



**MEDIA RELEASE**

**11th April 2013**

## **AUSSIES TO HELP SET NEW WORLD RECORD FOR E-WASTE COLLECTION**

**Thursday, 11<sup>th</sup> April:** Australians are being urged to help set a **new world record** for the most e-waste collected for recycling between **April 20<sup>th</sup> and 28<sup>th</sup>** to tackle the nation's fastest growing waste problem.

Australia's newest and biggest recycling program for old computers, printers and televisions, [TechCollect](#), is driving this **free and easy recycling** initiative to recycle these products responsibly and keep them out of landfill.

The TechCollect program builds upon the success of established initiatives where manufacturers take responsibility for the products they create such as '[Cartridges 4 Planet Ark](#)' and [MobileMuster](#) that Australians have been recycling with for years.

**"90% of all computers and TVs** can be recycled and made into new products but unfortunately only 10-17% of Australia's e-waste has been recycled," comments TechCollect Chief Executive Officer, Carmel Dollisson. "We want to encourage all Australians to de-clutter their homes by pulling out those old TVs from the shed plus old computers and printers from storage to help TechCollect keep e-waste out of landfill."

About 16.8 million TVs, computers, printers and related accessories are disposed of each year in Australia, which equates to 106,000 tonnes of e-waste. The problem is growing, with the quantity of televisions and computers reaching the end of their useful life expected to hit 181,000 tonnes or 44 million units by 2027/28<sup>1</sup>.

TechCollect is funded by over 60 of Australia's leading technology companies that are committed to recycling responsibly and which is why it is a free recycling service for households and small businesses.

"Electronic waste, like TVs and computers, contain both valuable and toxic materials that need to be recycled to the highest environmental standards," comments Planet Ark CEO, Paul Klymenko. "Planet Ark is working with TechCollect because we believe they are committed to setting the standard for responsible e-waste recycling."

TechCollect is making it easy for everyone to get involved through its 65 permanent drop-off sites that are open year-round in communities across Australia, run in partnership with local Councils and waste management companies.

"No matter if you're a household, school, charity or small business you can get involved and recycle responsibly to keep e-waste out of landfill," says Dollisson.

**Simply drop-off e-waste to a TechCollect site between 20<sup>th</sup> and 28th April for FREE recycling to help set a new world record - visit [techcollect.com.au](http://techcollect.com.au) for locations and opening hours.**

TechCollect accepts any make and model of computers and accessories, printers or TVs but unfortunately cannot accept microwaves, power tools or whitegoods. You can find recycling options for these and other items by visiting Planet Ark's website [recyclingnearyou.com.au](http://recyclingnearyou.com.au)

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<sup>1</sup> Australian Government, Department of Sustainability, Environment, Water, Population and Communities, Fact Sheet, *National Television and Computer Recycling Scheme*, April 2012 [environment.gov.au/settlements/waste/ewaste/publications/pubs/fs-householders.pdf](http://environment.gov.au/settlements/waste/ewaste/publications/pubs/fs-householders.pdf)

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A copy of key e-waste statistics is available for reference.

**About TechCollect:**

TechCollect is a nationwide recycling service for old computer and accessories, printers and TVs. It is part of a big effort by industry and the Australian government to reduce the amount of electronic waste that goes into landfill.

In 2011, the Australian federal parliament passed the Product Stewardship Act and established the National Television and Computer Recycling Scheme. This made it law for companies that manufacture or import computers or TVs to recycle end-of-life product and meet specific requirements.

TechCollect is funded by over 60 of Australia's leading technology importers and manufacturers. That's why it's a FREE service for households and small businesses. TechCollect was set up by the Australia and New Zealand Recycling Platform Limited (ANZRP). ANZRP is the only not-for-profit e-waste recycling service approved by the government under the scheme.

The Product Stewardship Act has set some key outcomes:

- Give all Australians reasonable access to an e-waste collection service by December 2013
- Increase recycling of e-waste diverted from landfill from 10-17% to 30% in the first year
- Aim to increase recycling of e-waste to 80% by the year 2021 – 2022
- Ensure that 90% of raw materials are recovered during the recycling process for reuse

**About Planet Ark:**

Planet Ark is an Australian not-for-profit environmental organisation, founded in 1992. Planet Ark Environmental Foundation works with individual and business to teach them the simple ways in which they can reduce their impact on the planet, at home, at work and in the community.

Every day more than 546 bags of cartridges are diverted from landfill through Planet Ark's 'Cartridges 4 Planet Ark' program, equating to over 21 million cartridges and 9,800 tonnes of plastics, metals, inks and toners recycled since the program began in 2003.