

Recycling

E-Waste Race



www.ewasterace.nl

Amsterdam, Netherlands

School kids collect fourteen tonnes of e-waste in only five weeks

Each year, up to 50 million tonnes of cell phones and other electronic items containing high amounts of rare earth elements and precious metals are disposed of worldwide. Instead, these Waste Electrical and Electronic Equipment (WEEE) could be recycled to preserve the world's scarce resources of rare earth elements.

Worried by the lack of action towards more recycling of WEEE, Dutch entrepreneur Timmy de Vos initiated the E-Waste Race – an education project about e-waste and recycling. Children within the last years of primary schools (ten to twelve years old) compete with their classes against other schools to collect the most e-waste in their neighbourhoods. The school that collects the most e-waste wins a trip. During the pilot of the project, seven schools managed to collect an impressive 14,000 kg of e-waste in only five weeks.

The children engage in local awareness campaigns in order to reach as many neighbours as possible. They are helped by an interactive website where people in the neighbourhood can offer their e-waste online to be collected by their local school. Thanks to this tool, neighbours can easily dispose of their e-waste, while awarding their local school with extra points in the competition.



“More cities should promote the collection and recycling of e-waste and organise competitions between schools.”

- Timmy de Vos
E-WASTE RACE Initiator

Useful links: (in Dutch)

<http://www.slideshare.net/TimmydeVos/e-waste-race-resultaten-pilot>

<http://www.youtube.com/watch?v=muA19NZ2RSQ>

For more information about the project contact:

Timmy de Vos

Founder, E-WASTE RACE

E-mail: info@ewasterace.nl



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