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From: [Redacted]  
Sent: 13 November 2020 14:07  
To: wastecomments  
Subject: DRS Consultation

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In relation to the open consultation on the DRS in Ireland, I have the following comments:

Reading the DRS consultation document, it seems that such a system is going to be established regardless of the consultation. However, I question the following;

Cost v Benefit of the DRS - to set up the system versus the value of the benefits accrued. €1.8m and €500,000 figures mentioned seem very small.

20c v Higher/Lower Value - What difference does it make if these are going to be cashless transactions. I'm not sure I follow, but have seen my local Tidy Towns group recommend 50c, so I'll go with that.

Reduce v Reuse - How is the DRS going to support the reduction of waste? As I understand it, this is the primary goal of waste management and that reuse is secondary, with recycling coming in third.

Communications - when the system is introduced I recommend a consultation with NALA and an application of Plain English to all communications. The consultation document could have done with this treatment. What does disamenity value mean for example? I gave up on the graph in section seven.

Social media platforms (including Facebook) will be important. But in any communications exercise, you will need to clearly identify your target audience and segment them accordingly, using the appropriate media for each one. Local radio is still a powerful communications tool in most rural areas. Do two or three channels right than spreading it thin across too many media.

These are my views based on a light touch of the consultation document. I had tried to read it a couple of times, but found it hard going, and I regularly read Government documents for work.

Kind regards,  
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