

E-Waste Unplugged

Technology Alliance Group (TAG) for Kawartha Lakes

189 Kent Street W., Suite 215

Lindsay, Ontario, Canada

October 2008

copyright ©Technology Alliance Group (TAG) for Kawartha Lakes, 2008



Table of Contents

Contents

Overview..... 4

 Promotion..... 5

Recycling 6

 E-Waste Diverted..... 6

 Material Preparation for Recycling..... 7

 Refurbishing to extend End-of-Life..... 8

 Partnerships..... 8

 Community Sponsors..... 9

 Volunteers..... 10

 Media Coverage 10

Results..... 11

 Follow Up Media Coverage..... 12

 References..... 12

List of Figures

Figure 1: “E-Waste Unplugged- 2008”	1
Figure 2: Promotional Poster	2
Figure 3: Job R Us Workers Processing Material	4
Figure 4: Packaged Securely	4
Figure 5: Community Partners (Marbert Transport Ltd)	6
Figure 6: Volunteers.....	7

Overview

The Technology Alliance Group (TAG) for Kawartha Lakes in partnership with Community Living Kawartha Lakes (CLKL), the Kawartha Lakes Boys & Girls Club and the Rotary Club of Lindsay hosted a one day computer take back event, “E-Waste Unplugged”, to test the readiness of the City of Kawartha Lakes to participate in an environmental stewardship program. “E-Waste Unplugged” was held at the Lindsay Canadian Tire parking lot. This event successfully raised community awareness about the need for responsible recycling of electronic waste (e-waste) and allowed residents to recycle their unwanted electronic equipment in a conscientious manner.



Figure 1. Computer parts dropped off for Responsible Recycling at “E-Waste Unplugged” 2008

Promotion

Three hundred (**300**) flyers were distributed throughout the community, **208** invitations (*Appendix B*) were mailed to local non-profit organizations, a total of **9** Media Advisories were distributed to our local media outlets, **1** portable black sign was rented, **3**

newspaper advertisements were placed, a promotional campaign was implemented with BOB FM and **13** free area event listing venues were utilized, generating public awareness around the event.



Figure 2. Sample – Promotional Poster recognizing community sponsorship

Recycling

E-Waste Diverted

A mountain of electronic waste (e-waste) was created as a result of this one day take back event, resulting in 27,250 pounds of material being diverted from landfill and recycled responsibly. A \$10.00 charge was required for dropped off monitors and televisions to cover shipping costs. Regardless of the \$10.00 shipping cost a total of 261 monitors were collected and sent for recycling on this day.

Verification of Recycling Process for Event

Research was completed to identify and confirm that a responsible recycling company was engaged to participate in this event. The monitors and televisions collected at the event, in addition to identified materials requiring low-grade e-processing (i.e., mercury) were sent to GEEP (Global Electric Electronic Processing Inc.), and the additional electronic material was sent to MaSeR (Material Separation & Recovery) for recycling with full environmental due diligence. Certificates of Destruction were received from the processors.

Material Preparation for Recycling

CLKL Jobs 'R' Us team dismantled and sorted an exceptional amount of computer equipment at the event, providing the public with an invaluable insight into their role in the E-Waste Diversion Project and demonstrated the steps required to prepare the material for recycling.



Figure 3- Jobs R Us workers enjoying their participation in this year's event

The Rotary Club of Lindsay provided 60% of the 125.5 hours of volunteer labour and allowed us to process this large quantity of material in one day. The sorting requirements of the Waste Disposal Facilities were very precise and required accurate assessment of components, and secure packaging.



Figure 4- Neatly stretch wrapped and palletted monitors ready for shipping.

Two-hundred and sixty-one **(261)** monitors were dropped off for responsible recycling.

The glass in a monitor CRT contains between 10-20% of lead. Therefore, our second annual take back event has resulted in approximately **3,262** pounds of lead being reprocessed since the inception of this event.

Refurbishing to extend End-of-Life

TAG's Computer Technical Support assessed the incoming computer equipment.

Computers and additional computer parts were kept for purposes of refurbishing and redistributing to non-profit organizations and families in need. (A larger quantity could have been rescued, but this aspect of the work was limited by space restrictions).

However, MaSeR also has a refurbishing stream of their processing.

Partnerships

"E-Waste Unplugged- 2008" was made possible through a community partnership formed by the Technology Alliance Group (TAG) for Kawartha Lakes with Community Living Kawartha Lakes (CLKL), the Kawartha Lakes Boys and Girls Club and the Lindsay Rotary Club. This project would not have been successful without the participation of these community partners. The community partners extend their greatest appreciation to all of the wonderful sponsors, supporters and volunteers for helping the City of Kawartha Lakes recycle responsibly.

Community Sponsors

Canadian Tire

Chamber of Commerce, Lindsay & District

Collins Barrow, Chartered Accountants

Evergreen PowerSolutions

Kawartha Credit Union

Kawartha Lakes Business Equipment

Kawartha Lakes Community Futures Development Corporation

Kent Place

Lindsay Exhibition

Marbert Transport Ltd

Nexicom

NP Media Business Solutions

Scotiabank

The City of Kawartha Lakes

Xplornet – Broadband Everywhere



Figure 5 - These local businesses through their sponsorship demonstrated their concern about the environment, taking a positive step to make a difference.

Volunteers

In total **28** volunteers helped at the *event* . The total number of volunteer hours provided was **125.5**.



Figure 6 - Rob Cyr (Left) and Aaron Graham (Right), of the Kawartha Lakes Boys & Girls Club, volunteering.

Media Coverage

CHEX Television and The Lindsay Post provided on-site coverage of the event.

Results

The event was a tremendous success. "E-Waste Unplugged - 2008" was made possible through the support of our many volunteers, partners and sponsors. 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 number of monitors collected at a \$10.00 charge and the fact that many of the event donors were requesting further recycling services in addition to the one day event. A total of **200** bookmarks were given to event donors thanking them for recycling responsibly. TAG is currently receiving telephone calls daily from people seeking a recycling service for their unwanted electronic equipment, in addition to people wanting refurbished equipment. "E-Waste Unplugged" demonstrated a momentum and desire within the community to dispose of electronic waste in a responsible manner and has demonstrated and documented need for the E-Waste Diversion Project in the City of Kawartha Lakes.

Follow Up Media Coverage

Thank you recognition was placed in Kawartha Lakes This Week and the Lindsay Post acknowledging event contributors.

References

MaSeR: Material Separation & Recovery

The MaSeR Recovery Process. [Web page]. Available from: MaSeR: Material Separation & Recovery via the Internet; <http://www.masercorp.com/recoveryProcess.html>.

The TAG Executive Director conducted a site visit tour of the GEEP Processing facility.