

Member's Conference Welcome

Presented by Leo Donovan, CEO



In association with...

International E-Waste Day

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Key Note Speakers

Sorcha Byrne, Assistant Principal Office of the Department of Environment, Climate and Communications speaking about the recently launched Waste Action Plan for a Circular Economy.

Jean-Paul Auberger and Edouard Carteron from EcoSystem, France will present on French Eco-modulation and visible fees in action

Industry Panellists Dermot Deely, Una Fitzpatrick and Ian Collins will help answer some Q&A from online attendees and discuss key points from the mornings topics

Pascal Leroy, Director General of the WEEE Forum will discuss developments on reaching targets and managing unreported WEEE Flows

Dr. Colin Fitzpatrick of University Limerick will be discussing the topic WEEE Research 2020

Dr Geraldine Brennan & Dr Damian Coughlan, IMR, who will present on CIRCULÉIRE Irish Industry Circular Economy Platform.



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@weeeireland #eWasteDay

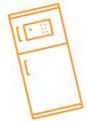
Key Results 2019



15 YEARS ON

Since 2005 WEEE Ireland has diverted an estimated **156 million** pieces of e-waste from landfill¹

This is the equivalent of...



1.2 million
Fridges &
Freezers



6 million Large
Household
Appliances



108 million
Small
WEEE



4 million
Televisions
& Monitors



37 million
Lamps²



That's **34**
pieces of WEEE
for everyone in
Ireland today!

Over

400,000

tonnes of WEEE collected for recycling since we opened our doors in August 2005



Saving

2,451,710

tonnes of CO₂-equivalent by diverting this WEEE from landfill³

We now represent

Over 1100

Producer Members and have established a network with our partners of over

6,000

collection points taking back WEEE/Batteries and/or Waste Lighting



Since the introduction of the Battery Directive in late 2008, WEEE Ireland has collected and recycled the equivalent of

320 million

AA batteries - that's 5 times around the coast of Ireland when laid end to end.



More than

2,500
schools

have taken the WEEEPledge



Our WEEE Pledge and Small Things Matter Campaigns have contributed over

€440,000

in support of the children and families cared for by LauraLynn, Ireland's Children's Hospice



5 Recycling Facilities

on the Island of Ireland were certified to the WEEELABEX and/or equivalent EN 50625 CENELEC standard by 2019

We are

2nd in Europe

benchmarking year on year WEEE Scheme B2C takeback rates⁴

To all who have joined, supported, collected, recycled, recovered and participated in every way with WEEE Ireland Compliance Scheme in the past 15 years...

WEEE THANK YOU!

