

## **IWMA Supports Introduction of New Waste Regulations**

*Day, date:* The Irish Waste Management Association (IWMA) is working with the Department of the Environment, Community and Local Government on the introduction of new waste regulations in July 2015.

The IWMA supports the introduction of the new regulations which are in line with national and EU policy and will help Ireland achieve greater levels of waste prevention and recycling in a revenue neutral way. Meeting future EU waste targets is also very important for Ireland's economy and our international reputation. Large fines can be expected if we fail.

The new regulations will see the introduction of pay by weight (per kilogramme) for household collections across the country. For a majority of householders who currently pay a flat charge for waste collection, pay by weight will be a new way of calculating their waste charges.

The advantage of weight based charges is that it gives households more control over their waste bills. The less their bin weighs, the less the householder pays, so there is a clear financial incentive to prevent and recycle waste. This will benefit the householder and the environment. When pay by weight was introduced in Dun Laoghaire-Rathdown for example, there was a 25% reduction in waste collected, as householders segregated their waste more efficiently.

IWMA member companies will be supporting a Department of the Environment led information campaign to inform householders of the new regulations as well as contacting their customers directly with hints and tips on how to reduce their waste by recycling more and ultimately paying less for waste collection.

IWMA members already adhere to many of the requirements of the new regulatory regime to be introduced in 2015, including operating a customer charter which can be downloaded at <http://iwma.ie/household-waste/customers-charter/>

**For further information please contact: Laurie Mannix, MKC Communications 086 8143710**

### **About the IWMA:**

The Irish Waste Management Association (IWMA) is a trade association for waste management companies in Ireland. Our 32 member companies operate to the highest industry standards and have signed up to the Rules of the Association, that ensure that they provide waste management services to the public and to businesses in a professional and ethical manner. Our member companies employ 4,200 people directly and have a combined annual financial turnover of €645 million.

IWMA members collect 75% of the household waste currently managed in Ireland and the vast bulk of the commercial, industrial and hazardous wastes. Our members processed approximately 3.5 million tonnes of waste at our 65 non-hazardous and 10 hazardous waste facilities in 2013. The bulk of this waste was recycled or otherwise recovered. All our member's facilities are either licensed by the EPA or operated under a local authority permit.

See [www.iwma.ie](http://www.iwma.ie) for more information and for a full list of our member companies.

## **Media Q&A**

### **Answers to likely questions from journalists / third parties for use by members.**

**Q. Is this another burden on hard press consumers, on top of the water charges they are facing in 2015?**

A. Absolutely not. There is no new charge being levied on householders, who already pay for waste collection. Pay by Weight (per kilogramme) is a new method of calculating the charge for waste collection which has the potential to lead to cost savings for households who recycle more. The less your bin weighs, the less you pay.

**Q. Will all households save on waste charges under the new regime?**

A. Pay by Weight (per kilogramme) gives householders more control over their waste charges. Those that recycle more will pay less. Even large families that engage in home composting and make a good effort at waste prevention and recycling can reduce their bills significantly. Children are often the best recyclers. If a householder does not segregate and recycle their waste they can expect to pay more.

**Q. This is just another tax on households?**

It is important to note that no new waste collection charges are being proposed and there is no attempt by the Government or the waste industry to raise more money from this change in the charging system. Householders already pay for waste collection. Pay by Weight (per kilogramme) is a new method of calculating the charge for waste collection which has the potential to lead to cost savings for households who recycle more. The less your bin weighs, the less you pay.

**Q. Will this lead to a ban on below cost selling?**

A. The waste collection market is very competitive and will remain so. Under the new regime, waste collectors will not be allowed to charge weight based rates lower than the treatment costs of the waste collected. This will ensure sustainability within the sector. They will be able offer collection and administration services free or below cost to households, providing opportunities for competition in the marketplace.