



Photo Courtesy of Recycling Council of Ontario

Take It Back. Make It Clean. Recycle Responsibly.

Computer Takeback Campaign's Three Point Platform

Take It Back. Our goal is to get the electronics manufacturers to take back and recycle their products once they become obsolete.

Make It Clean. We support Producer Takeback both to foster responsible recycling, but also to create market based incentives for them to redesign their products to use less toxic materials and make them easier to recycle.

Recycle Responsibly. We promote "high-road" recycling, with strict health and safety measures. No using prison labor or dumping the products overseas.

The E-Waste Issue Has Broad Appeal

Bi-Partisan Issue. Our market-based approach to this issue appeals to both democrats and republicans.

Consumer Issue. Almost everyone has an old computer or monitor, and maybe a TV in his closet or basement that he doesn't know what to do with. People connect with this issue quickly.

Environmental Issue. Electronics full of toxic materials need to be recycled, not end up in landfills or incinerators. Promoting producer takeback means promoting incentives for companies to reduce the numbers of toxics in their products. It's an issue that appeals to people interested in clean water, clean air, toxic materials issues, landfill issues, and worker health issues.

Jobs issue. Our model bill increases the amount of responsible recycling, and prevents illegal export of e-waste. This means more business for local recyclers, which means job creation and economic development. Also, the bill bans the use of low-paid prison labor, which helps keep recyclers from being undercut by prison industries.

Good tax issue. Local governments are currently the ones paying (with taxpayer money) for mounting costs of waste collection, and cleanup from e-waste dumping. A market-based approach appeals to those interested in tax relief, because it shifts the burden off the taxpayers, onto the manufacturers.

Good corporate accountability issue. We want the manufacturers to fund and/or manage programs for e-waste collection and recycling. People want to see companies who make the money from these products take responsibility for product stewardship.

Environmental justice issue. What happens when we don't have responsible recycling? Usually, it means the toxic waste gets dumped someplace - maybe in your state. Maybe in Asia or Africa. There is a lot of "sham recycling" going on, and the people who pay the price are always the ones who the least power to stop it.

Student Issue. College students work with their campus procurement officials using our procurement guidelines for responsible electronics purchasing.