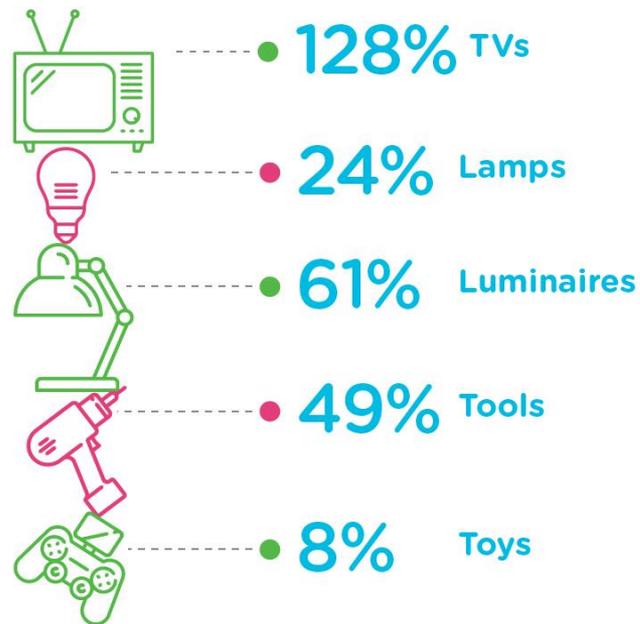
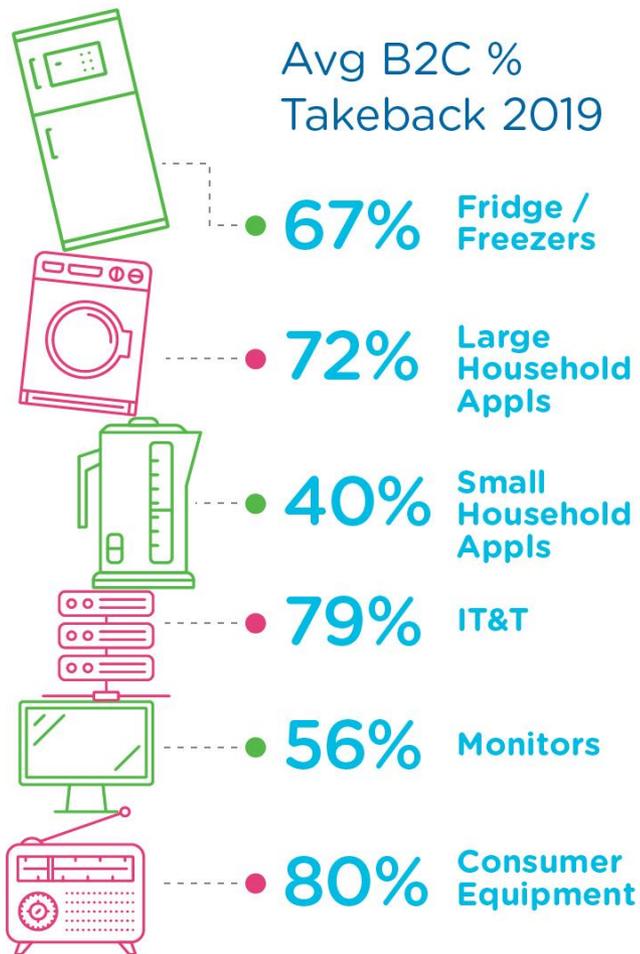
¹WEEE Ireland collects and measures in tonnes but estimated units are calculated based on 'Placed on the Market' (POM) Blackbox reported data and sampling information from WEEE recycling facilities.

²Gas discharge lightbulbs including energy saving compact and longer fluorescent tubes.

