



Involving people in creating a sustainable future through local efforts to reduce, reuse, and recycle

Dell Announces Free Recycling of their Products for Consumers

Vows Support for State E-Waste Recycling Legislation

By Katy Daily

On June 28 Dell, one of the largest computer manufacturers in the world, jumped ahead of rivals HP and Apple when they announced that they will become the first company in the world to provide consumers with free electronics recycling globally. Previously, Dell offered free takeback of their products only with purchase of a new computer or monitor, and only in certain countries. This marks a significant expansion of Dell's recycling program and sets the standard for the rest of the electronics industry.

Also buried in Dell's announcement was the following important statement: "... to ensure a level playing field amongst all producers, Dell supports legislation under which all producers are responsible for proper end-of-life management of their electronic products consistent with our policy."

The programs of these three big computer producers and the commitment to recycling demonstrates their concern for both the environmental impacts of their products and for the people whose health is affected when their air and

drinking water is polluted. By taking responsibility for the recycling of their products, these companies are alleviating the financial burden carried by local governments and the taxpayers for dealing with e-waste. Dell's program, which makes recycling easy and free, diverts thousands of tons of e-waste from being disposed, which prevents toxic chemicals such as lead, mercury, and cadmium from being released into our air and groundwater.

However, this doesn't eliminate the need for comprehensive e-waste legislation both in Oregon and nationally, and it is important that Dell is indicating support for such legislation. These companies only represent a fraction of the e-waste that is currently stored in attics and basements across America, and they don't address the millions of computers in business and government offices. In 2005 all of the companies took back less than 10% of the products they each sold in 1998. For a comparison of Dell, HP and Apple recycling programs, see: http://www.computertakeback.com/corporate_accountability/index.cfm

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Recycling Advocates Annual Meeting to focus on critical e-waste legislation: *join us!*

This year's Recycling Advocates Annual Meeting will focus on the organizations efforts to pass comprehensive electronic waste legislation in the Oregon legislature in 2007. Members and guests will be able to meet Elizabeth Grossman and hear her speak about her just-released book, "High Tech Trash". There will be screenings of the Basel Action Network's (BAN) high impact films on the subject of exporting e-waste to third world countries and the dangerous and improper disposal that often occurs. This event - open to all - will be held on the campus of Portland State University on August 22nd, 7-9 pm.

Following the presentations, President Betty Patton will lead a discussion on solutions to e-waste issues in the Pacific Northwest, and Oregon in specific. She will highlight Recycling Advocates efforts to that end and discuss Oregon's pending legislation.

Board elections will also be a part of the meeting agenda where four board positions will be decided. Light refreshments will be provided.

Please join us at this community event!

When:

Tuesday, August 22nd, 2006

Doors open a 6:30 pm

Annual Membership Meeting: 7:00-7:30 pm

Elizabeth Grossman, BAN movie presentations, E-waste presentations: 7:30-9:00 pm

Where:

Portland State University Campus

Smith Memorial Student Union, Room 238

1825 SW Broadway

Portland, Oregon 97201

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Reflections on a Pirates Adventure: AOR's Annual Conference

The Education Conference hosted by the Association of Oregon Recyclers (AOR) on June 22, 2006 was attended by more than 115 people, a record for the conference. The Keynote speaker was Tom Watson from Seattle, who showed video clips of public service announcements (PSAs) and commercial TV advertisements for recycling. Tom has developed videos which are to the point and humorous.

I attended concurrent sessions on Keeping Your Volunteers, Social Marketing, and Plastics 101. The general session on Multicultural Outreach was very informative on how to get your message to the Latino, Asian and Slavic communities.

Each session I attended was well presented, informative, practical and immediately applicable. The Plastics 101 was hands on and we were able to take with us some items to use for education of the public.

The conference was climaxed with a Territorial Wine reception, where the transition from the education conference to the Annual Conference was celebrated.

