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From: [Redacted]
Sent: 12 November 2020 14:50
To: wastecomments
Subject: DRS Scheme
Attachments: [Redacted]

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Dear Sir/Madam,

First and foremost I would like to thank you and the whole Department of the Environment, Climate and Communications for all the hard work that you are doing for a better, brighter and cleaner future.

I have never submitted an official proposal so please forgive me if the format of the attached document is lacking formality.

This proposal is not so much for the DRS system itself but for the caps of the plastic bottles.

Once again, thank you for finally introducing a DRS system in Ireland and I wish you good luck in what I am convinced will be a very successful campaign.

Warm regards,

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[Redacted Signature]



[REDACTED]

[REDACTED]

[REDACTED]

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DRS CONSULTATION

Proposal for supporting campaign

Abstract

Campaign for collecting caps from plastic bottles that will help a cause and support the DRS Scheme





Plastic bottles are one of the biggest reasons for plastic pollution in Ireland and around the World. Even if people learn to recycle them there is still one problem that usually stays uncovered. That problem is the difference in the types of plastic and that the plastic of the bottle is different than the one of the caps of the bottles. Recyclers are struggling in separating the two when the caps are still on the bottles when they are thrown away.

This is a proposal to deal with this problem by asking people to collect the caps for a cause. The idea is borrowed from campaigns that have been hugely successful in Bulgaria.

The aim of the "Donate a cap - save a life" campaign is to buy life-saving medical equipment for babies and young children by collecting and recycling plastic caps.

In 2016, the campaign started with a cause - the purchase of a new incubator for the Department of Neonatology at UMHAT Burgas, Bulgaria. The ward has enough incubators to help premature babies, but their constant use requires frequent replacement.

In less than a year, thanks to the collection and recycling of caps and funds from donors, the amount of BGN 13,380 was collected and an Isolette2000 incubator was purchased.

The next goal of the campaign is to purchase a specialized resuscitation vehicle - an ambulance equipped for transport of premature newborns and children up to 3 years. The ambulance will serve the population of Burgas region.

As of January 1, 2019, the amount of BGN 8,151 has been collected from the recycling of caps.

As of 1.01.2020 from donors and recycling of caps, the total amount is BGN 25,600.

The campaign is focused on children in kindergartens and students. It educates in the following values:

Nature conservation and responsible consumption

Humanism and mercy

Trust and understanding of the medical professional profession.

With a small investment in social media and traditional media campaigns this could act as a supporting to the DRS scheme. In Bulgaria this is now an event that gathers families from the whole country, and it is heavily supported by the wide of the nation with the help of one of the national TV channels (BTV). In Ireland this could work even better as there will be an active DRS scheme.