areas in 2013
- The WEEE Ireland portable battery collection programme achieved 34% take back rate
- Continued the very successful schedule of dedicated WEEE collection events
- Participated in joint collections events with IFFPG, the EPA & Teagasc in more rural locations
- Special events generated over 12% of the total volume of WEEE collected
- Continuous development of the WEEE Trolley for mixed WEEE, roll out with over 400 locations throughout Ireland

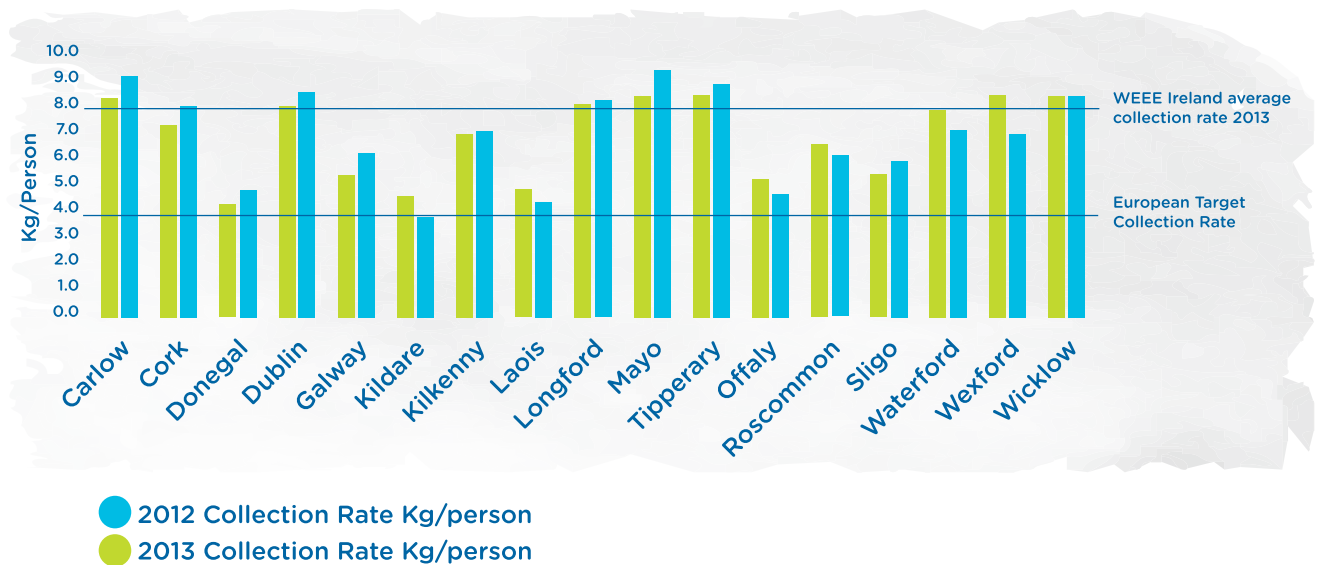
2013 was a challenging year for the WEEE collections programme. Challenges included being faced with the dynamics of the changing criteria on collection sites which included retail stores and Civic Amenity Sites closing down, to Civic Amenity Sites operating with reduced opening hours, reduced security measures and staffing levels. WEEE Ireland was also challenged with the difficult economic circumstances where the value of metals for recycling led to a dramatic increase in scavenging and harvesting of WEEE.

Working in partnership with all stakeholders, WEEE Ireland met this challenge with detailed investigations, regular site visits, investing in infrastructure and security, redesigning collection protocols and monitoring of illegal activity. WEEE Ireland is a Member of the “Metal Theft Forum” headed by An Garda Síochána and are working closely with all parties to provide successful solutions. In February 2013 An Garda Síochána published a ***Metal Theft Crime Prevention & Reduction Plan***.



WEEE IRELAND COLLECTION AREA RESULTS

In 2013 WEEE Ireland collected over 25,000 tonnes of WEEE through its designated collection areas. The Scheme promoted collections strongly through the regional media and worked closely with the Local Authorities and retailers to maximise collections.



Graph 3: Comparison of WEEE collected per county in 2012 and 2013 from CA sites, Retailer collection points and Special Events

COLLECTION STATISTICS

The WEEE take back target for Ireland is 4Kg per head of population. The target is set by the original WEEE Directive 2002/96/EC. In 2013 WEEE Ireland contributed to the achievement of these targets on behalf of its Producer Members and reached a take back level of 7.77Kg per head of population in WEEE Ireland designated areas.

TOTAL WEEE IRELAND TONNES COLLECTED

WEEE is collected through 3 main channels by WEEE Ireland:

- Local Authority collection sites, where the public can bring WEEE for recycling
- Retailer take back, consumers can return on a one for one, like for like basis on purchase
- Special collections and events that WEEE Ireland coordinates through communities

All of these collection facilities are free to the public and WEEE Ireland works closely with retailers and Local Authorities to maximise volumes in all three. Chart 5 shows the collections by tonnes through each of these four channels.

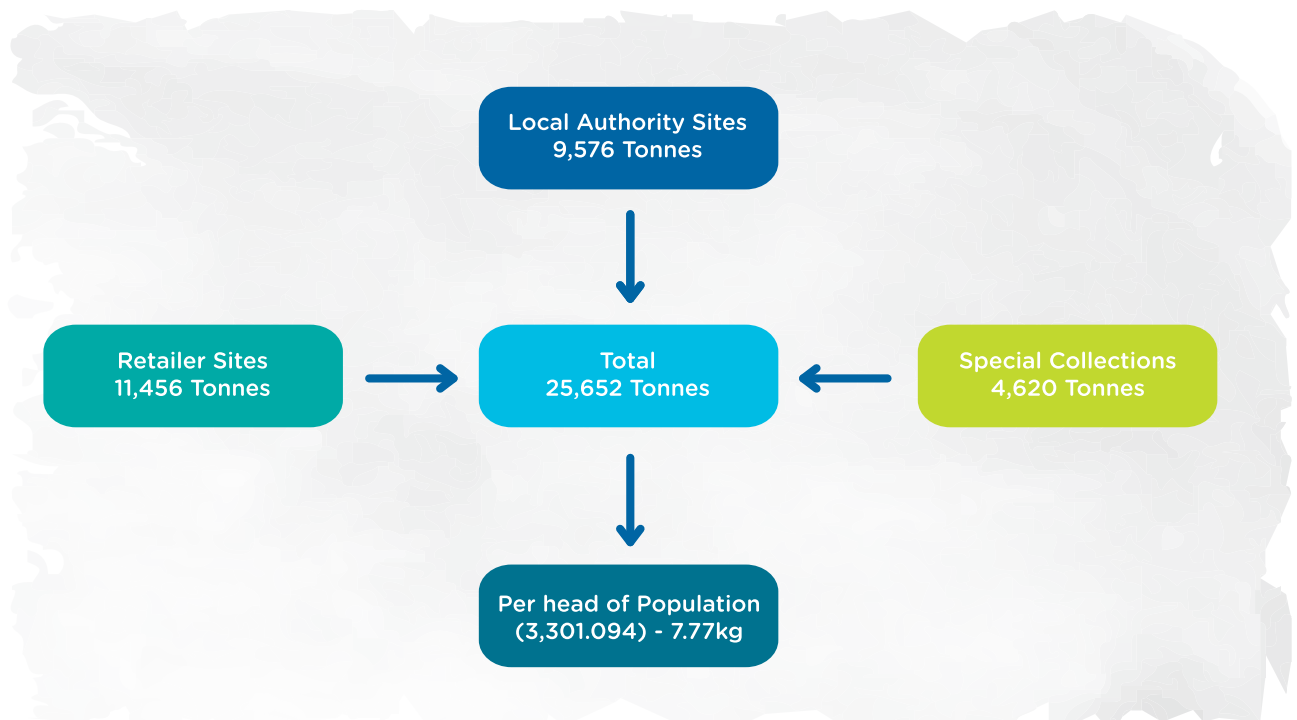


Chart 5: WEEE Tonnes Collected by WEEE Ireland in 2013

A total of 25,652 tonnes was collected in 2013, an increase of 399 tonnes on the 2012 figure (see chart 5). During this period the decline in sales of electrical goods ceased. However, WEEE Ireland has expressed concern to the Authorities over continued numbers of reports of scavenging, theft and 'leakage' of WEEE from collection points. WEEE going through unauthorised scrap metal merchants or other routes may not be reported to the system and therefore does not reflect the efforts of Producers to responsibly manage this waste stream, nor is it recycled in a manner which removes hazardous material and recovers key resources as required by the new WEEELABEX standards.

WEEE TROLLEYS

During 2013, WEEE Ireland distributed over 700 modified WEEE trolleys for WEEE 2 WORK events and smaller, direct WEEE collections. This pilot programme provided free WEEE collections to the following among others: Apple, An Garda Síochána, Bord Gáis Networks, Dublin Fire Brigade, Eircom, EMC2, LinkedIn, Microsoft, Philips and Pepsi.

These trolleys are available to schools, colleges, businesses, retailers, and civic offices etc. where both the staff and the visiting public can safely dispose of their WEEE. The trolleys are mobile, fitted with brakes and are equipped with containers for Battery and CFL recycling providing an easy solution for WEEE recycling. When full, the trolleys are replaced with an empty unit thus minimizing handling on site. Larger items of WEEE will also be collected (LHA, TVs etc.) alongside the uplift of the trolley.

SPECIAL COLLECTION EVENTS

In 2013 WEEE Ireland held almost 300 special collection events where the public can bring anything with a plug or battery to the designated collection site to recycle for free. The WEEE Wagon events are held mid-week in many rural locations and have proven to be a great success and popular with the local communities. In partnership with the Local Authorities. These events are designed to cater for smaller communities who may not have access to a Civic Amenity site in their area.

WEEE Ireland would like to express their gratitude for the support of the local authorities and communities who participated in the public WEEE collection events programme.

When WEEE Ireland pioneered special collection events in 2007, no one could have anticipated just how successful they would be over the years, with a substantial figure of over 10,000 tonnes collected at special events since our first event in Thurles, Co Tipperary.

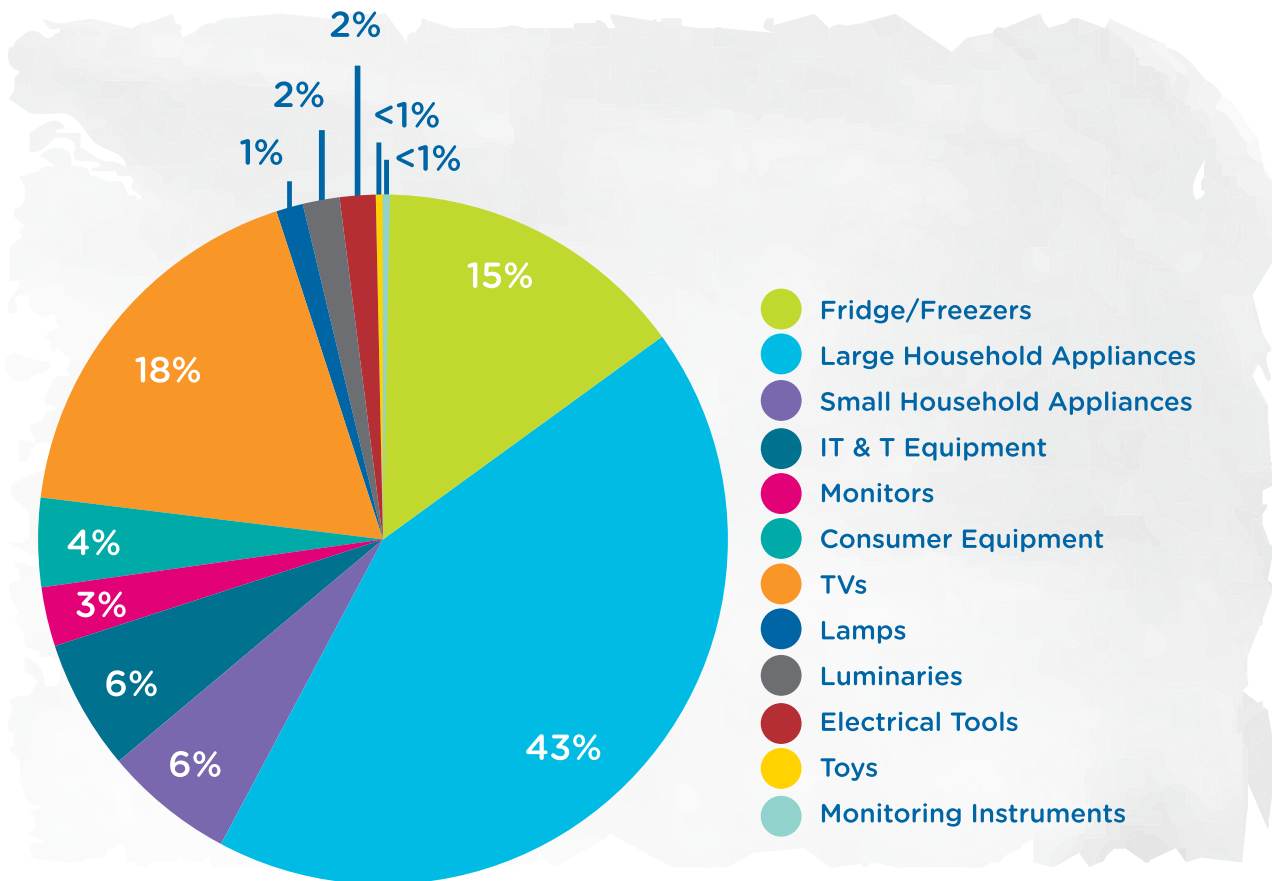
The WEEE Ireland special collection events were extensive in 2013. Events were held in large urban areas, small rural towns, retailers, sports clubs, tidy towns groups and joint events with the EPA, Teagasc and the IFFPG, with the latter events bringing opportunities to recycle WEEE and batteries for the farming community.



WEEE Ireland is committed to providing this service throughout its collection areas. All the collection events are managed in a professional manner with dedicated contractors. All materials generated at the collection events are brought to our central processing facilities in Ireland.

Some of Ireland's most prominent retailers volunteered their premises for these events such as DID, Expert Stores, Powercity, and Tesco Ireland thus providing a free service to the local community for WEEE and waste battery take back. WEEE Ireland would like to take this opportunity to thank all who facilitated FREE WEEE days in 2013.