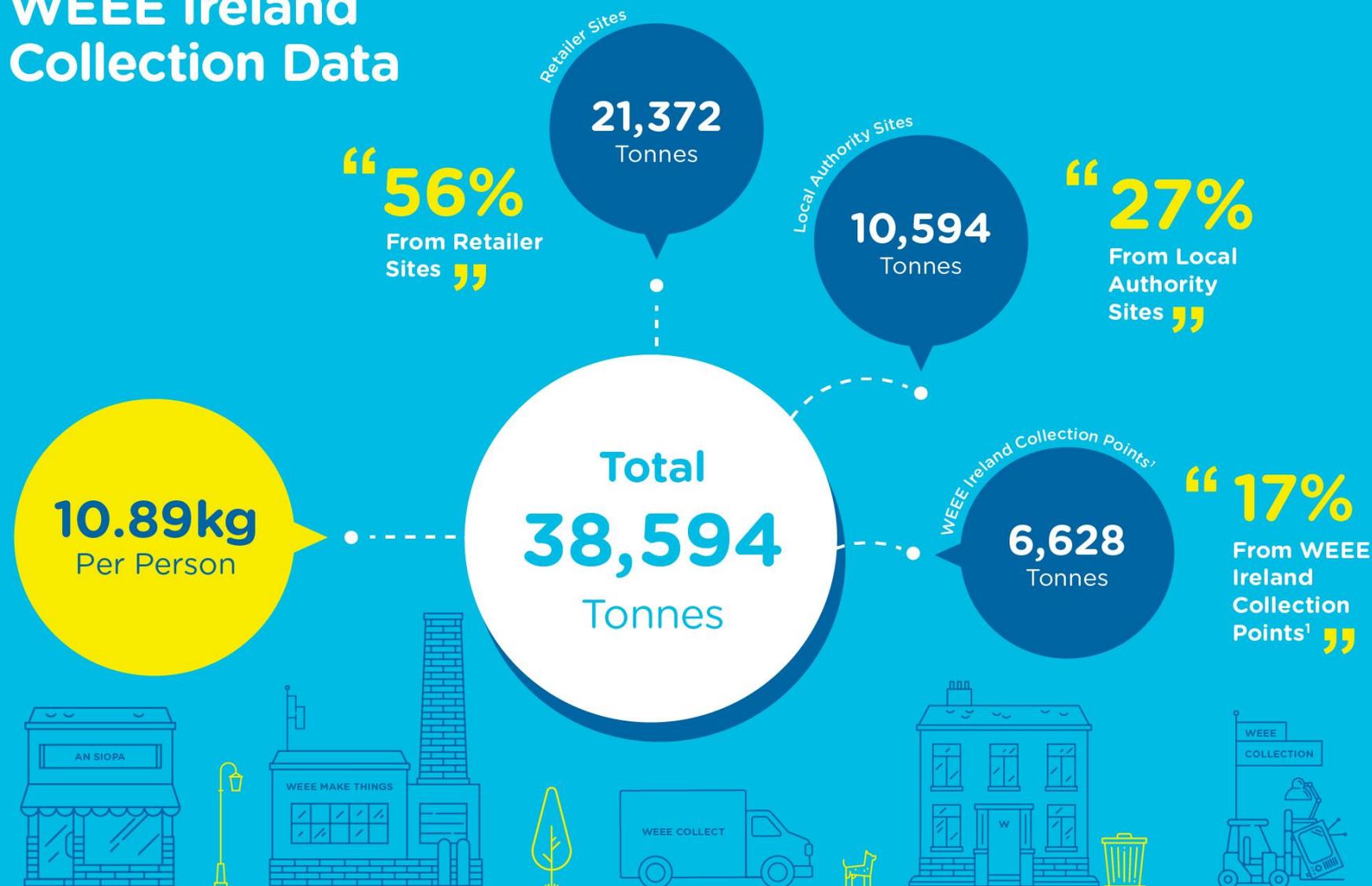
³Calculated using the WEEE Forum Working Group CO2 tool with WEEE Ireland 15-year data. <https://WEEE-forum.org/co2eqcalculation/>

⁴WEEE Forum Key Figure 2018 <https://WEEE-forum.org/key-figures/>

WEEE Collection Results



WEEE Ireland Collection Data



¹Includes Education sites, Public Collection Events, Waste Industry and Workplace collection points.

