

Re-turn

Ireland's New Deposit Return Scheme

Take Back Exemptions Webinar
24 August 2023



Purpose of the Webinar

- To clarify the situation regarding take back exemptions for Re-turn Members.
- To explain the rationale for take back exemptions.
- To discuss the criteria for take back exemptions.
- To discuss the retailer categories eligible for take back exemptions.
- To outline the application process for take back.
- Set out some priorities & timelines for retailers.



Obligations Set Out in DRS Regulations

- **The Regulations set out the obligations that will fall to producers, retailers and return point operators under the scheme and provide the legal framework within which the Minister approves the scheme operator, DRSI CLG, trading as Re-turn.**
- **Under the Regulations, retailers that sell ‘in scope’ products have a legal obligation to accept returns of empty drinks containers for recycling. This includes online retailers of drinks.**
- **If you sell drinks on your premises (for take away) or online, you have a key role to play in the new Deposit Return scheme.**
- **All Retailers must register with the scheme in order to fulfil their environmental and legislative responsibilities.**



Specifics of DRS Regulations

- Definition of a retailer: *“any person who for the purpose of trade or otherwise in the course of business sells or otherwise supplies in-scope products to a final consumer.”*

For DRS purposes the definition of a Retailer includes traditional Retailers, HORECA establishments (Pubs, Restaurants, Hotels, Cafes etc.) Takeaways, Catering Companies, Event Venues and others.

- Retailers are obliged to *“take back every in-scope bottle and in-scope container returned to it by a consumer in a manner agreed between the retailer and the approved body”*
- Regulations mandate the approved body (i.e. Re-turn) to *“agree alternative take-back arrangements, other than that at paragraph (f)”, in certain circumstances”*



Rationale for Take Back Exemptions

- **Affordability, Cost to Smaller Retailers.**
- **Food Safety and Hygiene.**
- **Clear consumer understanding and messaging.**
- **Support & buy in of Retailers.**
- **International best practice.**



Exemption based on Retailer Footprint/Store Size

- Return to retail model may impact disproportionately on smaller retailers due to:
 - physical space constraints,
 - potential modifications to smaller retail outlets may be cost prohibitive for some smaller retailers.
- Re-turn is guided by the international baseline for exemptions in Return-to-Retail models which is store size/footprint.



Exemption based on Retailer Footprint/Store Size



- In Europe, footprint threshold ranges from between 60 sq mtrs to 300 sq mtrs, based on urban vs rural or large city vs small city.
- Key principle: establish an effective redemption system that:
 - is fair and equitable,
 - without compromising the return to retail principle.
- Based on consultation with and feedback from the retail sector, Re-turn decided that retail outlets with a footprint/layout of 250 sq mtrs or under, of retailer store space will have the option to apply for a take back exemption.

Exemption based on Retailer Footprint/Store Size

- Store space includes all retail facing areas including entrance area, aisles, shelf space, deli counters/sections, check out areas and behind till space.

It excludes storage and office areas which the consumer does not have access to.



Exemption based on Retailer Footprint/Store Size

- The footprint take back exemption will:
 - alleviate the take back pressure on smaller retailers,
 - result in a large number of takeaways, mobile vans, vending machines and a range of other small venues being eligible to apply for a take back exemption.



Retailer Exemption Requirements

- To avail of an exemption a retailer must apply to and be granted an exemption by Re-turn, subject to the retailer:
 - displaying instore a take back exemption notice for consumers
 - and
 - displaying in a manner that is visible to all customers a QR code locator, to find the nearest Deposit Return Point.



Exemption from Take Back Obligation for “Food To Go” Retailers

- **Businesses that primarily operate as “food to go” retailers will also have the option to apply for a take back exemption to operate a take back facility.**
- **The criteria for this will apply to premises with a footprint 250 sq mtrs or under.**
- **In order to comply with the DRS Regulations, retailers applying for such an exemption will also have to:**
 - **have a take back exemption notice for consumers on display instore,**
 - **display in a manner that is visible to all customers a QR code locator, to find the nearest Deposit Return Point.**



Rationale for the Deposit Charging Exemption (HORECA)

- A key feature of the hospitality sector is the split between;
 - on-site consumption
 - and
 - off-site consumption.
- The DRS Regulations (PART VII, Regulation 14) recognise this and allows for an exemption not to charge the deposit where an in-scope product is purchased and consumed on the premises.
- The rationale for this is that the empty containers remain on premises and are collected on-site.