TONNES AND PERCENTAGE COLLECTED BY CATEGORY



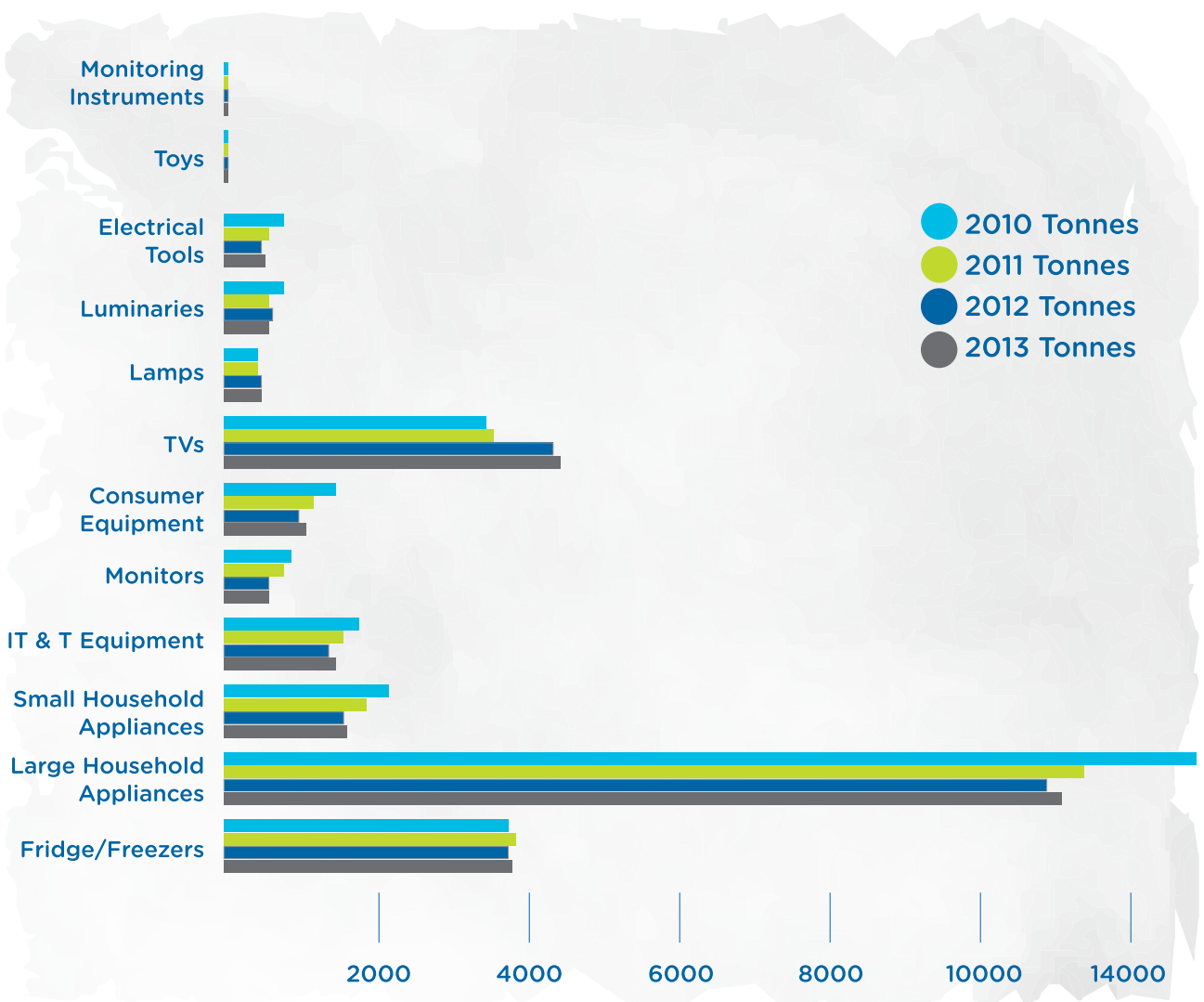
Graph 4: Tonnes and percentage collected by category

Tonnes and percentage collected by category

Category	2013 Tonnes	% 2013 Tonnes
Fridge/Freezers	3810	14.85%
Large Household Appliances	11038	43.03%
Small Household Appliances	1519	5.92%
IT & T Equipment	1432	5.58%
Monitors	703	2.74%
Consumer Equipment	1038	4.05%
TVs	4736	18.46%
Lamps	371	1.45%
Luminaires	525	2.05%
Electrical Tools	441	1.72%
Toys	32	0.13%
Monitoring Instruments	6	0.02%
	25651	100.00%

Table 4: Tonnes and percentage collected by category

Comparison of Tonnes 2010 - 2013



Graph 5: Category Comparison by Tonne

Category Comparison by Tonne

Category	2013 Tonnes	2012 Tonnes	2011 Tonnes	2010 Tonnes
Fridge/Freezers	3810	3709	3945	3766
Large Household Appliances	11038	10935	11501	12929
Small Household Appliances	1519	1399	1934	2283
IT & T Equipment	1432	1340	1589	1833
Monitors	703	700	778	813
Consumer Equipment	1038	1001	1301	1567
TVs	4736	4712	3399	3369
Lamps	371	376	360	385
Luminaires	525	618	576	755
Electrical Tools	441	426	572	798
Toys	32	30	29	31
Monitoring Instruments	6	6	7	0
	25651	25252	25991	28529

Graph 5: Category Comparison by Tonne

Comparison of Units by Family

Category	Units 2013	Units 2012	Units 2011	Units 2010
Fridges	66,764	69,729	72,445	70,052
Large Household Appliances	505,449	512,441	554,292	625,496
Mixed WEEE	5,512,935	4,861,388	6,853,509	6,045,345
Televisions and monitors	432,900	430,800	319,633	323,253
Lamps	2,576,389	2,611,111	2,477,764	2,406,250

Table 6: WEEE family Comparison by Units

WEEE is collected in five families depending on the treatment process which relates to the hazard potential of the appliances. Reports of the tonnes collected are recorded on WEEE Ireland's integrated waste management system (WIM's) by WEEE family and it is through regular sampling by the scheme that collections by category are determined. Comparing figures by family gives a general idea of the quantity of appliances collected and subsequently processed for a given year. Unit detail is estimated based on average weights of EEE and other market information.



SCAVENGING OF WEEE AND HARVESTING OF COMPONENTS OF WEEE

Scavenging of WEEE and harvesting of components of WEEE (and the prevention of this activity) is continuously on the rise. This can be attributed to, but not limited to the following factors;

- Unemployment and current economic environment
- Unscrupulous metal merchants and cash paid for scrap metals
- Lack of awareness of obligations with stakeholders
- Poor security at premises or sites
- Need for resources for strict enforcement
- Network of scavengers
- Lack of a coordinated approach to tackle the issue
- Inadequate advertising/signage on sites etc.
- Re-use being touted as a reason for scavenging
- Unauthorised “Scrap Saturdays” are a form of scavenging.



The Consequences?

- WEEE diverted outside of the authorised system may not be traced or reported
- Potential for Ireland to fail to reach the targets as set out in the WEEE/Batteries Directives
- Improper or no treatment of WEEE
- Release of hazardous substances into the environment
- Lack of respect for environmental policies and the enforcement of same
- Members of the public may become reluctant to participate in recycling programmes that are associated with negative environmental and social issues
- Unchecked, it can provide a steady and reliable income to fund criminal behaviour
- Financial impact to the revenue and tax authorities
- Loss of potential revenue to compliance schemes
- A polluted and contaminated environment for future generations
- Authorised waste operators acting within their permits and the legislation are placed at significant competitive disadvantages in the marketplace

During 2013 WEEE Ireland funded a number of investigations on sites where harvesting or theft was suspected.

Main issues:

Evidence suggests that in many locations WEEE is being harvested of components for ferrous and non-ferrous metals value, or in some circumstances there is a dramatic decrease in whole Large Household Appliances (LHA) but still a volume of refrigeration units is made available to the compliance schemes. This indicates that in certain areas scrap metal merchants will not accept refrigeration units as it is costly to recycle these in the appropriate manner. It is difficult to provide an indication of tonnages being lost to unauthorised activity due to the overall economic impact as retail sales of new units are on a downward trend. A recurring theme is a site or sporting club contacting WEEE Ireland regarding disposal of refrigeration units and CRT's but no LHA or mixed WEEE. This would strongly indicate that another source such as a general scrap metal operator has accepted these high metal content elements of WEEE.

There are many anecdotal and reported incidents of scavenging, however it is extremely difficult to measure the impact of unreported activity.

When the WEEE Directive was implemented in Ireland in 2005 there was a very minor level of harvesting and scavenging. This was mainly due to the "Magpie" principle that some individuals would take an item from a CA site or Retailer as it looked too good to be discarded and they felt they could use it or repair it. Harvesting was generally opportunistic whereby an individual was looking for a replacement part such as a shower hose, switches

or perhaps an oven tray or similar. It was never regarded as a major issue and was generally seen as helping someone out.

However, the last two years has seen an unprecedented rise in both scavenging and harvesting. Harvesting is now a commonplace activity in certain locations whereby the valuable components are being targeted for their metal values. The most common form of this is the illegal and uncontrolled removal of copper coils (yokes) from TV's and Monitors, aluminium housings from light fittings (where the ballast and FL tubes are discarded), refrigerant tanks from fridges and freezers (permitting uncontrolled release of potentially ozone depleting substances into the atmosphere) and the removal of transformers and motors from larger appliances. A more worrying recent development is the complete harvesting of metals from small domestic appliances (SDA), in one reported case the perpetrators actually returning the plastic housings into the mixed WEEE collection cages, perhaps to disguise their activity and prolong the supply of material.

The approach to minimizing this practise is twofold. Raise awareness with management and staff of the implications of such a transaction (both environmentally and legally), and encourage the willing participation of the outlets (scrap metal merchants) to make WEEE available to a compliance scheme when received, or to refuse to accept the material completely.

SECURE STORAGE AND SITE MANAGEMENT AT COLLECTION POINTS

WEEE is currently collected in open containers or receptacles. As a rule sites will utilise the largest unit possible for each waste stream to maximise loads, reduce on site stacking of pallets or cages and minimize manual handling. The system on each site varies due to space available on site, volumes of WEEE generated, traffic flow and site layout.

Collection points have various levels of security depending on the type and location, but as a rule they are secured after hours. When theft or

harvesting occurs after hours there is the issue of trespassing on private property and theft of WEEE, in addition to illegal waste collections.

In some sites volumes of LHA and SDA have considerably dropped while volumes of FF and or CRTs have remained the same. This suggested the LHA and SDA is being diverted.



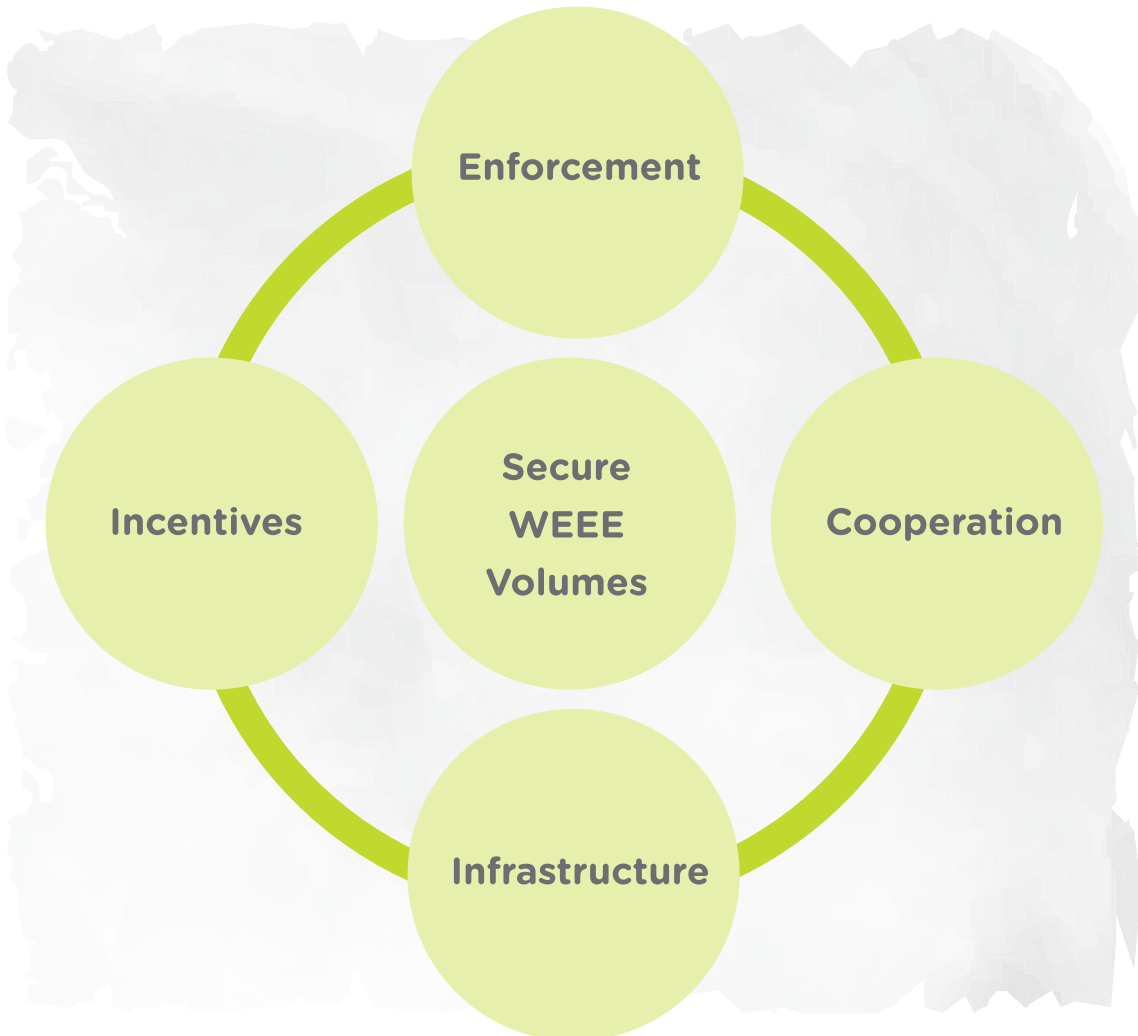


Chart 6: Solution: A Combined Approach

OPERATIONS

HIGHLIGHTS

- Efficient logistic operations, best available treatment processes and strong commodity markets delivered a very cost effective solution
- Slight increase in the volumes of WEEE managed by WEEE Ireland
- Official EU Target Recovery and Recycling rates exceeded
- Segregation and shipment of waste smoke detectors for specialised treatment

WEEE Contractors 2013

Name	Location	Key Area
Clondalkin Community Recycling Initiative	Clondalkin, Dublin	Kerbside collection
Irish Lamp Recycling	Athy, Co Kildare	Nationwide lamp collection and recycling
KMK Metals Recycling	Tullamore, Co Offaly	WEEE and battery collection and recycling and special events
Rehab Recycle	Ballymount, Dublin	WEEE collection and WEEE transfer station
The Recycling Village	Duleek, Co Meath	Television and monitor recycling and battery collections
Techrec Northern Ireland	Dungannon, Co Tyrone	Fridge and freezer recycling
Trevor Ratcliffe Deliveries	Rathcoole, Dublin	WEEE collections and special events

Table 7: WEEE Ireland Recycling Contractors

Contractors engaged in the collection and treatment of WEEE and Batteries on behalf of WEEE Ireland are expected to operate to the highest standards and their performance is evaluated based on a number of criteria;

- (a) Ability and capacity to fulfill the services and quality of facilities both of the contractor and subcontractors/outlets. Demonstrable ability to achieve/exceed current and predicted future recycling and recovery targets
- (b) Proven track record, experience and expertise. The ability to be flexible and innovative and to be the provider of a high quality service
- (c) Provision of cost effective, high quality, commercially superior and efficient services to WEEE Ireland
- (d) Demonstration of the Contractor’s quality system, health and safety commitment and records and commercial viability. The commitment of the contractor and any subcontractors/outlets to implement WEEELABEX
- (e) Compliance with all relevant licenses, permits and standards
- (f) Accurate and timely reporting. Commitment in using WEEE Ireland online reporting system “WIMS”. Particular attention is given to the contractors weighing system and procedures, reporting accuracy per family and per collection point with associated documentation
- (g) Housekeeping and possession of all licenses, permits, Trans-frontier Shipping documentation, insurances, tax clearance certificates etc.
- (h) Suppliers own environmental policy, the sustainability of their procurement policy and their commitment to the National Climate Change Strategy
- (i) Implementing high standards and robust processes supported by stringent procedures
- (j) Certification of end of life fractions and commitment of contractors and subcontractors/ outlets to providing full traceability
- (k) Compliance by the supplier with the filing and disclosure requirements of companies legislation (e.g. accounts filing)
- (l) Interacting proactively and in a professional way with all partners in the supply chain especially WEEE Collection Points
- (m) Optimizing collection activities to provide both a high quality service to collection points and an efficient logistics operation
- (n) Commitment to the “Proximity Principle” and maximizing treatment operations in Ireland

TRACEABILITY

WEEE Ireland uses an integrated waste management software programme (WIMS) that enables its contractors to track and record information on the collection and receipt of WEEE from collection points across the WEEE Ireland areas. It is a fundamental part of WEEE Ireland’s day to day operations to track and control the flow of WEEE from initial collection request through to treatment.

