



ANYTHING WITH A PLUG OR BATTERY “WEEE” RECYCLE FOR FREE WEEE Ireland announce sponsorship of RTÉ “Room to Improve”

Press Release
Wednesday, 21st September

With home improvement more popular than ever, RTÉ’s Room to Improve is back with a bang on our TV screens this autumn and WEEE Ireland, the Irish compliance scheme for electrical waste and battery recycling, are proudly sponsoring the new 6 part series.

Architect and host of Room to Improve Dermot Bannon, visited Ballyogen Recycling Centre today (Wednesday) to announce the sponsorship and encourage all home improvement enthusiasts to recycle all their old WEEE (Waste, Electrical and Electronic Equipment) items for free before undergoing any new renovation or refurbishment projects around the home.

WEEE Ireland have chosen the show sponsorship as a platform to remind the public that anything “with a plug or battery” can be recycled for free. The programme stings were produced in-house in RTÉ and drive this message home to the programme audience of over 606,000, through creative graphics and a clear message.

WEEE Ireland collects approx 130,000 tonnes of waste electrical and electronic equipment each year including more than 2 million waste fluorescent and CFL lamps . The scheme also collected more than 224 tonnes of waste portable batteries in 2010.. WEEE Ireland also run free public collections all around the country on a weekly basis for those not close to a council-recycling centre.

The scheme has surpassed European targets for collection and recycling of WEEE and is working toward the 25% target for portable batteries to be collected for recycling by 2012. The scheme attributes much of its success to consumers and other stakeholders participating but there is ‘room to improve’ as targets are set to increase in coming years.

Leo Donovan, CEO of WEEE Ireland, said: “WEEE Ireland are delighted to be involved with Room to Improve this year, and we know better than most how important it is to get rid of the old to make way for the new when renovating your home. We make it very easy for everyone to recycle their old household appliances by holding free collection days throughout the country each week. You can also bring anything with a plug or battery for recycling to your local civic amenity site free of charge.”

With mortgage approvals thin on the ground, Dermot's architectural designs and challenges have never been more difficult. With renovations in Blackrock and Dundrum, refurbishments in Dalkey and Longford, rebuilds in Wicklow and restorations in Cork, the pressure is really on and delivering on budget is more crucial for Dermot than ever. With six very different projects, budgets, requirements and personalities, will Dermot's new set of criteria allow for any Room to Improve these homes?

Tune in on Wednesday's at 8pm on RTÉ One to catch Series 5 of Room to Improve. For more information on what qualifies as WEEE and where you can recycle for free www.recycleforfree.ie <<http://www.recycleforfree.ie>>

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About WEEE Ireland

WEEE Ireland (Waste, Electrical and Electronic Equipment) is a 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.

Objective

Our objective is to provide cost effective compliance for Producers to meet the requirements of the WEEE Regulations 2005 and Battery Regulations 2008, whilst minimising the cost to the consumer.