

Ours to Protect: 28th March, Laura Sherry, Repak

As Ireland is set to recycle over 62,000 tonnes of packaging this Easter, Repak encourages the public to become egg-cellent recyclers by segregating and recycling their waste this Easter

- 80% expect to indulge in a milk chocolate Easter egg, with only 4% seeking vegan or plant-based chocolate eggs
- The quality of chocolate is the leading motivating factor when it comes to purchasing Easter eggs
- 59% will only purchase chocolate eggs whereas 30% plan to give an alternative gift alongside their Easter eggs
- 88% are confident in their recycling abilities when it comes to disposing of Easter egg packaging
- However, despite this confidence only 52% actually know what belongs in the recycling bin.
- Repak is encouraging the public to make sure they recycle all packaging from Easter eggs and gifts this year

General recycling habits

Waste segregation, separating waste into their correct bins, is key to effective recycling to ensure we are all contributing to a circular economy and reducing our environmental impact – especially around occasions like Easter which generate more waste. Almost three quarters (71%) said they always segregate their waste, with a fifth (22%) saying they often do, and just 2% admitting to rarely or never segregating their waste at home.

But it's the act that really matters. Surprisingly, despite 88% initially saying they were confident in their recycling abilities, just over half (52%) correctly answered what items can go in the recycling bin which includes plastic containers, plastic water bottles, plastic shopping bags, paper, cardboard, tins, cans and foil - once they are clean, dry and loose.

Re-imagine your waste this Easter - Repak have also shared some of their top tips to help you re-imagine your waste this Easter:

- Re-imagine Easter egg boxes this season and re-use for arts and crafts. Make sure egg cartons are clean, dry and placed loosely into the recycle bin when disposing of them.
- Chocolate trays are rigid plastic and can be placed in your recycling bin. Once you enjoy that last piece of chocolate, make sure you bin it right!
- Once you've enjoyed all your chocolate eggs, be sure to dispose of the cardboard boxes into the recycle bin – clean, dry and loose.

Resources:

www.repak.ie

www.ourstoprotect.ie