



# ReTHINKING ELECTRONICS AND THE SHIFT TO SUSTAINABLE ITAD

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(Ollie Millington/Redferns)

# LIVING IN A CONNECTED WORLD





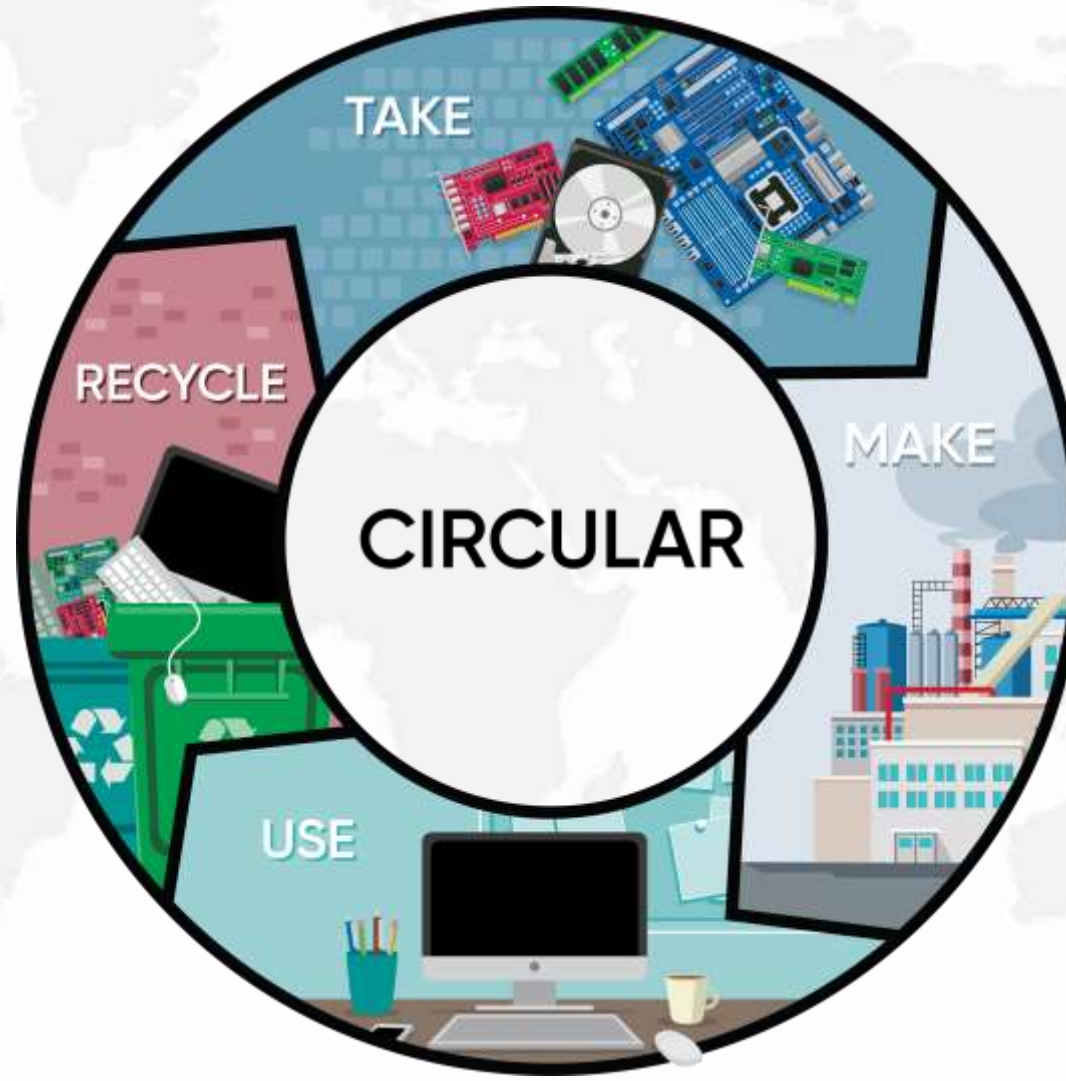
# CONSUME & DISPOSE MINDSET



# THE ELECTRONICS LIFECYCLE TODAY



# WHAT ABOUT RECYCLING?





# MANAGING E-WASTE DOESN'T SOLVE THE PROBLEM



Image by kipargeter on Freepik



