

# Re-turn

## Ireland's New Deposit Return Scheme

Consumer Comms Workshop  
Thursday, 3 August 2023



# Statement of Competition Compliance

All meetings of Deposit Return Scheme Ireland CLG t/a Re-turn are conducted in accordance with relevant competition laws. This meeting shall not enter into any discussion, activity or conduct that may infringe, on its part or on the part of its Members, any applicable competition law.

You are therefore reminded that you will refrain from discussing any information which is confidential to your company and/or which, if disclosed, might reasonably be expected to influence the commercial strategy and/or competitive position of any other party receiving that information. You are in the best position to judge what is, and what is not, commercially sensitive, or confidential and so responsibility lies with you in the first place.

However, by way of example, Members shall not discuss, communicate, or exchange any commercially sensitive information, including, but not limited to, non-public information relating to prices, marketing and advertising strategy, costs and revenues, trading terms and conditions with third parties, including purchasing strategy, terms of supply, trade programmes or distribution strategy. This applies not only to discussion in formal meeting but also to informal discussions before, during and after meetings.



# Agenda

Introduction – housekeeping and competition compliance policy	11 – 11.10
Objectives of Workshop	11.10-11.20
Recap of Comms Progress to date	11.20 – 11.40
Breakout session	11.40 – 12.15
Feedback & Discussion	12.15-12.45
Wrap up and next steps	12.45-1pm



# Objective of the Consumer Communications Workshop

The objective of the workshop is :

- To build on the Retailer Toolkit to leverage greater brand coverage and messaging at POS / POP
- To present overview of national ad campaign concepts and discuss opportunities to collaborate on communications campaigns with Re-turn
- To understand potential challenges for all stakeholders
- To align the consumer communications approach of all stakeholders in the coming months, ensuring a successful lead in and launch of the national deposit return scheme.



