



## Yes WEEE can...who knew men were better recyclers than women??

Men outperforming women in their recycling attitudes and behaviours as indicated in research\* undertaken by WEEE Ireland (Waste Electrical and Electronic Equipment Ireland)

Press release  
Tuesday 31st May

Leinster's Isa Nacewa celebrated another victory today with the news that not only are Ireland beating most of their European counterparts when it comes to electrical waste and battery recycling – but that Irish men are starting to out perform women in taking back their WEEE and waste batteries for recycling. A recent Omnibuzz Survey \* undertaken by **WEEE Ireland**, the Irish compliance scheme for electrical and battery recycling, found that an impressive 80% of men surveyed have recycled household electrical waste in comparison to 72% of women.

Isa was helped by his 'WEEE' recyclers Tadg O' Reilly (2), Lughán Ó Riagáin (3), Seb Hopkins (2) and Billy Purcell (4) to launch the results of the survey and to congratulate all of Ireland's eco friendly males (and females!) on a job well done.

81% of people surveyed were aware that they could recycle their household electrical waste for free, a very positive affirmation that we are taking our commitment to the environment and sustainability seriously.

Some other results from the survey indicated that:

- **81% of participants knew they could recycle electrical good for free**
- **Awareness of free recycling was highest among 35-44 year olds**
- **Only 63% of 18-24 year olds have recycled household electrical goods**
- **Munster are leading the way for electrical waste recycling with an impressive 80% of Munster people having recycled**
- **51% of men knew what WEEE stood for in comparison to only 42% of women**

“We are delighted and hugely encouraged by this recent research, 81% of those surveyed were aware they could recycle waste electrical goods and batteries for free, and an impressive 76% having recycled their household appliances. This is an encouraging 15% increase in awareness that free WEEE recycling is available since we last conducted a similar piece of research in 2008, when only 66% of people knew this.

Since we began in 2005, awareness and involvement has gone from a very low base to impressively high adoption and conversion. Our research shows us that Ireland is really embracing the need to recycle waste electrical goods and batteries and understand the long term benefits for the country and our planet,” said Leo Donovan, CEO of WEEE Ireland.

WEEE Ireland will also launch their annual report at their annual members conference to be held in The City West Hotel on Thursday 2nd June. Figures to be released in the report will show that Ireland is collecting twice the EU annual target of 4kg of WEEE per person and a whopping 28,529 tonnes in total had been collected in 2010 alone.

Despite the economic downturn there has been a rise in the tonnage of small household appliances like TV’s, hair straighteners and curlers, radios and toasters collected. There has also been a welcome increase in the amount of lamps collected, as these are especially hazardous to the environment. Unsurprisingly, 2010 saw a decrease in the amount of fridges, freezers and large household items collected, with consumers opting to hold on to their bigger appliances rather than purchasing brand new items.

In 2010 WEEE Ireland collected over 15% of waste portable batteries on behalf of its members – thanks to all of those eco conscious consumers who used WEEE Ireland’s blue battery recycling boxes instead of throwing batteries in the bin. This successful scheme is charging ahead towards helping Ireland meet the challenging 25% collection targets set out for 2012.

WEEE Ireland holds special collection days across the country in their designated area where waste electrical goods and batteries can be dropped off for free. Log on to [www.recyclefree.ie](http://www.recyclefree.ie) for more information and to find a collection day or a civic amenity site near you. Consumers can also return WEEE to retailers on a like for like basis when buying new appliances or return waste batteries free of charge to retail outlets supplying similar batteries without any obligation to purchase. The scheme encourages the public to look out for the big blue battery boxes in a store near them.

**ENDS**

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**Notes to Editor:**

**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 assist them in meeting the requirements of the WEEE Regulations 2005 and Battery Regulations 2008, whilst minimising the cost to all stakeholders.

**\*Omnibus Survey conducted by Empathy Research for WEEE Ireland in to the attitudes and behaviours towards household waste electrical goods**

- The survey was carried out by Empathy Research Ideas Panel
- Nationally representative of the population of ROI aged 18-44yrs
- 1,004 participants in the survey
- ***Full detailed findings and demographic breakdown from the research available upon request***