# e-waste **noun**

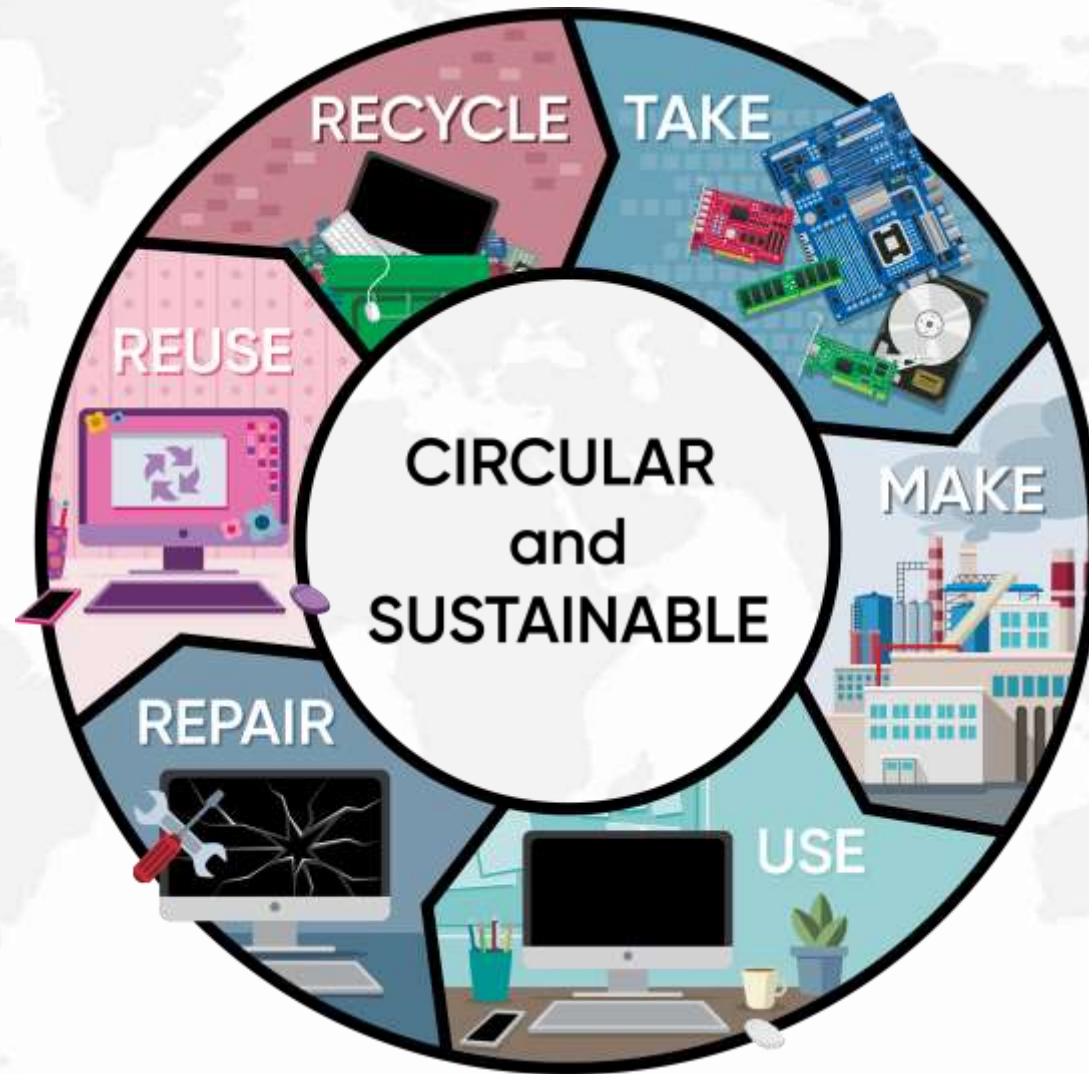
'ē-, wāst 

: waste consisting of discarded electronic products (such as computers, televisions, and cell phones)





THE GOAL  
HAS TO BE  
**CIRCULAR AND  
SUSTAINABLE**



# e-waste noun

'ē-, wāst 

: any wasted potential or discarded components or materials of an electronic product that otherwise could be reused in some capacity