For batteries collections, delivery requests are updated on a daily basis with the WEEE Ireland contract partners via a battery call log. This enables the contractors to coordinate the activities of the merchandiser programme along with scheduled collection routes. The aim of this system is to visit all battery collection points a minimum of once every three months.

RECYCLING CONTRACTOR AUDITS

WEEE Ireland conducts detailed environmental audits on all its directly contracted Battery and WEEE recyclers on an annual basis which includes compliance checks and inspections in accordance with applicable legislation as well as their WEEE Ireland contracts. In 2013 these audits integrated the WEEELABEX standard requirements in a bid to prepare the WEEE Ireland recyclers for compliance with the standard. Also in 2013 WEEE Ireland's technical manager became a certified WEEELABEX lead auditor to assist in the implementation of the standard.

An example of areas covered during the audits include but are not limited to;

- Documentation compliance - permits/licences accurately reflect the sites activities
- Storage - in accordance with the Sixth Schedule of the WEEE Regulations & WEEELABEX
- Treatment - in accordance with the Seventh Schedule of the WEEE Regulations and WEEELABEX by checking and investigating depollution performance
- Traceability of Fractions - material flow in Ireland and outside the country is tracked and traced in line with WEEELABEX
- Export - certificates and paperwork are complete and accurate
- Due Diligence - recycling contractors act in a responsible and compliant manner with regard to the collection, handling and treatment of WEEE and batteries
- Health & Safety - appropriate on-site practices and staff training are implemented, monitored and conducted

WEEE Ireland also conducts annual audits on three lead acid battery recyclers that report volumes of collected and exported lead acid batteries to the scheme on an annual basis. These recyclers include;

- Enva, Portlaoise
- HVG Irish Recycling Ltd, T/A Hi Volt Ireland, Thurles
- Rilta Environmental, Dublin



WEEELABEX UPDATE

What is WEEELABEX?

The WEEE Label of Excellence standard or “WEEELABEX” is a technical standard for the treatment of WEEE. It was developed as part of a three year EU Life funded project, launched in 2009, which entailed input and expertise from industry and WEEE compliance schemes within the WEEE Forum. Almost in tandem the recast of the WEEE Directive was initiated by the European Commission and subsequently the new Directive (2012/19/EU) referenced a minimum quality treatment standard in the legislation. By the end of 2012 WEEELABEX was put forward to CENELEC, the European Committee for Electrotechnical Standardisation to be that standard. It has since been published in April 2014 as EN 50625-1. This is significant and positive step for the WEEE recycling industry as well as for quality, environmental compliance and for securing future flows in the sector.

WEEELABEX has also been recognised by EPEAT, a global register for green electronics where manufacturers must prove the environmental credentials of their products in order to be listed. One of these credentials includes recycling in accordance with a recognised standard for which WEEELABEX is now affiliated.



WEEELABEX TIMELINE



Chart 7: WEEELABEX Timeline

WHY A STANDARD?

One of the fundamental reasons standards are developed is for businesses who want to obtain that competitive edge on a national and/or international arena through certified proof. They also are developed for industries and businesses to ensure quality and encourage innovation, or in some instances, like in the electrical and electronics industry, as a minimum requirement for public safety such as CE marking. Standards can also ensure a means of establishing a level playing field for specific processes and products within a sector. WEEELABEX is the perfect tool for WEEE recyclers to prove that same dedication to quality and standards all helping to contribute to that all important level playing field.



Chart 8: Attributes of a WEEE Treatment Standard in Ireland

WHAT WILL WEEELABEX ENTAIL?

WEEELABEX will test the technical and practical compliance with key objectives of the WEEE Directive through clear, auditable and verifiable evidence. For example;

- Proof of actual recycling and recovery rates should require detailed knowledge and proof of downstream flows
- Removal of hazardous components and material will require proof of effective depollution as well as adequate treatment and handling
- Effective implementation of environmental, quality and safety management systems will also be critically assessed

Audits must be conducted by qualified WEEELABEX auditors utilising audit tools developed as part of the original project objectives. Auditors must have proven experience in the field of WEEE as well as environmental auditing. The function of training auditors and managing audits was officially taken on by the WEEELABEX organisation based in Prague. See www.weelabex.org for further information on the audit requirements and processes.

HOW IS WEEE RECYCLED?

WEEE is collected and treated according to five groupings called families. These are:

1. Fridge/Freezer (cooling and freezing equipment)
2. Large Household Appliances (LHA) (washing machines, cookers etc.)
3. TV's and Monitors (cathode ray tubes (CRT))
4. Mixed WEEE (kettles, toys, vacuum cleaners etc.)
5. Lamps (fluorescent tubes, CFL's etc.)

Collection protocols are in place for the different families of WEEE to prevent damage during storage and transportation. Each WEEE family must undergo specific treatment (pre-treatment) levels to remove any hazards prior to recycling. Each family of WEEE is separated manually and/or mechanically into its constituent fractions which are recycled or processed further prior to recovery for use in manufacturing of new products.



Category	1	2	3	4
Description	Large Household Appliances	Small Household Appliances	IT & T Equipment	Consumer Electronics
EU Target Recovery Rate	80%	70%	75%	75%
EU Target Component Material Recycling & Reuse	75%	50%	65%	65%
WEEE Ireland Component Material Recycling & Reuse	82%	87%	89%	92%

Table 8: WEEE Ireland Recycling & Recovery Rates 2013

RECYCLING AND RECOVERY RATES

The WEEE Directive sets targets for recovery and/or recycling of WEEE and WEEE Ireland therefore has a responsibility to work efficiently and effectively to achieve these on behalf of its members. The below table demonstrates that WEEE Ireland meets and exceeds these targets. Retaining the high level of recycling and recovery rates for WEEE ensures treatment standards for even difficult to treat categories are maintained. To achieve these rates the recycling processes must be well refined and efficient in order to remove all the necessary hazardous components and non-recyclable materials. These complex processes are required for full environmental management of WEEE material and this will be even more evident following the introduction of WEEELABEX across Europe from 2014 onwards as a CENELEC standard, in line with the requirements of Directive 2012/19/EU.

PREPARATION FOR REUSE

During 2013 WEEE Ireland began developing a pilot project in conjunction with Rehab Recycle and the White Goods Association to investigate the viability of preparation for reuse from LHA WEEE. Much of the preparatory work for the pilot was done in tandem with the reuse stakeholder sub group's discussions on how to implement a practical and sustainable WEEE reuse programme in Ireland. This included reviewing successful models in Europe where these programmes have been operating for the last number of years. The pilot project formally began in November and is expected to run until June 2014. The focus on the project to date has been mainly on laundry appliances and early findings have shown the supply of quality material from the WEEE stream has not been a limiting factor in output but input into the refurbishment process is costly in terms of man-hours, effort and in some cases spare part purchase. Issues around insurance, liability and route to market are currently being reviewed.

5		6		7	9
Gas Discharge Lamps	Luminaires	Electrical Tools	Toys & Sports Equipment	Monitoring & Control Equipment	
N/A	70%	70%	70%	70%	70%
80%	50%	50%	50%	50%	50%
93%	87%	87%	87%	87%	87%

BATTERY REPORT

BATTERY CORPORATE GOVERNANCE 2013

WEEE Ireland applied for a 5 year reapproval as a Battery Compliance Scheme in February 2013. The Minister has extended the existing approval to June 2014 and the Scheme now awaits details of its approval for the next 5 years along with the publication of the PRI review report on Battery Producer Responsibility in Ireland.

The Board of WEEE Ireland includes 3 Battery Sector representatives in 2013 from the following companies:

- Kenny Distributors
- Origo
- Philips Electronics Ireland

The Battery Steering Committee was unable to meet as a group in 2013 but did review issues by email. The Chairman of the Steering Committee continued to report to the Board in his role as a Director representing the battery sector. The Chairman of the Steering Committee has now stepped down from the Board due to work commitments and a new Board member, Chairman and some new members of the Committee are required. The new Chairperson and Board Member will be officially ratified at the WEEE Ireland AGM in 2014.

Participating 2013 Battery Steering Committee

- Brian Kenny, Kenny Distributors
- Don O'Sullivan, Energizer Ireland
- Cel O'Reilly, Philips Electronics Ireland
- Allan Davies, Tesco Ireland
- Hugh Fitzsimons, Vendek
- Ken Prendergast, Origo
- Noel Wall, Timemark
- Leo Donovan, WEEE Ireland
- Conor Leonard, WEEE Ireland
- Elizabeth O'Reilly, WEEE Ireland



BATTERIES IN EUROPE

WEEE Ireland is a Member of Eucobat, a European organisation of battery compliance schemes. It has 15 members representing 13 countries from across Europe and was founded in 2012. WEEE Ireland attended three Eucobat meetings in 2013 which included technical, statistical and policy working groups as well as the annual general assembly. Eucobat continues to be a vital portal for WEEE Ireland to engage and share issues. As a result we have improved our working knowledge of battery safety, policy and reporting assisting the scheme in planning and preparation for future goals including collection targets.

Using data from its members, Eucobat compiled a number of reports and position papers in 2013. These included;

- Collection Targets
- Current Collections Rates
- Distinction Between Industrial, Portable and Automotive Batteries

Log onto www.eucobat.eu/downloads to view these reports.

The focus on waste battery safety continued in 2013 with two main studies being commissioned by the organisation;

- Fire extinguishing study on lithium battery fires
- Battery safety and awareness training tool, an E-Learning tool

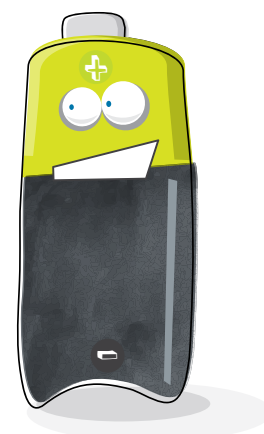
LEGAL AND TECHNICAL UPDATES

Amendments to Directive 2006/66/EC revises the exemption on cadmium content in batteries incorporated into cordless power tools. That is, the exemption now only applies until 31st December 2016.

The Directive also states that the exemption on button cells (with a mercury content of no more than 2% by weight) shall only apply until the 1st October 2015.

Also manufacturers must design appliances for easy removal of batteries and should subsequently provide instructions to the end user or independent qualified professional on how to safely remove the battery where applicable. This obligation will be transposed with the new Directive 2013/56/EU on 1st July 2015.

Information and links on these and other compliance and scheme related topics are disseminated to members via update emails and newsletters throughout the year.



COLLECTION OF WASTE BATTERIES

WEEE Ireland provides a solution driven waste battery collection service with different options to match the variety of battery types placed on the market and multiple sources for waste batteries arising. All collection services conducted through the scheme are free of charge to the end users.

While the collection target focus is on portable batteries WEEE Ireland also promote the collection of automotive and industrial batteries on behalf of Producer members of the scheme in these sectors. WEEE Ireland's direct collection activity is carried out by permitted contractors appointed through a competitive tender process and requires minimum collection volumes (50kg) to promote efficiencies and minimise logistics

In 2010 WEEE Ireland developed the Merchandiser Programme to complement the existing collection operation for waste batteries. Whilst Collection points with smaller amounts can also go to their nearest drop off point this Programme provides them with a direct collection service. The dedicated battery merchandisers collect portable waste batteries on a 3 month schedule throughout their pre-designated area, refreshing and replacing battery boxes and updating marketing material and information as part of their role.

PORTABLE BATTERIES

WEEE Ireland has established an extensive network of drop off and collection points for portable waste batteries in partnership with Retailers, workplaces and businesses, Local Authority CA sites, schools and others. This network is supplemented by numerous collection events that take place weekdays and weekends around the Scheme's designated collection area, ensuring members of the public have convenient access to portable battery recycling facilities.

BLUE BATTERY BOXES

The Blue Battery Box is a WEEE Ireland receptacle for storing waste batteries at collect points which encourages consumers to bring back their batteries for recycling. WEEE Ireland supplies battery boxes to Retailers to allow the public easily drop in their waste batteries to the Retailer and the Retailer stores the waste batteries they receive in the Blue Battery Box. In a recent survey, 77% of the participants were aware of the battery recycling boxes made available in stores.

The durable, flame retardant battery box is reusable and the contractors report over 70% of boxes stay in circulation beyond their first use. It is estimated that of the 100,000 boxes in circulation since 2008, over 60% have been reused on multiple occasions. The current box includes updated safety information and WEEE Ireland contact details for information and collection.

Smaller battery boxes known as My Battery Box are given to people to encourage them to easily collect waste portable batteries in their homes and workplace instead of throwing them in the rubbish bin. WEEE Ireland encourages people to empty their battery collection boxes at their local Retailer, civic amenity site or to collections days and then reuse again collecting more waste batteries for recycling. The Scheme has distributed almost 1,000,000 My battery boxes since 2009.



AUTOMOTIVE BATTERIES

WEEE Ireland has a national automotive waste battery programme in place to help Producers reporting automotive batteries onto the Irish market meet their obligations. This was developed in consultation with SIMI at the request of the automotive sector. WEEE Ireland works with a panel of main lead acid battery recyclers who report to the Scheme. The reports include information on the amount by type of lead acid batteries collected for recycling i.e. portable, industrial or automotive. KMK Metals Recycling Ltd., Recycling Village, Rilta Environmental Ltd., Enva and Battery Recycling are the five battery recycling operators signed up to this system during 2013.

These recyclers are required to undergo comprehensive auditing and review by the scheme which includes their processes, TFS activity and downstream recycling facility destinations. The waste automotive battery programme is promoted through trade advertising and editorials targeted at motor factors, garages and dealerships as well as on www.wееeireland.ie. Distributors and Retailers using any of the five Scheme approved recyclers' do not have to report annually to the EPA on quantities collected and recovered from their customers. Instead the approved recyclers report quantities (Kg) of waste lead acid batteries collected and sent for recycling annually to WEEE Ireland who subsequently report to the DECLG and EPA each year.

INDUSTRIAL BATTERIES

Industrial lead acid batteries are also collected through the automotive programme outlined above and WEEE Ireland has worked with the farm fence sector to develop a dedicated farm fence battery recycling campaign targeting take back through co-operative stores in rural areas all over Ireland. Levels of take back of these batteries have continued to decrease in certain areas in 2013 leading to concerns that they may not be recycled through an authorised system or are being reported as other battery types in other collection streams.

The way in which industrial batteries are classified for reporting both POM and collected for recycling can significantly change the statistics and influence the achievement or otherwise of collection targets. Ireland needs a transparent and equitable reporting system to ensure all Producers and operators are describing these batteries consistently. A benchmarking exercise with other European Member States and Schemes is required for harmonisation purposes and to ensure Ireland is not at a disadvantage from national reporting guidance and practice.

COLLECTION RESULTS 2013

WEEE Ireland collects portable waste batteries from their Local Authority functional areas equating to (74.5%) 75% of the population in the following county areas;

Carlow, Cork (City),Cork (County), Donegal, Dublin (City), Dublin (South), Dun Laoghaire Rathdown, Galway (City), Galway (County), Kildare, Kilkenny, Leitrim, Laois, Longford, Mayo, Offaly, Roscommon, Sligo, Tipperary (North & South), Waterford (City) Waterford (County), Westmeath, Wexford, Wicklow.

Industrial and automotive batteries are collected countrywide as WEEE Ireland operates a national scheme for these batteries.

In 2013 WEEE Ireland carried out 6177 battery collections. 2262 of these were from unique collection points, 3915 being repeat collections.