The AOR Annual conference had a pirate's theme with an introduction to "Pirate-eze" by Cap'n Slappy and Ol'Chumbucket. I have to say to start with, that I have attended AOR Conferences since 1984, and this was the most intellectual one so far. The first keynote was by David Allaway of DEQ, who spoke on waste prevention strategies. David's presentation was worth the price of the conference. He set the stage for why we do what we do. The concurrent session I attend following was presented by Peter Spendelow and Alex Cuyler on What is in our garbage.

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Dell's announcement also shows the power of advocacy. The Computer Takeback Campaign (www.computertakeback.com) has worked nationally to focus public attention on the environmental performance of Dell, HP, Apple, and other computer companies, creating public demand for free takeback programs. Dell first agreed to offer takeback of obsolete products in 2004 after significant public pressure, and the company has continued to improve its performance in response to a growing number of outside stakeholders.

Recycling Advocates is working with the Computer Takeback Campaign in our efforts to pass comprehensive electronic waste legislation in the Oregon legislature in 2007. With your help, Oregon will become a leader in the way we deal with the increasing problem of electronic waste.

To see Dell's complete new policy visit:
http://www.dell.com/downloads/global/corporate/envirom/recovery_policy.pdf

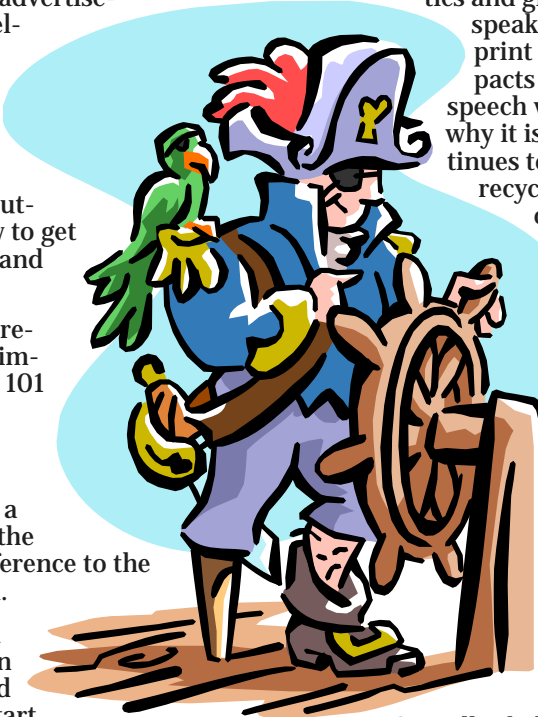
Saturday started with the Pancake breakfast, followed by the AOR policy session where the by law changes were discussed and legislative concepts. The markets panel had the usual suspects who were celebrating and predicting markets in the Compost, Paper, Metal, E-scrap, Plastics and glass commodities. The second keynote speaker was Justin Kitzes from Global Footprint Network. Justin spoke about the impacts of NOT recycling on the world. It was a speech which reminded all of the participants of why it is vitally important that our industry continues to work toward the achievement of the recycling goals. We were also reminded that our efforts need to be greater as our impact of lifestyle has greater impact on the world's resolution of the environmental issues.

After lunch and elections, the concurrent session I attended was on Contamination of materials being sent to the end processors. It was well attended and well presented by Jay Simmons of Norpac and Dan Lantz, Mac Viro Consultants. The next session I attended was the legislative, where strategies were discussed about the bottle bill change updates and e-scrap.

The day concluded with Bowling, or the Junk Art contests, then the annual banquet and entertainment.

Overall, I believe this was the best AOR conference I have attended in the past 22 years. It was intellectual, informative and presented information in a way that could be quickly and easily implemented in our day to day lives.

- Rick Paul



RECYCLING



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Recycling Advocates is a proud member of



Contribute to Earth Share at your workplace: it's so easy

As summer comes to a close, we all think back on the beautiful places we had the chance to enjoy during the great outdoor season – the beaches, high desert, crystal rivers and craggy mountains. The treasures of this state endure because we protect them. And now as the sunny months leave us, we do what we can in other ways.

