

# Ireland's Voluntary ON PACK LABELLING SCHEME



# MyWaste on-pack label helps customers make the right disposal decision

MyWaste.ie was set up to provide an invaluable resource on waste management addressing the increasing need amongst the public to manage waste, to reduce costs and to protect our environment.

We do this by educating on **'What to Do'** and **'Where to Go'** with our waste and by motivating on **'Why'** it's important to be responsible with our waste.

Packaging labels and recycling symbols are used to guide citizens to make the right choices when disposing of their waste. Correct disposal of packaging is vitally important to the circular economy, so that our consumption of resources is as efficient as possible. Unfortunately, there are multiple variations of labels in use, many companies use the same packaging for both the ROI and UK markets but only use recycling labels applicable to the UK, so understandably this causes confusion for consumers.



# What do the MyWaste Symbols look like?



## Widely Recycled

This label is applied to items which will be sorted, baled and shipped for recycling.



## Check MyWaste.ie

This label applies to items which may need to give the consumer more direction.



## Not Yet Recycled

This label applies to packing which will not be recycled, such as composites.

## How do they Work?

Companies that wish to avail of the free on-pack labels should:

- Contact the MyWaste team (details overleaf) to express an interest and get access to the MyWaste Labels guide;
- Use the matrix in the guide to check which symbol should appear on the packaging;
- Select the appropriate icon(s) & share the draft artwork with the MyWaste team alongside the product specification of the packaging so we can ensure the right icon is used;
- Once approval is received a link to artwork is shared and the user can proceed with placing the label on their packaging;
- MyWaste maintains a register of all products utilising the on-pack labels and team members are always on hand to help companies with providing recycling advice to customers.

# Here are some examples of the labels at work



## For Further Information

Please Contact:  
Pauline McDonogh  
Southern Region Waste Planning Office  
[pauline.mcdonogh@srwmo.ie](mailto:pauline.mcdonogh@srwmo.ie)