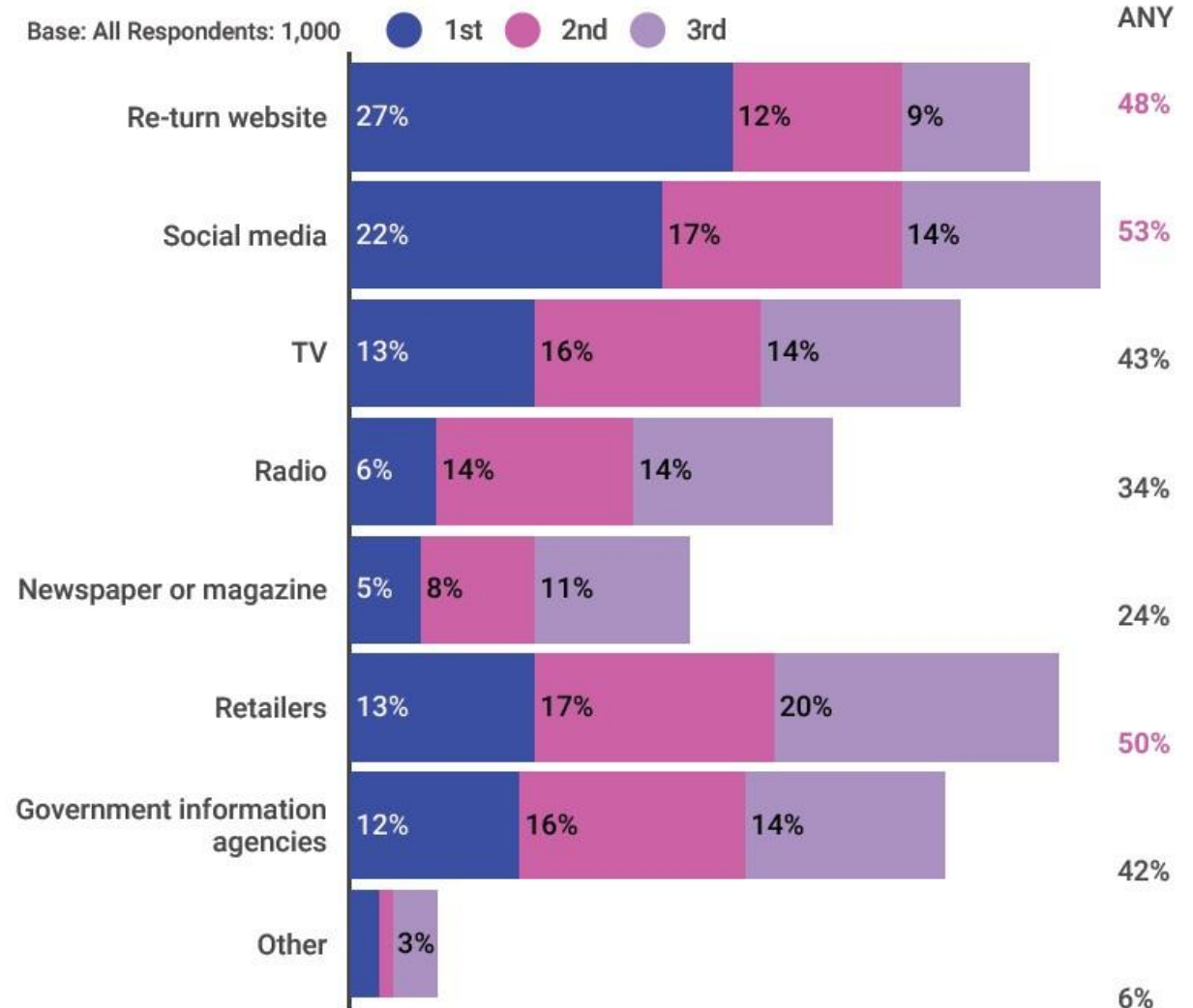
# Re-turn Consumer Research

Consumer research by Amarach in February this year included 30 questions delivered to an 18-55+ ABC1/ C2DEF demographic of 1,000 people nationwide.

\*Key points of interest from research include:

- 89% of consumers agree that recycling drinks containers reduces litter and pollution
- 82% of the population consider the impact their recycling behaviour will have on future generations at some level
- 74% think that placing a monetary value on drinks containers will incentivise consumers to move away from a throwaway culture to one of returning valuable materials

## 11.1 Where are you most likely to look for information about the DRS operated by Re-turn? Rank top 3.





**Brand Development**

# Re-turn Comms to date

## Brand Assets

- Technical & Labelling Specification Manual
- Producer Guidelines & Logo Assets
- RVM Brand Guidelines & Assets
- Retailer Toolkit & Assets





RVM Branding

RVM Branding

RVM External  
Enclosures  
branding

### How to Return

1



Insert empty, undamaged plastic drinks bottles & cans with Re-turn logo only.

2



Voucher for deposit amount is issued.

3



Redeem deposit voucher at till.



# Re-turn



Discover the benefits of Deposit Return at [www.re-turn.ie](http://www.re-turn.ie)

**How to Insert:**  
Base first



### What to Return

#### Permitted Drinks Containers

PET Plastic Bottles, Aluminium/Steel Cans from 150ml – 3litres.



ONLY containers with the Re-turn logo.



Label/barcode must be clearly legible.

#### Do Not Insert



Glass



Tetra Pak



Dairy Products

#### Deposit Values

(Based on size of bottles/cans)

150ml – 500ml	→	20c
Over 500ml – 3litres	→	25c





# Posters / Notices

**Re-turn**  
Bring It Back | Pay It Forward

RETAIL OUTLET NAME

**Registered  
Re-turn  
Member**

This retail outlet is a registered Member of Deposit Return Scheme Ireland CLG, trading as Re-turn.

Separate Collection (Deposit Return) Regulation 2021 (SI 599 of 2021)  
EU Single Use Plastics (SUP) Directive 2019



**Re-turn**  
Bring It Back | Pay It Forward

RETAIL OUTLET NAME


**Deposit Return  
Take Back  
Exemption**

This retail outlet is a Member of Deposit Return Scheme Ireland CLG, trading as Re-turn, and has been granted a Take Back Exemption from Deposit Returns.





