



How-to
guide

E-Waste drive



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**LIVING PLANET
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E-Waste drive

Put e-waste in the right place by making sure it gets recycled responsibly. This guide will help you get started.

What is an e-waste drive?

An e-waste drive is a great opportunity to help your organization tackle recycling some tricky items—electronics. Encourage your colleagues to bring in their used electronic equipment so it can be safely and responsibly recycled by a certified e-waste recycler.

Start your challenge

Step 1: Rally a team

Before diving in, inform the right people and ask for support (if needed) to help you implement your initiative. Consider asking members of your green team, your manager, executives or your property manager to help.

Make a note of the actions you will take to get their support.

Did you know?

Improperly recycling e-waste is also a data privacy issue for business. If your used electronics are not taken to a certified recycler, you may be at risk of exposing potentially confidential company information.

Step 2: Set a goal

Once your team is in place, develop one or more goals to work toward.

- **What is your goal for the challenge?**
Think about what would make it a success (ex. kg of e-waste collected, number of participants).
- **How does it ladder up to broader engagement or sustainability goals?**
Let employees know why their participation is meaningful for the company and the environment.



Step 3: Create a plan

Think about how an e-waste collection event can best be organized at your workplace.

- **What will your event look like?** Consider creating a challenge or competition between employees or departments. For example: the highest percentage of employees that participate in their department win.
- **Who will be collecting the electronic equipment?** Make sure it comes from a [certified electronics recycler](#). ➤
- **Who's helping out?** Create a list of roles and responsibilities for those who can help you with the challenge. Assign additional volunteers to help if needed.
- **How will you track results?** Your chosen certified electronics recycler may be able to help.



Image credit: © HP Canada

TIP:

Reach out to your property manager or facilities person to ensure you are following correct procedure for hosting these events. They may also be able to provide you with guidance on organizing it.

Step 4: Promote your event

To be a success, you need an audience. See the infographic below for tips and tactics to help you in your communications.



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Step 5: Host the event and track results

Here's where your plan comes to life! Keep track of the results, challenges and successes so you can use them as learnings for next time.

Step 6: Thank all participants and share results

Announce the workplace results. Provide recommendations for where employees can responsibly recycle their used electronics at home so they can continue to reduce their environmental impact of IT. Consider repeating the activity at a later date to reinforce the importance of responsibly recycling e-waste.



5 communication tips for your workplace challenge!

1.

Use many communications channels:



- E-mail blasts
- Internal newsletters
- Company's intranet site
- Employee monitor pop-up messages
(ask your IT department about this)
- Announcements over the PA system
- Posters in lunchrooms, bulletin boards, elevators, etc.
- Digital signage
- E-mails from senior executives
- Lunch and learns
- Social or environmental committees
- Workplace IM conversations
(e.g. Yammer)
- Workplace social media
- Phone calls

2.

Make it topical:

Conduct your communications during an environmental-themed date or period.



- | | |
|---------------------------------------|--|
| March 3:
World Wildlife Day | June 5:
World Environment Day |
| Late March:
Earth Hour | June 8:
World Oceans Day |
| April 22:
Earth Day | August:
Earth Overshoot Day
(changes each year) |
| Mid-May:
Bike to Work day | Mid-October:
Waste Reduction Week |

3.

Some example calls to action:

Take a footprint reduction action
Volunteer your time
Learn about our sustainability goals
Join our workplace challenge
RSVP to an event

4.

Give Context

How does it ladder up to broader company goals? How will it benefit the environment?

5.

Be succinct

Use bullet points to summarize the e-mail
Minimize text in posters
Make your call to action stand out