



**An Roinn Comhshaoil,
Aeráide agus Cumarsáide**
Department of the Environment,
Climate and Communications

Deposit Return Scheme - Rollout Update

DETE Retail Forum

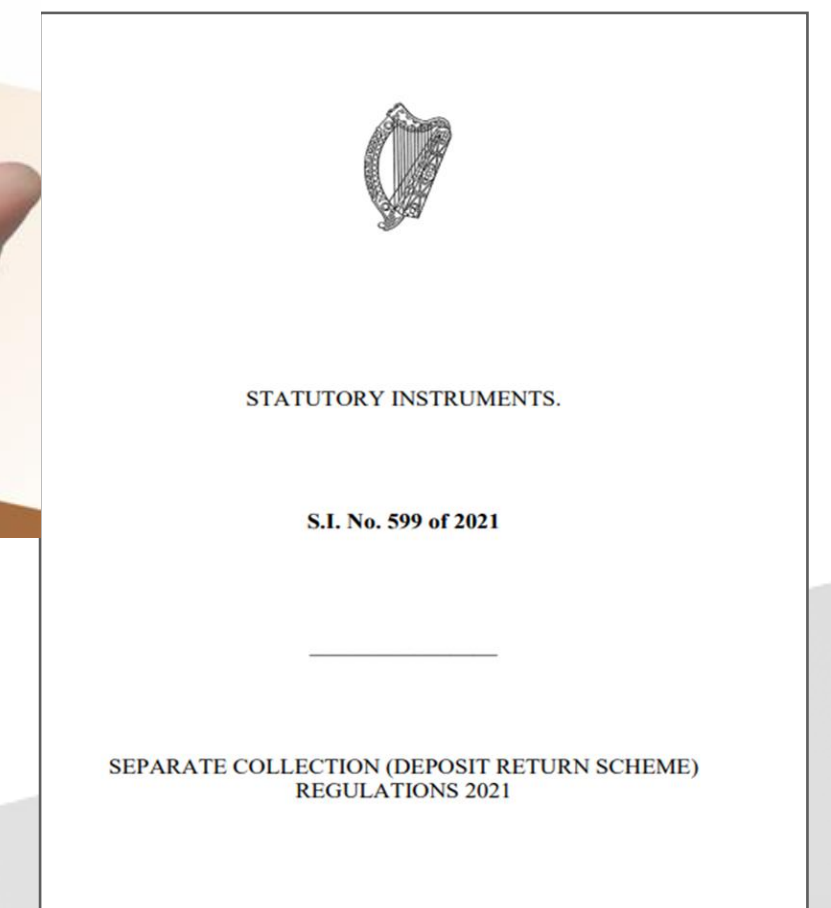
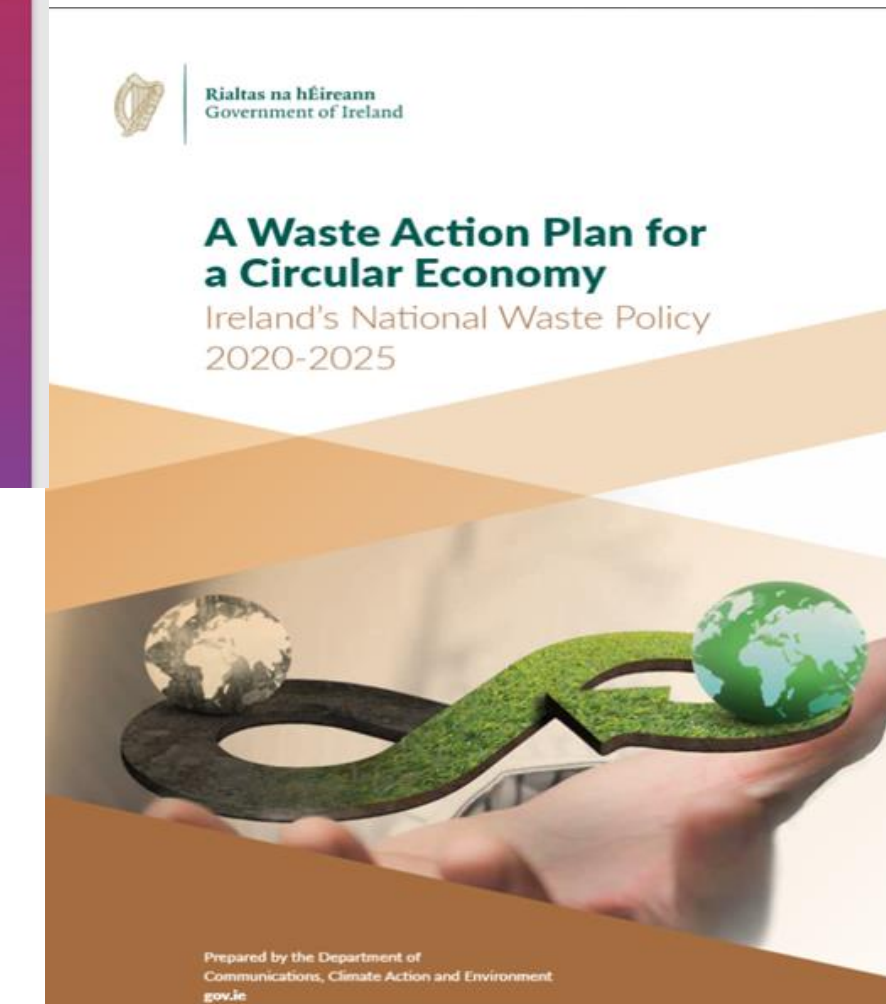
Bernie Kiely