Please scan the QR code or visit [www.re-turn.ie](http://www.re-turn.ie) to find your nearest Deposit Return Point.

**Re-turn**

YOUR LOGO HERE

Discover the benefits of Deposit Return at [www.re-turn.ie](http://www.re-turn.ie)


**Manual  
Deposit  
Return  
Point**



1  
Present your empty, undamaged plastic drinks bottles & cans with Re-turn logo at counter.



2  
Retail assistant validates that container has Re-turn logo and is undamaged.



3  
Correct Deposit refunded to consumer.



# Shelf Price Cards

## Shelf Price Cards

The total cost of the Deposit must be shown underneath the main pricing as an additional cost. A '+' symbol must always proceed this - for example, a total Deposit of 90c should be displayed as '+ 90c Deposit' as shown in Example C.

### Font Styling:

The total cost of the Deposit must be displayed in the same font styling as the Product Volume. This means that the total cost of the Deposit should have the same font point size, colour, weight (bold, regular etc) and case\* as the Product Volume.

\*The word 'Deposit' must always be capitalised. It can also appear in All Caps if necessary.

### Single Item Mockups (Paper Cards and Electronic Shelf Labels)

#### A) 150ml - 500ml

BRAND NAME  
Product Title  
330ml

82309

59<sup>c</sup>  
+ 15c Deposit

#### B) Over 500ml - 3litres

ONLY  
€2.25  
+ 25c Deposit

Brand Name  
Product Title 1 litre



### Multipack Mockups (Paper Cards and Electronic Shelf Labels)

#### C) 150ml - 500ml

BRAND NAME  
Product Title  
6 x 330ml

72211T 13

€2.59  
+ 90c Deposit

#### D) Over 500ml - 3litres

ONLY  
€4.49  
+ 50c Deposit

Brand Name  
Product Title  
2 x 1 litre



# Till Receipt

## Sample Retailer Till Receipt

This is a sample receipt only. The receipt must display the Deposit as a separate line item, separate to the product cost.

Each Deposit (15c & 25c) must be shown on separate lines. For each of these lines, you must display the Deposit multiplied by the number of units, followed by a total.

**Deposit for a drinks container is mandatory and cannot be changed or discounted for promotional purposes.**

### Retailer name

Milk..... €xx  
Bread..... €xx  
Water bottle 2 litre ..... €xx  
Orange can 330ml ..... €xx  
**Total Net ..... €xx**

### Deposit

25c x 1 Unit ..... €xx  
15c x 1 Unit ..... €xx  
**TOTAL..... €xx**  
**(Total NET + Deposit)**



# Pull-ups

YOUR LOGO HERE



Re-turn

# Ireland's Deposit Return Scheme

Discover the benefits of Deposit Return at [www.re-turn.ie](http://www.re-turn.ie)



YOUR LOGO HERE



Re-turn

# What to Return

**Permitted Drinks Containers**  
Empty & undamaged PET Plastic bottles, Aluminium/Steel Cans from 100ml - 3 litres.



ONLY containers with the Re-turn logo.

Labels/banards must be clearly legible.

**Do Not Insert**



Glass Tetra Packs Bottles without logo

**Deposit Values**  
(Based on size of bottles/cans)

150ml - 500ml

Over 500ml - 3 litres



# Shelf Wobblers



Re-turn

## Deposit

15c

for drinks containers between 150ml - 500ml

25c

for drinks containers over 500ml - 3 litres

[www.re-turn.ie](http://www.re-turn.ie)



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## Ireland's Deposit Return Scheme

Discover the benefits of Deposit Return at [www.re-turn.ie](http://www.re-turn.ie)



Re-turn

## Re-turn

Bring it Back | Pay it Forward

[www.re-turn.ie](http://www.re-turn.ie)



Re-turn

## Discover the benefits of Deposit Return

at [www.re-turn.ie](http://www.re-turn.ie)



Re-turn

## Return empty, undamaged drinks containers

to any retail outlet to redeem your Deposit.

