



Life on MAR

Pictured left: Staff refurbishing computers as part of the Microsoft Authorised Refurbisher (MAR) programme which provides companies with a means of disposing of unused or end-of-life computer equipment which can then be serviced, reconditioned and installed with new software

MAR, AN INNOVATIVE PROGRAMME that seeks to increase the number of low-cost computers available to charities and schools, while at the same time keeping them out of landfills, was launched recently at Rehab Recycle's busy electronic and electrical waste facility in Tallaght.

The worldwide Microsoft Authorised Refurbisher, or MAR, programme provides companies with a way to dispose of unused or end-of-life computer equipment by servicing, reconditioning and installing it with new software. These computers are then donated to a charity or school which might not otherwise be able to afford such technology.

Rehab Recycle is one of just four accredited companies actively refurbishing computers as part of the MAR programme in Ireland. Over 1,000 computers have so far been sent to charities and schools across the country under the programme and this figure is set to dramatically increase in the years ahead.

Michael Horgan, Director of Enterprises, Rehab Group, says, "Rehab Recycle is very proud to be associated with the Microsoft MAR programme. The primary goal of the programme is to increase the number of low-cost computers available to charitable organisations and academic users. In addition, the programme benefits the environment by helping to keep serviceable computers out of landfills by extending their useful lifetime outside of a corporate environment."

"The MAR programme promotes the reuse of technology and provides a ready supply of computers for charities and schools," says Tom Murphy, Head of Public Relations and Community Affairs at Microsoft. "Already a number of leading environmentally-conscious companies are availing of the MAR programme. Our aim is that as many companies as possible look at the programme as a realistic alternative to scrapping unused technology, while knowing that the donated computers will have a valuable extended life in a growing number of charities and schools."

The programme has also received the commendation of WEEE Ireland, the national compliance scheme for electronic recycling. Of the computers refurbished to date, WEEE Ireland has financed over 200 as part of its Schools Awareness Campaign. The campaign, which is operated by Rehab Recycle, not only provides a market for the refurbished computers but also educates schools about electronic recycling. ■

Who to contact

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