

Turn E-Waste into Something Great

Trace materials from
E-WASTE 70%
account for
of toxic waste in landfills¹

These materials can leach
out and contaminate our
soil and drinking water.



E-WASTE



The US cell
subscription rate is
103.3%
per 100 people³

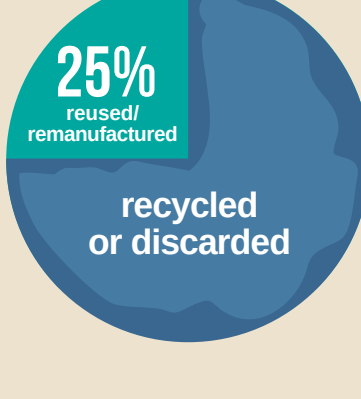
In 2009
141,000,000

devices were ready
for end of life management²

129 MILLION DEVICES
were disposed⁴



LASER CARTRIDGES



INK CARTRIDGES



AWARENESS + RECYCLING

Awareness ≠ Actions:

84%

know cell phones or
devices are recyclable⁶

11.7%

of end-of-life wireless
devices are recycled⁴

100 MILLION
recycled
cell phones

=

enough energy to
POWER 18,500
homes per year⁷

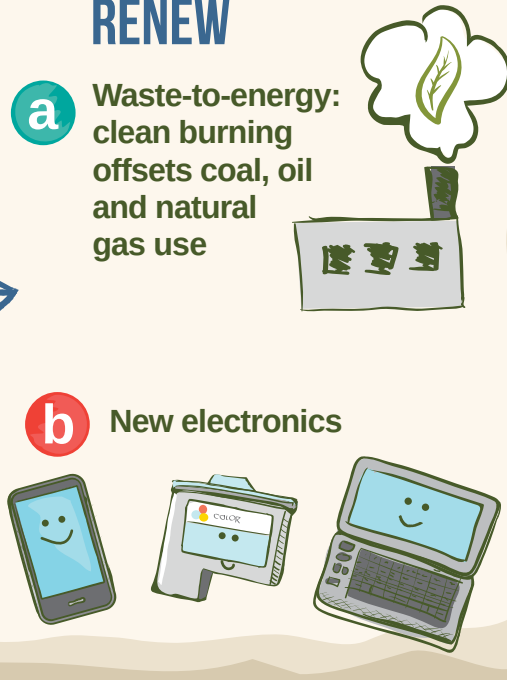


Recyclables:

