Recycle IT – Community Electrical Recycling.

Recycle IT (formally Clondalkin Community Recycling Initiative) is a community based recycling organisation providing recycling services for waste electrical and electronic equipment (WEEE). The organisation offers the only free scheduled door to door residential collection service in Dublin. Additional services include free collections for community groups, schools and charities, free drop off services and cost effective personal and business recycling collections.

Recycle IT aims to provide an environmentally friendly service which allows people recycle safely and securely. The organisation is a not for profit social enterprise, part funded through the Community Services Programme (CSP) with the goal of delivering an accessible environment community service while creating training and employment opportunities for people from disadvantaged groups.

Scope and Operations

Recycle IT is licensed to offer WEEE recycling services in Dublin, Wicklow and Kildare and works in partnership with WEEE Ireland. The organisation is supported by South Dublin County Council, governed by a voluntary board or directors and is committed to the standards outlined in the Governance Code Principles for Community, Voluntary and Charitable Organisations in Ireland.

Recycle IT operates an Environment Waste Management System (EMS) guided by the requirements of NSAI ISO 14001: 1996

- Recycle IT are registered to collect and transport all 10 categories of WEEE.
- Recycle IT works in collaboration with the local authorities to schedule kerbside collections.
- 100% of WEEE collected is processed by Recycle IT and its partners.
- 100% of WEEE is processed by Recycle IT in accordance with its waste permit.
- Recycle IT are permitted to handle, dismantle or disassemble WEEE therefore ensuring 100% of WEEE collected and material fractions obtained from the dismantling are transferred to licenced waste facilities in Ireland for further processing.
- Recycle IT promote the reuse of recycled materials including Large Household Appliances.
- All general waste generated during operations at its facility is segregated and transferred to licenced waste facilities in Ireland for reuse or recycling.

Supporting Communities

Recycle IT endeavours to support people living and working in communities. The team place an emphasis on individual needs. Collection staff are experienced and happy to support people requiring additional assistance with lifting or moving electronic items or just by listening and offering advice.

The organisation works with **Age Friendly Ireland** under their **'National Business Recognition Programme'** and are recognised as an Age Friendly Organisation. During 2016, Recycle IT were shortlisted for two Friendly Business Awards by Age Friendly Ireland and Junior Chambers Ireland (JCI) and recently won the JCI Eco- Friendly Business Award.

Figure 1 Age Friendly Ireland Business Recognition Award

Creating and Encouraging Environmental Awareness

Visibility - During 2015 Recycle IT branded all vehicles and our facility building, redesigned promotional materials and introduced clearly identifiable staff name badges to allow maximum visibility to people wishing to recycle. This helped with identifying official collections and ensues residents and organisations are confident in recycling with a legitimate service provider.

Figure 2 Community Collection Flyer

Figure 3 Business Collection Flyer

Community - Recycle IT is focused on supporting communities achieve their goals for recycling and community greening. This includes supporting tidy towns initiatives, community clean-ups and greening activities. *Woodstown Village Residents, Knocklyon, Co. Dublin*, is a great example – Recycle IT met with the residents group, visited the estate, designed a plan for collection, offered advice, provided information leaflet and scheduled the WEEE recycling collection days. Resident's associations members visited local residents at homes in advance of the collection to promote the free event and record details off any person requiring assistance.

Figure 4 Woodstown Village Residents

Since September 2015 Recycle IT has supported 16 resident's associations with collections in Dublin and Wicklow. These collections were part of initiatives started by residents and generally result in cleaner and greener estates. **Residents Groups, Tidy Towns, Gardening Groups and Schools Gardens** can available of our reusable planters recycled from washing machine and tumble dryer drums. They are durable and reusable for growing fruit, veg, and flowers.