WEEE Collection Points

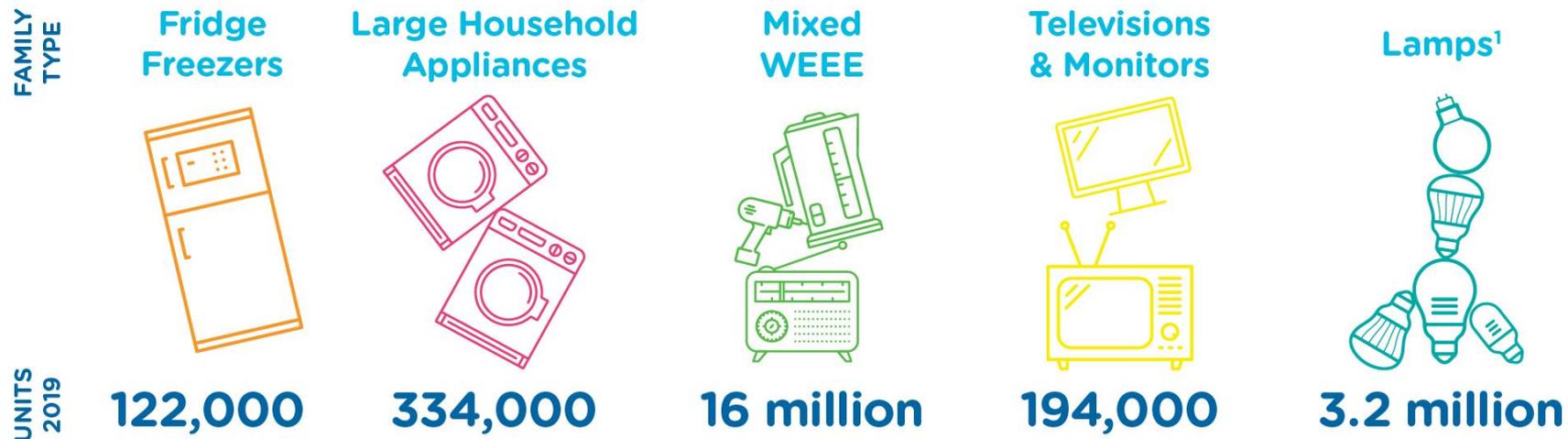


WEEE made

**16,891 collections of
8,020 truckloads from
2,716 individual sites**
in our designated
area in 2019.

WEEE Collections

Units Per Family



¹ Gas discharge lightbulbs including energy saving compact and longer fluorescent tubes.

Battery Collection Results



886 tonnes
of waste portable batteries were
collected by WEEE Ireland in 2019.

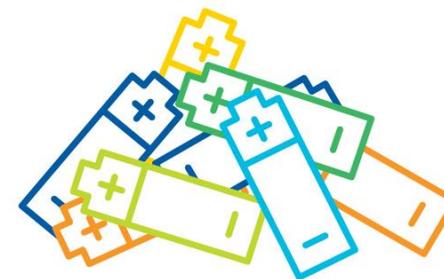
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In 2019
WEEE Ireland
achieved a

47%

waste portable battery collection
rate on behalf of Members, once
again surpassing the EU target
of 45%.¹

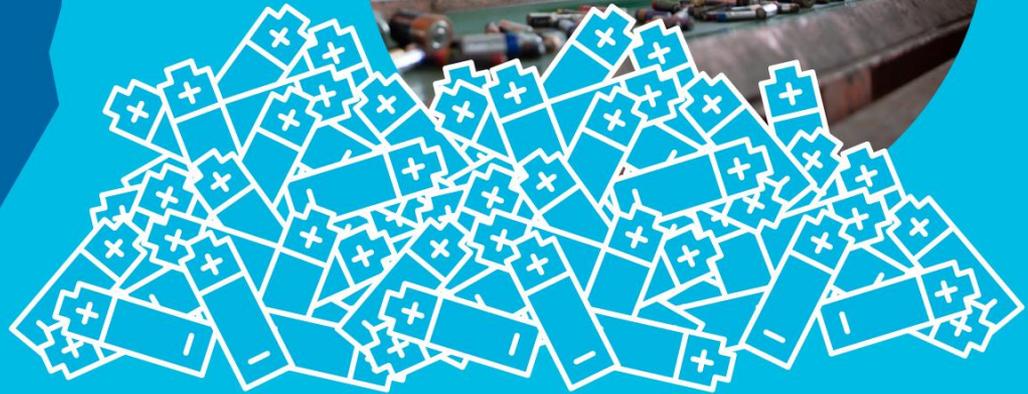
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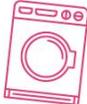
¹ The collection rate is calculated on the basis of the total weight of portable waste batteries (PWB) collecting in the respective year expressed as a percentage of the average weight of portable batteries placed on the market (PoM) in the respective year and two preceding years: Collection rate $y_i = \text{PWB collected}_i / ((\text{PoM } y_i + \text{PoM}_{i-1} + \text{PoM}_{i-2}) / 3)$.

