

# E-Waste Unplugged 2011

Technology Alliance Group (TAG) for Kawartha Lakes

50 Mary Street West

Lindsay, Ontario, Canada

October 20, 2011



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## Overview

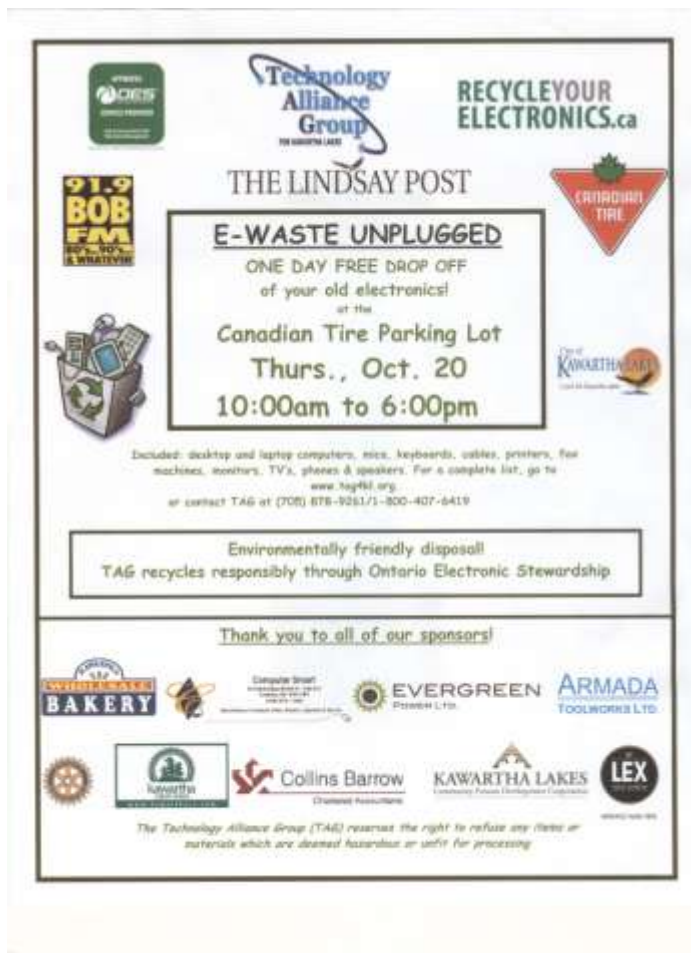
The Technology Alliance Group (TAG) for Kawartha Lakes hosted the 2011 “E-Waste Unplugged” event on October 20<sup>th</sup>. This was the fifth annual one day computer/electronics take back event and once again it was located at the Lindsay Canadian Tire parking lot. The success of this year’s event, clearly demonstrates that TAG and the community are committed to responsible recycling of electronic waste (e-waste).



Figure 1 - Computer monitors and other peripherals placed in the bin for recycling at “E-Waste Unplugged” 2011

## Promotion

Promotion for this year's E-Waste Unplugged event was accomplished through direct distribution of posters throughout the community displaying it on public bulletin boards also in businesses and non-profit organizations. Newspaper advertisements leading up to the event in The Lindsay Post were beneficial. BOB FM generously provided radio



advertisements prior to the event.

In addition, there was a sign posted on the fairgrounds property visible from Angeline Street South. Considering this was our fifth annual event, the community now views TAG as their primary source for responsible recycling of e-waste, prompting an overwhelming response.

Figure 2 - Sample promotional poster/newspaper advertisement recognizing community sponsorship

## Recycling

### *E-Waste Diverted*

**1 tractor trailer load, and 1.5 walk in roll off bins** of electronic waste was collected at this one day take back event. As a result, we estimate that **11 525 lbs** of material was diverted from local landfill sites and recycled responsibly.

### *Verification of Recycling Process for Event*

TAG is a certified collector with Ontario Electronic Stewardship (OES) – the non-profit corporation responsible for implementing the Waste Electrical and Electronic Equipment (WEEE) Program in Ontario. All e-waste material was routed through OES guaranteeing that it was all recycled according to Minister of the Environment’s requirements.



Figures 3 & 4 – Pallet safely wrapped and ready to load in the OES truck.  
Two lanes of traffic facilitated efficient organized unloading.

### *Material Preparation for Recycling*

Our team of volunteers dismantled sorted and packed a significant amount of computer and electronic waste during the recycling the event. The public, our volunteers and the donors were treated to invaluable insight into both the overwhelming amount of e-waste and the effort required to prepare the material for recycling.

The collecting, sorting and shipping guidelines from OES required volunteers to accurately assess, sort, prepare and load the incoming material.



Figure 5 - A TAG staff member explaining the sorting process to volunteers.



Figure 7 – Volunteer sorting small electronics.

Once separated, the material was carefully packed into roll off bins or palletted and loaded on the OES tractor trailer. Mountains of monitors were dropped off for responsible recycling.

To date **136 140 lbs** of electronic waste has been recycled responsibly through the past 5 annual E-waste Unplugged Events. The glass in a CRT monitor contains between 10-20% of lead. To date, the past five events have resulted in over **20 421 lbs** of hazardous lead being reprocessed.

## Volunteers

In total, 38 volunteers contributed a total of 100 hours of service to ensure the success of the event. This year the local schools were an instrumental with recruiting volunteers on our behalf. Sir Sandford Fleming College, IE Weldon and LCVI students made up over 87% of the volunteers in attendance. Without the effort of all our volunteers, this event would not have been possible.

Figure 8 – Volunteers pitching in to safely move a heavy television.



## Results

This year's event was a tremendous success. The coordination, implementation and phenomenal outcomes of this event demonstrated TAG's capacity to effectively manage a project. Community support for the E-Waste Diversion Project was evident due to the sheer volume of material received and the fact that many of the event donors were requesting further information regarding our permanent recycling facility. TAG is still receiving daily donations from people seeking to recycle their unwanted e-waste and also those requesting refurbished equipment. The success of our fifth "E-Waste Unplugged" event stands as evidence that a continued momentum, desire and commitment within the community, to dispose of electronic waste responsibly, is present. TAG's permanent e-waste diversion centre that opened at 50 Mary Street in the beginning of 2010 continues to receive a steady flow of electronic waste.



Figure 6 – Volunteers sorting electronic waste.

## Community Sponsors

A special thank you goes out to all of our community sponsors for helping make this year's event a resounding success:

91.9 BOB FM

Canadian Tire

City of Kawartha Lakes

Collins Barrow

Evergreen Power Solutions

Kawartha Lakes Community Futures  
Development Corporation

Kawartha Wholesale Bakery and  
Deli

Armada Toolworks Ltd.

Ontario Electronic Stewardship  
(OES)

The Rotary Club of Lindsay

LEX

## References

***Ontario Electronic Stewardship (OES)***

*<http://www.ontarioelectronicstewardship.ca/>*

***Technology Alliance Group for Kawartha Lakes***

*<http://www.tag4kl.org/>*