There is an urgent and growing need to increase awareness and expand recycling efforts in the area of electronics. Global demand for electronics is rapidly increasing, as is the speed at which electronic devices are becoming obsolete and are replaced. The rare and precious metals needed to manufacture new electronic devices, however, is in limited supply.

There is a sustainable solution to this challenge. Recycled electronics contain metal deposits 40 to 50 times richer than deposits found in mined ore. Not only that, the environmental footprint of recovering metals from recycled materials is far less than that of mining for virgin metals. Be part of the solution by educating your organization or municipality and hosting an electronics recycling event. We’ll help by providing educational materials, marketing ideas, and a planning checklist to help make your event a success!
The key to a successful event is in the planning. Some schools host extremely successful collection drives while others are surprised by unanticipated costs and logistical challenges. The tips on this guide will help you as you prepare for your electronics recycling event:

1. **Plan your event with a CERTIFIED recycling partner.**
   Not all recyclers are created equal. It is important to partner with a certified recycler to ensure that the electronic devices you collect do not end up in landfills or shipped illegally overseas. Certified recyclers also help to protect personal data from ending up in the hands of identity thieves. Certified recyclers undergo rigorous third party inspections to ensure that they are managing materials and data in conformance to the highest industry standards. To search for a certified recycler in your area, visit [www.SustainableElectronics.org](http://www.SustainableElectronics.org) and click on the green FIND A RECYCLER button.

2. **Choose time, location and develop a site map.**
   Choose the event date(s) and time that will allow for optimal participation. When selecting location, it is best to choose a site that will allow for one-way traffic flow and curbside drop-off. Avoid potential back-ups by ensuring there is sufficient space for multiple cars to unload at the same time. Create a site map that identifies traffic flow, sign placement, drop-off points, staging areas, etc. Create a contingency plan for inclement weather.

3. **Maximize collection efforts by opening your event to the community or other organizations.**
   Expand the reach of your recycling event by opening it to others. This makes good environmental sense and also takes advantage of economies of scale related to transporting the collected items to the recycling facility.

4. **Research the rules and regulations.**
   Some states, counties or municipalities may have specific rules or regulations governing electronic recycling events. Check with your state and local government bodies to see what rules, if any, apply to you. If you're holding your event on campus, check with the appropriate departments such as facilities, public safety and risk management. For off-campus events, it is advisable to get written permission from the property owner or manager.

5. **Discuss financial obligations with your recycling partner.**
   Some collection events can be revenue opportunities, while others may incur some cost. Determining factors can be the amount and types of electronics collected, the cost to transport electronics for processing, and the actual cost of processing. For example, older TVs and monitors cost more to recycle than newer cell phones and laptops. Some recyclers may require a small fee to recycle these types of items. Many event organizers choose to pass this fee on to the individuals at the time of drop off. Have your recycling partner put in writing what costs (if any) you may incur, and what revenue opportunities (if any) you can expect.
Develop a logistics plan with your recycling partner, and identify areas of responsibility.

Determine what specific tasks must be accomplished leading up to and including the day of your event. Devise an event day logistics plan. Determine how many workers/volunteers will be needed, and who will supply them. Determine who will direct traffic, collect fees, and train & direct volunteers. Determine security procedures and materials handling procedures, etc. Determine who will supply traffic signs, carts, forklifts, pallets, packing materials, storage containers, trucks, etc. Determine who is responsible for sorting, securing, loading and transporting collected items. Recruit volunteers based on your logistics plan.

Protect yourself from liability.

Talk with your insurance agent and the site manager to determine what special event coverage may be needed. Talk to your recycling partner about the best procedures for ensuring data security during your event. Train your staff and volunteers on proper security procedures to protect against data theft. Instruct workers that all electronics collected must be surrendered to the recycler and may not be claimed for personal use. As an added protection against liability, some event organizers require a signed release form from anyone dropping off electronic devices containing memory.

Market your event using multiple venues.

Say it, then say it again using multiple venues such as social media, campus communication networks, local news stations, fliers and posters. Be sure to mention what items you will accept and any recycling fees you plan on collecting. Start advertising 3 weeks ahead, and send out final reminders 1-2 days before the event. Free educational and marketing materials can be downloaded from www.SustainableElectronics.org by selecting “Outreach Materials” from the R2 CERTIFICATION menu tab.

Make it a smooth running event day.

Post traffic signs and clearly mark drop-off locations, collection areas and other stations identified on your site map. Using the logistics plan you created, assign and train volunteers for their respective posts. Be sure all tools and supplies are distributed to the proper stations. Be sure to have enough curbside volunteers with carts or flatbeds to assist with unloading and prevent back ups. If you plan on collecting any recycling fees, be sure you have a plan for collecting money and making change. Also plan on having “floater” volunteers to assist with breaks and to fill in where needed. Stock a “command center” with water, snacks, work gloves and a basic first aid kit. If your recycling partner will not be on-site during your event, be sure to have their phone number readily available in case of an emergency.

Post-event recap.

Record what worked well and what you could do to improve your next event. If you have suggestions for improving this guide, please send them to Patty@SustainableElectronics.org.