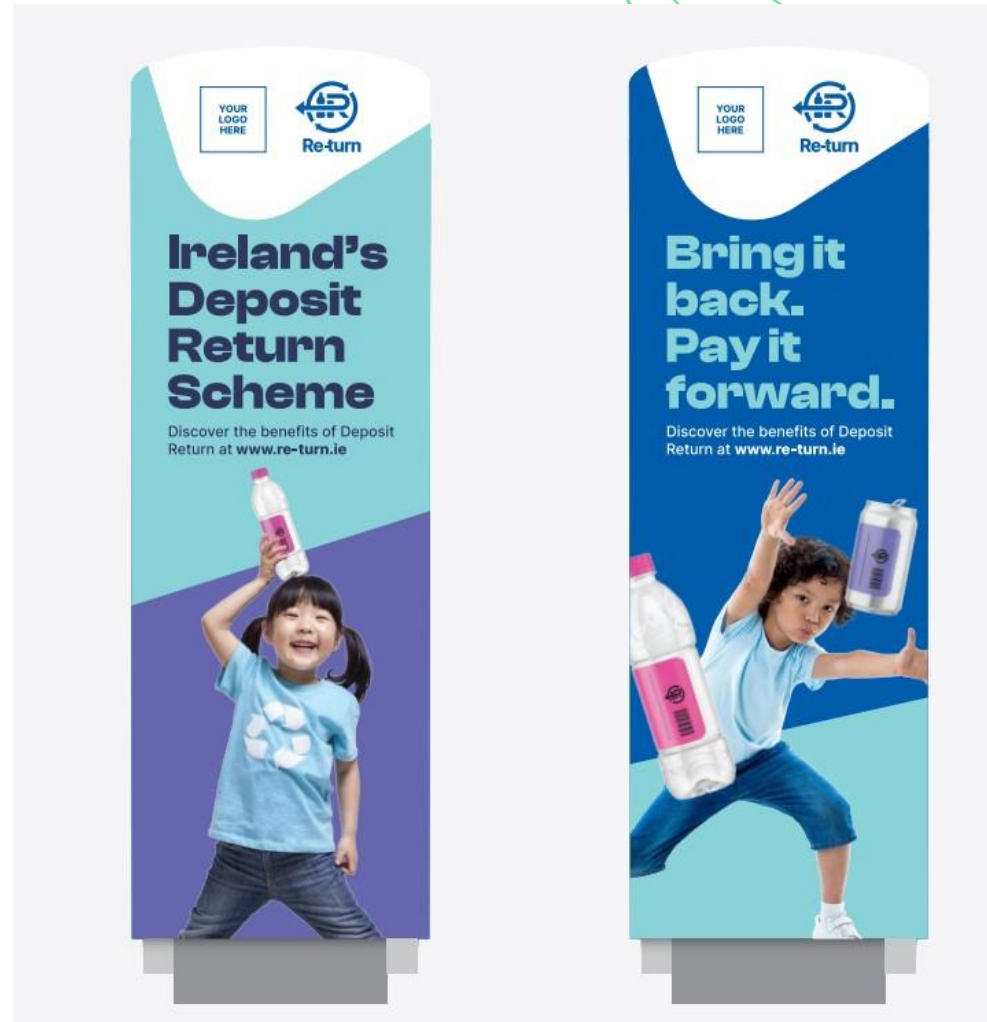
[www.re-turn.ie](http://www.re-turn.ie)



## Checkout Dividers



## Security Gates



# Retailer Handout



## What You Need to Know About Re-turn

Ireland's Deposit Return Scheme will go live on 1 February 2024. Following the introduction of the [Separate Collection Legislation](#) to achieve EU recycling targets, Retailers who sell 'in scope' drinks containers are legally obligated to [register with Re-turn](#). The Re-turn team are here to support and provide information on all aspects of the scheme and how it will operate.