Portable Battery Collection Activity 2013

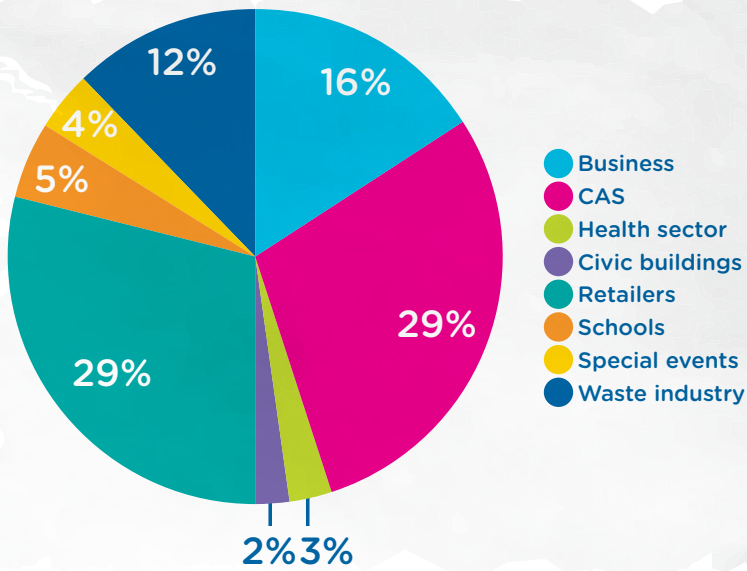


Chart 9: Collection weights by sector

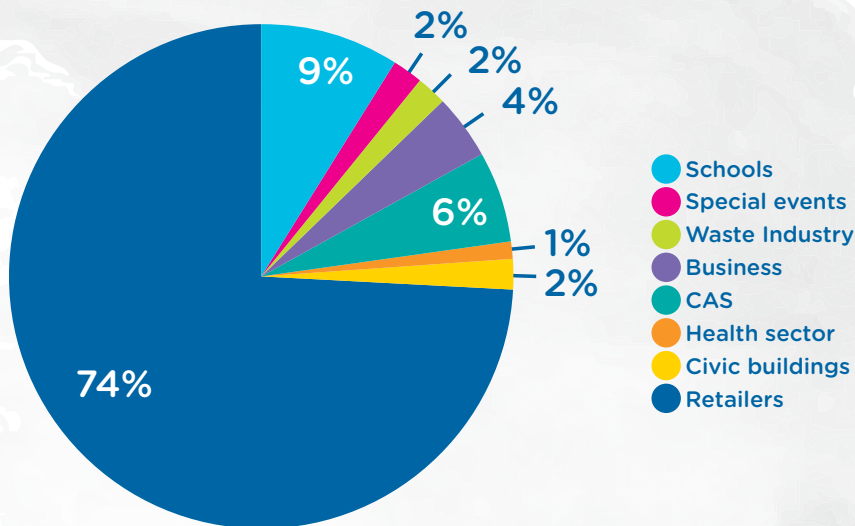


Chart 10: Collection activity by sector

Collection volumes 2013

Battery Type	2013 WI On the Market (t)	WI Collected 2013 (t)
Portable	1503	507
Industrial	2779	1796
Automotive	10,519	7469

Table 9: Collection volumes 2013

WEEE Ireland collection volumes by year

Year	Portable (t)	Industrial (t)	Automotive (t)
2008	-	-	-
2009	150	-	-
2010	225	1677	8354
2011	445	2658	10016
2012	472	2395	9079
2013	507	1796	7469

Table 10: WEEE Ireland collection volumes by year

RECYCLING OF WASTE BATTERIES

Waste batteries collected by WEEE Ireland are initially sorted by size and application and then by chemistry type as illustrated in the table below:

Collection Streams	Chemistry	Reported as
Emergency Lighting	Lead Acid, NiCd	Portable
Mixed Portable	NiCd, NiMh, Li, Alkaline, Zinc Carbon, Lead Acid, button cells	Portable
Mixed WEEE outturn	Same as above	Portable
Lithium	Lithium	Portable
Farm Fence	Alkaline, Zinc Air, Zinc Carbon	Industrial
Lead Acid	Lead Acid	Portable, Industrial & Automotive

Table 11: Waste batteries collected by WEEE Ireland

2013 Irish Battery Contractors

Recycler	Licence/Permit	Contract Type	Battery Type
KMK Metals Recycling Ltd.	W0113-04	Direct Contract	All
The Recycling Village	WFP/MH/11/005/01	Direct Contract	All
Rilta Environmental	W0192-03	Agreement	Lead Acid & Portable
Enva	W0184-01	Agreement	Lead Acid
Battery Recycling	W0267-01	Agreement	Lead Acid

Table 12: 2013 Irish Battery Contractors

The average battery recycling efficiency achieved according to the Regulations reporting requirements is detailed below.

Battery Type	Battery Efficiency	EU Target
Lead Acid	91%	65%
Nickel Cadmium	81%	75%
Other	68%	50%

Table 13: Average battery recycling efficiency

AUDIT PROGRAMME SUMMARY

WEEE Ireland has a dedicated Technical Manager with responsibility for compliance auditing of contractors and verification of environmental management of WEEE and waste batteries. During 2013 all WEEE Ireland's battery contractors including the lead acid battery operators were audited as part of WEEE Ireland's ongoing audit programme.

The key topics covered in a battery audit include but are not limited to;

- Checks on proof of collection and transport from designated collection points by;
 - o Merchandisers
 - o Collection sub-contractors
 - o Recycling contractors
- Verification of batteries accepted, stored, sorted and shipped
- Cross check of data with annual environmental reports, EPA reports and TFS data
- Compliance with applicable transport, waste and environmental regulations as well as WEEE Ireland protocols
- Compliance with waste licences and/or permits
- Health and safety procedures and practices
- General housekeeping



BATTERY SAFETY

In 2013 updates to the movement of lithium batteries under the International Transport Regulations for the Movement of Dangerous Substances by Road (ADR) came into effect. The changes were in relation to the new special provisions for damaged or defective lithium metal and lithium ion batteries. As a direct result WEEE Ireland investigated the implications of these changes on its recyclers and Producers. Meetings were set up with relevant authorities as well as with a number of Electric Vehicle Producers who place high power lithium batteries on the Irish market. WEEE Ireland have also reviewed its battery contractors operations relating to lithium batteries and incorporated this into its audit programme. WEEE Ireland will continue to roll out a battery safety strategy to inform and educate relevant stakeholders on the safe handling and transport of lithium and waste lithium batteries.

See www.unece.org or www.hsa.ie for further information on ADR regulations.

COLLECTION POINT BATTERY SAFETY

RECYCLE FOR GOOD

If you take back or store waste batteries here are a few useful do's and don'ts to aid safe battery storage and handling in the workplace.

DO'S

- Do always store waste batteries in an appropriate container like the WEEE Ireland Blue Battery Box
- Do store waste batteries:
 1. In a cool dry place away from a direct heat source (e.g. radiators, lights etc)
 2. Out of direct sunlight
 3. Out of reach of small children
 4. In a weather proof area
 5. On an impermeable surface
- Do close over the lid of the WEEE Ireland battery box when full
- Do prevent the batteries from short circuiting by:
 - Ensuring no other metal or conductors are present in the battery storage container particularly metal
 - Using vermiculite or other inert absorbent material in larger storage containers
 - Taping exposed ends and terminals with insulating tape
 - Labeling uncharged lithium and button cell batteries in their original packaging if return will safe to do so

DON'TS

- Do not put other wastes or objects into the WEEE Ireland battery box
- Do not subvert the WEEE Ireland Battery Box (this capacity limit)
- Do not store large quantities of batteries for long periods
- Do not lift heavy containers without assistance
- Do not store batteries near flammable substances

EMERGENCY

- When an appropriate fire extinguisher comes to the battery storage area (e.g. CO₂) in the unlikely event of a fire contact the emergency services
- Avoid the use of water as a means to extinguish a battery fire

Note To Retailers: Batteries are shipped under test to be less than half of the battery free of charge similar to those this can, with no further necessary for www.weeerelief.ie/batteries for further information.

If you suspect a battery is damaged or defective

- Store the battery safely as per the points 1 to 5 above, away from other waste and flammable materials
- Use caution and protective gloves when handling a damaged battery
- Use vermiculite or other inert absorbent material if available
- Inform employer Health and Safety Officer where appropriate
- Contact WEEE Ireland on 0800 222 252

WEEE Recycle anything with a plug or a battery

WEEE Ireland
www.weeerelief.ie

For battery collection or further information please call on 0800 222 252 or visit www.weeerelief.ie

Find us on **800**

BATTERY FINANCE

Members are invoiced for their Battery Producer Responsibility based on the volume of batteries reported monthly to the WEEE Register Society Blackbox according to type, weight (kg) and chemistry.

The scheme continues to hold a contingency reserve for battery liability equating to 12 months operating costs. General costs arising from the operation of the WEEE Ireland scheme are apportioned to the battery sector as with all other sectors affiliated to the scheme.



MARKETING & PR

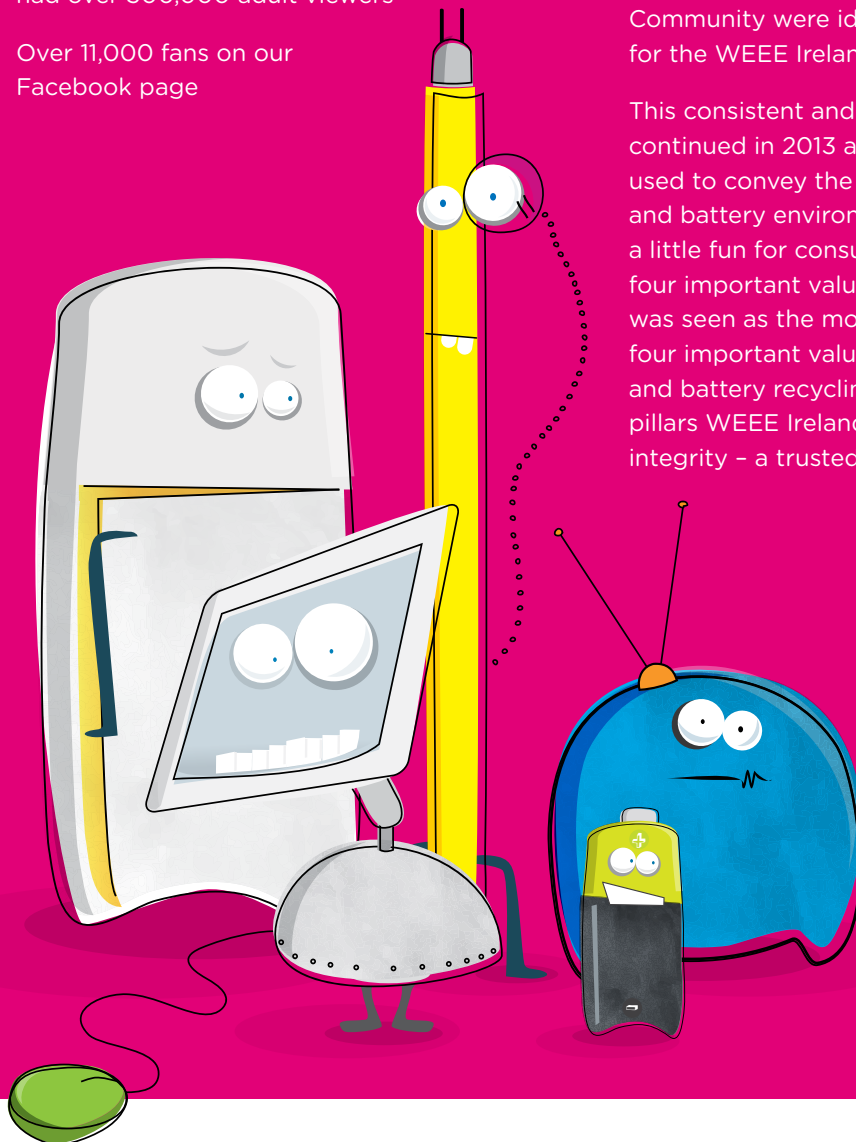
HIGHLIGHTS

- Bosco campaign brings back a record of 25 million waste batteries for recycling
- Over €540,000 worth of (unpaid) PR generated by the campaign, at minimal cost
- Series 7 of Room to Improve had over 500,000 adult viewers
- Over 11,000 fans on our Facebook page

BRAND UPDATE

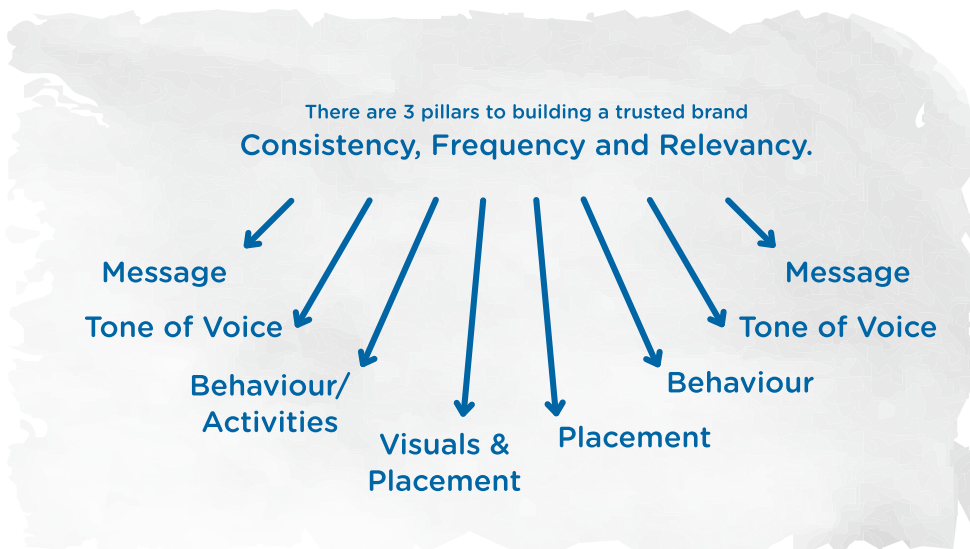
A brand evolution was undertaken in 2012 and it was decided that with a truly consistent and simple message about WEEE and battery recycling, the consumer and trade alike would be more informed, more engaged and this will help WEEE Ireland to deliver more effective communications. As part of the review Trust, Dedication, Openness and Community were identified as four important values for the WEEE Ireland brand.

This consistent and simple messaging has been continued in 2013 and fun characters have been used to convey the simple message about WEEE and battery environmental management and add a little fun for consumers to our campaigns. The four important values were continued and trust was seen as the most important value out of the four important values to communicate the WEEE and battery recycling message. Following are the pillars WEEE Ireland used to build and protect brand integrity - a trusted brand.



MOST IMPORTANT KPI IS THE LEVEL OF TRUST INHERENT IN THE WEEE IRELAND BRAND

How to Build and Protect Brand Integrity - a Trusted Brand for WEEE and Battery Recycling



1 brand, countless stakeholders, 2 official fonts, 5 friendly characters, 6 core colours, 8 secondary colours, 1 tone of voice, 1 way to do this right.

1 united front, 1 brand ethos

MARKETING OBJECTIVES IN 2013

1. Ensure consistent and simple messaging is used in all marketing communications.
2. Trust must be conveyed in all marketing communications.
3. Increase awareness of WEEE and battery recycling service.
4. Educate the market on reasons to recycle WEEE and batteries responsibly.
5. Increase community engagement, support local authorities and Retailers.
6. Ensure measurable results and increased levels of recycling with each communication campaign.