Figure 5 Recycled Planters - Phibsboro Tidy Town

Education - During 2015 / 2016 Recycle IT promoted its free collection service in over 600 Dublin schools. The message of *reduce, reuse and recycle* was shared using telephone, email and site visits. This message was reinforced using social media, blog posts and websites including *Green Schools Ireland*. Recycle IT collected from 145 schools or 22% of all schools contacted. Schools collected and recycled over 50 tons of WEEE with Recycle IT during 2015 / 2016.

Schools - For **Eco Week** 2016 Recycle IT, designed and piloted the '**How WEEE Works'** Initiative with local schools. The initiative was first delivered to students aged 8 -11 at *Scoil Aonghusa Senior, Tallaght, Dublin 24* and demonstrated how all parts in a 'large household appliance' can be reused or recycled for reuse.

As school starts back in September 2016, this one hour session will be made available to further schools in south Dublin with the ambition of applying for funding to make these educational sessions increasingly accessible.

Figure 4 Teachers at Scoil Aonghusa Senior

Awareness Events - During the last year Recycle IT participated in a range of green awareness events

- Attended Public Participation Network Events (PPN) across Dublin. This framework for public engagement and participation is the main link through which each local authority connects with the community, voluntary and environmental sectors and allowed engagement with over 150 organisations.
- Information sharing with businesses attending the EPA Green Business Seminar in Dublin.
- Share recycling information with over 100 older peoples organisations attending South Dublin Bealtaine Festival.
- Vintage WEEE Recycling Display at Google HQ, Tallaght Library and South Dublin Civic office to encourage electrical recycling.
- Partnered on Eco Week events with South Dublin County Council including WEEE to Work, Education and Business events.
- Supported Pfizer, PWC, the Square Shopping Centre, Bon Secours and others on a variety of 'Green' events, including WEEE to Work days, Information Seminars and collection events.

Figure 5 Vintage Electrical Collection

Figure 6 WEEE to Work Recycling

Positive Results

Since residential collections began in 2007 Recycle IT have distributed approx. 900,000 flyers (on paper from sustainable forests) to over a half a million homes in Dublin and the surrounding areas. Leaflets offer information and details of the free collection service while reminding people to recycle old or once loved electrical items.

Between January 2015 and August 2016, Recycle IT offered services to over 161,000 homes, schools and charities in Dublin and surrounding areas collecting a range of WEEE including 11,500 TVs and 2,500 refrigerators. These truck and van collections greatly reduce the number of car / single vehicle trips to WEEE recycling centres which in turn reduce CO2 emissions and pollution.

The table below outlines the positive impacts on communities and results

Year	Description	Result
2015 / 2016 YTD	No. of homes and organisation contacted.	161,000
2015 / 2016 YTD	No. of people provided personal assistance.	4176
2015 / 2016 YTD	No. of homes/organisations presenting for collections and drop off.	18,000
2015 / 2016 YTD	Weight of WEEE collected.	900,000 Kilograms (kg) *(this equates to 900,000 electrical kettles kept out of landfill)*
2015 / 2016 YTD	Average weight recycled per drop off / single collection.	50Kg
2015 / 2016 YTD	2015 v 2016 YTD % increase in WEEE recycled.	28.9%

Finally

The organisation was established to create employment and reduce illegal dumping of WEEE in south Dublin and has been extended across Dublin due to demand. Recycle IT now offers a free collection service to 100,000 households, over 600 schools and as many as 500 NGO's each year.

Figure 7 Recycle IT - The Team

The Recycle IT service

- Encourages people to recycle rather than store items over a long number of years (reducing the need for virgin raw materials)
- Provides business with a "not for profit" electrical recycling solution which can support CSR objectives.
- Reduces the environment impacts of CO2 emissions with a centralised collection service.
- Reminds people to reduce, reuse and recycle electrical and electronic items responsibly.

Recycle IT endeavours to share the recycling message with young and old and works hard to collect appliances daily. The team offers a friendly service which is welcomed by households and organisations. It helps save people money, reduces negative environmental impacts cause by illegal dumping or hoarding and helps keep our communities greener.