



**It's SCARY the amount of batteries that don't get recycled!
People of Ireland urged to "Bring Batteries Back" this winter by Minister Hogan and
WEEE Ireland**

Minister for the Environment, Community and Local Government Phil Hogan T.D today launched a new campaign to remind everyone to "Bring Batteries Back", a nationwide initiative to encourage more battery recycling in Ireland. WEEE Ireland, the compliance scheme responsible for WEEE (Waste Electrical and Electronic Equipment) and waste battery recycling will be facilitating the campaign through their network of battery collection boxes in retail outlets, recycling centres and other collection points throughout the country.

With Halloween only a few days away, WEEE Ireland are using the season to remind Irish people of the "scary" consequences of not recycling used batteries. Batteries contain potentially harmful chemicals and heavy metals, and can cause damage to the environment if not recycled properly.

It is estimated that if each person in Ireland were to bring just one battery back for recycling to their retailer, even without purchasing new ones, or to their local recycling centre, an incredible 100 tonnes would be diverted from Ireland's landfill. A recent survey carried out by Empathy Research revealed that 90%* of Irish people were aware that

irresponsible disposal of batteries can have negative environmental consequences.

This campaign is a call to action for everyone in the lead up to one of the busiest times for the year for battery consumption to look through drawers, check toys and appliances for necessary replacements and bring all waste batteries back to your closest free recycling location.

Check out www.batteriesback.ie for more information and to find out where and how you can recycle your batteries.

Speaking at the launch of the campaign, Phil Hogan, T.D, Minister for the Environment, Community and Local Government said “Ireland has a strong reputation among its European neighbours for being environmentally aware but we can certainly do more when it comes to the responsible recycling of batteries. Considering the negative impact that waste batteries has on the environment if disposed of incorrectly, it is concerning that such a high percentage is still being sent to landfill. With the support of ERP and WEEE Ireland, I am confident that Irish people will embrace this initiative.”

“Although we are one of the top countries in Europe for electrical recycling, there is still a large volume of waste batteries being unnecessarily sent to landfill every year. We are encouraging everyone to join in the **bring batteries back** campaign to show the public just how easy it is to recycle batteries either through their local recycling centre, free local collection days or in their nearest WEEE registered retail outlet.” added Leo Donovan, CEO WEEE Ireland.

For further information please contact

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****The survey was carried out online from 13-22nd Sept 2011 among members of Empathy Research’s IdeasPanel through their Omnibuzz© survey which was quota controlled to be nationally representative of 18+ year olds in the Republic of Ireland. Total participants 1,002.**

About WEEE Ireland

WEEE Ireland (Waste, Electrical and Electronic Equipment) is the largest not for profit organisation, founded by producers of electrical and electronic appliances in order to comply with the legal obligations imposed by the WEEE Directive 2002/96/EC.

WEEE Ireland will organise for the treatment and recycling of waste electrical and electronic equipment and batteries and accumulators from authorised collection points, on behalf of its Producer members.

Our objective is to provide cost effective compliance for Producers to assist them in meeting the requirements of the WEEE Regulations 2005 and Battery Regulations 2008, whilst minimising the cost to all stakeholders.

For more information log on to www.recyclefree.ie

WEEE Irelands Key Battery Recycling Initiatives 2011

● **Schools Programme**

- WEEE Ireland has a schools programme in place since 2007 in association with Rehab Recycle and has visited the majority of schools in its designated area presenting WEEE and waste battery recycling information to students in a fun and informative way and helping schools organise WEEE and waste battery collections with pupils, teachers and parents.
- As part of the programme over 1000 refurbished laptops have been distributed to schools through Rehab Recycle.
- For 2011/2012 the Programme will run in over 500 schools and will focus on the collection of waste portable batteries and small WEEE appliances with more refurbished laptops up for grabs for those classes entering colouring competitions and designing recycling posters.

● **Retailer Collection Drive**

- Since 2008 WEE Ireland has rolled out over 150,000 Large Blue Battery Boxes to an estimated 20,000 collection points around the country – including retailers selling batteries, schools and workplaces.
- From October to December the WEEE Ireland dedicated Battery Recycling Team will be on the road even more than usual emptying as many boxes as they can before the end of the year to help meet Irelands targets so we encourage all householders to check their kitchen drawers and old appliances for spent batteries and bring them with them when doing the weekly shop!

● **Special Collection Events**

- Every weekend around the country the WEEE Collection Team is on the road organising public collection events for WEEE and waste batteries from areas without access to Civic Amenity recycling centres and during the week the WEEE Wagon can be found picking up from smaller townlands and villages in Ireland.
- For November and December the collection focus will be on waste batteries and small WEEE from shopping centres and retail parks so look out for a special event coming soon near you

● **Promotional Campaign**

- For Christmas 2011 WEEE Ireland will be teaming up with a very special charity to not only remind consumers to help the environment when they recycle WEEE and waste batteries, but also make a difference in someone's life. WATCH THIS SPACE for our exciting launch and details COMING SOON