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From: [REDACTED]
Sent: 26 October 2020 21:40
To: wastecomments
Subject: Submission for Public Consultation for Deposit Bottle Return Scheme
Attachments: Deposit Bottle Return Scheme Public Consultation Submission.pdf
Categories: Consultation Submission

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Hi,

Please find my submission for the Bottle Deposit Return Scheme attached.

Kind regards,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Deposit Bottle Return Scheme Public Consultation Submission.

The Report recommends a centralised, operational model for Ireland. Do you agree with this recommendation?

Yes. The model should be centralised and statutory.

What role should waste collectors play in the operation of a DRS?

By providing the most convenient way for people to return their containers. Such as mobile return vans/trucks or management of local "bring" facilities like bottle banks except for your containers.

The DRS study proposes a deposit per container of €0.20. Do you think this is appropriate? If not should it be higher or lower or should different deposit rates apply depending on container size? It should be €0.50 per container.

We have significant behavioural problems with littering in Ireland that will take significant nudges to change. At €0.20 a container, it won't provide much of a financial incentive for people to overcome their own inertia and bring their containers home with them. People do not currently recycle containers as there is little to no effective deterrence for simply throwing the item away. If bring centres are as common as current recycling bring centres are; €0.20 would not be anywhere near enough of an incentive to spur people to go to the effort of collecting their containers, bringing them home with them from journeys and dropping them up to the very few recycling centres that are available. It must be higher to have the nudge be strong enough to have the desired effect.

Consumers need to know about a DRS long before it becomes operational –do you have any suggestions as to how best the introduction of a DRS can be communicated to the public?

It should be made clear to the public by repeating the same catchy slogan over and over. Repeatability of the message is critical to any message sinking in. The benefit to having an increased deposit is that the marketing for encouraging/nudging those to return their containers becomes easier. "€3 for returning a six pack"

What enforcement measures should be considered in parallel with the introduction of a DRS?

Either drastically increase the number of fines handed out for breaches or incidents of non-compliance or drastically increase the minimum fine for breaches or incidents of non-compliance. We have a serious deterrence issue in Ireland as we neither properly enforce the current fines nor are the financial penalties steep enough for the fines to cause any change in behaviour which is the entire point of deterrence.

How should cross-border issues be treated to ensure producers are not at a competitive disadvantage relative to producers in Northern Ireland?

No opinion. I don't know enough of the intricacies of border issues to comment on it.

Author: 

Capacity: Citizen.