**In Scope Drinks Containers:** PET plastic bottles, aluminium & steel cans  
**Deposit Fee:** 150ml - 500ml = 15c Over 500ml - 3litres = 25c

## The Retailers Role

Retailers play a key role in the new Deposit Return Scheme and must comply with [Retailer Membership Rules](#).

Retailers may apply for a [Take Back Exemption](#) based on certain eligibility criteria, but it is important to note that Retailers must register with the scheme first.

Retailers have two options when providing a take back service, either through:

- Manual Collection
- Reverse Vending Machines (RVM) [Approved Suppliers List](#)

In all point of sale Retailers must display the Deposit separate to the product price and as a separate line item on receipts.

## How does Deposit Return work?



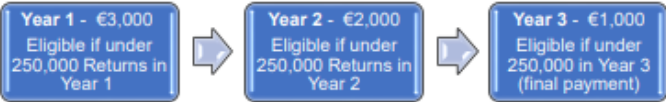
## Transition Period

Re-turn have confirmed a [Transition Period](#) to facilitate both producers and retailers in selling non deposit stock and preventing waste.

- Retailers can take delivery of Re-turn logo stock from 1 January 2024
- Retailers can sell Re-turn logo stock from 1 February 2024
- Retailers cannot purchase non-deposit stock from 16 March 2024
- From 1 June 2024, all stock on retailer shelves must only be Re-turn logo stock

## Additional Supports

For Retailers opting to take back in scope drinks containers through RVMs, the approximate starting price is €12,000. To find out more about RVMs, check out the [RVM Supplier List](#) on our website. Retailers who purchase an RVM and take back less than 250,000 drinks containers per year may apply for financial support from Re-turn.



## Handling Fee Sample Calculator

Collection Method	Handling Fee per Unit	Take Backs per month	Annual Handling Fee
Manual	€0.026	4,000	€1,248
RVM	€0.022	24,000	€6,336

Subject to the Take-Back Exemption, all Retailers are paid a Handling Fee for each In-Scope Product collected by the Retailer and accepted by DRSI (in addition to redeemed Deposits) on a monthly basis. By the 5th of each month, units handled and Deposits due are made available to the Retailer for verification (Monthly Report). Retailers will have 3 business days to query the Monthly Report. By the 10th of each month, an invoice is generated on the Retailer's behalf based on the final Monthly Report. DRSI will then make payment to each Retailer within 30 days.

## Next Steps

All Retailers who sell 'in scope' drinks containers are legally obliged to register with Re-turn. To register and find out more, please go to [www.re-turn.ie/retailer](#)  
If you have any questions, email us at [info@re-turn.ie](#)



# Ad Campaigns

## Ad campaigns (digital / print / TV)

If a single drink or multipack of drinks is displayed on its own with the item's price (like in example B), then you must show the total Deposit underneath the price as an additional cost. A '+' symbol must always proceed this - for example, a total Deposit of 15c should be displayed as '+ 15c Deposit'. The minimum point size for this is 5pt for print and 7px for digital.

If your ad shows multiple different types of products all grouped together without individual prices but with a collective price (like in example A), then an asterisk must be placed beside the collective price. The following copy must also be featured: '\*Deposit applies to all Re-turn logo drinks containers.' The minimum point size for this copy is 5pt for print and 7px for digital. For video or animation ads, the copy needs to be legible when viewed both on TV and on smaller devices such as mobile phones. For these formats, the copy can appear on the screen any time a Re-turn logo drink container is in shot or on the end frame as shown in example A. There must always be sufficient time allowed for the audience to read the copy.

N.B. The word 'Deposit' must always be capitalised.  
It can also appear in All Caps if necessary.

A)





# Retailer Staff Info



## Staff Information Sheet

Ireland's Deposit Scheme - Launching 1, February 2024

### What You Need to Know About Re-turn

#### How to Return:

- Empty
- Undamaged
- The container needs to have the Re-turn logo on them to get your refund back.