Principal Officer

Circular Economy Materials Management Division

Background

- The Programme for Government (Our Shared Future) and Ireland’s national waste policy (Waste Action Plan for a Circular Economy) set out the government’s commitment to introduce a Deposit and Return Scheme (DRS) for plastic bottles and aluminum cans.
- November 2021: Regulations to establish a national DRS were signed.
- July 2022: Deposit Return Scheme Ireland (trading as Re-turn) were approved by the Minister as the operator of the DRS and are responsible for the establishment and management of the Scheme. Re-turn is a not-for-profit, industry-led body representing beverage producers and retailers.
- Nov 22: The scheme was officially launched by the Minister of State for the Circular Economy, Ossian Smyth, T.D.
- **Go-live date: 1st February 2024.**
- **Forecast 1.9bn units
(bottles/cans ca 50/50)**





Update Producers

Producers:

- Producer Registration 135+
- Product Registration 5,000+
- International Barcodes (by volume) 10%
- National Barcodes (by volume) 90%





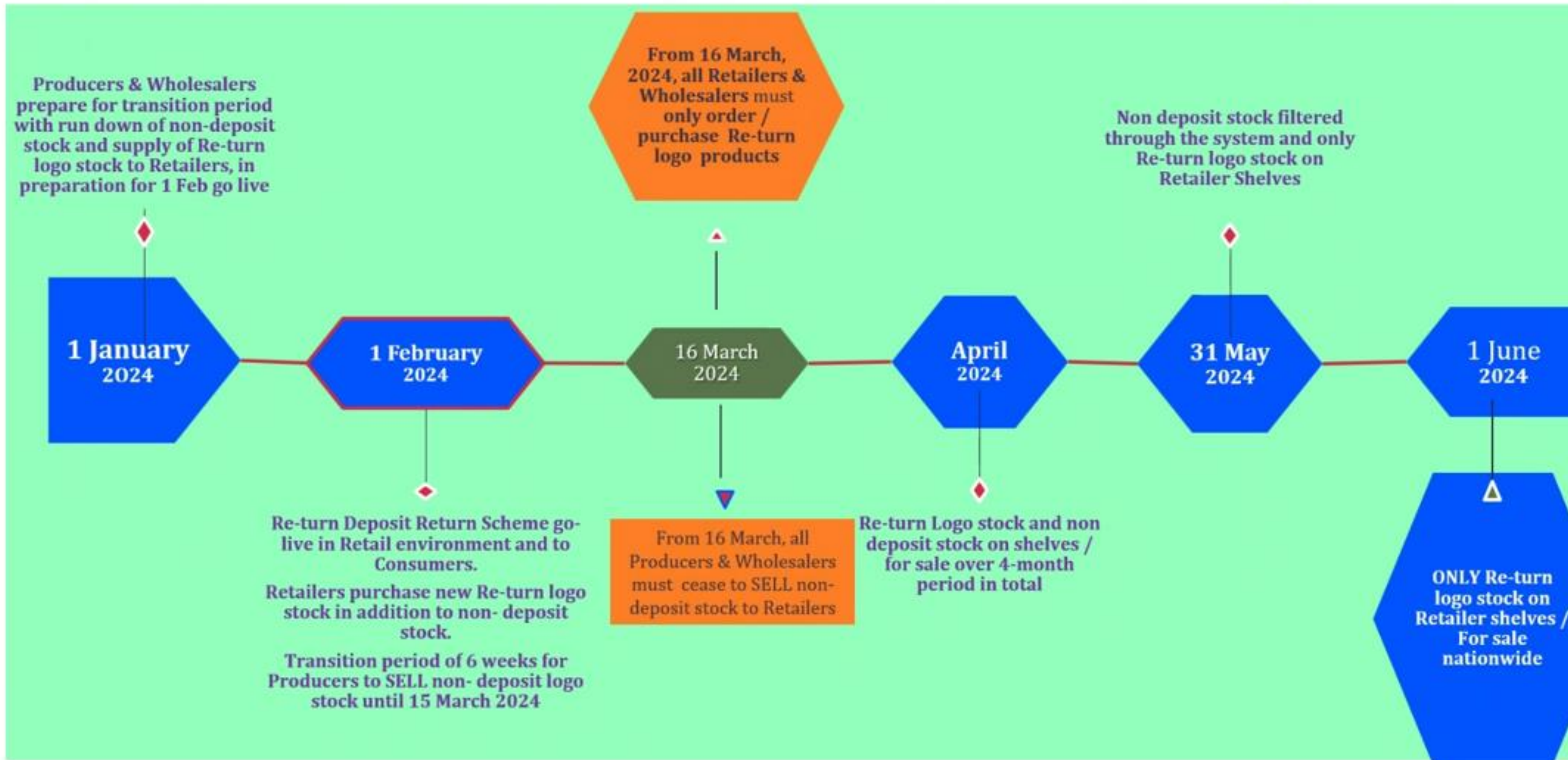
Update Retailers

Retailers:

- Retailer Total 2,089
- Premises Registration 1,848+
- Seeking Exemptions 56%
- RVMs 35%
- Manual 10%



Re-turn Transition Period Timeline



Re-Turn Meetings / Webinars & Workshops



- Retailer Roadshow at 11 locations nationwide
- Consumer Communications Workshop
- Take Back Exemption Webinar
- Producer / Retailer webinar
- Wholesaler Webinars ROI
- Wholesaler Webinars NI
- Consumers Comms webinar
- Catering & Hospitality Webinar
- IT Webinar –
- LVA & VFI Webinar
- Transition Period & Stock Management workshop