Line of Sight

15,000+
Collections
Fulfilled
around Ireland



WEEE Ireland WEEE Recovery Rates 2019

Category	1	2	3	4	5	6
Description	Temperature Exchange Equipment 	Screens 	Lamps 	Large Equipment 	Small Equipment 	Small IT&T 
EU Target Component Material Recycling & Reuse	80%	70%	80%	80%	55%	55%
WEEE Ireland Component Material Recycling & Reuse	89%	80%	82%	82%	73%	82%
EU Target Recovery Rate	85%	80%	N/A	85%	75%	75%
WEEE Ireland Recovery Rate	99%	95%	88%	89%	88%	92%

Overall, 82% of material was recycled and a 91% recovery rate achieved

WEEE Ireland Battery Recycling Efficiency Report 2019



Battery
Chemistry
Type

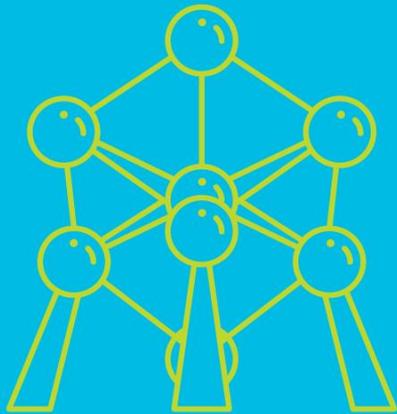


Environmental Footprint

In 2019, the equivalent of 227,000 tonnes of CO2 emissions were avoided by recycling e-waste through the WEEE Ireland Scheme as opposed to landfilling. That is the equivalent of the annual carbon consumption of 4,543 hectares of trees.¹

The treatment and recycling of the WEEE collected by WEEE Ireland in 2019 has recovered:

20,400 tonnes of Iron,
which is equal to



8.5 Atomiums

in Brussels²

or

2.79

Eiffel Towers

in Paris³



872 tonnes of copper
which is the same amount found in
155 million €1 coins⁴

155,000,000

956 tonnes of aluminium
which is the equivalent to the
aluminium content of more than
60 million 33cl cans⁵

60,000,000

¹ Based on average yearly uptake of CO2 of a hectare of Pinus Halepensis

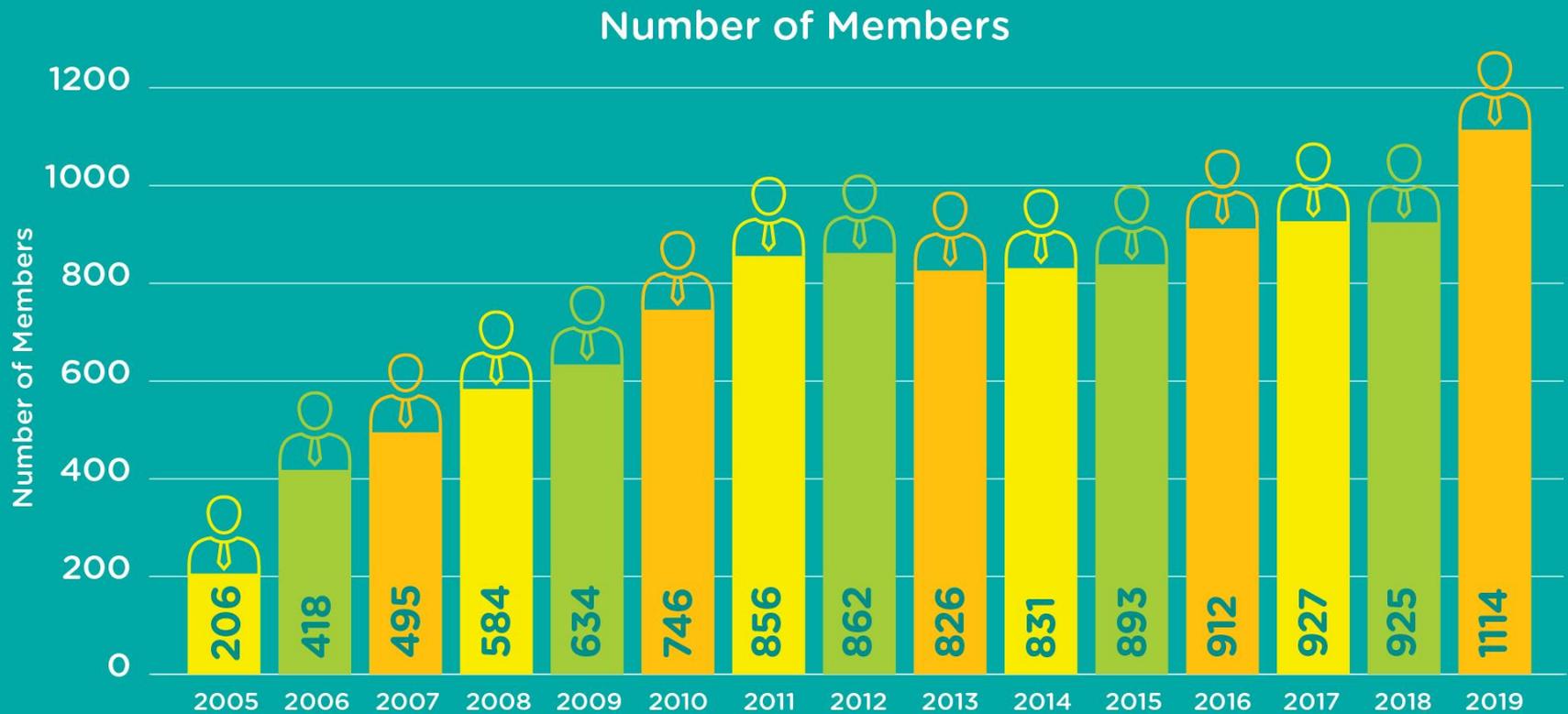
² The Atomium weighs 2400 tonnes. <http://atomium.be/360.aspx>

