

Partners

Charitable Recycling Team

The Wireless Source
Electronic Product Recovery
REAP2

Supporters

Oakland County
Automation Alley
REAP2 Municipal Consortium (30 members)

Organizational Participants

UBS Paine Webber
UAW Visteon Corporation
Eco-Imaging of San Diego
Henry Ford Hospital
REAP2
Michigan Recycling Coalition
City of Medora, ND
Central Florida Legal Services
Salt Lake City Police Department— Victim Advocate Program
Birmingham Ranger AA Travel Hockey Team
Care House
Christ Child Society
Civitan International
Cub Scout Pack 464, Minooka, IL
Ecology Fund & Rainforest Site
Exchange Club of Pasadena, CA
Farmington Hills Hockey Association
Haven
Linn State Technical College, Linn, MO
Renaissance Unity Church
Rochester Community Schools Foundation
Soft-Word Inc.
St. Mary's of the Hills Catholic Church
St. Michael's We Care of Monroe, MI
St. Vincent Sara Fisher Home
Students Protecting Animals, Western Michigan University
The Rainbow Connection
Volunteers of America, Denver, CO branch
Volunteer Southern Maryland at the College of Southern Maryland
Wildlands CPR
Women's Survival Center of Oakland County

Sponsoring Beneficiaries

Automation Alley
Michigan Recycling Coalition

Primary Beneficiary

Rainbow Connection

Michigan Based Charities (Beneficiaries of Program)

Birmingham Ranger AA Travel Hockey Team
Care House of Oakland County
Christ Child Society, Detroit
Civitan International, Oakland County Branch
Farmington Hills Hockey Association
Haven of Oakland County
Renaissance Unity Church, Warren
Rochester Community Schools Foundation
St. Michael's We Care of Monroe
St. Vincent Sara Fisher Home, Farmington Hills
Students Protecting Animals, Western Michigan University
The Rainbow Connection, Rochester
Women's Survival Center of Oakland County



Cellular Contribution | An Innovative Project
To Harvest Used Cellular Phones for the Benefit of Charities



The Big Idea

The Cellular Contribution Program is a new and exciting environmental initiative to benefit Automation Alley member companies as well as their charities of choice. REAP2, Oakland County and Automation Alley's electronics recycling initiative, is sponsoring the Cellular Contribution Program, which focuses on recycling used cellular phones. This program aims to clean up a hazardous electronic waste that threatens our environment, while benefiting our local communities.

The goal of this program is to recycle used cellular phones that are stockpiled in desks and storage rooms. The recycling will take place in two ways. A working phone will be refurbished and re-introduced in an emerging market such as rural China, India, Latin America or Russia. A non-working phone will be recycled by REAP2 partners, always in compliance, but more importantly—maintaining environmental standards. Either way, the phones are being recycled or reused in a responsible manner.

Each cellular contribution that is made will result in a monetary donation to the company's charity of choice. This program will clean up the environment and raise money for a worthy cause, while helping you dispose of your company's unwanted e-waste.



Why Automation Alley?

As Oakland County's first class technology cluster, Automation Alley has the potential to turn the e-waste challenge into a competitive economic advantage. Because the REAP2 project is a joint effort initiated by the Automation Alley consortium and Oakland County government, it is important to stay involved with each aspect of the program.

Oakland County, as a major high-tech business center and home to Automation Alley, lives on technology. We have almost twice as many high-tech workers as the nation's on average. So we're using more technology here- and throwing more away, including cellular phones.

There is a significant volume of electronic and electric equipment becoming obsolete within Automation Alley and a significant turnover rate when it comes to cellular phones.

The businesses in Automation Alley are technology-intensive, both in what we make and in how we do our work. The issue of e-waste is very real for us- and we want to be part of a solution that does more than put e-waste out of sight, out of mind. The business community can respond to this challenge with an innovative, private-sector approach. The Cellular Contribution Program gives Automation Alley a joint role with Oakland County to lead the way.

How To Get Involved

Member companies can get involved in two ways. One way is by having a collection bin and poster set up in your lobby for employee and public drop-off. Another way is simple behind the scenes business-to-business trade.

One benefit of having an on-site collection bin is the positive image it will give your company. The bin will have an optional poster attached that explains how the program benefits the environment and that the donations are going to charity. When the bin is full, simply put the phones in a box and ship them. A pre-addressed shipping label will be provided and all contributions are tax-deductible.

Your company can find everything it needs for the program at www.charitable recycling.com Online, it is possible to print out pre-addressed shipping labels as well as tax donation receipts. There is even a step-by-step web page just for Automation Alley members!

The Cellular Contribution Program makes it easy to dispose of your old cell phones in an environmentally safe manner while donating to a worthy cause.

To get involved:

Lani Morgan, Communications Specialist
Oakland County Waste Resource Management
(248) 858-2071
morganl@co.oakland.mi.us



Rollout Schedule

December 16, 2002

Board of Directors Meeting

Who-Directors

Purpose- To explain how program works and alert mailing is on the way.

December 17, 2002

Executive Board Meeting

Who-Executive Board

Purpose- To explain how program works and alert mailing is on the way.

January 3, 2003

Letter from Brooks

Who- Automation Alley members

Purpose- To start roll-out and communicate county executive support.

January 7, 2003

January e-Newsletter

Who- Automation Alley members

Purpose- Get people excited about benefits of program.

February 18, 2003

Campaign Mailing

Who- Automation Alley members

Purpose- Show people how to use program.

February 18, 2003

Press Conference

Who- Participants of program

Purpose- To kick-off mailing campaign and acquaint people with program.