IT'S ALL ABOUT THE



# BUSINESS CAN LEAD THE WAY





# SUSTAINABLE ITAD

Sustainable ITAD

Maturity

ITAD

Take It All For Free

Customer Maturity Model for ITAD

Sustainable ITAD

Maturity

ITAD



Customer Maturity Model for ITAD

Sustainable ITAD

Maturity

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Awareness of positive  
or negative outcomes

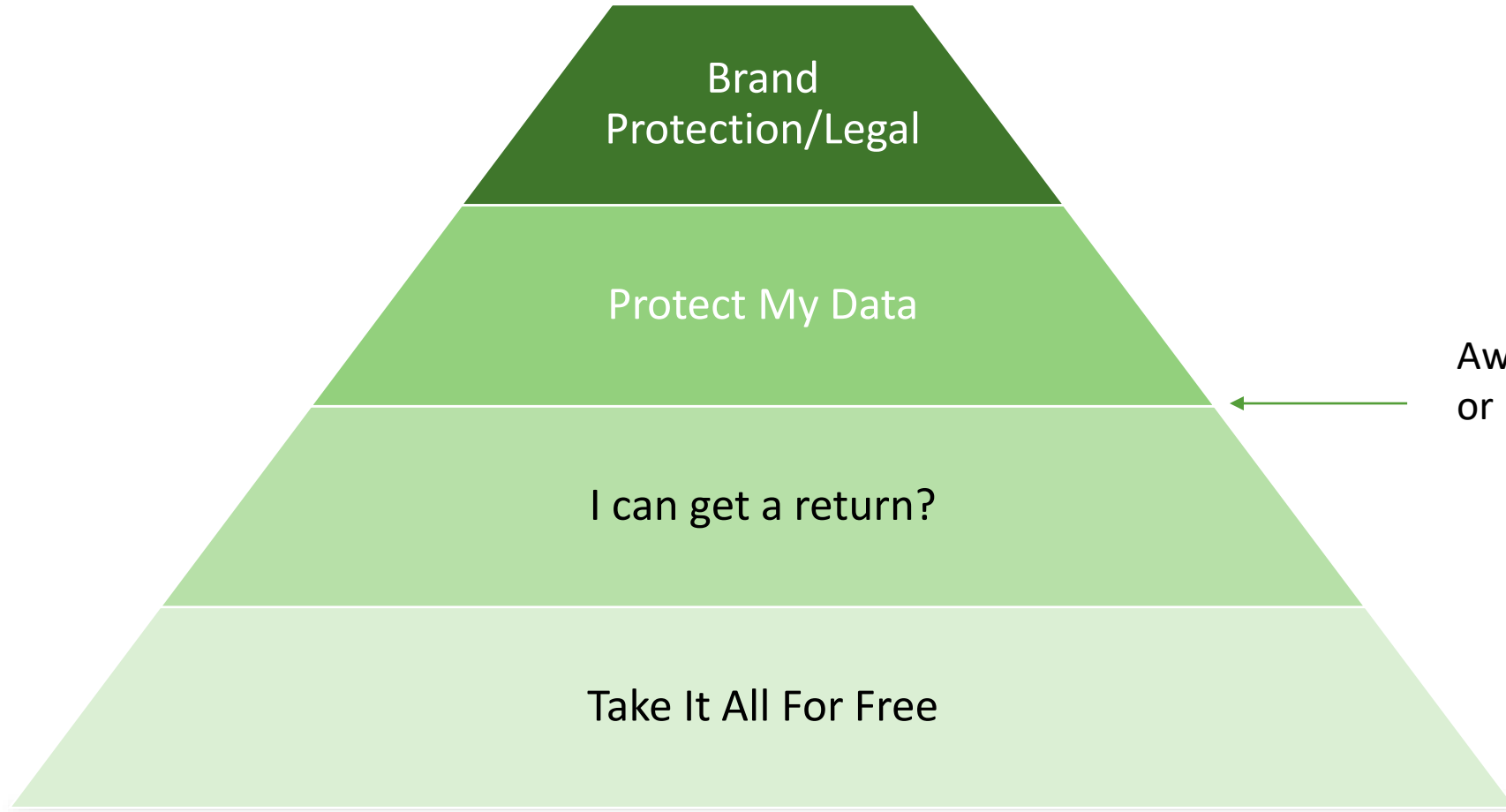
Customer Maturity Model for ITAD



Sustainable ITAD

ITAD

Maturity



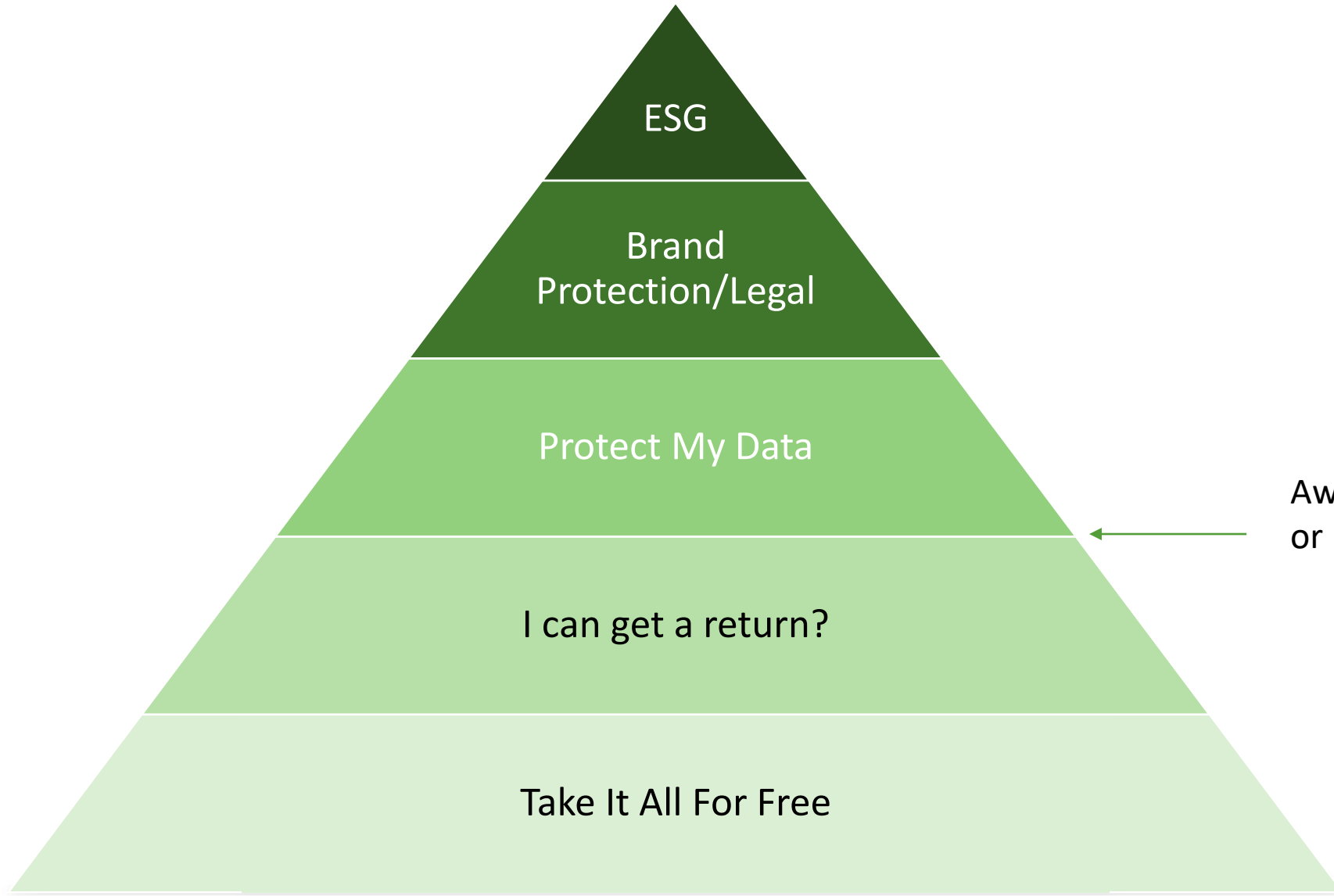
Awareness of positive or negative outcomes

