**PRESS RELEASE**

**Householders in Louth urged to tackle hoarding of electrical waste by making 2024 a year for recycling**

* 84% of Irish householders are hoarding broken or unused electrical items at home
* Irish homes contain an average of 15 to 20 broken or unused electrical items
* Typical hoarded electrical items include kettles, plugs and cables, mobile phones, TVs, microwaves, laptops, power tools and vacuum cleaners
* Recycling electrical waste is free, and MyWaste.ie has a convenient interactive map with hundreds of electrical waste drop off points located across the country
* First-of-its-kind national waste electrical recycling campaign launches today

**22 January 2024:** Householders in Louth are being urged to make ‘recycling of household electrical waste’ a new year resolution for 2024. With 84% of Irish households containing an average of 15 to 20 broken or unused electrical items in their home, there has never been a better time to declutter while positively impacting on the environment and supporting a more circular economy.

To encourage people to recycle their electrical waste, a national awareness campaign is today being launched by Minister of State, Ossian Smyth. The “Recycle your Electrical Waste for Free!” awareness campaign will inform and educate people on what items can be recycled and advise them of the multiple civic amenity sites and participating electrical retailers across Ireland.

Ossian Smyth, Minister of State with responsibility for Public Procurement, eGovernment and Circular Economy, said *“I am delighted to launch this national awareness campaign today, to remind everyone that they can return their electrical waste for free recycling at hundreds of drop off points across the country.*

*“This campaign is a collaboration between the Government of Ireland, MyWaste.ie and the two national compliance schemes ERP Ireland and WEEE Ireland. It demonstrates our commitment to work together to raise public awareness of the importance of responsible recycling of electrical waste.”*

He added *“Electrical products contain valuable raw materials, and recycling these materials will help Ireland to transition to a circular economy, where waste is minimised.”*

Consumer research comprising 1,000 respondents was undertaken by iReach on electrical waste within homes in Ireland. It demonstrated that 30% of Irish households are storing old, broken or unused electrical items in garden sheds, 25% hoard them in drawers and 16% keep them in the attic, rather than recycling correctly.

ERP Ireland, Louth’s designated Compliance Scheme Operator for electrical waste, reports that people in Louth have contributed greatly to the nation’s electrical waste recycling every year, with 1,788 tonnes of e-waste collected in the county during 2022. 12.80kg of waste was recycled per person in Louth in 2022, ahead of the national average of 10.33kg per person.

Martin Tobin, CEO of ERP Ireland said, *“Ireland is embracing a more sustainable future, and we are encouraging people to declutter their households, sheds and attics and recycle their broken and unused electrical items. Electrical waste provides us with the opportunity to extract secondary raw materials which is crucial to a fully circular economy.*

*All electrical items, and even the smaller ones like mobile phones, laptops, toasters and plugs can be recycled! Regrettably, people are either hoarding their electrical appliances or disposing of them incorrectly in general waste which ends up in landfill. This can have negative effects on the environment, so we are encouraging everyone to declutter their old and broken electrical items and recycle them at their local electrical retailer or civic amenity site – and remember its free!”*

E-waste is the fastest growing waste stream globally. Recycling is crucial to produce enough secondary raw materials and by recycling electrical waste we ensure these items can be used again in the manufacturing process, saving on the environmental impacts and creating a more circular economy.

Check out the [MyWaste.ie](https://www.mywaste.ie/) website to learn more about electrical recycling and to locate your nearest free recycling drop-off point on their interactive map at [www.mywaste.ie/waste-service-locator/](http://www.mywaste.ie/waste-service-locator/).

**ENDS**

**About MyWaste.ie**

My Waste, Ireland’s official guide to managing your waste. Here you will find everything you need and want to know about managing your waste responsibly, efficiently and in the way that suits you. Browse this site for your local waste services; bring banks, recycling facilities along with ways to help you prevent waste, reuse and upcycle. You can find an a to z guide here but if you can't find the item you are looking for please get in contact with us through social media and we will gladly help where we can.

MyWaste is an information portal only, our role is to guide and advise you on where and how you can report activities such as illegal dumping or possible problems with your waste collection service. This is an initiative brought to you by the Regional Waste Management Offices on behalf of the Department of Climate Action, Communications and the Environment.

Web: <https://www.mywaste.ie/>

**About European Recycling Platform**

European Recycling Platform (ERP) was founded in 2002 in response to the introduction of the European Union’s Waste Electrical and Electronic Equipment (WEEE) Directive. ERP’s mission is to ensure high-quality and cost-effective implementation of the WEEE, batteries and packaging directives, for the benefit of its customers and the environment.

In June 2014, ERP joined Landbell Group, a global platform for extended producer responsibility. ERP and Landbell Group have collected more than 7 million tonnes of packaging, more than 4 million tonnes of e-waste, and over 122,000 tonnes of portable batteries.

ERP operates 41 producer responsibility organisations in 18 countries including - Austria, Brazil, Canada, Denmark, Finland, Germany, India, Ireland, Israel, Italy, Netherlands, Norway, Poland, Portugal, Slovakia, Spain, and the UK. By passing on the advantages of multinational recycling operations to customers, ERP has proved to be a competitive solution for companies in the countries where it operates for WEEE, batteries and packaging compliance, as well as take-back services.

European Recycling Platform Ireland DAC was established in 2005 because of the success and expansion of ERP across Europe, providing WEEE and Waste Battery compliance and a B2B service to members.

For more information on ERP, please visit: [www.erp-recycling.ie](http://www.erp-recycling.ie)

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