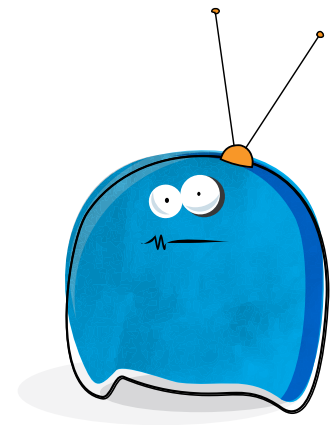
CASE STUDY 1: THE WEEE IRELAND BLUE BATTERY BOX



The Blue battery box has been a very successful tool in delivering the WEEE Ireland brand message as the trusted authority on battery recycling in all of the Retailer, school, workplace and other collection points where it has been received since 2005. The Scheme's investment in these quality containers has given Ireland a recognisable national brand for battery recycling and will be instrumental in meeting the challenging targets in 2015. In a recent survey, 77% of the participants were aware of the battery recycling boxes made available in stores. This finding highlights how effective WEEE Ireland's battery campaigns have been in generating awareness.

Given the time it takes to fill boxes and return for recycling, the effort to change consumer behavior in recycling and not dumping waste portable batteries began in 2008. In 2008 when the boxes were put into circulation and supported by campaigns at grass roots level throughout communities. The association with LauraLynn Ireland Children's Hospice Charity and the effect of chosen 2013 celebrity - Bosco - has pushed the Battery recycling campaign to another level in terms of media pick up and coverage.





CASE STUDY 2: RECYCLED TROLLEYS - PRACTICAL AND PR BENEFITS

In 2013 WEEE Ireland purchased 1000 trolleys designed to cart the e-voting machines around to constituencies and recycled them into WEEE Trolleys. The trolleys were modified and given a blue -coloured WEEE Ireland makeover, displaying the new WEEE Ireland logo.

The WEEE trolleys are located at electrical stores and other collection points for consumers to fill with old batteries and electrical waste items such as hair-dryers, kettles and toasters. The small electrical items are recycled in Ireland.

As well as the practical benefits highlighted in the Collections section of the report, the trolleys proved a media hit in 2013 , receiving press coverage in the Irish Daily Star, Irish Daily Mirror and Irish Sun.

2013 CAMPAIGNS “SPREAD A LITTLE SUNSHINE”

Bosco, everyone’s favourite red-haired puppet led the 2013 “Spread a Little Sunshine” campaign and proved to be a great motivator in encouraging children and adults to collect and recycle waste portable batteries to raise money for LauraLynn, Ireland’s Children’s Hospice. Bosco’s existing fan base and endearing qualities were used to garner media and public interest in the campaign.

The campaign involved above and below the line with advertising, PR and in-store merchandising re-enforcing the message with a strong call to action. The campaign raised funds for LauraLynn, Ireland’s Children’s Hospice Charity and collected an estimated additional 25 million waste portable batteries as a result of the campaign. The campaign was an even greater success than the “Spread a Little Sunshine” campaign in 2012 with Bláthnaid Ni Chofaigh. Since our association began, a total of €90,000 has been raised for the LauraLynn charity.





WEEE Ireland held a promotional photo shoot in October 2013 with Bosco to kick-start the campaign, who had moved home to LauraLynn to a new house that was made from a WEEE Ireland blue battery box to raise awareness of just how easy it is to recycle your waste batteries by popping them into the blue battery boxes in Retailers around Ireland.



The media uptake was excellent throughout the duration of the campaign and was featured in national press, broadcast and TV outlets. Highlights included a feature on the most viewed programme of the year in Ireland, The Late Late Toy Show (which had a viewership of 1.4million). An interview with Bosco on The Ray D'Arcy Show on Today FM (which has a listenership of over 250,000) on the importance of battery recycling for the environment and the work done by LauraLynn and how the battery campaign will help the charity. Newstalk

breakfast also featured an interview with Bosco about the campaign on Christmas Eve. In a recent survey, radio advertisements were more influential compared to the impact of the newspaper advertisements. 52% of participants who had heard the radio ads were motivated to recycle.

The regional media were also hugely positive throughout the campaign with more than 40 pieces of print coverage appearing, as well as several interviews on local radio stations with Bosco and further online coverage. The online campaign was hugely successful also, with WEEE Ireland's Facebook page increasing to over 11,000 fans.



In 2013, WEEE Ireland successfully recycled over 25 million waste portable batteries; that is more than 500 tonnes and an increase of 34 tonnes from 2012. The 2013 campaign generated huge interest from the public with an impressive battery recycling figure brought back - as a result of the success WEEE Ireland donated €60,000 to LauraLynn. An advertising value equivalency figure of €180,653 was achieved during the three month media campaign with a PR value in excess of €540,000.



COMMUNITY ENGAGEMENT

WEEE Ireland engages with the community on many aspects from sponsoring local sporting events to providing collection days with local authorities to ensure the community have as many opportunities as possible to recycle their WEEE and waste batteries.

WEEE COLLECTION DAYS

WEEE Ireland make WEEE recycling as accessible and convenient for people in communities, towns and villages throughout the county through a series of free public WEEE Collection Days and smaller WEEE Wagon collection days where members of the public can recycle their unwanted electrical items for free.

The collection days and wagon collections are promoted through local press, local radio, PR, online and social media. The collections schedule is posted on the consumer website recyclefree.ie. All collections days are posted on our Facebook page and Twitter page. Facebook advertising is also used and this allows WEEE Ireland to target a specific audience by age, area and interest in the environment. This form of advertising has proved very successful for WEEE Ireland.

The local media update for the public collection days and WEEE Wagon collections was fantastic throughout the year with over 200 pieces of regional media coverage appearing.



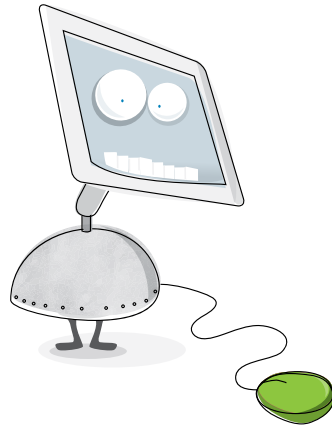
KILMACUD CROKES

WEEE Ireland announced the sponsorship of Kilmacud Crokes in 2013. The announcement achieved coverage in regional south Dublin papers as well as The Star. The news also spread across sporting websites and through social media. Kilmacud Crokes players attended a press shoot wearing their new jerseys and promoting WEEE and battery collection in their extended community.

MINI ALL-IRELAND AT KILMACUD CROKES

During 3 weeks of June over 1500 6-12yr olds participated in the Mini All-Ireland held in Dublin each year. At Fridays Finals WEEE Ireland were there as club sponsor promoting recycling awareness through fun and games to all the young players and we received a very warm welcome from the community.





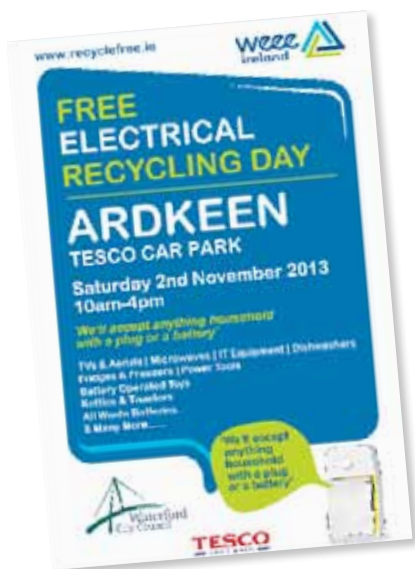
Through 2013 WEEE Ireland advertised and submitted editorial to numerous trade publications

LOCAL AUTHORITIES

WEEE Ireland collect from over 100 Civic Amenity sites and bring centres throughout the country.

WEEE Ireland recognises that the 100 plus Civic Amenity sites owned by local authorities are an important part of the national network of collection channels. WEEE Ireland promotes these facilities through both the trade and consumer websites. The trade website is weeireland.ie and recyclefree.ie is the consumer website. Both websites give details of locations of civic amenity sites and a schedule of upcoming collection day events. WEEE Ireland regional advertising promotes the supporting Local Authority on each advert and press releases reference the Civic Amenity sites.

The scheme also engages with Local Authorities by carrying out collections of waste batteries from civic offices and buildings, sponsoring initiatives such as Dún Laoghaire Rathdown Envirocom Awards and helping Green Awareness Officers bring the battery recycling messages to schools through the new WEEE Pledge programme.



PRESS PUBLICATIONS

WEEE Ireland had significant coverage across regional and national press which was gained through the generation of good news stories from WEEE Ireland and its network. There were approximately 600 pieces of press coverage in 2013. The press coverage is free to WEEE Ireland and the calculated equivalent value for it (should it have been paid for) is approximately €500k. Some of the key press publications in which WEEE Ireland featured include Irish Independent, Irish Daily Mail, The Herald, Irish Daily Mirror, Irish Daily Star and Woman's Way.

Key stories through the year were the re-launch of our partnership with LauraLynn with new campaign ambassador Bosco which gained incredible traction including an appearance on the Late Late Toy Show. Other key stories were the WEEE Ireland conference, the launch of the Kilmacud Crokes partnership, and the news of WEEE Ireland's renewal of sponsorship of Room to Improve for the 2013 series.

WEEE Ireland is committed to working with the various industries and sectors to support the work or achieving Ireland's WEEE and waste battery targets. Through 2013 WEEE Ireland advertised and submitted editorial to numerous trade publications including: Irish Hardware Journal; Autotrade magazine; Checkout and Shelflife.

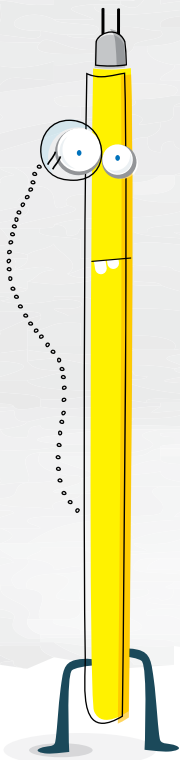
Social media is a great way to deliver consistency

SOCIAL MEDIA AND ONLINE PRESENCE

Social media is an effective way to deliver consistency through the marketing communications and to reach people in what they consider to be their own space. Each of our campaigns is brought through the line where possible and appropriate messaging is delivered via twitter and facebook.

As part of the battery and WEEE recycling digital marketing strategy, WEEE Ireland ran a competition to win a washing machine on Mummypages.ie that reached over 200,000 readers. The readers were part of WEEE Ireland's core target market (mummies) and the promotion aimed to highlight battery and WEEE recycling.

During the summer there was a LauraLynn Charity - Battery Recycling Awareness Promotion on Facebook. The competition proved to be a huge success with over 500 entries, 830 new fans, and has given WEEE Ireland a rich opportunity to reach almost 80,000 Facebook users and to be a talking point among more than 1000 users.





BROADCAST ADVERTISING

The current sponsored programme 'Room to Improve' targets the adult market and specifically targets homeowners, which mirrors the highest generators of waste batteries and WEEE. Given that the episodes profile home renovations, refurbishment and new builds, the sponsorship of the programme offers a strong fit for the brand and story of the WEEE Ireland scheme.

WEEE Ireland sponsored 'Room to Improve' programme for the last three years in 2011, 2012 and 2013. Branded stings (short adverts) were developed and the key message was 'Anything with a plug or battery, WEEE recycle for free'. Additional media activity around the sponsorship included issuing Top Green Tips ahead of the festive season of the beginning of the 2013 Room To Improve series.

The stings were played at the beginning and end of each ad break, they are also displayed when viewers watch on RTE player and when RTE advertise the programme. Series 7 (2013) had over 500,000 adult viewers.

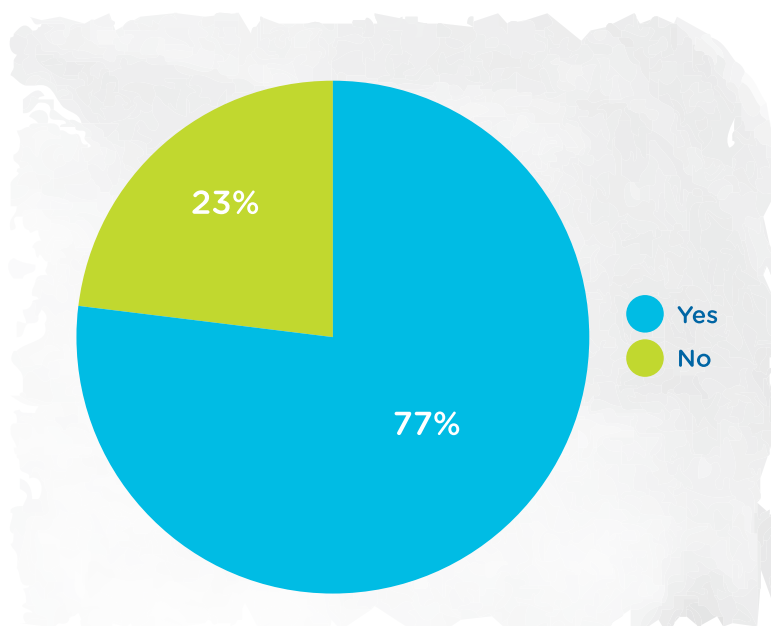
WEEE Ireland was also highly profiled on one programme in the series where Dermot Bannon was commissioned by a mother and daughter in Mullingar for the refurbishment of a 3-bed bungalow. This one programme alone had an approx. viewership of over 600,000 adult viewers (in addition to the average 500,000 viewers for the rest of the series).

MARKET RESEARCH

Omnibuzz surveys were carried out to measure awareness levels of WEEE Ireland and recycling behaviour. These were online surveys carried out by Empathy Research on behalf of the Scheme. There were some very interesting findings that showed how effective WEEE Ireland's campaigns have been in generating awareness and influencing recycling behaviours.

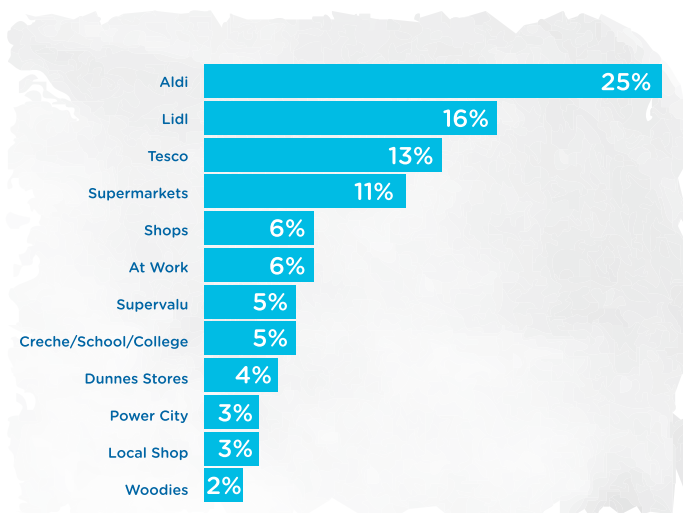
Over three-quarters (77%) of the participants were aware of the battery recycling boxes made available in stores. Females (80%) were more aware of the boxes than males (74%).

Q. WEEE Ireland provides retailers with battery recycling boxes that are free for customers to use in store. Have you seen these?



