

Rehab Recycle Goes Back to School

IT MAY NOT BE SEPTEMBER, BUT IT'S BACK TO school time already for Rehab Recycle as it spearheads an innovative WEEE Ireland campaign that aims to raise recycling awareness and increase collection levels of small household waste electrical and electronic equipment (WEEE) among schoolchildren of all ages. Best of all, every participating school in the awareness campaign receives a free recycled computer, refurbished by Rehab Recycle.

Since the launch of the Schools Awareness Campaign by WEEE Ireland in April 2006, Rehab Recycle presenters have travelled the length and breadth of the country, visiting a staggering 700 schools at primary and post-primary levels.



Pictured above: James Graham tests the monitor of a refurbished computer.



Pictured above: Computers are dismantled as part of the refurbishment process by (left to right) Pauline Brady and Ann Conroy.

In addition to receiving a free refurbished computer, participating schools each get an hour-long presentation on electronic and electrical waste recycling with all students receiving free goodies, including magnets, pens, pencils and bookmarks. What's more, Rehab Recycle also disposes of small electrical appliances such as kettles, toasters and hairdryers collected from pupils during the visit to the school. So far, over 60 tonnes of WEEE have been recycled from schools and this figure continues to grow.

However, the Rehab Recycle team isn't about to rest on its laurels – there are still 2,000 schools to go!

And it's not just primary and secondary schools that are being targeted in the campaign. Rehab Recycle has also visited Trinity College Dublin during the University's "Green Week" last February, informing staff and students of the benefits of waste electronic and electrical recycling. A staggering 17.5 tonnes of waste equipment was collected from the university during that week alone.

According to Martin Reddy, WEEE Recycling Manager with Rehab Recycle, the WEEE Ireland Schools Awareness Campaign hopes to visit more universities, third level colleges and community groups in the coming months, in fact, anywhere where people may have an interest in recycling. So, keep an eye out for the team, they could be coming to a place near you! ■