- International Barcode Webinar
- 1:1 meeting with major Stakeholders

June - July
 3 August
 24 August
 12 September
 13 September
 13 September
 17 October
 23 October
 24 October
 7 November
 8 November
 9 November
 Ongoing

• Consumer communications Campaign

Radio, Social media channels

23 October +

- **Additional retailer toolkit assets: Staff handouts, POS brand assets –Aisle fins, shelf wobblers etc.**

Re-turn **Calling all Retailers**

Ireland's new Deposit Return Scheme will go live on 1 February 2024. If you sell drinks in plastic bottles and cans you **MUST** register with Re-turn.

We're visiting a number of locations nationwide to discuss how we can provide support and information on how the scheme will operate.

Join us between 10am & 2pm in the following locations:

Location	Date	Venue
MULLINGAR	June 12	Mullingar Park Hotel
KILKENNY	June 19	Hoban Hotel Kilkenny
WATERFORD	June 20	Woodlands Hotel
LIMERICK	June 26	Castletroy Park Hotel
CORK	July 3	Clayton Silver Springs
KILLARNEY	July 4	Gleneagle Hotel Business Centre
GALWAY	July 10	Menlo Park Hotel
SLIGO	July 11	Clayton Hotel Sligo
DUBLIN	July 13	Carlton Hotel Blanchardstown
CAVAN	July 17	Cavan Crystal Hotel
DUBLIN	July 19	Clayton Hotel Leopardstown

If you have any questions feel free to email us at: info@re-turn.ie

Follow us on social media



Re-turn Brand Assets

- Logos
- Retailer Toolkit
- Social Media branding
- Technical & Labelling Specification Manual
- Producer Guidelines & Logo Assets
- RVM Brand Guidelines
- Retailer & Staff Handouts
- Variety of POS





Want to know more?

SUBSCRIBE

<https://re-turn.ie/-/news>



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