Graph 6: Awareness levels of WEEE Ireland battery recycling boxes

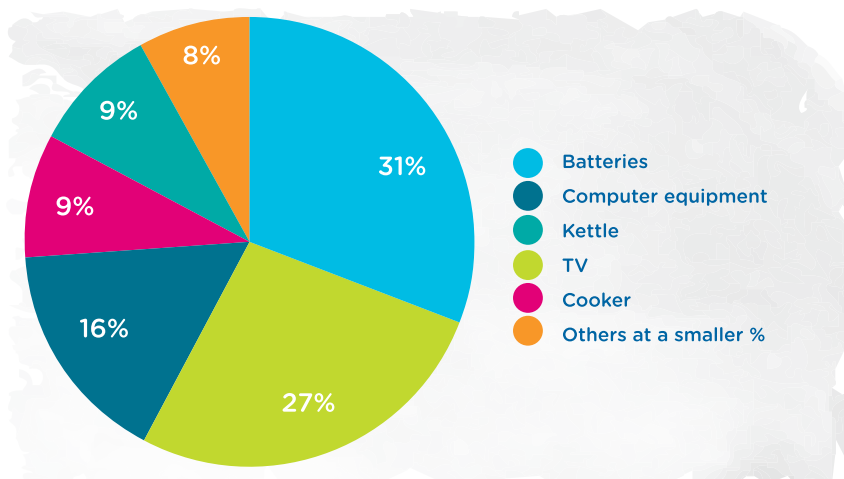
Q. Where have you seen the battery recycling boxes?



In terms of recycling behavior, the most popular places people have recycled their batteries is at Aldi stores. The main message from the *Spread A Little Sunshine* campaign was to bring your batteries to your local Retailer and the success of the campaign is evident as a Retailer was the most popular location to recycle batteries.

Graph 7: Where respondents have seen the battery recycling boxes

Q. Have you recycled waste electrical equipment in the last 12 months? IF 'YES' Please specify what you recycled.



Over half (57%) of the participants have recycled WEEE in the last 12 months. TVs were the most popular WEEE items recycled.

Graph 8: The waste electrical equipment recycled by the respondents in the last 12 months

WEEE PLEDGE - SCHOOLS RECYCLING CHALLENGE



WEEE Pledge is a FREE battery recycling programme designed for schools. By engaging in fun learning activities and taking charge of battery recycling, students (and their families) learn about the importance of being responsible for the environment and how to make a difference in each community.

Our WEEE Pledge website is www.weeepledge.ie and 800 schools have signed up to the WEEE Pledge.

Every battery box collected from each school is weighed and tracked. This in turn earns points and is updated on the WEEE Pledge School's Leaderboard. Schools that collect the most batteries win some great prizes such as school sport activity packs.

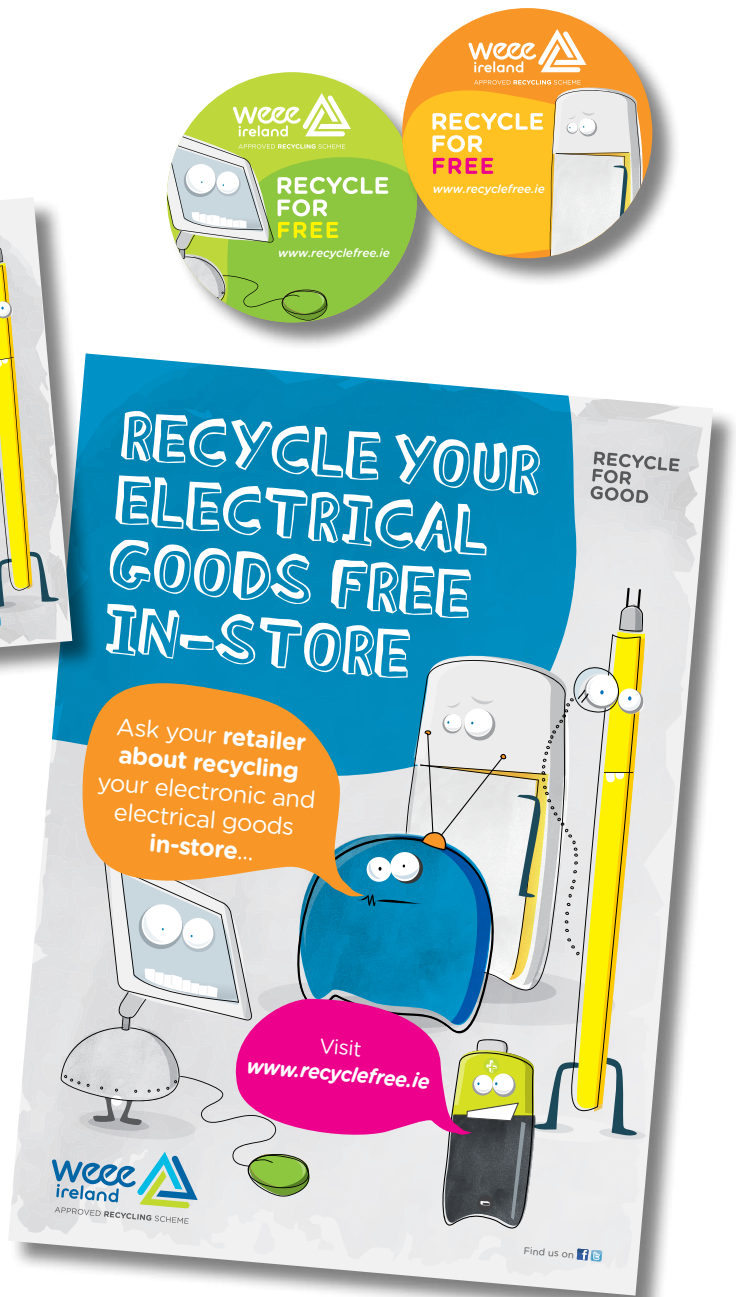


RETAILER PILOT SCHEME

WEEE Ireland carried out a Retailer pilot scheme over three months involving 75 retailers. Five major chains were included in the pilot scheme - DID, Euronics, Expert, Powercity and Soundstore.



The marketing materials that were sent out to the retailers were posters, cards point of sale, stickers and wobblers. All the marketing materials promoted in their retail store had one strong message - Recycle In-Store.



WEEE Ireland has taken part in the Repak Recycling Week Awards for the past 4 years

SPONSORSHIP



Working with Repak during National Recycling Week gives WEEE Ireland the opportunity to gain exposure through partnership and cooperation with another waste stream PRI.

WEEE Ireland has taken part in the Repak Recycling Week Awards for the past 4 years and again sponsored two awards in 2013. Power City and

Wexford County Council both took home the awards this year rewarding their significant efforts in WEEE and waste battery recycling particularly in promoting collection events in their community.

Wexford County Council won the award for Best Schools Battery Recycling by Local Authority. WEEE Ireland worked closely with schools to drive awareness of both WEEE and Battery recycling. The schools' participation in battery collections showed strong results for WEEE Ireland which shows both increased awareness and also increased participation in recycling of batteries. WEEE Ireland's schools battery recycling in 2012 was supported by an educational programme delivered directly in the schools. The schools in Wexford collected 2961kg of batteries and as a result Wexford County Council was the winning local authority. Congratulations to the schools in Wexford for their great effort in collecting batteries.



During 2013 WEEE Ireland, in partnership with IFFPG & the EPA, participated in events to service the Agricultural sector. These ranged from dedicated Farm Hazardous waste events with the EPA to IFFPG farm plastic events.

As a pilot programme they were a great success and WEEE Ireland are looking forward to the challenges these unique projects generate and improving on the volumes recycled.

WEEE AND BATTERY RADIO PROMOTIONS

Building on the momentum of exposure gained from Room to Improve, a series of radio promotions were carried out regionally to help deliver the message of HOW to recycle WEEE and Batteries to local communities. The competitions were supported by live on air mentions, interviews with WEEE Ireland and recorded ads/promos. The concept of the campaign followed on from the Room to Improve sponsorship and challenges listeners to improve their recycling at home and tips were given on 'How To', the range of items that can be recycled and where the local services are available. Stations covered included:

Newstalk, FM104, Cork C103, Galway Bay FM, KCLR, Midlands, MWR, Ocean FM, Shannonside, South East, Tipp FM, Highland, WLR, KFM.



RADIO INTERVIEWS

Key radio interviews were secured in 2013 to promote various WEEE Ireland campaigns and messages. These included the WEEE Ireland battery recycling campaign which was featured on The Ray D'Arcy Show on Today FM and Newstalk Breakfast on Newstalk along with regional radio stations. In addition numerous radio interviews were secured on regional radio shows to discuss other key WEEE Ireland activities throughout the year, such as Collection Days, WEEE Ireland Conference and the WEEE Ireland annual report which featured on stations such as Tipp FM, East Coast FM, Q102, Southeast Radio and Cork's Red FM.

WEEE Ireland held a radio competition in 2013 over 13 regional radio stations to push the message of 3 Easy ways to recycle WEEE and batteries. There were 4 live interviews with WEEE Ireland staff. The regional radio stations were Newstalk, Cork C103, Galway Bay FM, KCLR, Midlands, MWR, Ocean FM, Shannonside, South East, Tipp FM, Highland, WLR, and KFM.

WEEE WORKING WITH THE INDUSTRY

WEEE Ireland has worked in partnership with the supply chain for EEE in Ireland to deliver complimentary promotion, advertising and opportunities for WEEE take back for recycling during 2013. This included co-branded collection events, in store promotions and online and print advertising all designed to increase awareness in the consumers of EEE on WEEE and waste battery collection and recycling.

The image displays three promotional materials related to WEEE recycling:

- Whirlpool Trade-In Poster:** Features the WEEE Ireland logo and Whirlpool's '6 Sense' technology. The headline reads 'TRADE IN AND UPGRADE* WITH WHIRLPOOL'. It lists benefits:
 - UP TO €150 TRADE-IN ALLOWANCE when you purchase a 6th Sense[®] washing machine
 - SAVE UP TO 70% ON WATER, TIME AND ENERGY with Whirlpool's unique 6th Sense[®] technology!
 - FREE COLLECTION AND RECYCLING of your old washing machine in association with your local retailer
- Coolock Recycling Day Flyer:** A blue flyer for 'FREE ELECTRICAL RECYCLING DAY' at 'COOLOCK, POWERCITY, MALAHIDE ROAD' on 'Saturday 29th June 2013' from '10am-4pm'. It lists accepted items: 'TVs & Aerials | Microwaves | IT Equipment | Dishwashers | Fridges & Freezers | Power Tools | Battery Operated Toys | Kettles & Toasters | All Waste Batteries & Merry Mire...'. It also includes the website 'www.recyclefree.ie' and logos for WEEE Ireland and 'Eala Átha Cluith Dublin City'.
- Free Household Electrical Recycling Flyer:** A white flyer with a green recycling symbol. It lists accepted items: 'Computers, monitors, mobile phones, video players, game consoles, microwaves, dishwashers, large domestic appliances, battery operated toys, power tools, electric kettles, kettles, electric heaters, radios, MP3 players, CFLs, and household and car batteries'. It specifies the event is open to all inhabitants of the Greater Cork city area, held on 'Saturday, 23 November 2012' from '10:00 am - 4:00 pm' at 'Location: Apple Island Car Park, Hollyhill Industrial Estate, Cork'. It features the WEEE Ireland logo and a disclaimer: 'All products contained in this flyer are provided as information only. WEEE Ireland is not responsible for any damage to goods or loss of data caused by the removal of these products from the supply chain.' and 'www.recyclefree.ie'.

MEMBERSHIP LISTING

3M Ireland Ltd	Amazon EU Sarl	Atlantic Surgical Ltd
A&O IT Systems & Services Ireland Ltd t/a Arkphire	Amazon Fulfillment Services t/a Amazon.com	Audio City Ltd
A.H. Anderson & Co Ltd t/a IQ Supplies	Ambassador Communications Ltd t/a Homeline	Aurora Borealis Distribution Ltd
A.M. Dunne & Son Ltd	Amica Wronki S.A.	Auto Diesel Electric Ltd
AB Power Systems Ltd	Amway (UK) Ltd	Automated Technical Controls Ltd
Abbott Laboratories Irl Ltd	Ann Summers Ireland (Retail) Ltd t/a Ann Summers	Automatic Identification Systems Ltd
ABC Abrasives Ltd	Anthony Tully Components Ltd	AVA Systems Ltd
Accurist Watches Limited	Apple Distribution International (ADI) t/a Apple	Avaya International Sales Ltd
Accuscience Ireland Ltd	Appleby Jewellers Ltd	Avcom Audio Visual Communications Ltd t/a Avcom
ACEC Distributors Ltd	Applied Lighting	Avid Technology Europe Ltd t/a Avid
Acoustic Technologies Ltd	Aquatec	Avocalite
Adattsi Ltd	AR O'Hare & Co Ltd	Avocent International Ltd
ADT Fire & Security Ltd	Arc Tec Welding Ltd	Azette Ltd t/a Time Power
AEF Limited	Arco Safety Ltd	B J Fitzpatrick Ltd
Aereco Ltd	Ardilaun Electrical Services Ltd t/a AES Ltd	B S Lewis Ltd
Agfa Graphics NV - Irish Branch	Argos Distributors Ireland Ltd t/a Argos	B&G Limited
Agfa Ltd t/a Agfa Healthcare Ireland	Arjo Huntleigh (Ireland) Ltd	B&Q Ireland Ltd
Agilent Technologies Ireland Ltd	Armalou Ltd t/a OHM Group	B. Braun Medical Ltd
Agrihealth Ltd	Armstrong Electronics Ltd	Banaghan & Co Ltd
Ailesbury Commercial & Industrial Security Ltd t/a Tramigo	Arqiva Ltd	Bard Ltd
AirDryer Systems Ltd	Arrow Emergency Lighting Ltd	Barker Photographic Ltd
Airlux Lighting Ltd	AS Watson Ltd t/a Superdrug	Batteryman Distribution Ltd
Alan Carty Sales and Distribution	Asbis Ltd	Baumatic Ltd
Alcon Laboratories Ireland Ltd	Ash Technologies Ltd	Beam Vacuum Systems Ltd
Aldi Stores Ireland Ltd	Ashgrove Interparts Ltd	Beaumex Ltd
Alfred McEvoy Batteries	Associated Hardware Plc	Bechtle Direct Ltd
Aliph UK Ltd t/a Jawbone	Atlantic Homecare Ltd	Beckman Coulter Diagnostics Ltd
Allegro Ltd		Beechill Enterprises Ltd t/a Richer Sounds
Allied Foods Ltd		

MEMBERSHIP LISTING

Beko PLC t/a Beko Ireland	Business Improvement Ltd	Cisco International Ltd (Ireland Branch) t/a Cisco Systems
Bellew Electrical Wholesale Ltd	C&F Quadrant Ltd	Citrix Systems Ireland Ltd
Beltronics Computers Ltd	Cagentt Ltd	Citroen Motors Ireland Ltd
Better Energy Management Ltd	Campbell Bewley Group t/a Bewleys Ltd	Claire's Accessories (UK) Ltd
Betterware Ltd t/a Betterware Ireland Ltd	Camsaw Distributors Ltd	Clarence O'Flaherty & Co Ltd
Bio-Sciences Ltd	Canon (Irl) Business Equipment Ltd	Classic Hardware Ltd
Black & Decker	Capital Water Systems Ltd	Clifford Electrical Wholesalers Ltd
Bluestone Sales & Distribution Ltd	Capralux t/a Light Controls	CMS Distribution Ltd
BMC Digital Ltd	Carnival Trading Company Ltd t/a Cloney Audio	Codex Ltd
BMW Automotive (Ireland) Ltd t/a BMW Group Ireland, BMW Ireland, MINI Ireland	Carr Engineering Supplies Ltd	Coffey Healthcare Ltd
BNR Ltd	Carr Sewing Machines Ltd t/a Singer Sewing Centre	Cognex Ireland Ltd
BOC Gases Ireland Ltd	Carrigcastle Ltd t/a Prismatic	Combilift Ltd
Bodel Distributors Ltd	Cassidy Electrical Supply Company Ltd t/a Cesco	Component Distributors (CD Ireland) Ltd
Bord Gáis Networks	Castit Ltd	Conns Cameras Ltd
Bose SMS Ltd	Castle Electrical Factors Ltd	Cook Ireland Ltd t/a Cook Medical
BP Multipage Ltd	Castle Mechanical Handling Co Ltd	Cooney Electronics Ltd
Brand Addition Ireland Ltd	Caulfield Industrial Ltd	Cooper Lighting & Safety Ltd
Brandon Marketing Ltd	Celtic Telecom Consultants Ltd	Core Electrical Ltd
Brett Supplies Ltd	CH Marine Ltd	Cormac McHugh t/a C-Mc Energy
Brighter Image Ltd	Charlie Shiels Ltd	Corporate Express (Irl) Ltd t/a Staples Advantage
Britelux Lighting Ltd	CHD Ltd t/a AD Ireland	Costard Investments Ltd t/a Fantasy Lights
Brother International Corp (IRL) Ltd	Cheetah Electronics Ltd	Cottner Technologies Ltd
Brown Thomas & Co Ltd	Chefaro Ireland Limited	Covidien Ireland Commercial Ltd
BSH Home Appliances Ltd	Chemical Direct	CPG Media Ltd t/a Leisure Batteries Ireland
BT Communications Ireland Ltd t/a BT Ireland	Chevssan Ireland t/a Chevrolet Ireland	CRQ Ltd t/a Tosh Medical
Burke Bros, Son & Co. Ltd t/a Burke Bros and/or Ashtown Trading	Chronotherm Controls Ltd	Cucina Ltd t/a Kontinental Kitchen Supplies
Bushell Interiors Ltd	Chubb Ireland Ltd	Curtis Holt Ltd t/a Toolbank
Business Electronic Equipment Ltd	CIA Ltd	