Hospitality Sector Deposit Charging Exemption

- This is an automatic deposit charging exemption for the hospitality sector, and the sector does not have to apply to Re-turn to avail of this deposit exemption.
- The obligation to charge the deposit does apply for off-site consumption/take away.
- Obviously drinks which are sold for on-site consumption without a deposit should not be taken off the premises.
- Regarding the application of the deposit, it is up to the hospitality sector to determine how best to manage this.



Hospitality Sector Take Back Exemption

- Like other retailers, there is an obligation to operate a take back/return point for off-site consumption.
- There will be an option for the hospitality sector to apply to Re-turn for a take back exemption.
- Any such application for an exemption will be granted by Re-turn, subject to a take back exemption notice being displayed visible to all customers with a QR code locator, to find the nearest Deposit Return Point.
- It is expected that the majority of the hospitality sector will apply to Re-turn to avail of this Take Back exemption not to provide a take back facility.



Hospitality Sector Take Back Exemption

- The option to operate a return point for take back is available for large businesses who may opt to do so.



Online Retailers, Vending Machines Exemption

- For the most part, it is not practical for Retailers who sell in scope products via online platforms/delivery agents or via vending machines to operate a return point and take back empty bottles and containers.
- Retailers who sell product online and deliver it to their customers may be in a position to offer take back at the point of delivery. This is a service which some retailers may wish to provide to their customers.
- In particular Re-turn is encouraging Retailers in this market to voluntarily provide this service to those that are housebound or have a disability.
- Online retailers are being provided with the option to apply for a take back exemption.



Online Retailers, Vending Machines Exemption

- Online retailers availing of a take back exemption will be required to display a QR Code on the sales documentation, notifying their customers of the location of alternative take back facilities.
- Likewise vending machine operators on application will be provided with a take back exemption, with an obligation to display an obligatory notice/sticker on all vending machines, with a QR code indicating the location of take b facilities.



Take Back Exemption Application Process

- **When you complete registration with Re-turn, you will be asked if you wish to apply for a take back exemption, based on the category of retailer and under what exemption criteria you are seeking:**
 - **Retailer store size of less than or equal to 250 sq meters**
 - **Hotel, Restaurant or Pub and Cafes (HORECA)**
 - **Online Retailer**
 - **Vending machine operator**

