

**Colm Lambert (DECC)**

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**From:** [REDACTED]  
**Sent:** Thursday 6 May 2021 16:35  
**To:** wastecomments  
**Subject:** Deposit Return Scheme Consultation  
**Attachments:** Mulleadys - DRS submission 060521.pdf

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Dear Sir/Madam

Further to your call for consultation on the above-referenced subject, I offer the following responses and comments on behalf of Mulleady's Ltd.

Kind Regards

[REDACTED]  
[REDACTED]



**Mulleadys Ltd.**  
Cloonaugh  
Drumlish  
Co. Longford, N39 E4F4  
Republic of Ireland

email: [REDACTED]  
phone: [REDACTED]



The advertisement is divided into two main sections. The top section features a hand holding a smartphone displaying the Mulleadys app interface. To the right, the text reads "Wheelite Bin customer Mobile App" in a bold, white font. Further right is the Mulleadys logo, which consists of a green wheelie bin icon and the word "Mulleadys" in a bold, black font, with the tagline "All our time goes to waste" underneath. Below the logo are two buttons: "GET IT ON Google Play" and "Available on the App Store". The bottom section of the advertisement has a dark background with the text "Download our free mobile App" in white. Below this, the main headline "Hire a Skip with Mulleadys" is displayed in large, white, sans-serif font. At the bottom of this section, there are four bullet points: "- Wide Selection of skip sizes", "- Flexible collection", "- Easy online ordering and scheduling", and "- Multiple payment options". The background of the bottom section shows several green skips parked in a row.

**Wheelite Bin customer Mobile App**

**Mulleadys**  
"All our time goes to waste"

GET IT ON Google Play Available on the App Store

Download our free mobile App

# Hire a Skip with Mulleadys

- Wide Selection of skip sizes
- Flexible collection
- Easy online ordering and scheduling
- Multiple payment options

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# Mulleadys

*"All our time goes to waste"*

Deposit Return Scheme Consultation  
Department Communications, Climate Action & Environment  
Newtown Road  
Carricklawn  
Wexford  
Y35 AP50

By email only to [Wastecomments@DCCAE.gov.ie](mailto:Wastecomments@DCCAE.gov.ie)

6<sup>th</sup> May 2021

Re: Deposit Return Scheme - Consultation on legislative framework and scope of the scheme

Dear Sir/Madam

Further to your call for consultation on the above-referenced subject, I offer the following responses and comments on behalf of Mulleady's Ltd.

Mulleady's Ltd are involved in waste collection and waste processing in Ireland for over 25 years. With our headquarters based in Longford we provide waste collection service in counties Longford, Westmeath, Leitrim, Meath, Roscommon and Cavan.

Mulleady's Ltd operates one of the eight Material Recovery Facilities in Ireland.

In this submission, we advise against the proposal that Ireland should introduce a conventional DRS for PET bottles and aluminium cans as proposed by Eunomia in their recently published report commissioned by the Department of Communications, Climate Action and Environment.

## WASTE MANAGEMENT DIVISION

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# Mulleadys

*"All our time goes to waste"*

Instead, we favour the introduction of a Smart DRS (or digital DRS) that uses smartphone App technology proposed by the IWMA combined with the existing collection network and processing system for mixed dry recyclables. We argue that it would be a lost opportunity for Ireland to invest so heavily in a system of the past (conventional DRS), when a system of the future is in our grasp (Smart or Digital DRS).

The world has moved on from manual and semi-automated ways to manage finances. Digital systems are the only way forward and are heavily backed by the EU and Ireland. It is EU and Irish Government Policy to promote digital business and consumer engagement, as this is more efficient and less resource intensive compared with traditional methods of conducting business and public engagement.

Mulleady's Ltd has all bins provided to their customers RDF chipped and payments and communication with customers is through the mobile app and online portal. Most of the waste collection operators in Ireland has in place similar platform which gives great opportunity for integration with the digital DRS.

Mulleady's Ltd fully support using the existing waste collection infrastructure and digital DRS which directly reduces carbon emissions associated with additional traffic and transport needed to deliver and collect the deposit items to and from shops and also with the development and operation of 5 new counting/sorting centres.

Mulleady's Ltd see Digital DRS as a great platform for enhanced environmental education which can be provided to the public. A smart system such as this, would really help to educate the consumer and would have a very positive impact on recycling rates, contamination levels and litter prevention. The DRS could act as a learning tool for every consumer in Ireland. They will clearly learn directly from the App if they use it to reclaim their deposits.

Clearly such a system can contribute to solving a number of waste management issues and is much more comprehensive than a conventional semi-automated/manual DRS. It may be prudent to introduce measures progressively, rather than immediately in a 'big bang' move.

Mulleady's Ltd strongly believe that Smart DRS also has great potential to assist in achieving Waste Action Plan and EU Targets such as packaging waste recycling targets, municipal waste recycling targets and targets set for education and awareness.

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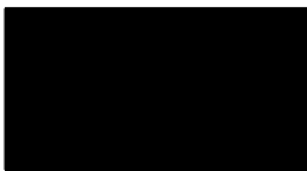


# Mulleadys

*"All our time goes to waste"*

I hope that this submission is helpful and we look forward to further positive engagement with the DCCAIE on this and other waste policy issues.

Yours Sincerely



Mulleady's Ltd

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