

Prevent & Save

# Retail Packaging Optimisation Case Studies

Best Practice Examples  
in the Retail Sector

[www.preventandsave.ie](http://www.preventandsave.ie)





## About Repak

Repak is an industry funded organisation whose aim is to facilitate and grow packaging recycling in Ireland. Based on the principle of producer responsibility, Repak was established to help businesses meet their legal obligations to fund the recovery and recycling of the packaging on the goods or services they supply, as set out in the Waste Management (Packaging) Regulations 2007.

## How is Repak Funded?

Repak is solely funded from packaging levies contributed by its members and operates on a not for profit basis. Repak's members are charged on the type and amount of packaging they produce, i.e. the more packaging they place on the Irish market the more they pay. Repak has designed its fee structure in this manner so as to optimise the level of packaging that manufacturers choose to use and to incentivise a greater use of recyclable materials.

## Who Should Join Repak?

In accordance with the Waste Management (Packaging) Regulations 2007, all companies involved in the production, distribution and retailing of products with turnover greater than €1m and greater than 10 tonnes of packaging / packaged goods per annum. Primarily these are 'major producers', as defined by the Irish Packaging Regulations. At present, Repak has over 2,300 participating companies in membership funding packaging placed on the Irish market.

## What Have Repak Achieved through Packaging Levies?

Invested €146 million in supporting packaging recycling in Ireland.

Increased packaging recycling from 100,000 tonnes in 1998 to 713,000 in 2008.

Helped Ireland meet and exceed its EU packaging recovery targets in 2001 and 2005.

Supported kerbside recycling reaching nearly 1.1 million households, 2,200 bring banks and 90 civic recycling centres nationwide.

Co-funded 866 new Bring Banks nationwide to grow the collection infrastructure.

Educated businesses and households with national campaigns and sponsorships:

- Repak Recycling Week
- Repak Green Christmas
- An Taisce National Spring Clean
- An Taisce Green Schools Programme
- National Tidy Towns
- Repak Easter Appeal

## Other Repak achievements:

Repak's fee structure encourages and rewards less packaging on the market.

Repak established a continuing 5 year strategy group for packaging recycling.

57% of municipal recycling is driven by packaging recycling funded by Repak.



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Compiled by:  
Colm Munnelly, John Coleman & Niamh MacKenzie

**Membership Services Department**  
Repak Ltd.

Repak Limited  
Red Cow Interchnge Estate  
1 Ballymount Road  
Clondalkin  
Dublin 22

Tel: 00 353 1 467 0190  
Fax: 00 353 1 467 0197



\*\*\*\*Recycle Logos Here\*\*\*\*