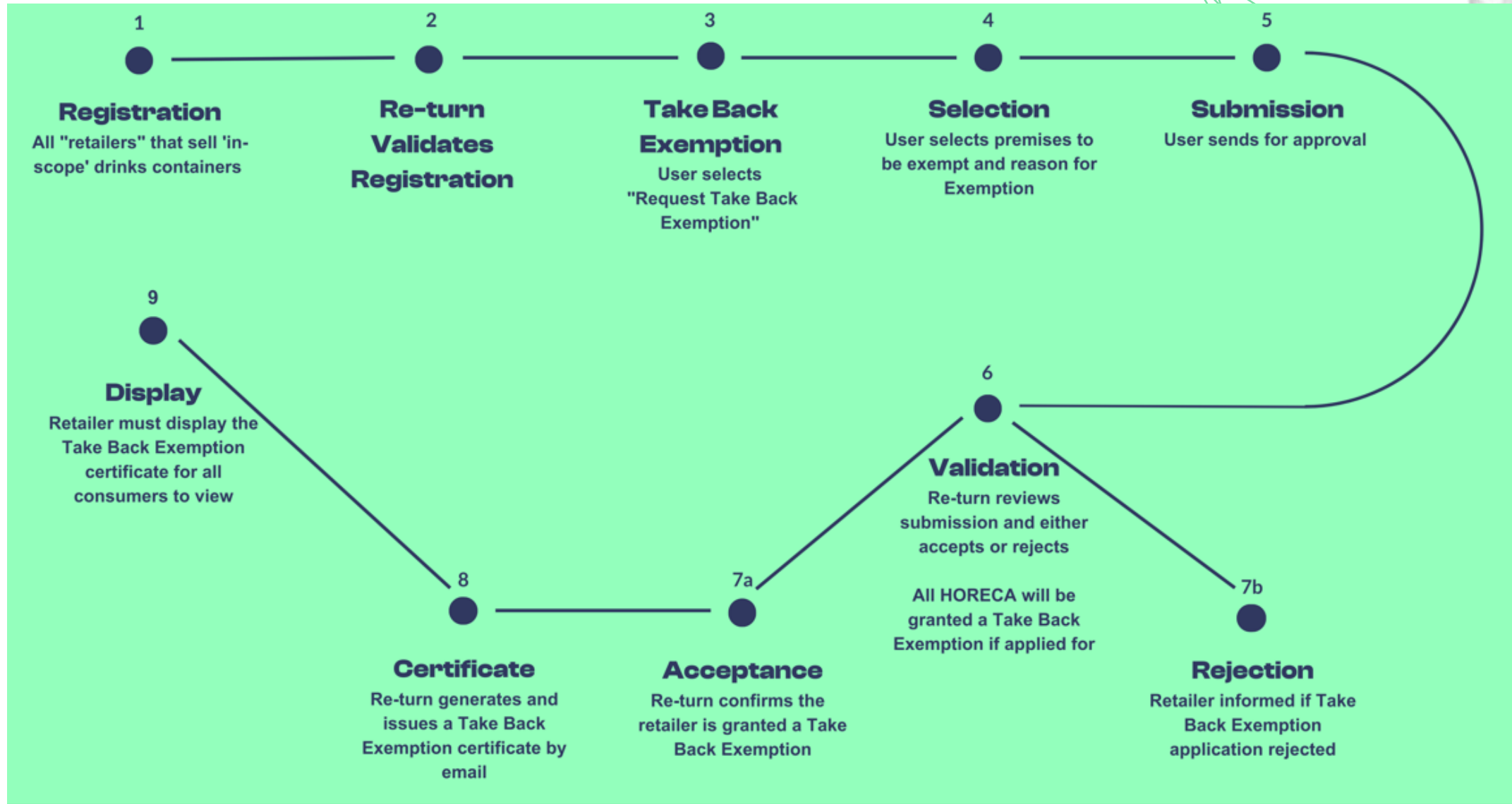


Take Back Exemption Application Process

- Re-turn will process exemption takeback applications within a four (4) week timescale.
- Successful applicants will then be notified of the requirements to comply with the exemption, including all notices required to inform consumers that you are exempt from taking back in-scope products and will be provided with a QR code to inform consumers of the nearest return point.
- In the event that an application for an exemption is rejected then as an obligated business you can appeal the decision as per the dispute resolution procedure in the Retailer Rules Clause 27.3

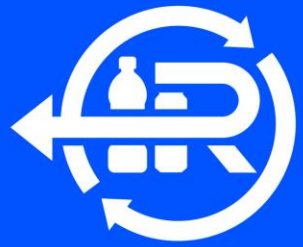


Take Back Exemption Application Process



Priorities & Timelines for Retailers

Priorities	Timeline
<p>Retailer Registration with the scheme - All Irish Retailers are obligated to register with Re-turn and familiarise yourself with the Retailer Membership Rules and Take Back Exemptions.</p>	<p>30th October 2023</p>
<p>Retailer Premises Registration - All Retailers must register all their premises with the scheme, then where applicable apply for Take-Back exemptions</p>	<p>30th October 2023</p>
<p>Retailer Exemptions - Eligible Retailers can apply for Take-Back exemptions, as per guidance</p>	<p>31st December 2023</p>
<p>RVM / Manual - Choose an appropriate collection Manual or Reverse Vending Machine (RVM): Review the list of available RVM suppliers on the Re-turn website and select the most suitable one for your business. Supply chain timelines will vary by supplier.</p>	<p>23rd October 2023</p>
<p>Re-turn Retailer Toolkit - Access our toolkit for guidance on brand assets and usage.</p>	<p>31st July 2023</p>
<p>Communicate Transition Period - Communicate with your organisation's teams and stakeholders to help support and provide comprehensive information: on in-scope products, the functioning of RVMs, RVM suppliers, preparing customers for their responsibilities.</p>	<p>September 2023 to January 2024</p>
<p>Prepare for implementation - As the go-live date approaches, make necessary preparations to facilitate a seamless transition: Stock management, Staff Training, RVM suppliers support work with your Finance and buying departments, seek support from you RVM suppliers and ensure your staff and customers understand their respective responsibilities within the scheme.</p>	<p>September 2023 to January 2024</p>



Re-turn

Ireland's New
**Deposit
Return
Scheme**

Thank you!