³ Building the tower required 7,300 tons of iron. <https://www.livescience.com/29391-eiffel-tower.html>

⁴ A 1 euro coin contains 5.625 g of copper. <http://copperalliance.org.uk/applications/coinage/copper-and-the-euro>

⁵ Average weight of a 33 cl can is 15 gram

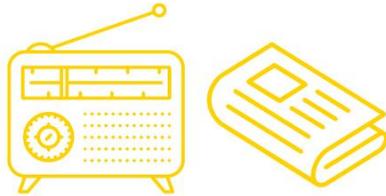
Membership Results



WEEE Ireland Majority Market Share

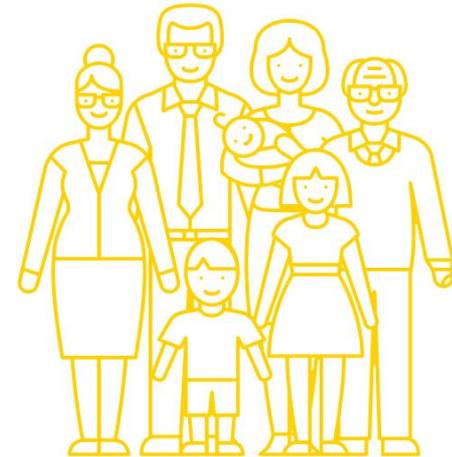


2019 Reach & Engagement



€500,000+

Press, Radio and Digital M-AVE



Members of the public saw or heard our Recycle for Good message

90 million+ times

30,000+

Social Media
Community



15,000+

Likes, Comments
& Shares on
Social Media Posts



98%

Positive Brand
Sentiment

WEEE In the Community - Public Collection Days

835

Tonnes of e-waste collected,
the equivalent to over 140 trucks
full of old and broken appliances!