D O'Sullivan Graphic Supplies Ltd	Dominic Fleming Electrical Accessories Ltd	Electric Power Tool Co. Ltd
D Ryan Enterprises Ltd t/a A.M.P. Distribution	Domus Projects Ltd t/a Targetti Poulsen	Electrobuy Ltd t/a Euronics Ireland
D&P Multimedia Products Ltd	Donaghey Motorhomes Ltd	Electroplus Cable & Satellite Ltd
D.K.A. Retail t/a Avery Retail Ireland	Drainbo Ireland Ltd t/a Watersave	Elemex Ltd
Dabs.com PLC	Draper Tools (Ireland) Ltd	Elite Healthcare Ltd
Dactec Ltd	Dualtron Ltd	Elkaso Limited t/a Industrial and Domestic Supplies
Daikin Europe NV	Dublin City Cool Ltd t/a Citycool Ltd	EmCon Systems Ltd
Daly Industrial Supply Company Ltd	Dulux Paints Ireland Ltd	Emerald Healthcare Ltd
Danfay Ltd	Dunnes Stores	Emergency Response Ltd
Data Display Company	DWN Instrumentation Ltd	Emerson Network Power Ltd
Data Micrographics Ltd t/a DML	Dyson Ireland Ltd	Emerson Process Management
Datapac Ltd	E. A. Accessories Ltd t/a Essential Accessories	Encyclomedia
Davcon Rentals Ltd t/a Davcon Warehouse Machinery	E.A. Symmons Ltd	Energizer Ireland Ltd
David Curran Wholesale	E.J. Bodkin & Co Ltd	Energy Monitoring Ireland Ltd
David Lowe & Co Ltd	Early Learning Centre Ltd	Energy Sense Ireland Ltd
Debenhams Retail (Ireland) Ltd	Earthly Emporium	Enniscorthy Electrical Wholesalers t/a EEW Ltd
Decision Support Systems Ltd	Earthridge International Ltd	Enterasys Network Distribution Ltd
Dell Products Ireland	Eason & Son Ltd	Environmental Monitoring Services Ireland Ltd
Dem Machines Ltd	EasyTrip Services Ireland Ltd t/a Etrip Services Ireland Ltd	Envirosci Ltd t/a Ecopal
Demesne Electrical Sales Ltd	ECI Lighting Ltd	EPH Controls Ltd
Derrywood Agencies & Distributors Ltd	Edenrace Ltd t/a GSF Car Parts	E-pire Ltd t/a Transpoco
Design Light Ireland Ltd	Edwards Lifesciences Ltd	EPT-Irl-Ltd t/a Engineering & Power Tools
Diamand Teck Distribution Ltd	eDynamics Ltd t/a MySatNav	Equipment Company of Ireland t/a ECI JCB
Digicom Office Technology Ltd	Effective Distribution Ltd t/a EDL	Ethos Technology Ltd
Digital Media Direct	Egan Electrical Equipment t/a Medlock Electrical Distributors	Euro Sales Ltd
Dimpco	Ei Company t/a Ei Electronics	Eurogeneral Retail Ltd t/a Euro 2
Divad International Ltd	Eiko Ireland Ltd	Eurogrove International Ltd t/a Baize House
Diversey Hygiene Sales Limited t/a Diversey Ireland	Eircom Ltd	

MEMBERSHIP LISTING

Eurolec Instrumentation Ltd.	Flux Electrical Services Ltd	Genfitt (Mayo) Ltd
Europa Battery Distributors Ltd	FMG Electronics	Gerry Matthews Engineering Ltd t/a Toolfix
Europower DC Ltd t/a Europower Battery Centre	Fonemenders Ltd	Gersan Services Ltd
Eurotek Ireland Ltd	Fónua Ltd	GHO Distribution Ltd
EW Technologies Ltd	Food Solutions Ltd t/a Espressotech	GKRT Ltd t/a Pewl Group
EWeb Ltd t/a Connected Homes	Forcefield Active Technology Ltd	Glamox Ireland Ltd
EWL Limited t/a Irwin Electrical, Eastern Electrical, Edmundson Electrical, ICD Cable	Forklift Services & Handling Equipment Ltd	Glen Dimplex Ireland
Excel Electric Group Ltd	Frank Flanagan Fittings Ltd	Glenkrag Ltd
Excel Plumbing Products Ltd t/a Excel Industries	Freesat	Globalstar Europe Satellite Services Ltd
Expert Ireland Retail Sales Plc t/a Expert	Fresenius Medical Care (Ireland) Ltd	GoBeyond Ltd t/a MemoryC.com
Exspareitise Ltd	Fujifilm UK t/a Fujifilm Ireland	Goldcrop Ltd
Extreme Computer Ltd t/a Elara Online	Fujitsu Ireland Ltd	Golfbuddy Europe Ltd
EZ Smoke.ie	Fusion Technologies Ltd	Gorenje UK Ltd
Fade Agencies Ltd t/a Powakaddy International Ltd	G Dalton & Co. Ltd	Gowan Distributors Ltd
Fagerhult Lighting Ltd	G2 Speech Ltd	Green Coffey Technology Ltd t/a GC Technology Ltd
Fannin Ltd	Gallagher Power Fence Systems (Irl) Ltd	Greenvalu Ltd
Farnell Components Ireland Ltd	Garo Electric Ireland Ltd	Grenchen Time Ltd
Fergusons Hearing Aid Clinic Ltd	Garrabridge Ltd	Groupe Seb UK Ltd t/a Krups, Tefal, Rowenta, Moulinex & All-Clad
FG Wilson Engineering Ltd	Garrymore Construction Ltd t/a Lighting & Interiors	H.E.R. Photo Supplies Ltd
Fiat Group Automobiles Irl Ltd	Gaynor Pearse Motor Factors t/a J&S Automotive Distributors	Hafele Ireland Ltd t/a Hafele
Fields Retail Ltd t/a Fields	GE Energy (Ireland) Ltd	Hager Ltd
Fire Technology Ireland Ltd	GE Healthcare Ireland	Hahnel Industries Ltd
Fisher & Paykel Appliances Ltd	GE Lighting Ltd	Hamco Enterprises Ltd
Flaherty Markets Ltd	GE Medical Systems Ireland Ltd	Hamleys Toys (Ireland) Ltd t/a Hamleys
Flaktwoods (Ireland) Ltd	GE Sensing EMEA	Harney & Glycine Distributors t/a Glycine Swiss Co Ltd
Fleming Medical Ltd	Genband Ireland Ltd	Harold Engineering Ltd
	General Electric International Inc t/a GE Parts & Repairs Services (P&RS)	Harvey Nichols Dublin Ltd
	General Motors Ireland Ltd	Harvey Norman Trading (Ireland) Ltd

Heatons	IBM Ireland Ltd	Jelan Trading
Hella Ireland Ltd	IKEA Ireland Ltd	Jim Hanley (Farm Machinery) Ltd t/a Hanleys of Ashford
Henley Forklift Group Ltd	Ille Paper Service (IRL) Ltd	JJ McQuillan Son & Co Ltd
Henry Ford & Son Ltd t/a Ford Ireland	IM Automotive Ltd t/a Subaru Ireland	JML Direct Ltd
Henry Schein Ireland Ltd	In Hand Guides Ltd	Joe King Batteries
Herron & Son Ltd	Indur (Wholesale) Ltd	John Deere Forestry Ltd t/a John Deere Ltd
Hi Fidelity Marketing	Ingersoll Rand International Ltd	John McKenna Lawnmower Spares Ltd
Highcove	Instrument Technology Ltd	John Murphy Castlerea Ltd
Highway Wholesalers Ltd	Integral Computers Ltd t/a Sage Pay Ireland	John Raftery Wholesale
Hijack Tools Ltd	Interactive (Ireland) Ltd	John Stafford & Sons Dublin Ltd
Hillcrest Agencies Ltd	IO Resource Ltd	Johnson & Johnson Ireland Ltd
Hill-Rom Ltd.	Irish Aviation Authority	Joseph Murphy (Ballina) Ltd
Hilti (Fastening Systems) Ltd	Irish Broadband Internet Services Ltd	Jovi International Distribution Ltd
Hitachi Europe Ltd t/a Hitachi	Irish Business Systems t/a IBS	Joyces Supermarkets Ltd
Hi-Volt Ireland Ltd	Irish Commercials (Sales) Ltd	JP Distributors Ltd
HMV Ireland Ltd	Irish Farm & Garden Machinery Ltd	Jungheinrich Lift Truck Ltd
Homebase House and Garden Centre Ltd t/a Homebase	Irish International Trading Corporation (Cork) Plc	JVC Europe Ltd t/a JVC Ireland Ltd
Homebots.ie	Irish Response Ltd t/a Lifes2good	Kapp and Peterson Ltd
Honeywell Control Systems Ltd t/a Honeywell Process Solutions	Irish Soft Drinks Ltd t/a Solus	Karcher Limited
Hoover Ltd	Ixia Technologies International Ltd	Karmarton Ltd t/a PHS Washrooms
Hospital Services Ltd	J H Donnelly Ltd	KCI Medical Ltd
Huawei Technologies (Ireland) Co. Ltd	J.G.Kelly Supplies Ltd	Keane's Wholesale Ltd
Hubris Ltd	J.S. Dobbs & Co Ltd	Keaney Medical Ltd
Hugh Jordan & Co Ltd	James A Barry & Co Ltd t/a Barry Group	Kelbert Instrumentation Ltd
Hughes Dynamic Marketing t/a Dynamic Marketing	Java Instruments Technologies t/a PAC Products	Kenwood Ltd.
Hutchison 3G Ireland Ltd	JBG Office Pro Ltd t/a Office Pro	Kertoy Ltd
Hyundai Cars Ireland Ltd	JDM Products Ltd	Kestra Electroweld Ltd
IBB International Bullion & Metal Brokers Ltd t/a IBB Dublin	Jeffers Music Company Ltd	Kestrel Communications Ltd
		Keswick Engineers Ltd

MEMBERSHIP LISTING

Kevin Broderick Ltd t/a Broderick Grass Machinery	Linde Material Handling (Ireland) Ltd	McDowell & Co Ltd t/a McDowells Jewellers
KeyMed(Ireland) Ltd t/a Olympus Ireland	Linsar Ireland Ltd	McGrath Electronics Components Ltd
Kia Motors UK Ltd t/a Kia Motors Ireland	Litehouse Accessories Ltd	McHale Plant Sales
Kilkenny Welding Supplies Ltd	LM Ericsson Ltd	McHugh Components
Kingspan Environmental (Ireland) Ltd	LR Active Ltd t/a Wildhunter	MCK Electrical Ltd
Kitchen Accessories Ltd t/a KAL	Lumitech Ltd	Mckechnie Cleaning Services Ltd
KLA Tencor Ireland	Lyric Ireland Ltd	McLoughlins & Sons Hardware t/a McLoughlins RS
Kleeneze Ltd	M Donnelly & Co Ltd	McQuillan Wholesale Ltd
Komplett BV	M J Flood (Irl) Ltd	Medicare Health & Living Ltd
Kritman Ltd t/a Cork Lighting Supplies	M&S Electrical Supplies Ltd	Meditec Medical Ltd
Kyron Energy & Power Ltd	M. Kelliher 1998 Ltd t/a Kelliher's Electrical, CT Electric, Fitzpatrick Electrical Distributions	Medivent
Laboratory Instruments & Supplies	Rexel Industrial Supply Solutions	Medtronic Ireland Ltd
Laboratory Supplies t/a Lennox Laboratory Supplies	M.E.D. Surgical Ltd	Memory Bank Ltd
Labquip (Ireland) Ltd	MacMachinery Ltd	Mentor Lighting Ltd t/a The Light Store
Lakuda ApS t/a Batterycity.ie	Magimix Ireland Ltd t/a Magimix UK Ltd	Meyer Electrics (Ireland) Ltd
Lamp Source	Magnet Networks Ltd	Mezwell Ltd t/a South Coast Sales
Lamps & Lighting Ltd	Magpies	Michael Garry Limited
Leading Edge Marketing & Promotions Ltd	Manepa Ltd	Michael Guiney Limited
Lenovo International BV t/a Lenovo	Manotherm Ltd	Michael Madden International t/a Madbikes
Levelling Equipment Services Ltd	Maplin Electronics Ltd	Michel Herbelin UK Ltd
Lexmark International Ltd t/a Lexmark IFSC Ltd	Maquet Ireland Ltd	Mickey Joe's Country Store
Leydens Ltd	Marco Beverage Systems	Micro Aid
LG Electronics (UK) Ltd	Marketing Incentives Ltd	MicroWarehouse Ltd
Lidacel Ltd	Marks and Spencer (Ireland) Ltd	Midia Ltd
Liffey Distributors Ltd	Martin-Brower Ireland Ltd	Midland Lighting
Lighthouse Trading Company Ltd	Mason Technology Ltd	Miele Ireland Limited
Lighting & Electrical Distribution t/a LED Group	Maurice Doody & Sales Ltd	Minelab International Ltd
	Mazda Motor Logistics Europe NV t/a Mazda Motor Ireland	Mitsubishi Electric Europe BV t/a Mitsubishi Electric Ireland
	McCarthy Commercials Ltd	

