

# Turn E-Waste into Something Great

Trace materials from **E-WASTE** 70% account for toxic waste in landfills<sup>1</sup>

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



## E-WASTE

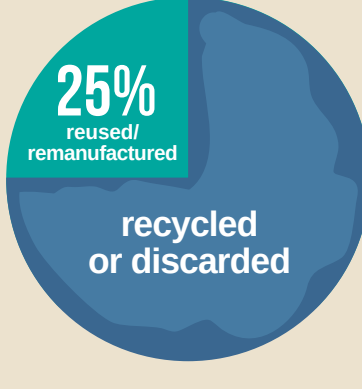
In 2009 **141,000,000** devices were ready for end of life management<sup>2</sup>

**129 MILLION** DEVICES were disposed<sup>4</sup>

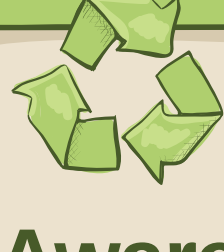


The US cell subscription rate is **103.3%** per 100 people<sup>3</sup>

LASER CARTRIDGES



INK CARTRIDGES



## AWARENESS + RECYCLING

Awareness ≠ Actions:

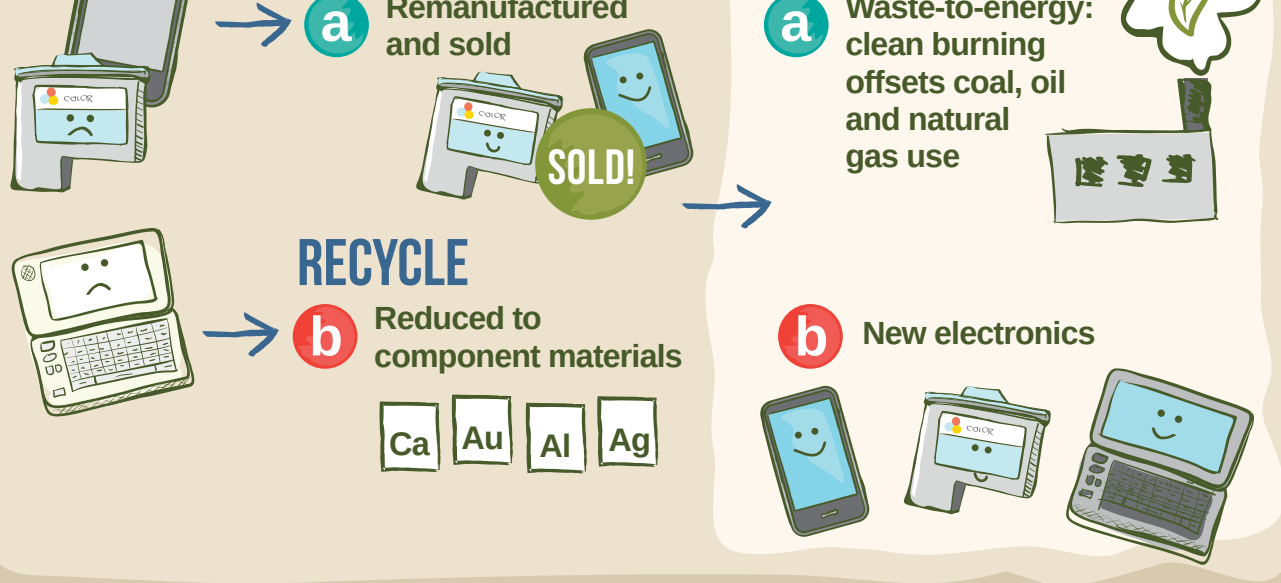
**84%** know cell phones or devices are recyclable<sup>6</sup>

