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Sent: 10 November 2020 18:02
To: wastecomments
Subject: Feedback/ Public Consultation on the DRS

Categories: Consultation Submission

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8 Consultation questions:

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

Congratulations to the government (Greens) and department for pursuing this at long last - high time and regressively progressive but very welcome in any case, so well done! I remember the satisfaction of getting cash back on milk bottles as a child, so it will definitely work!

Overall I agree with this approach even though it may be a new departure for the drinks producers. It is time they took responsibility for the materials used to deliver their products and they need to be more innovative! The Irish public is very concerned about the planet in general, plastic contamination of our waterways and seas specifically and are very exercised about this subject.

Is 30% recyclable materials in PET bottles really good enough? Why are we not aiming for 100%?

Why can't we outlaw plastic bottles in Ireland and go back to glass or recyclable aluminium as the only options?

Are we being ambitious enough really? David Attenborough clearly says we are not?!?

If we go this route the large drinks co's will have to provide the reverse waste vending machines with smart card readers to deposit the proceeds directly into the consumer's account. If the process is not a smooth user experience then it will stall from the start and not be the PR dream envisaged. The machines will have to be smart enough to know when something that is not a plastic bottle but the same shape/ weight is deposited so as to avoid unwarranted pay-outs also. There is risk of interference but a great opportunity for innovation of vending machines and recycling receptacles!

Furthermore, drinks co's in the EU will be at a disadvantage to the Northern Ireland counterparts so the legislation will have to apply to co's not only resident in Ireland but those selling in the Republic also. And the same standards of disposal will have to apply to co's outside our legal jurisdiction of course.

- If not, do you favour a: a) decentralised / financial DRS; or, b) hybrid. • Are there other models you believe could work in an Irish context?

The other approaches could also work but would require more stakeholder management and policing of standards etc. Why go that road? If it could be done by them they surely would be doing it already? If they were any good, they would be separating what they collect already and selling it all back to the drinks companies right?!! Am I missing something here?

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

As above.

- 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?

I think this is a perfect amount - not so onerous to impact sales and yet significant enough to incentivise recycling bonuses!

No! Flat rate - why bother complicating matters from the beginning? See how it flies first! You can then be incentivising counties per head of population, become a factor on the tidy towns judges list etc etc!

- 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?

Newspaper ads and radio methinks!

Target the children through schools national and secondary. Target the parents and adults with Radio 1/ Newstalk and Spotify ads. And target the oldies through churches, golf clubs, GAA and of course Super market ads/ leaflets and emails!

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

Enforcement - Drinks producers need to be given a deadline for participation....a time to develop the receptacles, comms etc. Fine them if they are not on board by some reasonable date - they will also be terrified of the negative PR and not be seen as on board with the green agenda and sustainability with their target audiences anyway, so push that angle also!

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

I addressed this above actually. Take no prisoners in 'Norn Iron'! for the good of our green (environmentally I mean!?) island!

The very best of luck and I wish you great success with this fantastic initiative!

Amazing!

Next up coffee cups with the plastic coating inside right? Have you see the Earthwatch website?!

Let me know if you'd like any help with this or any other projects - I am a business project/ programme manager and the aul pandemic has me at a loose end looking for new work!!

Is mise le meas agus go n-eiri libh!



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