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For immediate release

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Ontario Electronic Stewardship ready to expand electronics recycling program: applauds Minister's approval of phase two plan

Cell phones, cameras, audio-visual equipment to be added April 1, 2010

Toronto – Ontario Electronic Stewardship is ready to expand the Waste Electrical and Electronic Equipment (WEEE) Program to collect a wider range of electronic devices for recycling, Executive Director, Carol Hochu said today in response to the news that Environment Minister John Gerretsen has approved the second phase of the program.

The expanded program—set to begin on April 1, 2010—means that Ontarians will be able to take cell phones, cameras, audio-visual equipment, speakers, radios and many other electronics to designated collection sites to be recycled.

Phase one of the program already collects televisions, laptop and desktop computers, desktop printers and fax machines. For these electronics, consumers can go to a website, www.dowhatyoucan.ca, to find their nearest collection or re-use location.

“We are very excited that our plan to add more waste electrical and electronic equipment to our program next year has been approved by the Minister,” said Ms. Hochu. “The first phase of the program, launched April 1, has already collected over 4800 tonnes of unwanted electronics.”

The industry-developed and operated WEEE program plan has had great success since it began over four months ago. In the first quarter, 4800 tonnes of WEEE have been collected. There are currently 262 collectors and four approved processors participating, along with many transportation and handling firms. The revised program plan expands the program not only to include more materials - 44 materials in total - but also provides new options and increased flexibility for stewards and service providers alike.

“OES has successfully developed a strong and growing network of collection sites and events, and partnerships with our steward to provide convenient opportunities for individual consumers and businesses to have their unwanted WEEE reused and recycled” said Hochu. “More items accepted means that more of these materials will be kept out of Ontario's landfills resulting in greater protection of the environment.”

The program will begin accepting the additional WEEE items commencing April 1, 2010. Consumers can find their nearest WEEE collection site or event by going to www.dowhatyoucan.ca and searching by municipality, by postal code, or by material type.

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Help keep
unwanted
electronics
out of
landfill

DO WHAT YOU

CAN 

Find out where to take unwanted electronics...
Go to www.dowhatyoucan.ca and find out.

OES is a not-for-profit organization formed by leading retail, information technology and consumer electronic companies to implement the WEEE Program Plan under the *Waste Diversion Act*, and is responsible for developing and implementing the WEEE Program Plan, in co-operation with Waste Diversion Ontario. The plan requires brand owners, first importers and assemblers to pay fees on designated electrical and electronic equipment supplied into the Ontario market. These fees pay for collection, transportation, reuse and recycling of the collected WEEE as well as research and development, consumer education and program administration.

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Learn More

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www.wdo.ca

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