**11.7%** of end-of-life wireless devices are recycled<sup>4</sup>

**100 MILLION** recycled cell phones = enough energy to **POWER 18,500** homes per year<sup>7</sup>



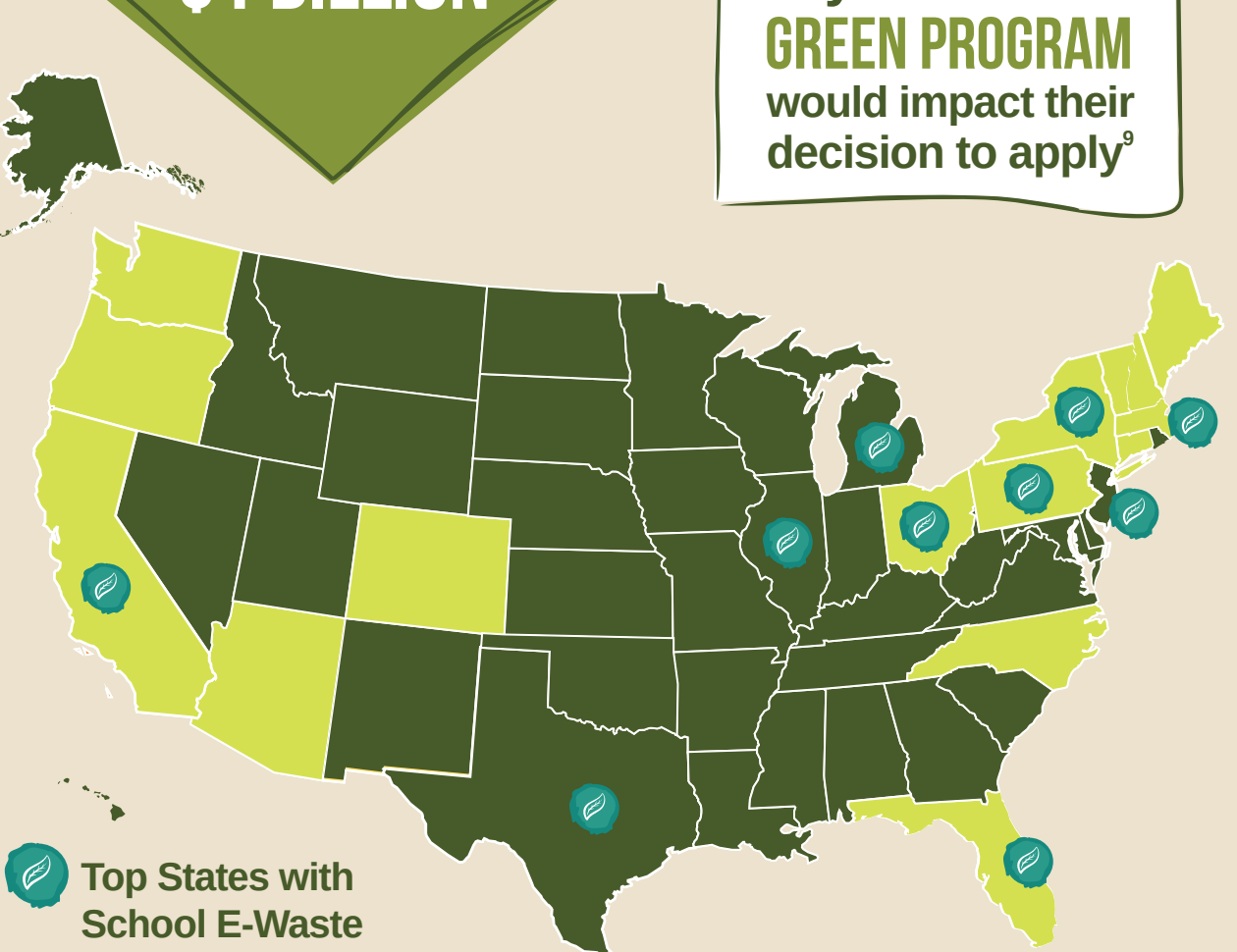
Recyclables:



## GREEN SCHOOLS

GREEN SCHOOLS can reduce the \$6-8 BILLION spent on energy for schools by **25% SAVING \$1 BILLION**<sup>8</sup>

**7 OUT OF 10 COLLEGE STUDENTS** say a school's GREEN PROGRAM would impact their decision to apply<sup>9</sup>



**35 STATES** participate in the US Department of Education Green Ribbon Schools<sup>11</sup>

## 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](http://www.fundingfactory.com)



### Sources

- 1 <http://earth911.com/recycling/electronics/e-waste-harmful-materials/>
- 2 EPA <http://www.epa.gov>
- 3 <http://mobithinking.com/mobile-marketing-tools/latest-mobile-stats/usasubs>
- 4 EPA <http://www.epa.gov>
- 5 <http://www.lyra.com/FreeResearch.nsf/de37e2107b3103558525701200679b43/bf7077b8c064994e8525758d4005efcc1?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.sflb.aspx](http://www.centerforgreenschools.org/Libraries/Resources/Documents/Green_Ribbon_Schools_Press_Release_FINAL_4-26-11_2.sflb.aspx)
- 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>