



## C4K/Upcycle

- Cost Effective
- Environmentally Conscious
- SOCIALLY RESPONSIBLE!!!

By making it easy for people to do the right thing with their end of life equipment we feel that we are increasing the likelihood that they will!

## What is E Waste?

- Types of equipment that can be repaired refurbished and repurposed OR recycled properly
    - Computers
    - Laptops
    - Monitors (CRT'S and LCD)
    - Servers, switches, networking gear
    - Printers, copiers, scanners, fax machines
    - Televisions
    - Toner Cartridge
    - Cell Phones
- ANYTHING WITH A PLUG IN ANY CONDITION!



## How is E Waste Generated?

- Rapid advancement in technology is accelerating the creation of E Waste.
- New HARDWARE results in the creation of E WASTE
- New SOFTWARE results in the creation of E WASTE



## How Much E Waste is Out There?

- The nation now discards between 300 million and 400 million electronic items per year, and less than 20% of that e-waste is recycled.
- Computer processing power doubles roughly every two years, and many old computers are being abandoned.
- How many old electronics are at your house?
- How often do you see new IT equipment being deployed at your office?

## FYI

- E-waste is the fastest growing municipal waste stream in America, according to the EPA.
- E-waste represents 2% of America's trash in landfills, but it equals 70% of overall toxic waste. The extreme amount of lead in electronics alone causes damage in the central and peripheral nervous systems, the blood and the kidneys.
- A large number of what is labeled as "e-waste" is actually not waste at all, but rather whole electronic equipment or parts that are readily marketable for reuse or can be recycled for materials recovery.

## How Do I Deal With E Waste?

- Re-use
  - Repair Refurbish and Redistribute
- Recycle
  - AT C4K/Upcycle we work with R2 certified recycling partners that provide us with downstream certification.



## REPAIR REFURBISH AND REDISTRIBUTE

- Although everyone seems to have a cell phone, approximately 32% of Americans do not own a laptop/ personal computer
- Private Sector IT Asset turn over rate is roughly 4X faster than that of the public sector (this means schools!)
- “Obsolete” IT equipment can still be used for parts, training, and basic functions like surfing the internet and word processing
- To someone with nothing even something “old” can mean the world!

## RECYCLE

- We believe that there is a way to RE USE everything, but, in the event that something needs to be recycled, C4K/Upcycle only deals with R2 or E Steward certified recycling companies.
- To learn more about these certifications please contact me after the meeting and I can refer you to some helpful information

## Cost Effective

- Free commercial pick up around the country.



## Environmentally Conscious

- By reusing equipment in our programs there is less of an imprint on the environment. (It takes 539 lbs of fossil fuel, 48 lbs of chemicals, and 1.5 tons of water to manufacture one computer and monitor)
- If the equipment cannot be used we work with R2 and E Steward certified recycling partners to ensure proper handling and recycling.

## Socially Responsible

- We have developed programs where we support the re-education of unemployed people.
  - Utilizing the internet
  - Word Processing
- We are able to support developing organizations such as:
  - NEW HORIZONS
  - AAA Academy
  - IRC
- Working with NJECC
  - Help Schools improve technology



### THE RESULTS OF RE USING YOUR END OF LIFE IT EQUIPMENT



### THE RESULTS OF RE USING YOUR END OF LIFE IT EQUIPMENT

Dear Mr. MacEvoy (Mark):

We are deeply thankful and forever grateful to be the recipients of your kindness and generosity. Your precious gift of technology has catapulted our children into a totally new world with infinite capabilities. Because we live on day-by-day basis and we could never have imagined, much less could we afford, this opportunity to accomplish something that you have given us.

Thank you, Thank you, Thank you.

Sofia, DonJon 7, Donnell 5 & Adriana 2.

## Thank You

- With any questions comments or ideas please use this contact information and someone will be there to help!
- Phone Number (973)-575-5800
  - [www.upcyclellc.com](http://www.upcyclellc.com)
  - [www.c4kamerica.com](http://www.c4kamerica.com)
  - [mark@upcyclellc.com](mailto:mark@upcyclellc.com)