REUSE



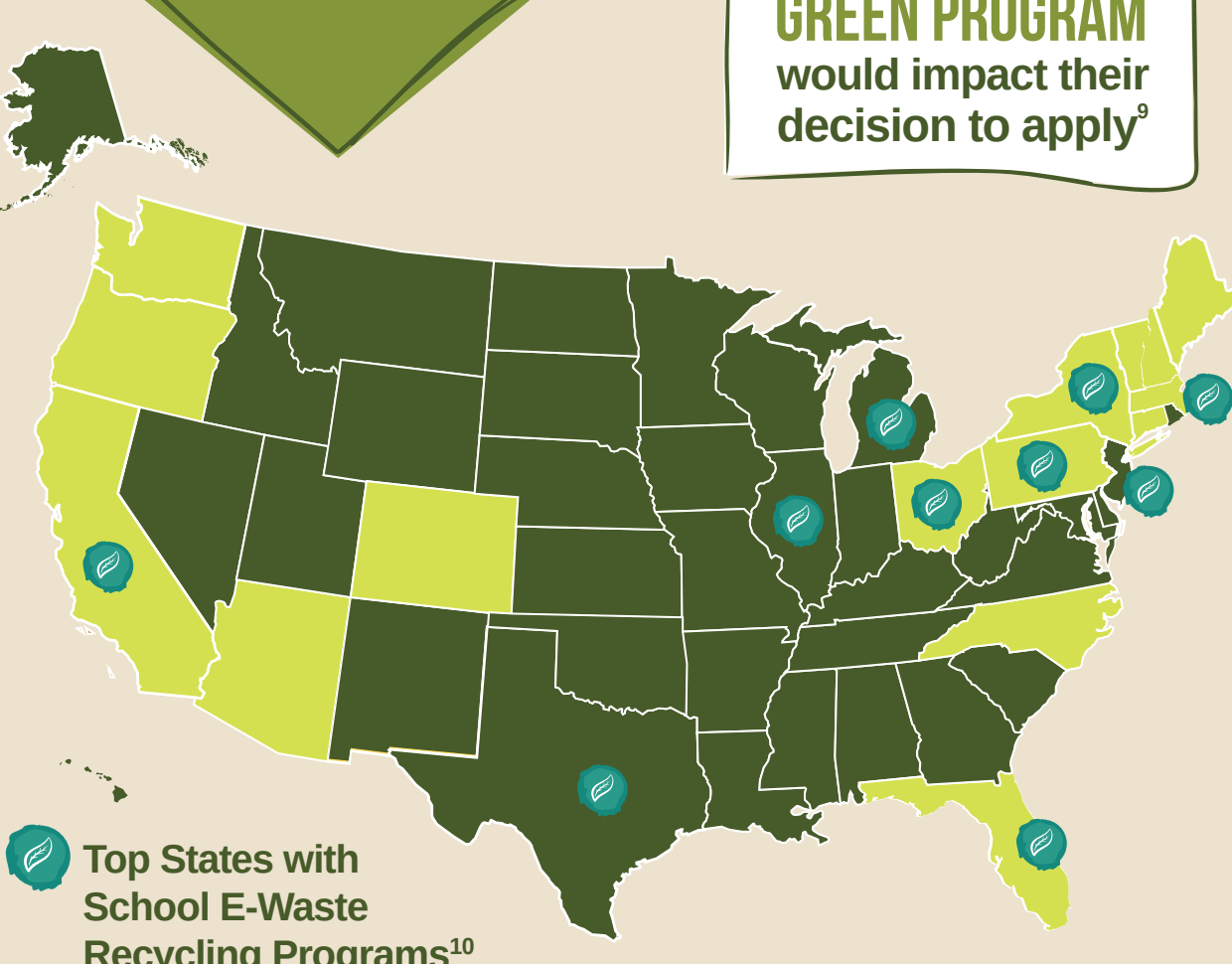
RENEW



GREEN SCHOOLS

GREEN SCHOOLS
can reduce the
\$6-8 BILLION
spent on energy
for schools by
25%
SAVING
\$1 BILLION⁸

7 OUT OF 10
COLLEGE
STUDENTS
say a school's
GREEN PROGRAM
would impact their
decision to apply⁹



Top States with
School E-Waste
Recycling Programs¹⁰

States with
Top 20
Sustainable
Colleges

35 STATES
participate in the US Department of
Education Green Ribbon Schools¹¹

It's Easy Being Green

AT SCHOOL

- 1 Replace textbooks with tablets and keep content cloud-based and up-to-date.
- 2 Switch to email communications and a Web-based student information system.
- 3 Implement a recycling fundraiser with FundingFactory to collect e-waste and earn funds.

AT WORK

- 1 Use a centralized combination printer/copier/scanner and limit usage.
- 2 Sell newer reusable smartphones and tablets to a buyback website like MaxBack.com.
- 3 If you must print, print on both sides of a sheet of paper.

AROUND TOWN

- 1 Plant a community garden to keep public space green and productive.
- 2 Standardize your recycling bins with labels from Recycle Across America.
- 3 Contact your local municipality to find out how to recycle larger e-waste such as televisions, computers, etc.



ABOUT FUNDINGFACTORY

FundingFactory is a free recycling fundraiser for schools, nonprofits and charities to recycle small electronics in exchange for cash or points redeemable for new products. Since its inception in 1998, FundingFactory has provided participants with more than \$26 million in funding and saved 21 million pounds of waste from landfills. FundingFactory processes items in a R2, ISO 14001 certified facility and is committed to the Zero Landfill Initiative.

www.fundingfactory.com

Sources

- 1 <http://earth911.com/recycling/electronics/e-waste-harmful-materials/>
- 2 <http://www.epa.gov>
- 3 <http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats/usasubs>
- 4 <http://www.epa.gov>
- 5 <http://www.lyra.com/FreeResearch.nsf/de37e2107b3103558525701200679b43/bf7077b8c064994e8525758d005efcc1?OpenDocument>
- 6 <http://www.gowirelessgogreen.org/>
- 7 <http://www.epa.gov/epawaste/partnerships/plugin/cellphone/pdf/cell-flyer.pdf>
- 8 http://www.centerforgreenschools.org/Libraries/Resources/Documents/Green_Ribbon_Schools_Press_Release_FINAL_4-26-11_2.sfb.ashx
- 9 <http://www.princetonreview.com/green-guide/press-release.aspx>
- 10 Based on FundingFactory participant data (April 2012)
- 11 <http://www2.ed.gov/programs/green-ribbon-schools/states.html>



FundingFactory