



INDIANA UNIVERSITY

UNIVERSITY INFORMATION
TECHNOLOGY SERVICES

December 19, 2010

To: Association for the Advancement of Sustainability in Higher Education
From: Susan Coleman Morse, Senior Communications and Sustainability Specialist
University Information Technology Services

RE: STARS Innovation Credit for Indiana University Electronic Waste Collection Days

Building on the success of electronic waste collection campaigns the previous two years, Indiana University students are once again spearheading the planning, promotion and implementation of the Electronic Waste Collection Days in 2011.

In partnership with Apple Inc., 834,126 pounds of electronic waste were collected at Indiana University Bloomington and Indiana University Purdue University Indianapolis in May 2009. Open to the public, this initiative, led by student interns from the IU Office of Sustainability, attracted participation from private households, as well as local non-for-profits and small businesses. Students expanded the project in 2010, coordinating cross-functional teams distributed over multiple campuses. Offering additional support and outreach to regional campuses, five Indiana University campuses participated across the state. Particular attention was paid to adherence to university policies and maximizing resale opportunities to support reuse prior to recycling. A month long "dock-side pick-up" campaign at Indiana University Bloomington resulted in over 33,000 pounds of electronic waste being collected from individual academic and business units and processed for the larger event. Creative outreach activities, including the first annual E-Waste Art Contest were designed to increase participation of student populations. In 2010, approximately 650,000 pounds of electronic waste and associated heavy metals and toxins was diverted from landfills and processed through certified recycling contractors.

In the fall of 2010, the program expanded to offer regular electronic waste pick up to all 8 campuses. Student leaders are currently researching campus policies effecting electronic waste disposal and will be proposing formal recommendations for increase electronic waste collection on all Indiana University campuses.

Spring 2011 will bring the 3rd Electronic Waste Collection Days event to Indiana University, with two campuses currently committed to participate. New outreach and promotional partnerships, including visits to local grade schools for e-waste education programs and promotion through local business organizations are also being considered

I look forward to partnering with the IU Office of Sustainability as we grow our commitment to spread the important message and provide the means to properly recycle technologies. These efforts would not be possible without the tireless vision and dedication of our student leaders.

Sincerely,

Susan Coleman Morse
Senior Communications and Sustainability Specialist
University Information Technology Services