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**Corporate E-Waste Reduction and Recycling Education and Awareness Campaign**

**“E-Waste Recycling Awareness And Collection Campaign”**

**Prepared by: Amalin Zakludin**

**(Usedcomputer)**

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**“E-WASTE RECYCLING AWARENESS AND COLLECTION CAMPAIGN 2017”**

**1. Introduction**

Usedcomputer, keeping used electronics alive by recycling and separating scrap from electronic devices to keep the environment save. Usedcomputer believes that social and environmental responsibility is a prerequisite for doing good business. The vision is to create a better life every day to the public. Moving forward, Usedcomputer is planning to co-operate with companies, schools NGOs and trade unions to increase the awareness of electronic waste recycling among Malaysian community.

**2. Objectives**

2.1 In order to develop a recycling habit among students and to enhance their knowledge of recycling of electronic waste, Usedcomputer will organize the “Reduce Your E-Waste and Recycle Your Used Electronics Campaign 2017” for corporate.

This campaign aims to:

* **Cultivate and sustain** the behavioral change of students towards e-waste reduction and recycling.
* **Create awareness on e-waste recycling** for companies in Malaysia
* **Inculcate the message** of systematic recycling of e-waste.
* **Encourage students to share the knowledge** of e-waste recycling with their families and friends
* **Everyone can participate**; Every segment of the society will be encouraged to take part in the event.

**3. Period**

3.1 The awareness campaign will be conducted for one day. The collection of electronic wastes and talks on topics regarding E-waste will be arranged during that one day. This campaign is scheduled to be launched onwards **June** (no specific date have been selected yet).

**4. Eligibility**

4.1 All students, teachers and staffs from the companies will be cordially invited to take part in the event. The payment for the collected used electronic will be decided by the companies authorities whether it will be taken as companies fund or paid to the students.

**5. Details and Support**

5.1 With this awareness campaign, students will be given necessary knowledge and encouragement in reducing and recycling electronic wastes. Students will be requested to bring the electronic waste from their house to companies and support the e-waste recycling day by disposing the items with Usedcomputer Malaysia.

The proposed planning and schedule can be found in **Appendix 1**.

Details of the event will be as following:

**5.1.1 Talk on E-Waste** (30 Minute)

* A speaker from Usedcomputer will provide in depth explanation on e-waste and the process of recycling, the benefits of recycling and other topics that are related to e-waste recycling. The talk is expected to be completed within 30 minutes

**5.1.2 Old Electronic Items Mini Exhibition (Appendix 2)**

* There will be a mini exhibition displaying old electronic items from 1980’s and 1990’s.

**5.1.3** **Waste Collection** - Electronic wastes (e.g. laptops, hand-phones, computer, hard-disk, printers and etc.)

* Every electronics that are collected should be prepared readily (collected and ensuring that it is already ready to be recycled) for an easy.
  + 1. **Lucky draw**
* For students who brings electronic waste to be recycled will be entitled with a number to take part in lucky draw. The lucky draw winner will be chosen randomly.

Flyers or brochures will be distributed to the participating companies a week before the campaign to encourage students to prepare the electronics items that needs to be recycled.

**6.1.2 Support**

6.1.2.1 Companies will be equipped with collection of recyclables on the day of the E-waste day. To facilitate companies to collect more e-waste, participating students will be participating on lucky draw and will be rewarded with prizes.

6.1.2.2 The clubs at companies that are related with environment will be supported by Usedcomputer in collecting e-waste.

**6.1.3 Collection of recyclables**

6.1.3.1 Companies are encouraged to join this campaign annually. Companies which are interested in organizing the event can contact Usedcomputer via **Ms. Amalin (Tel: 03-33223642)**.

**6.1.4 Publicity in companies**

6.1.4.1 An e-waste awareness booth will be set up in companies to place recycling bins (that are safely kept) as well as disseminate information on e-waste reduction and recycling.

6.1.4.2 Lucky draw can be publicized through intranet or companies notice board to staffs to encourage to participate in this campaign.

**7. Benefits for your Company**

7.1.1 Media Coverage

Usedcomputer will invite few of the local media to cover this event, thus it will be good for your company’s reputation for supporting green initiatives. Some of our media partners;

**Newspaper**

* The Sun
* The Star
* Berita Harian
* Utusan Malaysia
* Harian Metro
* Sin Chew Daily
* New Straits Times
* The Edge
* Nanyang Siang Pau

**Magazine**

* Dewan Bahasa & Pustaka Publication (eg;Dewan Ekonomi, Dewan Siswa, Dewan Masyarakat and Etc)
* Business Today
* Other Magazine

**8. Inquiry**

8.1 Should there be any inquiry, please contact Ms. **Amalin (Tel: 03-33223642)** or email to **amalin.zakludin@tmrecycle.com.my** for more details.

Companies may also arrange e-waste recycling service prior early notice to Usedcomputer officers **(Tel:03-3101 4955)**

**9. Conclusion**

As a conclusion, with the successful accomplishment of the event, it will result in awareness among students about electronic waste recycling. Moreover, it could curb the problems of unethical electronic waste disposal for the current and future environmental situation.

**Appendix**

Appendix 1

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| Proposed TimeFrame | Implementation Details | Remarks |
| 30 Minute | E-waste Talk | * Briefly explain on what is E-waste * The Recycling Process * Do’s and Don’t on E-waste |
| 1 Hour | Mini Exhibition | * Displaying old electronics items from 80’s and 90’s. |
| 2 Hour | E-waste Collection | * Booth will be set up for collection * The payment will be made instantly. |
| 30 Minutes | Lucky Draw | * Prizes will be provided for the lucky draw |

**Appendix 2**





 