



compliance scheme for electrical recycling

.....and batteries



Since August 2005 **WEEE Ireland** has strived to provide a cost effective, efficient scheme for Producers of household and lighting electrical and electronic equipment

In 2007 we achieved a collection rate of almost **9kg** per head of population – over double the EU target of 4kg

We have Producer members in every sector aligned with the scheme; currently we have almost **550 members**

Irish focus with European cooperation

- WI sit on board of **WEEE Forum**



Collecting from **80% of the country** WEEE Irelands waste contractors **pick up from retailers** with 4+ pallets of general WEEE or 4 *lite* boxes of lamps

They also collect from **Civic Amenity sites** around the country where WEEE has been deposited by householders and registered retailers

**Public collection days**, national **schools programme** and other pilot collection schemes add to the free recycling services WEEE Ireland provides to consumers



Key to WEEE Irelands success has been the investment in promotion and awareness of WEEE Recycling among the public



Send them to a better place.

It's free and easy to recycle anything with a plug or battery.  
[www.weeeireland.ie](http://www.weeeireland.ie)



The advertisement features a central image of various household appliances, each with a pair of white wings, set against a blue background with radiating lines. The appliances include a green power drill, a compact fluorescent light bulb, a television, a refrigerator, a hair dryer, a computer monitor, a toaster, and an iron. The text 'Send them to a better place.' is written in a large, white, sans-serif font at the top. Below the image, the text 'It's free and easy to recycle anything with a plug or battery.' and the website 'www.weeeireland.ie' are displayed. The WEEE Ireland logo is in the bottom right corner of the advertisement.

WEEE Ireland is overseen by a board of 11 directors, 8 from industry, the CEO, and 2 independent directors

A dedicated management team looks after the various sections of the scheme:

Compliance & Membership  
Collections & Logistics

Finance      Operations  
Marketing & Promotion

A battery steering committee of 10 battery stakeholders has worked with WEEE Ireland to develop the new battery system



## WEEE Ireland battery scheme

a collective solution for Producers with obligations under SI 268 of 2008

Registration with the scheme **free to existing members** until December 31<sup>st</sup> 2008

New battery producers pay joining + annual fee – discounts apply for direct debit and lower turnover Producers

As part of an agreement with **SIMI**, WEEE Ireland is open to Producers in the automotive battery industry

Recycling management fees will depend on categorisation

For further information on fees and other detail email [info@weeeireland.ie](mailto:info@weeeireland.ie) or see [www.weeeireland.ie](http://www.weeeireland.ie)



# Retailer Battery Recycling Pack

**FREE RECYCLING  
WASTE MANAGEMENT ACT 1996**

Waste Electrical and Electronic Equipment (WEEE) is taken back free of charge in this store on a one-for-one, like-for-like basis.

Waste batteries including rechargeable batteries (of a type sold here) are taken back free of charge in this store.

You are not obliged to make any purchase when returning old batteries here.

Each local authority must also accept household WEEE and small batteries free of charge at its recycling facilities.

All WEEE and waste batteries must be recycled and should not be placed in your waste disposal or recycling bins.

Make sure you always recycle all your old electrical goods and batteries.



## Distribution of battery boxes and packs

**Battery Distributors**  
**CA sites**  
**Central Hubs**

## Collection of boxes

**Direct collection for 10 or more boxes (approx 70kg)**

**Reverse logistics to retail chains etc.**

**Local CA site drop off**



WEEE Ireland currently employs **waste contractors** to provide take back and processing of WEEE

Replicating this system for batteries – using Irish based contractors for logistics

Collected batteries will be sent out of Ireland – to UK and Europe for treatment



## WEEE thank you

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