

**From:** [REDACTED]  
**Sent:** 12 November 2020 11:58  
**To:** wastecomments  
**Subject:** Submission re: Deposit Return Scheme Consultation

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Hello,

With regards to the above, please find my submission question responses:

- I strongly agree with this recommendation. Ireland is decades behind with regards to this sort of scheme.
- Decentralised DRS
- With regards to other models, I don't know if you are looking specifically for models related just to plastic/aluminium, or for future ideas for extending the scheme. It is not a model per se, but the system in Berlin of kerbside recycling of glass bottles is very interesting. Members of the public can leave individual glass bottles at the kerbside, and they will be collected either by the waste collectors, or by people in need who return them for the deposit.
- I don't know.
- 20c seems quite high to me – what is the EU average cost? Do deposit costs across the EU average depend on the population size of the country? Whatever cost is agreed, it must be standardised – different costs for different sizes, etc., is too confusing/messy for the general public, especially when you are attempting to get initial buy in.
- TV advertisements, social media, radio, etc. Talking about it on tv chat shows. Maybe a short documentary on RTE about the system as it works across the EU? Getting producer buy-in would be very useful – e.g. coke producing advertisements showing people buying products and returning them? I also think that involving the non-profit sector would be an excellent idea – if there was a way to have charity-related drop offs where people know that instead of getting their deposit back, their deposit is going to a specific charity/fund which is split between various charities.
- I don't know
- Will the deposit scheme apply to bulk purchases (e.g. for restaurants, takeaways)? If not, I don't see the scheme causing a competitive disadvantage, generally, for southern bulk suppliers. If the scheme does apply to bulk purchases, could an initial grant be made available to businesses to cover the added cost of the product?

Concerns:

- Added initial cost to the consumer – see the increase in beverage prices following the implementation of the sugar tax. I would have concerns the increased cost of products is what will capture public imagination instead of the heart/aim of the scheme. There is also reason to be concerned that producers will use this as an excuse to raise of the cost of products beyond the proposed 20c deposit. Consumer protection will need to be at the forefront – e.g. strong messaging that the cost of the deposit is “only 20c”.

- The messaging will need to be very strong in terms of clearly explaining to the consumer where the costs lie and what they are for, and **why this scheme is a positive step for Ireland**. If you wanted to be cheeky about it, the focus of the messaging could be around acknowledging how long Ireland has taken to get around to this sort of scheme – “it’s about time” or something.

Thanks

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