It's fundraising season.

Recycling Advocates is a proud member of Earth Share of Oregon. What does this mean to you? You and your fellow employees can choose to have contributions sent automatically to your favorite Oregon conservation groups, including Recycling Advocates. Since your contribution is spread out over the course of a year, the amount deducted from your paycheck is minimal, and all gifts are fully tax deductible. You can make a difference!

If your workplace is not currently involved in an ESOR giving campaign, establishing one is easy. ESOR will work with your employer to set up a program that meets your company's needs.

Oregon's natural beauty and livability is legendary. With your contribution to ESOR, you can help ensure that it stays that way. For more information, please contact Meghan Humphreys at ESOR: (503) 223-9015 or meghan@earthshare-oregon.org; or visit www.earthshare-oregon.org

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Election of Directors and Officers

The Annual Membership Meeting will include the election of four board directors and a slate of officers.

The terms for four of the seven board seats will be expiring this year. They are **Rick Paul**, **Rhett Lawrence**, **Betty Patton** and **Lori Stole**. Eight directors are allowed so one additional position could be filled.

Rick Paul, *treasurer*, **Rhett Lawrence**, *secretary*, and **Betty Patton**, *president*, plan to run again for their same positions. **Lori Stole**, *vice-president*, will be retiring from the board and **Theresa Smith** will be running to fill the opening.

If you feel you would like to contribute your experience and wisdom to the advancement of recycling efforts in the Northwest please consider a position on the board of directors. Nominations will be accepted from the floor at the Annual Meeting. Please refer to our website for meeting details and the latest slate of officers.

From the President with Betty Patton



Dear Members,

Recycling Advocates has always been in the wonderful position of offering ideas and input to the various local governments by serving on solid waste advisory committees, stakeholder task forces, and by testifying on various proposed legislation and programs. Our organization supports recycling and waste prevention and does not cater to business interests.

We will have a member on each of the two task forces that the City of Portland is convening. One group is to discuss the residential recycling program and the other is to focus on the commercial. These discussions were motivated by a number of things. The recycling rate in Portland has leveled off. The commercial sector of generators creates about 75% of the total waste. Waste generation has increased considerably, as I mentioned in my letter in the April issue of the newsletter. And a new material recycling program, food waste collection, has not been as successful as hoped.

One area of discussion that will be brought to the table is franchising Portland's commercial garbage collection system. Our area haulers have demonstrated a remarkable willingness to discuss this and many other matters that would radically impact their business. I commend these business owners for thinking about a bigger picture.

We will keep you informed via the newsletter about topics that are discussed and opportunities we have to move Portland towards a more sustainable community.

Stay tuned, - *Betty*



Recycling Advocacy Calendar for August 2006

◆ SCRAP'S Iron Artist Competition

Saturday, August 19

Fourth annual "sculpt-off" in Portland. Ten artist teams have three hours to create sculptures from reused materials provided by the School and Community Reuse Action Project (SCRAP), the ReBuilding Center, Wacky Willy's, and Free Geek. Celebrity judges, carnival games, and music. More info at www.scrapaction.org/iron06.html or 503-294-0769.

◆ Recycling Advocates Annual Meeting

Tuesday, August 22nd, 7:00 - 9:00 pm

Recycling Advocates Annual Membership Meeting and board elections to be held on the campus of Portland State University, Smith Memorial Student Union, room 238. Please see the article on front page for details.

◆ Recycling Advocates planning meeting

Monday, August 28, 6:00 - 9:00 pm

Planning meeting to brain-storm RA's direction for the future. Grant proposals topics will be a

main focus of this important meeting. This meeting will be held in lieu of the August board meeting.

Free Geek - Community Technology Center
1731 SE 10th Avenue
Portland, OR 97214



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