#### Return Points:

- Customers can return the containers at any Return point, it doesn't have to be the place you bought the container.
- Manual Return
- RVM Return

#### How the customer will receive their refund?

- Against store purchase
- Or Cash

#### The benefits of the Deposit Return Scheme:

- Containers go back into the system, to make into a new bottle or can.
- Containers can be returned to any Return point.
- Reduces litter
- Value to the products



Containers that are included in the scheme

- PET Plastic Bottles
- Steel Cans
- Aluminium



## FAQ'S



#### Bring it back, why?

- Higher quality in recycling
- Less littering
- It's much more efficient
- Value to the products
- Containers can be returned to any Return point
- Containers will be recycled and made back into a new can or bottle

#### Who is funding the Deposit Return scheme?

- This Scheme is not Government funded
- It is funded through producer fees for each product placed on the market.

#### What containers are included in this scheme?

- PET plastic bottles, aluminium and steel cans

#### How much is the Deposit Fee?

- 150ml - 500ml = 15c / Over 500ml - 3 litres = 25c

#### How does the customer get their deposit back?

- Bring the container back to any Return point, **empty and undamaged**, and the customer will get their full refund back.

#### Do the customers have a choice on how the deposit is refunded?

- The customer can choose a refund against store purchase,
- Or Cash
- Or towards a charitable cause.





**National Ad Campaign**

## THE PROBLEM

People are confident in their existing recycling behaviours but, the launch of Re-turn will set a new standard.



## THE INSIGHT

People will typically choose to keep things “as is” *even if* they understand that changing their behaviour would ultimately lead to a better outcome.



## THE STRATEGY

Inbue positive emotion into the desired behaviour and help people to plan their actions in an exciting and engaging way.

# CONCEPT BRING IT BACK



# THE RE-TURN REMIX

Remix of the classic track **Bring It Back**

to educate and inform our audience on what Ireland's new deposit return scheme is all about and what you can do to play your part.

It's a light-hearted way of telling a serious message, using an iconic music track (sang by an Irish artist) to create a strong association and memory structure in people's minds

For **cutdowns**, we'll focus on reinforcing the key messages around the initiative

- How simple it is to do, what cans/bottles you can deposit, showing how you can build a habit of Re-turning - whilst continuing to create memory structures through the song.



RE-TURN  
BRING IT BACK : THE EXECUTION STYLE





## RE-TURN

### BRING IT BACK : THE EXECUTION STYLE





## BRING IT BACK : Extending the campaign

## Adjacent OOH

We'll create social and digital billboards that allow us to have interaction between Re-turn ads and beverage brand ads. For example, A drinks ad finishing a can and a hand from a neighbouring Re-turn ad taking the bottle from the coke ad into the Re-turn ad.



# Communications Challenges

As Re-turn launches to the general public on 01 February 2024, there are a number of communications challenges:

- Ensuring consumers are aware and understand why the national Deposit Return Scheme is being introduced in Ireland
- Ensuring a full understanding of how the Scheme will operate from 1 February
- Ensuring consumers understand that the Deposit is not perceived as a tax/levy
- Managing the transition period to minimise consumer confusion on start date of Deposit Return and subsequent roll-out
- Providing full support to Retailers at POS/POP to ensure a positive, informed launch to consumers, with minimum complaints.





**Break Out Session**

# Questions

- Are there particular methods of communications /messaging that would be effective in driving consumer awareness?
- How can we work together to raise awareness and understanding for both retail staff and consumers about the deposit return scheme, making sure they fully understand how it works and why it's beneficial?
- What do you believe are the biggest challenges we face in introducing the Deposit Return Scheme and how can we approach to mitigate
- Are there opportunities for Re-turn to partner with Retailers in-store or provide POS for consumer awareness & understanding that resonate with the customer base
- Are there any opportunities for promotional initiatives with Producers that can elevate the visibility of the deposit return scheme?
- What brand assets would be most valuable / effective for consumer awareness

