



Guidance on Print, Radio and TV Advertising of prices of Electrical and Electronic Equipment (EEE) and Batteries

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1. Introduction

The European Union (Waste Electrical and Electronic Equipment) Regulations 2014- [S.I. No. 149 of 2014](#) (the WEEE Regulations) are in place since 29th March 2014 and replace the 2005¹ and 2011² WEEE Regulations and amendments.

The European Union (Batteries and Accumulators) Regulations 2014 - [S.I. No. 283 of 2014](#) (the Battery Regulations) came into effect on 30th July 2014. The European Union (Batteries and Accumulators) (Amendment) Regulations 2014 ([S.I. No. 349 of 2014](#)) make small amendments to S.I. No. 238 of 2014. The Battery Regulations, as amended, extend the requirements of the previous Batteries Regulations³ related to legal action in the case of a non-compliant producer.

The purpose of the WEEE Regulations is to contribute to environmental protection and enhance resource efficiency through prevention of waste generation, and by increased reuse, recycling and recovery of WEEE. The purpose of the Battery Regulations is to minimise the disposal of batteries and accumulators as mixed municipal waste (general waste) and by doing so, provide valuable resources for production processes.

Producers and retailers should make their advertising companies or promotional partners aware of the advertising obligations under the WEEE Regulations.

The EPA has previously worked with the Advertising Standards Authority for Ireland (ASAI), The Broadcasting Authority of Ireland (BAI) and the Broadcasting Complaints Commission (BCC), as they have a role in upholding advertising standards and regulations. The EPA have forwarded complaints regarding print, radio and TV advertising in breach of the WEEE and Battery Regulations to the ASAI or BCC for follow up under their established complaints procedures. One of the EPA's objectives in this process is to ensure that all parties involved are aware of their obligations, and that they will take appropriate steps to avoid future non-compliance. Companies/person's advertising EEE and Batteries should also be aware of their general obligations regarding advertising. Table 1 below provides a list of relevant stakeholders with regard to advertising standards:

Table 1: Useful stakeholder information with regard to advertising

Stakeholder	Website
Advertising Standards Authority for Ireland (ASAI)	www.asai.ie
Broadcasting Authority of Ireland (BAI)	www.bai.ie
Broadcasting Complaints Commission (part of BAI)	www.bai.ie/index.php/broadcasting-complaints/

¹Waste Management (Waste Electrical and Electronic Equipment) Regulations 2005 (S.I. No. 340 of 2005)

² European Communities (Waste Electrical and Electronic Equipment) Regulations 2011 (S.I. No. 355 of 2011, as amended by S.I. No. 397 of 2011)

³ Waste Management (Batteries and Accumulators) Regulations 2008 (S.I. No. 268 of 2008)

For guidance on display of price notices at a retail premises, or on general web-site requirements, please refer to the EPA guidance documents 'Information For Retailers of Electrical and Electronic Equipment (EEE) & Batteries' and 'Information for Internet/Distance Sellers of Electrical and Electronic Equipment (EEE) & Batteries'. These guidance documents, and additional guidance documents relating to the WEEE and Battery Regulations, are available on the [EPA website](#).

2. Environmental Management Costs

Visible Environmental Management Costs (vEMCs) have been re-introduced since the 1st July 2014. Displayed costs relating to the environmentally sound management of WEEE from private households arising from electrical and electronic equipment placed on the market in the State for the following categories of EEE:

- Category 1.1 (€10) - American Side by Side/American Style Refrigerators;
- Category 1.2, 1.2a and 1.3 (€5) - All large domestic appliances;
- Category 4.1 (€5) - large TVs (32" or larger);
- Category 5.1 (€0.15) - fluorescent lamps; and
- Category 5.2 (€0.05) - LED light sources.

Full category listings are available on the WEEE Register Society Website at: <http://www.weeeregister.ie/news/weee-register-society-category-listing-5.6>. Please make sure to use the most up-to-date WEEE Register Category Listings as this document is updated regularly.

It is prohibited to display any costs for the environmentally sound management of waste batteries.

3. Print Advertisement and Online advertisements

3.1 Print advertisements for EEE

Consumers must be advised in all advertisements where a vEMC applies. The following text must be displayed in all brochures, catalogues and print advertisements.

"Included in these prices is a contribution to recycling costs"

NOTE: Advertisers must include this text in **each and every location where an item of EEE is subject to a vEMC**. It is not deemed sufficient to include this text in one location to cover a whole brochure, catalogue or print advertisement containing several items of EEE.

The full cost of the item inclusive of the EMC must be displayed on the advertisement, see **Figure 1** for example. The text must not be less than 2mm high.



Figure 1: vEMCs in Catalogues, Brochures and all Advertising

3.2 Print advertisements for Batteries

It is prohibited to display any costs for the environmentally sound management of waste batteries. However, the Battery Regulations stipulate that the consumer must be advised of appropriate disposal as follows:

“Waste batteries must never be placed in your waste disposal or recycling bins. There is a bin for small batteries in your local store. Battery recycling is free.”

The text should be included prominently in the advertisement, see **Figure 2** for example.

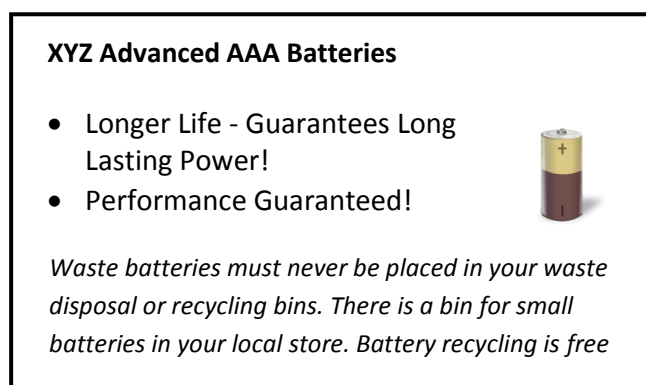


Figure 2: Example of Text that must be shown on Advertisements for Batteries

3.3 Print advertisements for EEE containing/incorporating batteries

Where EEE which contains or incorporates batteries is being advertised, the following combined notification wording may be used:

Waste Electrical and Electronic Equipment (WEEE) and waste batteries must never be placed in any of your household wheelie bins. WEEE is taken back free of charge at electrical retail outlets on a one-for-one like-for-like basis. There is a container for small waste batteries in your local store. Local authority civic amenity facilities also take back WEEE and waste batteries free of charge. WEEE and waste battery recycling is free.

4. Radio advertisements (EEE)

In radio advertisements, the price of the specific item of EEE is stated orally. In this instance, the retail price should be inclusive of the vEMCs where applicable and include the phrase “Included in these prices is a contribution to recycling costs”.

5. TV advertisements (EEE)

As for radio advertisements for EEE, the phrase “Included in these prices is a contribution to recycling costs” should be stated. The retail price should be inclusive of vEMCs where applicable. The above text can also be displayed on the advertisement.

6. Special offers where EEE is being offered as a prize or gift

Where EEE is being offered as a prize or gift or otherwise free on promotional offer, there is still a requirement to indicate that there are vEMCs applicable.

6.1 Multi-packs/promotional offers

If “two for the price of one” is on offer for an item of EEE which is subject to a vEMC (e.g. an oven & two-door fridge), then the relevant vEMCs for both appliances should be displayed.

6.2 Free gifts/prizes

If applicable items of EEE are being offered as a free gift with other EEE then the vEMC must be displayed for both items.

If an applicable item of EEE is being offered as a free gift with a non-electrical item the phrase/text “Included in these prices is a contribution to recycling costs” should be included in the advertisement.