Customer Maturity Model for ITAD

Sustainable ITAD

ITAD

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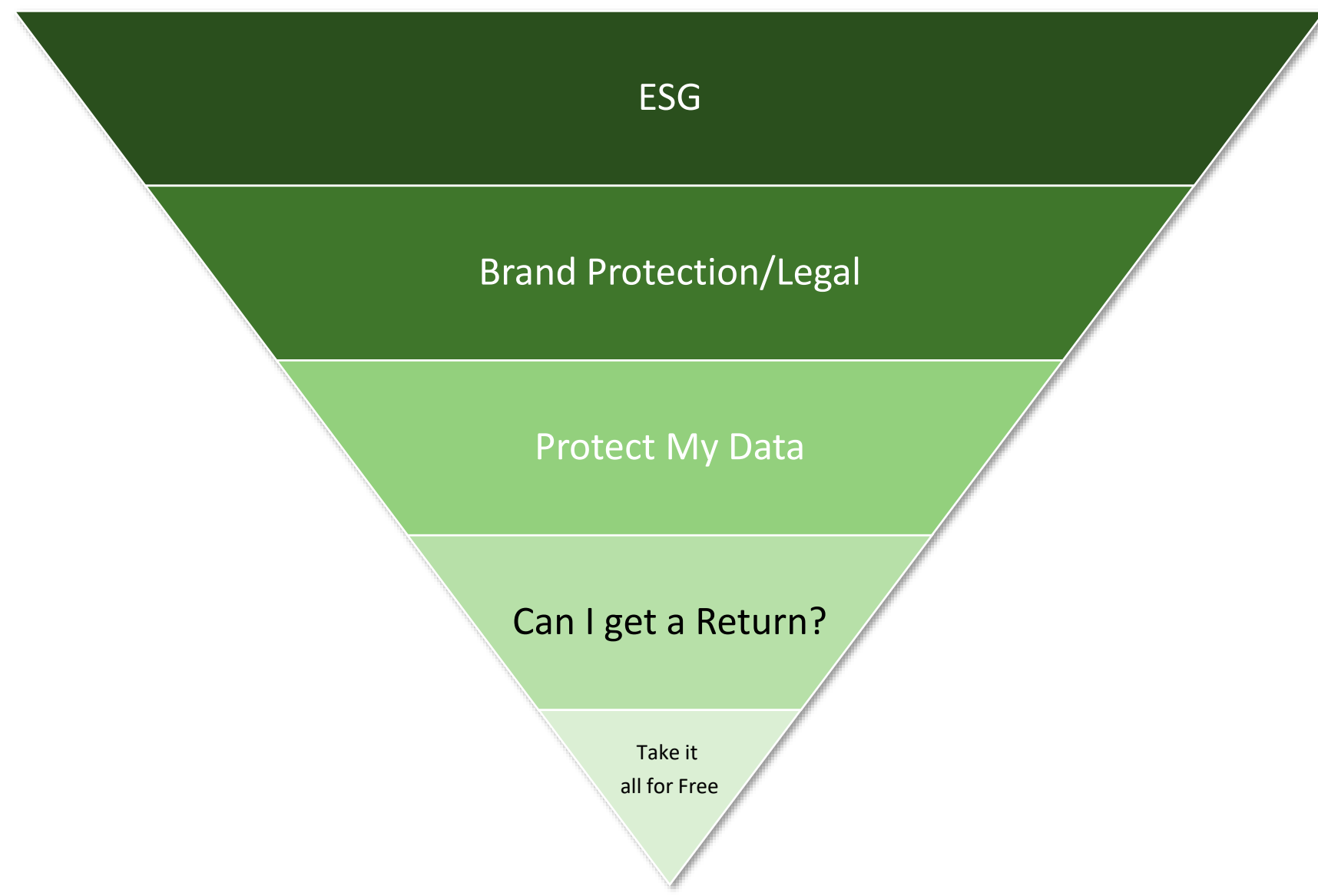
Awareness of positive or negative outcomes

Customer Maturity Model for ITAD

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Customer Maturity Model for ITAD

# SUSTAINABLE ITAD





[sustainableITAD.org](https://sustainableITAD.org)

# STEPS TO SUSTAINABLE ITAD

## 1. Consider ways to use electronics longer within your organization

- Extend Warranties
- Repair instead of Replace
- Ask “Does it still fit the user’s needs?”
- Cascade to other departments/employees

