

[Redacted]

From: [Redacted]
Sent: 12 November 2020 14:30
To: wastecomments
Subject: DRS submission
Attachments: [Nathan Misischi] DRS Q&A.pdf; ATT00001.txt

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Hi there,

PFA my answers to the DRS consultation questions.

Thanks,
[Redacted]

[REDACTED]

[REDACTED]

[REDACTED]

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

A. Yes, this model makes the most sense in the context of Ireland.

Q. Are there other models you believe could work in an Irish context?

A. Yes. I disagree with 'The Study' that the existing system can't be enhanced to achieve the target. I am co-founder of a new Irish start-up that has developed an AI-technology product called 'ZERO' [www.sensibin.com/zero] that can recognise waste with 90% accuracy and guide users to choose the correct bin when disposing of their waste. Based on early field trials, we have been shown to double the recycling rates and reduce contamination from 40% to 10%.

Improving the currently bin infrastructure and enabling new technology like the one Sensibin has developed would help achieve the 90% at a fraction of the cost. Whether or not it can be done in conjunction with a DRS scheme, there are definitely other alternatives with evidenced success in capturing high quality recycling - namely PET bottles and Aluminium cans. Similarly, our technology is patent pending because of the novel ability to automatically determine whether or not a bottle/can contains liquid. This should be of interest to the government when implementing the future DRS scheme.

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

A. Collecting the recycled material ONLY.

Q. 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?

A. For typical PET bottle sizes (~500ml) - €0.20 is appropriate. However, as the size of the bottle increases, so too should the deposit. A basic tiered pricing system is equitable in my opinion.

Q. 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?

A. Start with campaigns across educational institutions. They have been shown to be strong advocates for climate change solutions. The implementation of DRS will need Irish youths to champion the scheme & its implementation.

Support local startups innovating in this space [Sensibin Limited, FiltraCycle, RecycleEye] - they will be your biggest advocates.

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

- A. There NEEDS to be higher penalties and fines for businesses that have high contamination rates. The accountability simply doesn't exist at the moment and that's mainly down to the fact their waste bill doesn't 'hurt' their deep pockets.

There needs to be more investment in recycling education and technology that aids widespread knowledge [www.sensibin.com/zero]

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

- A. I don't believe there is a big enough incentive for mass amounts of consumers to travel to the north and purchasing items on a regular basis. The deposit needs to be small enough so as not to encourage that sort of behaviour but large enough so that the scheme ultimately works.