835
Tonnes



40

Public Collection Day Events,
across the country

1.5 million+

People saw or heard WEEE
Public Collection Day Event
advertising



800+

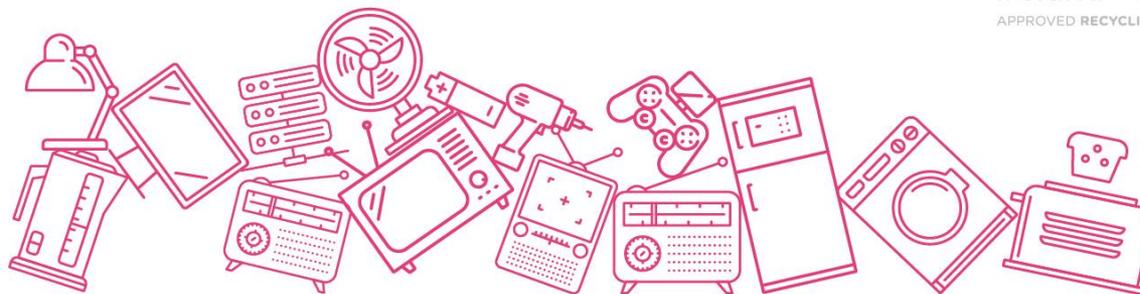
Promotional Adverts

17%

Increase of e-waste collected
(2019 Vs 2018)



WEEE Ireland Partners



WEEE Ireland Direct Recycling Contractors

KMK Metals Recycling*

Location

Tullamore, Co Offaly

Key Operating Area

WEEE & battery collection & recycling

Irish Lamps Recycling*

Athy, Co Kildare

Nationwide lamp collection & recycling

Logistics & Hub Contractors

Caulfield Transport

Location

Little Island, Cork

Key Operating Area

WEEE collections

Newsread

Citywest, Dublin

Battery merchandising & collections

Recycle IT

Clondalkin, Dublin

Social Enterprise, Kerbside collection, Dublin area

Pilot Programme Partnership

Wisetek*

Location

Dublin Hill, Cork

Key Operating Area

IT & T

Financing the Future



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Strategy



“

The new future focus Scheme recognises the transformation that is happening across the EEE and Battery Sector to deliver a more circular economy and support resource efficiency at Irish and European level ”

Financing the future Challenges Ahead

- Meeting 2020 Targets
- Substantiated Estimates / Standards for recycling
- New Circular Economy Legislation / Waste action Plan
- Eco-modulated / Visible fees
- National Repair program
- Recast of the Battery Directive
- Long Life EEE / Batteries
- Covid-19 / Brexit



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Financing the future Targets

- All stakeholder engagement
- Mandatory Handover
- Awareness
- Local authority Facilities / Opening Hours
- Options for Small Business Recycling of WEEE
- System for B2B WEEE management



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Financing the future Substantiated Estimates

- EEE2WEEE Study
- Necessary Treatment Costs / Collection costs
- EN 50625 Treatment Standards
- Licensing/ Permitted facilities for treatment of WEEE
- Indigenous WEEE Treatment facilities
- Plastics containing POPs
- Mandatory Handover
- Enforcement



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Financing the Future Circular Economy

- Eco Design and Regulatory Framework
- Repair infrastructure Engineers / Spare Parts
- Documentation of existing Reuse
- Creating demand for Reuse Products
- National insurance / warranty reuse products
- Treatment standards / recovery of Critical Raw Materials
- Use of recycled materials in new products



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Financing the Future Eco-modulated / Visible fees

- Build on existing system
- Expansion of visible fees
- Eco modulation of fees
- Influence Producer / Consumer behaviour
- WEEE Forum Policy working Group
- Implementation Jan 2023



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Financing the Future National Repair program

- National training program WGA / IBEC
- Repairmystuff.ie EPA
- IMR CirculÉIRE industry platform innovation fund
- EPA Strive research
- Influence Producer / Consumer behaviour



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Financing the Future Recast of the Battery Directive

- New Higher Targets
- New Battery Types & Chemistries
- Targets for ALL types of Batteries
- Safety for Recycling of Batteries
- LLLB - EV & Storage Batteries
- Reuse of Batteries
- Visible fees for Batteries



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Financing the Future Long Life EEE / Batteries

- EPA Strive co-funded Study (UL)
- Steering Committee
- Legislative Changes
- Long term Financial model
- Ownership of End of life obligation
- End of waste Criteria



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Financing the Future Covid-19/ Brexit

- Fluctuation in collection volumes
- Treatment costs Pods
- Access to Collection Points
- Special day collections
- Export Tariffs
- Extra Administration
- Delays in transport
- Capacity for Fridge Freezer treatment UK



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Thank You!



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