## 2. Remember your used electronics still have value – end of use doesn’t equal end of life!

- Have thoughtful collections
- Don’t hibernate devices

## 3. Think beyond remarketing dollars

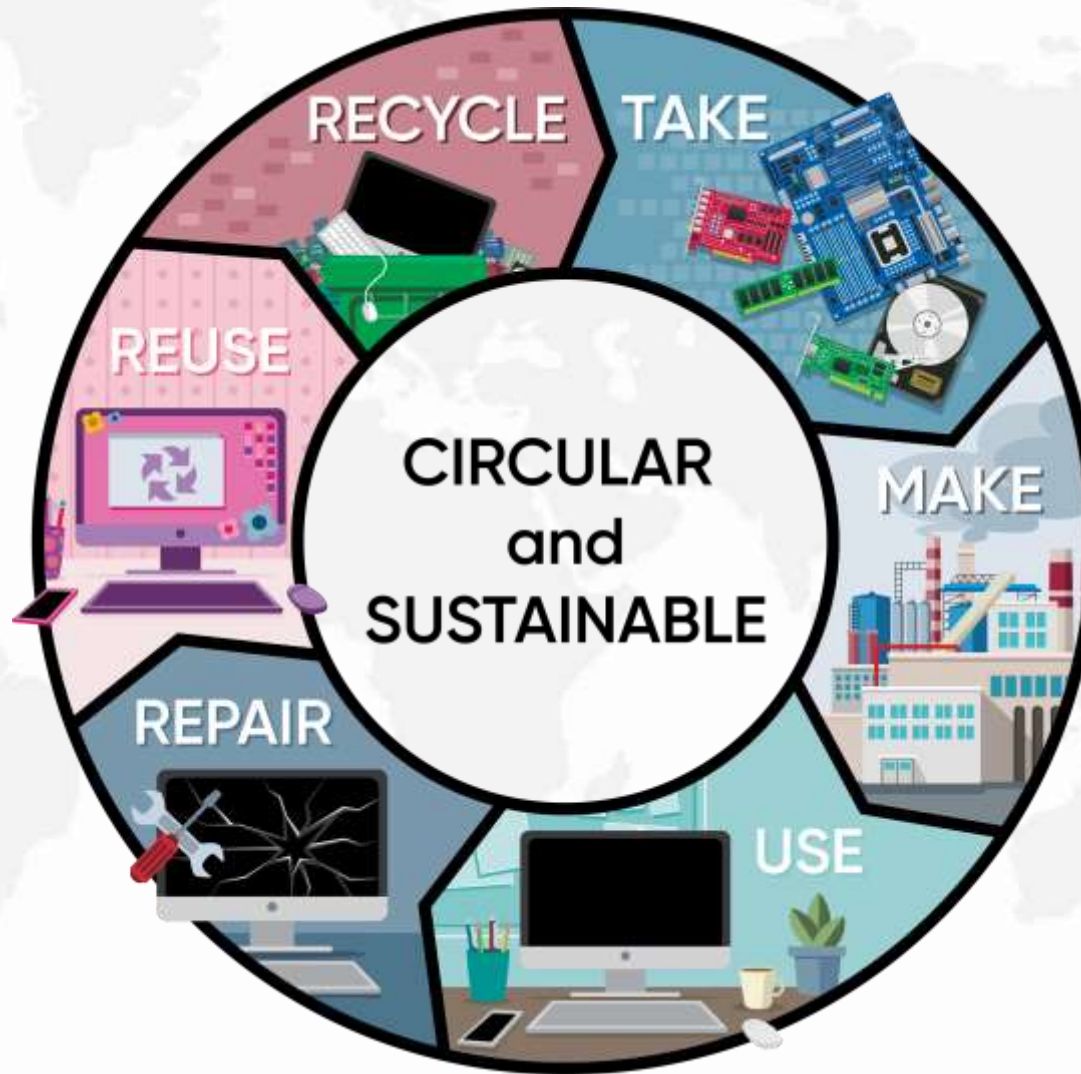
- Could employees benefit?
- What about donation programs to schools or lower income households?

## 4. Make sure your ITAD partner supports your goals!

# THE OLD GOAL – MANAGE E-WASTE



# THE NEW GOAL: CIRCULAR AND SUSTAINABLE





# IN THE END, IT'S ABOUT CREATING DIFFERENT OUTCOMES





# CHAMPIONS OF ELECTRONICS SUSTAINABILITY

[ReTHINKelectronics.org](https://ReTHINKelectronics.org)

[SustainableITAD.org](https://SustainableITAD.org)

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