



Press Release

FOURTH CAMBRIDGE ELECTRONIC RECYCLING EVENT SETS TARGET OF 100 TONNES OF E-WASTE RECYCLED

For immediate release: 26 February 2015

For the fourth year running, businesses, residents, schools and colleges in Cambridge are being urged to recycle their broken or unwanted electronics at a two-day event at University of Cambridge, Sidgwick Site Car Park, Sidgwick Avenue, Cambridge CB3 9DD.

The convenience of this local event has proved popular with students, local residents and University departments. Local businesses, especially small businesses, which may not have regular Waste Electrical and Electronic Equipment (WEEE) collections, are also keen to take part in this free recycling event.

The recycling event takes place on Wednesday 11 March, from 7.30 am to 5 pm, and on Thursday 12 March, from 7.30 am to 3.30 pm. All types of business and household electronic waste will be accepted for free and staff will be on hand to help with unloading.

As an added incentive, ERP, the company which recycles the WEEE, is launching a special online recycling competition and anyone who participates could win £250 worth of vouchers from a local bicycle store. More details will follow on Twitter @erp_uk or Facebook/erpuK.

The event is being hosted by Cambridge Business Improvement District (BID), Cambridge City Council, European Recycling Platform (ERP), and the University of Cambridge as part of a drive to increase the amount of e-waste that is recycled. The previous three events have already recycled over 75 tonnes of electronic waste and event organisers are hoping to get this total as close as possible to 100 tonnes this year.

Electronic waste is the fastest growing waste stream in the UK. Over 1.4 million tonnes of electronic goods were sold in 2013, but less than 500,000 tonnes of e-waste were recycled. The materials used to make electronic goods are valuable and can be used to make new products. All e-waste collected at the event will be sorted and treated within the UK.



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Cllr Peter Roberts, Executive Councillor for Environment, Waste and Public Health, Cambridge City Council, commented: "I'm really pleased this event is happening for the fourth time as e-waste is a growing part of our rubbish. This is another great opportunity for residents, schools and businesses to recycle everything from computers to kettles and phones in the city, so I hope everyone takes full advantage, has a big clear-out and helps us clear the 100 tonne target!"

Toby Balson, University of Cambridge Environmental Officer, said: "On behalf of the University of Cambridge, the Environment and Energy Section is happy to support the fourth year of this event. We're looking forward to seeing what departments and Colleges, staff and students, as well as the wider Cambridge community can find to help us to reach our target of 100 tonnes of recycled e-waste."

Becky Burrell, Marketing and Commercial Manager for Cambridge BID stated: "Cambridge BID has been supporting the Cambridge E-Waste Recycling Event for the past 3 years and we are delighted to offer our support again in 2015. Cambridge BID is committed to assisting with the delivery of projects that help reduce CO² emissions and support a green and sustainable city. We will work very closely with the businesses and organisations within the city centre to ensure the event is well publicised and as successful as the previous three years."

John Redmayne, ERP UK General Manager, said: "ERP is proud to be involved with this great event for the fourth year running. We hope as many people as possible in Cambridge will get involved and do their bit for the environment by bringing along their e-waste for recycling."

KEY FACTS ON E-WASTE

- Electronic waste is the fastest growing waste stream in the UK.
- Around 1.4 million tonnes of electronic goods were sold in 2013, about 23 kg per person.
- In 2013, about 490,000 tonnes of e-waste was collected and recycled, around 34% by weight of the EEE sold.
- The rest ended up in landfill or is still in people's homes.
- On average, each person in the UK recycled just under 8 kg of ewaste in 2013.

Visit www.erp-recycling.co.uk to find out more about electronic recycling.



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NOTES TO EDITORS

When: Wednesday 11 March, from 7.30 am to 5 pm, and
Thursday 12 March 2014, from 7.30 am to 3.30 pm

Location: University of Cambridge, Sidgwick Site Car Park,
Sidgwick Avenue, Cambridge CB3 9DD

Ends

About European Recycling Platform (ERP)

ERP is one of the UK's leading waste electrical and electronic equipment (WEEE) and batteries recycling schemes. Producers of electronic goods and batteries work with registered recycling schemes, such as ERP, to collect and treat WEEE and batteries on their behalf. ERP members include Electrolux, Hewlett-Packard, Microsoft, Procter & Gamble, Samsung and Sony.

CONTACTS

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