

Ireland's Deposit Return Scheme powered by Sensoneo SW launched today!

Dublin – on Thursday, 1 February 2024 Ireland becomes the 15th European country to introduce the Deposit Return System (DRS) for single-use beverage packaging aiming to achieve EU recycling targets of 77% by 2025 and 90% by 2029. [Sensoneo](#) is partnering the project with its IT solution, serving as the central infrastructure for the entire DRS system in Ireland.

Currently, approximately 60% of single-use beverage packaging is being collected in Ireland for recycling purposes. The Deposit Return Scheme in Ireland has the potential to reduce littering and increase Ireland's recycling rates by 30%. These numbers will result in reduced landfill waste and significantly support the protection of the environment. The Irish DRS administrator is the company [Re-turn](#), the entire scheme is powered by a software solution from [Sensoneo](#). **This end-to-end and ready-to-integrate software for DRS** gathers data from all sources and **enables seamless integration between all stakeholders within the process chain**. SW is built on cloud-based infrastructure and is **agnostic with any return vending machine**. Ireland is already the sixth country with the software solution from Sensoneo. The company won all the last 6 tenders for DRS in Europe, most recently in Austria, and successfully implemented the IT solution for the world's largest centralized DRS in Romania, and DRS systems in [Slovakia](#), [Malta](#), and Hungary. **The IT system for the Irish DRS was implemented in only 11 months since the project kicked off in March 2023.**

The Deposit Return Scheme is a very effective circular economy initiative that helps countries create a closed-loop recycling system guaranteeing the material is returned and recycled into new drink containers. The DRS scheme in Ireland includes PET plastic bottles and aluminum cans between 150ml and 3 litres. A deposit of 15 cents will apply to containers from 150ml to 500ml inclusive and a deposit of 25 cents for containers over 500ml to 3 litres inclusive. Consumers can choose to receive their refund against a store-bought purchase or in cash. The variable deposit fees reflect the size of the drinks containers and are reflective of the value of the material.

DRS by Sensoneo

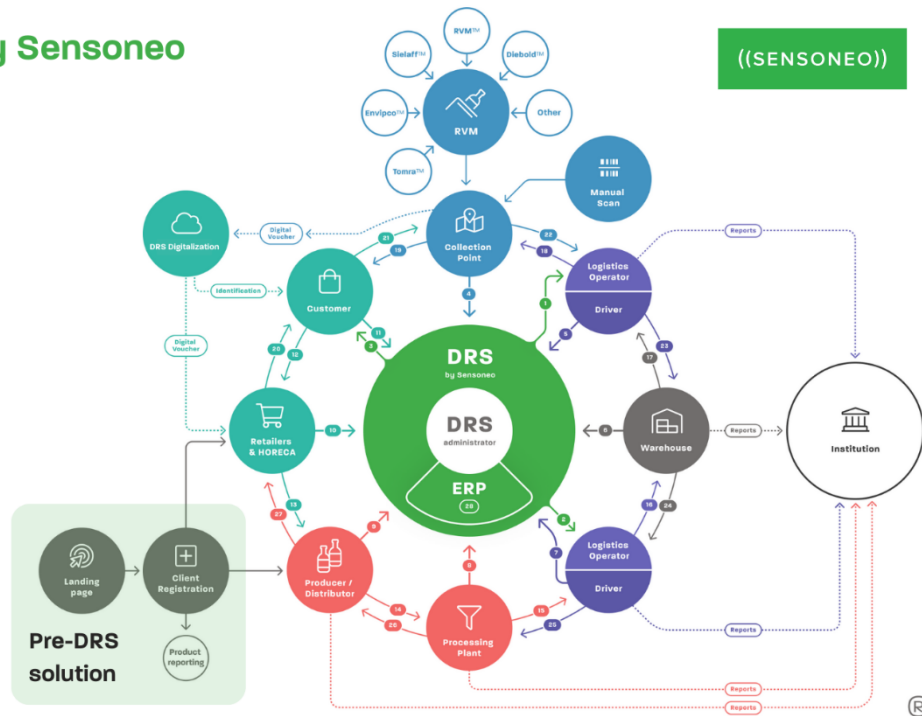


Figure 1: Full DRS Lifecycle, intellectual property of Sensoneo

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About Sensoneo:

Sensoneo is a global technology company providing innovative solutions for waste management. Through the integration of cutting-edge technology, including robust software and a data-driven approach, Sensoneo enables cities, businesses, and countries to enhance their sustainability performance, optimize waste collection processes, and lower their environmental footprint.

As the sole company worldwide, Sensoneo successfully implemented software for Deposit Return Schemes (DRS) in more than five countries achieving a recycling performance exceeding 90%. Additionally, Sensoneo has designed tools to automate waste collection in factories, enabling its customers to improve waste diversion rate and circularity of the location. As a result, customers can achieve a real-time overview and 97% accuracy in actual waste production.

Sensoneo's smart waste management solutions have garnered attention from countries, cities, and businesses worldwide, with installations in over 85 countries across five continents. The deployment of smart sensors by Sensoneo is poised to contribute to the largest smart waste installation worldwide, encompassing an impressive 11,100 sensors in Madrid. Notably, Sensoneo holds the distinction of being the pioneering company to implement a narrowband IoT solution in the United States.

Find out more: <https://sensoneo.com/>

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