



SERDC Webinar On Electronics Recycling

June 1, 2011

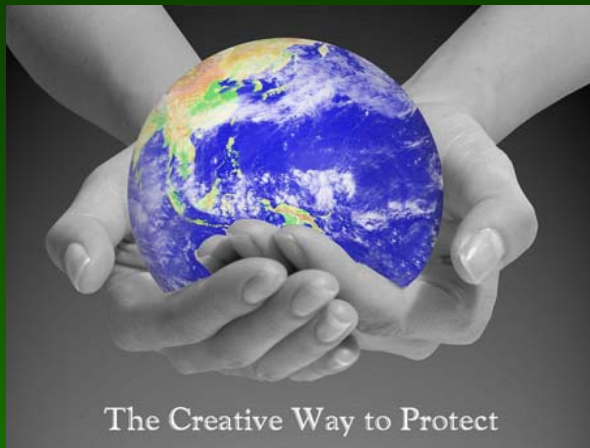


Agenda

- Why E-cycling?
- Different E-cycling Collection Programs
- How Do You Plan an E-cycling Program?
- Public Awareness
- What Items to Accept?



Why E-Cycling?



E-scrap is the fastest growing component of America's waste stream

- 130,000 computers are thrown in the garbage everyday in the US
- About 80% of what Americans throw away is recyclable, yet America's recycling rate is only 28%
- Consumer electronics account for 40% of the lead found in landfills
- Every year, an electronic trash heap as tall as Mount Everest is tossed into garbage cans, stashed in garages or forgotten in closets
- Experts estimate that 400 million electronic units will be discarded in 2011



Why E-Cycling?

More and more counties and states have made it illegal to throw away obsolete electronics. Where are these people going to bring them without an alternative?

- County Solid Waste
- Closets
- Garages
- Trash Cans
- Side of the Road

When it comes to these kinds of things it normally falls into the rule... *"Out of sight, Out of mind"*



Different E-Cycling Collection Programs

1) Permanent Collection Site

- a) Stationary location where residents can drop off electronics at their convenience

2) Weekday or Weekend Collection Event

- b) Pre-scheduled date for residents to drop off material

3) Hybrid Program

- c) A combination of first two options: Continuous drop off location plus collection events to attract additional drop offs



How to Plan

Who?
What?
When?
Where?
Why?
How?

These are just the first questions you have to ask when thinking about having a collections program.

Think of the basics...

Who is the collection for? How do you meet the needs of your community?

What are we going to take at the collection?

When will we have the collection?

Where are we going to have the collection?

Why are we going to have the collection?

How are we going to do the collection? Do we have a budget to maintain?



How to Plan

Basics:

- Logistics
- Storage trailers/roll-off
- Manpower-
 - **Staff**
 - **Volunteers**
 - **Contract Labor**
- Packing Material
- Safety Equipment
- Drinks (Water/Gatorade)
- FOOD!
- Contingency Plan
 - **Bad weather**
 - **Spills**
 - **Accidents**
- Forklift/Pallet jack
- Clean-up Materials
- Reporting





How to Plan

If you make recycling easy, these are the results!





Public Awareness

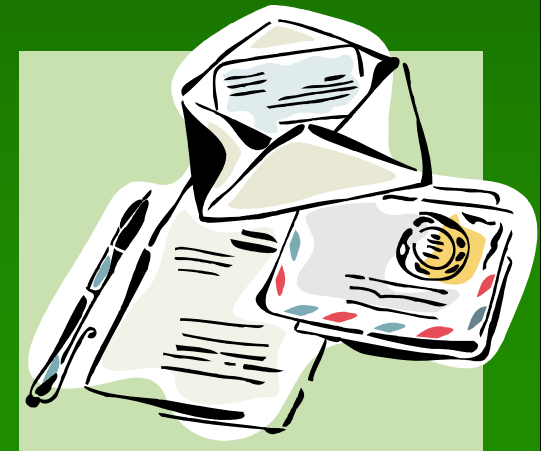
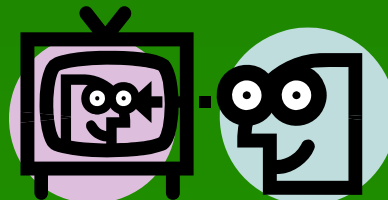


If you tell them...they will come!



GET THE NEWS OUT!

- Flyers
- Notices in the mail (bill stuffers)
- Advertising
- Signs/Billboards
- Local News Coverage
- Websites
- Schools
- Marketing Partners





What to Accept



Acceptable Items:

- *Cell Phones*
- *Laptops*
- *Desktop Computers*
- *Servers*
- *Network Hubs*
- *Telecommunication*
- *Hard Drives*
- *Printers*
- *Copiers*
- *Please refer to complete list of acceptable items for more information*



Solution for ALL!

The proper recycling of end-of-life electronic equipment saves millions of tons of mine waste, conserves our finite natural resources, eliminates hazardous materials from the landfills, including reduction of already limited landfill space.



Contact

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Visit our website at
www.crserecycling.com