MK Illumination Ireland Ltd	Musgrave Group PLC t/a Musgrave Wholesale Partners	Nilfisk Advance Ltd t/a Nilfisk Advance & Nilfisk Alto
MMC Commercials t/a Mitsubishi Motors Ireland	Musgrave Retail Partners Ireland	Nisbets Plc
MMD Distribution Ltd	Music Maker Ltd	Nissan Ireland
Mocad Ltd t/a Pazon Trading	Musicman	Noel F. Kenny (Electrical) Ltd t/a Kenny Distributors Europe
Modern Plant Limited	Musikhaus Thomann e. k.	Northwood Technology Ltd
Moduslink BV t/a Moduslink	Must Have Gadgets Ltd t/a B Cool! The Gadget Store	O'Connell Brothers (Cork) Ltd
Moffett Engineering	MVI Hazel Ltd	O'Donovan Engineering Co Ltd
Monaghan Electrical Wholesale Ltd	MWD Electronics	O'Flynn Medical Ltd
Monbatt Ltd	N.E.L. (Services) Ltd	Ogalas Ltd t/a Homestore & More
Monster Cable International Ltd	NAA Appliances Ltd	O'Keeffes of Kilkenny Ltd t/a Petmania, Meubles
Monster Technology International Ltd	National Association for the Deaf t/a Deafhear.ie	OKI Systems (Ireland) Ltd t/a OKI Printing Solutions
Montara Ltd t/a Total Import Solutions	National Electrical Wholesalers Irl Ltd t/a NEW & CED	O'Neills Electrical Ltd
Mothercare Ireland Ltd	National Hardware Ltd	Online Retail Solutions Ltd t/a cables.ie, rechargeable.ie, ledbulbs.ie
Mothercare World Ltd	National Instruments Corp (UK)	Onwave Ltd
Motocaddy Ireland Ltd t/a Golf Concepts	National Pen Promotional Products Ltd	OpenBet Retail Ltd
Motor Distributors Ltd	Naturalife Health Ltd	Optical Sciences (Irl) Ltd
Mountband Trading Ltd	NCR Ltd	Option Wireless Ltd
Moyne Roberts Ltd t/a Apex Fire Ltd	Nespresso UK Ltd t/a Nespresso	Oracle EMEA Ltd
MP Doyle (Group) Limited t/a Doyles	Nest Labs (Europe) Ltd t/a Nest	Orega Systems Ltd
MP&E Trading Company Ltd t/a EMR Integrated Solutions	Network Fitness Supplies	Origo Distribution t/a Origo
MT Agencies Ireland Ltd	New Era Lighting Ltd	Osmosis Ireland Ltd
Mullinahone Co-op	New Look Retailers (Ireland) Ltd	Osram Ltd
Mullingar Electrical Wholesale Ltd	Next Retail Ltd t/a Next	Otterbox Ireland Ltd
Multichannel Solutions For Entertainment Ireland Ltd t/a MSE Ireland	NHCS Ltd t/a Irish Wireless.Net	Outdoor Garden Products Ltd
Munster Forktruck Ltd	Niall Stephenson Ltd	Oxfam Ireland
Murphys Discount House	Nike (UK) Ltd	Oxygen-Care Ltd
Murrays Medical Equipment Ltd	Nike Retail Ireland	Panasonic Marketing Europe GmbH t/a Panasonic UK
Musco Lighting Ireland Ltd	Nikon UK Limited t/a Nikon	

MEMBERSHIP LISTING

Panelling Centre Ltd t/a In-House	Power Home Products Ltd t/a Powered	Reckitt Benckiser Ireland Ltd
Park Retail Ltd	Powerpoint Engineering Ltd	Red Submarine Limited t/a Gear4music.com
Passax Business Systems & Supplies Ltd	PR Reilly Ltd	Reflex International (Import & Export) Ltd
Patina Lighting Ltd	Premco Distributors Ltd	Reg Farrell Engineering Ltd
Paul Sheeran Jewellers (Johnson's Court Ltd)	Premier Farnell UK Ltd t/a CPC	Rehan Electronics Ltd
PC Pro Computers Ltd t/a PC Pro Computers & Mercury Distribution	Preslite Ireland Distribution Ltd	Reliable Security Products Ltd
PC Systems Ltd	Primacy Healthcare 21 Ltd	Renault Ireland Ltd
PCMCS Tech Ltd t/a Glas Energy Technology	Primark t/a Penneys	Rennicks Sign Manufacturing
PearseTEC Ltd t/a Bigsurf.ie	Priory Cycle & Motorcycle Co	Rentokil Initial Ltd t/a Initial Washrooms Solutions & Rentokil Pest Control
Peats Wholesale Ltd	Prism Lighting Ltd	Rettig Ireland Ltd
Penta Networks Ltd t/a Tech Shop	Professional Audio Ltd t/a Roland Ireland/ sennheiser Ireland	Rhino Industrial Ltd
Personal Computer Science (IRL) Ltd	Profile Emergency Lighting Ltd	Rhonda Ltd
Peter Curran Electric Ltd.	Progress Electroplating & Manufacturing Co. Ltd	Ricoh Ireland Ltd
Peter Mark	QFF Distribution Ltd t/a Tucks Fasteners & Fixings/Freeney & Tuck Industrial Supplies	Ridgemoor Company Ltd
Peter Patrick & Gerard McCallig t/a McCallig Brothers	Quaestor Analytic Ltd	Rillton Ltd t/a National Autoparts
Phadia Ltd (Irish Branch)	Qualvecom Ltd	Ritaville Ltd t/a Michel Jewellers
Phibsboro Electrical Wholesalers Ltd	Quick Tec Computers Ltd	Robert E. Nolan Ltd t/a Nolan Distribution
Philip Brady Lighting	Quinn Electrical Services Ltd t/a QES	Robert Roberts Ltd
Philips Electronics Ireland Ltd	Radio & Security Products Ltd	Robosys Ltd
Phoenix Contact (Ireland) Ltd	Radio Fence Ltd	Roc Ronoco
Photo Import Ltd	Radiology Systems Ltd t/a RSL Medical	Roche Diagnostics Ltd
Pianos Plus	Radiometer Ireland Ltd	Rockford Healthcare
Pioneer GB Ltd	Radionics Ltd	Ronseal Ireland Ltd
Pitney Bowes (Irl) Ltd	Radius Communications Ireland Ltd	Rota Industries Ltd
PNS Ltd t/a PC Peripherals	Railslide Ltd	RQ Audio Visual Ltd t/a HifiHut
Polydome Ltd	Reagecon Diagnostics Ltd	RST Power Distribution Ltd t/a Energy Automation Systems Ltd
Potterton Myson Ireland Ltd	Rechtsanwalt Michael Pluta als t/a Gebr. Marklin & Cie GmbH	RTD Technology Ltd t/a Asistec
Power City Ltd		

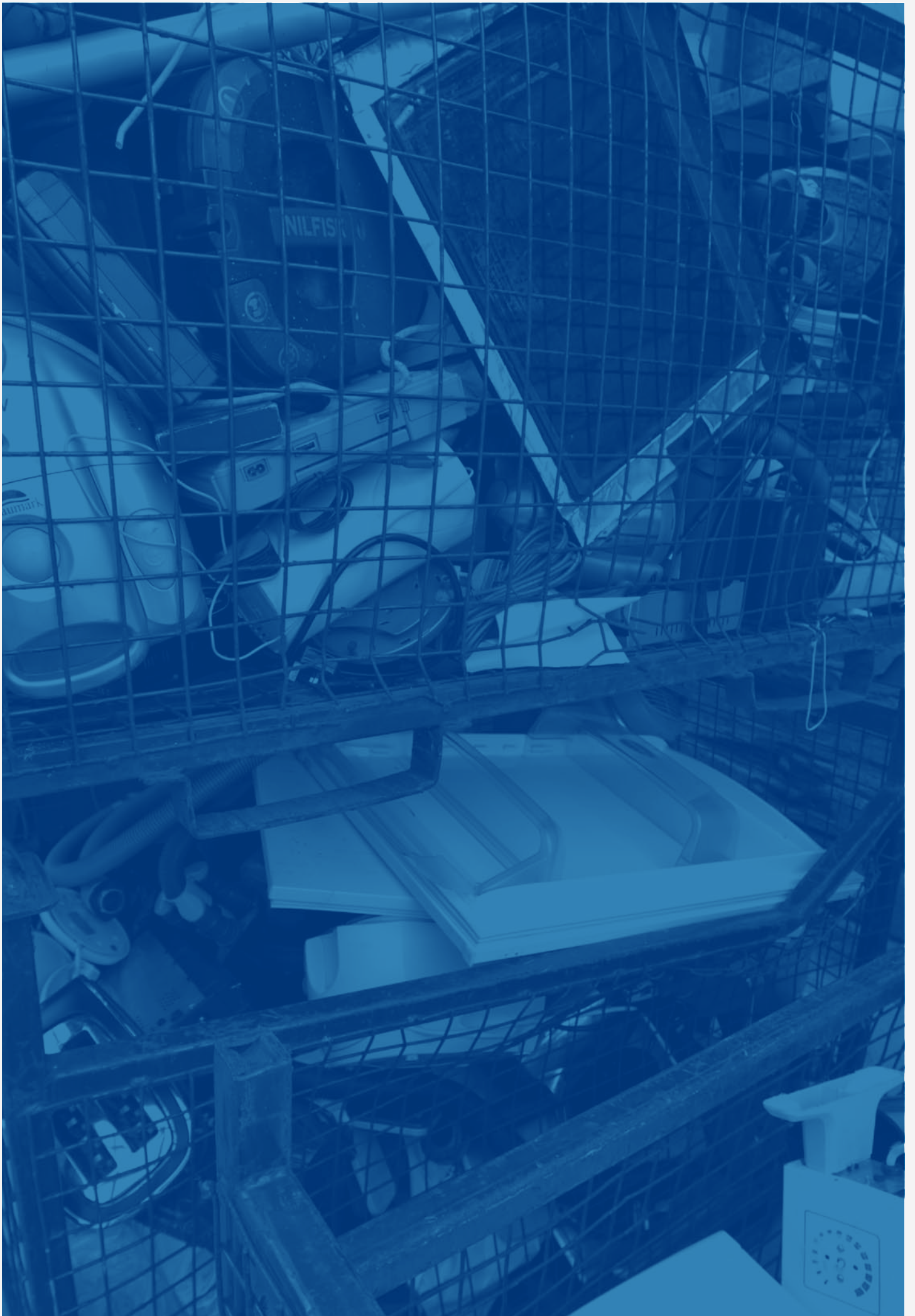
RVR Energy Technology Ltd	Silver Ocean BV t/a iBOOD.com	Stillorgan Decor Centre
Sally Salon Service (Irl) Ltd t/a Sally Salon Services, Hair & Beauty World	Silverstone Media Solutions Ltd	Strongline Autoparts Ltd
Samsung Electronics UK Ltd	Singer Centre Galway t/a Michael McPhillips	Sundrelle Ltd
Save You Services Ltd	Singer Sewing Centre	Sunnyheat Ireland Ltd
SC Data Systems Ltd	Sino-EU Union International (Irl) Trading Ltd t/a CI Ebikes	Superquinn Ltd
Scan Coin Ireland Ltd	Sisk Healthcare Ltd t/a Cardiac Services	Sureweld International Ltd
Schneider Electric Ireland	Sky In-Home Services Ltd t/a SHS	Survey Instrument Services Ltd
Schneider Electric IT Logistics Europe Ltd	Slingsby Mail Order Ltd.	Suzuki Cars Ireland Ltd
Sean Fagan Wholesale Ltd	Smart Electrics	Switch Distribution Ltd
Sean Fitzpatrick Wholesale Ltd	Smiths Medical t/a Graseby Medical Ireland Ltd	Synergistics Ltd t/a TV Trade
Secure Power Systems Ltd	Smyths Toys HQ t/a Smyths Toys	Synthes Medical Ireland Ltd
Selective Marketplace Limited	Solas Geal Distribution Ltd	System Video Ltd
Sercom Solutions Ltd	Solatrex International Ltd t/a Calcul	Systemax Europe Ltd t/a Misco Ireland Ltd
Serfac Ltd	Somora Motor Parts Ltd	T & T Fitness Systems Ltd
Setanta Vehicle Importers t/a Renault Trucks	Sound Production Ltd	T.P. Whelehan Son & Co. Ltd
Sex Siopa	South West Wholesale Ltd.	TCW Distribution Ltd
Sharp Electronics (UK) Ltd	Spaldings Ireland Ltd	TDS Disney Ireland Ltd t/a Disney Store
Sharptext Ltd	Spectrum Distribution Ltd	Technetix Ltd
Shomar Ltd	Spicers Ireland Ltd	Technico Ltd
Shop Direct Ireland Ltd t/a Littlewoods Ireland	Spraychem Ltd t/a Spraychem Environmental	Tech-Source Ltd
Siemens Ltd	Sprayquip Ltd	Tecoled Ltd
Sierra Communications Ltd	Springhill Woodcrafts Ltd	TEF Tullamore Ltd
Sight & Sound Distributors Ltd	Square One Distribution Ltd	Tegral Lighting Ltd
Sigma Wireless Communications Ltd	SRL International Concepts Ltd	Tekelek Europe Ltd
Sigma-Aldrich Ireland Ltd	Stanley Security Ltd t/a Stanley Security Solutions	Tel-Vi-Sat Rory Mcloughney Ltd t/a RPM Sports
Signet Trading Ltd t/a H Samuel/ Ernest Jones	STC Socket Tool Company Ltd	Tempcheck
Sigtec Ltd	Steljes Ireland Ltd	Tesco Ireland Ltd
		Tesco Mobile Ireland Ltd t/a Tesco Mobile
		Thane Direct Uk Ltd

MEMBERSHIP LISTING

The Carphone Warehouse Ltd	Trend Micro (EMEA) Ltd	Waterford Stanley Ltd
The Delph Centre	Triace Ltd	Weighing Machine Services Ltd
The Forklift Centre Ltd	Trulife Ltd	Weir & Sons
The Phone Accessories Company Ltd t/a The Accessory Company	TTS Tooltechnic Systems (Irl) Ltd	Wesco Electrical Ltd
The Pinehill Partnership Ltd t/a Thermomix Ireland	Tucks O'Brien Ltd	Westbourne IT Solutions Ltd
The Sound Shop	Two Trees Eng. Ltd t/a ES Forklifts	Westcoast Ireland t/a Clarity Computer Distribution Ltd
The Swatch Group (UK) Limited	Tyrell Content Creation Tools t/a Tyrell	Westward Garage Ltd t/a Westward Scania
The Vapormatic Co (Irl) Ltd	Unify GmbH & Co KG t/a Unify	Whirlpool Ireland Ltd
The Vapour Store	Unipharm PLC t/a Unipharm Wholesale	Whitelight LED Ltd
Thomas Greed t/a DBS	Unisys Computer Services (Ireland) Ltd	Whitgate Ltd t/a General Lighting
Thorn Lighting (Ireland) Ltd	Universal Honda Ltd	Willie Duggan Lighting Ltd
Tim Molloy Ltd	Upgrade Options Ltd	Wink Lighting Ltd
Timemark Ltd	Uppercross Enterprises Ltd	WM Reynolds & Sons t/a Reynolds of Raphoe
TJC Happy Events Ltd t/a Mr Price	Urbis Schreder Ltd	Woodies DIY & Garden Centres
TNS Distribution Ltd	UTC Fire & Security Ireland Ltd	WP Diagnostics
Tokyo Electron Europe Ltd	UTS Technologies Ltd	Wurth Ireland Ltd
Tooling and Engineering Distributors (Ted) Ltd t/a TED Ltd	Vax Ltd	X music Ireland Ltd
Toomey Audio Visual Ltd	Veelite Technologies Ltd	Yardem Imaging Systems Ltd t/a Medray Imaging Systems
Topcon Europe BV t/a Topcon Ireland	VELUX Company Ltd	ZAGG International
TOS (Ireland) Ltd	Vendek Limited t/a Powerline	Zara Watch Retail Ltd t/a The Watch Store
Toshiba Global Commerce Solutions (UK) Ltd	Vestas Ireland Ltd	Zintek Systems Ltd
Toshiba TEC Europe Retail Information Systems S.A.	Vita-Mix Corporation	
Total Materials Handling Ltd	Volkswagen Group Ireland Ltd	
Total Power Solutions	Volvo Car Ireland Ltd	
Toyland Cash & Carry Ltd	Voytel Ltd	
Toymaster Ltd	VP Equipment Rentals (Irl) Ltd t/a Groundforce	
Toyota Ireland	Vygon Ireland Ltd	
	Walker Technology Products Ltd	
	Walter Bourke & Son Ltd	
	Waltons Music Limited	









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