

# WasteNot



A Social Enterprise of St. Vincent de Paul of Alameda County

9235 San Leandro Street, Oakland CA 94603

510/638-7600

For immediate release  
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## **Free Electronics Recycling Service Protects the Environment, Creates Jobs for the Disadvantaged**

WasteNot, a new social enterprise of the Society of St. Vincent de Paul of Alameda County, provides free electronics recycling for the community and provides jobs for the disadvantaged. The launch of the new venture is timely given the federal mandate moving broadcasters to digital signals, rendering obsolete hundreds of thousands of old televisions.

WasteNot's free service provides drop-off locations around Alameda County, free pickup of bulk loads, customer assurance that data on devices is destroyed, and zero landfill disposal because all electronics waste is recycled.

WasteNot has the added benefit of employing the disadvantaged and helping move people from poverty into productive lives as contributing members of their community.

"WasteNot is a great service to the community in these tough times," said Melanie Anguay, Director of Social Enterprises for St. Vincent de Paul. "Consumers get free, secure electronics disposal that helps them go green and it helps put a little green in the pockets of those struggling to find work. It's a real win-win business."

WasteNot accepts a wide range of electronics for recycling, including ....

- Televisions
- Computers (laptop and desktop -- monitors, processors, keyboards, mice, cables, power cords)
- Telephones – cellular and regular
- Printers, fax machines, scanners, shredders
- Stereo components, radios
- Microwave ovens, oscilloscopes, lab equipment
- Power supplies, electronic parts, PC boards

WasteNot will divert more than 200 tons of electronics waste from landfills this year. More than a dozen unemployed people will have the opportunity to learn job skills in the venture along with a paycheck.

The Society of St. Vincent de Paul of Alameda County provides direct assistance to the needy throughout Alameda County and earns much of its revenue through its social enterprises. The WasteNot venture has been nurtured through a partnership with REDF – a San Francisco-based nonprofit organization supporting Bay Area social enterprises since 1997. REDF's venture philanthropy model focuses on creating jobs for those who are most disconnected from the workforce.

### (See over for eWaste facts)

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## eWaste Facts

**California produces about 93 million tons of solid waste per year which fills up limited landfill space and emits methane gas, an extremely potent greenhouse gas that contributes to global warming.**

- Nearly 250 million computers will become obsolete in the next five years, according to the United States Environmental Protection Agency. In 2001, only 11 percent of personal computers retired in the U.S. were recycled.
- California leads the nation in recycling efforts and hit a milestone last year of diverting 58% of waste from landfills.
- California has created a mainstream industry that accounts for 85,000 jobs, generates \$4 billion in salaries and wages and produces \$10 billion worth of goods and services annually
- *Information sources:* <http://www.ciwmb.ca.gov/PressRoom/2008/December/56.htm>,  
<http://www.microsoft.com/education/TenTips.aspx>

**By law, full-power television stations nationwide must begin broadcasting exclusively in a digital format in 2009. Consumers must purchase digital televisions or purchase convertor boxes for obsolete televisions.**

**WasteNot is a member of ASL GREENetwork – an organization of e-waste collectors who will provide free and convenient places for consumers and business to recycle their unwanted and/or obsolete electronics. Benefits of WasteNot’s ASL eWaste processing:**

- Zero landfill disposal because all the ewaste processed is recycled.
- Single process for all waste, which means dismantling of all eWaste designated for recycling through ASL network.
- Use of best available technology in all processes.
- Sophisticated dispatching and tracking system that helps ASL and WasteNot record the material that is brought for recycling and effective data reporting.
- *Information source:* <http://www.aslrecycling.com/greenetwork.htm>

**WasteNot provides FREE pick up & collection of eWaste materials to households, businesses and organizations in Alameda County.**

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## Richard's Story:

### *WasteNot Got Me Back to Work and My Family Off the Streets*

Richard, 35, was out of work and down on his luck when he first came to the Society of St. Vincent de Paul of Alameda County's Free Dining Room. He got a hot meal and a shower, then sat down with staff to get some direction.



Richard was unemployed and homeless after being laid off as a journeyman painter. He was living friend-to-friend and, after struggling with alcohol for 11 years, had one year clean and sober in recovery

With a wife and three small children to care for, Richard was at the end of his rope. He'd been looking for work but having a hard time finding anything steady in a bad economy with high competition for jobs.

Richard entered SVdP's Champion Work Force program and was assigned to work with WasteNot, the SVdP's new electronics recycling venture. Working 20 hours per week, Richard learned warehouse skills, developed customer service skills, tested materials and helped with inventory control. In addition to on-the-job training, Richard attended SVdP's Job Club to brush up on workplace etiquette, learn computer skills and scout full-time employment opportunities.

Richard got his family settled in a new home and started applying for jobs. With good references from his time with WasteNot and his newly-polished skills, Richard found full-time employment in one of SVdP's retail stores.

Richard says "I now have a solid foundation and direction in my life. This is a wonderful experience and St. Vincent de Paul has bent over backwards to help me."

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## **Public Service Announcements for WasteNot – electronics recycling**

*(60 seconds)*

Millions of pounds of electronic eWaste are being produced in the United States each year, making it one of the world's fastest growing waste streams. You can be part of the solution to this problem by donating your eWaste to WasteNot, a social enterprise of St. Vincent de Paul of Alameda County. This FREE service not only provides an easy and secure way to recycle eWaste, but it also provides jobs to low-income individuals. Building on St. Vincent de Paul's commitment to workforce development, WasteNot trains and employs individuals who are out of work while also providing them with a supportive on-the-job learning environment.

With collection locations across Alameda County, we make getting rid of your eWaste simple and a benefit to both the environment and your community, too. For more information on drop-off sites and the WasteNot enterprise, visit [SVDP-Alameda.org](http://SVDP-Alameda.org).

*(30 seconds)*

eWaste like computers and televisions are one of the fastest growing waste streams. Help protect the environment while also providing jobs for low-income individuals when you easily and securely donate your eWaste to St. Vincent de Paul's WasteNot program. For more information on drop-off sites and the WasteNot enterprise, visit our website at [SVDP-Alameda.org](http://SVDP-Alameda.org).

*(15 seconds)*

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