

This week on ours to protect, series producer Ethna Quirke chats to James Burgess, National Country Manager of the European Recycling Platform to talk about electrical cables and a St. Patrick's Day parade installation called "Trash Mammoth".

The European Recycling Platform (ERP), Ireland's only pan-European compliance scheme for Waste Electrical and Electronic Equipment (WEEE) and Waste Batteries today announced research results by Coyne Research which revealed that 1 in 3 adults have between 5 to 10 unused electrical cables in their homes. Charging cables are the most common type of unused cables (77%), followed by USB (66%) and HDMI Cables (49%). Almost half of those surveyed keep these unused cables in a drawer in the home.

The research, commissioned by ERP, revealed that over half of all adults surveyed were aware of legislation announced by the European Council, Commission, and Parliament which requires all new smartphones, tablets, cameras, and other electronic gadgets marketed in the EU to have a USB-C charging port by the end of 2024. As this change comes into effect, households will likely have plenty of waste cables *snaking around their homes* to be recycled.

About ERP

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.

Resources:

www.erp-recycling.ie

www.ourstoprotect.ie

www.weeeireland.ie

www.mywaste.ie

