

MEDIA RELEASE

4 June 2008

FOR IMMEDIATE RELEASE



“e-Waste Eddie” helps schools kick the e-waste habit

As part of World Environment Day week, e-Waste Eddie the puppet and the eDay collection truck will be visiting selected Wellington schools to raise awareness of the hazardous nature of electronic waste (e-waste) when dumped in landfills.

e-Waste Eddie, puppeteer Tony Collis and the eDay collection truck are visiting schools during World Environment Day week to educate schools and children about the dangers of e-waste in landfills and the importance of IT energy conservation while at the same time providing a method for schools to recycle their old computer equipment.

National organiser, Laurence Zwimpfer from the Computer Access NZ Trust (CANZ), says the puppet show is a new addition to the eDay programme, New Zealand’s only community-driven national e-waste recycling event which launched last year.

“World Environment Day week is perfect timing for us to launch School eDay and we thank the Ministry for the Environment for its support in getting it off the ground. We are hoping to get additional corporate funding to enable us to reach schools in other areas,” he continued.

A recent survey by 2020 Communications Trust titled *ICT in Schools Report 2007* found that the most common method for disposing schools’ computers once they are no longer of use is taking them to landfills.

“This prompted us to develop School eDay to provide a convenient mechanism for schools to recycle computer equipment and mobile phones in an environmentally sustainable manner while educating at the same time, making it clear that disposal in landfills is not a sustainable option,” said Mr Zwimpfer.

Every school in Wellington city will also be provided with downloadable schools' kits that contain activities for students to learn about sustainable e-waste disposal and IT energy conservation.

Mr Zwimpfer said e-waste and its toxic materials, including lead and mercury from old computers, is globally the fastest growing type of waste being sent to landfill - posing a potential toxic hazard for people, animals and the environment.

"Our aim with eDay is to educate New Zealanders of the dangers of dumping electronic waste in landfill and this starts with our youth," said Mr Zwimpfer.

School eDay is part of the national eDay programme which last year diverted 415 tonnes of e-waste from landfills, from Invercargill to the North Shore of Auckland. This year, eDay for the general public will take place in October.

School eDay is an initiative of CANZ and supported by World Environment Day, 2020 Communications Trust and Remarkit Solutions.

Schools are advised to visit www.eday.org.nz for more information about e-waste.

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The eDay 2008 logo and photographs from this event are available for publication in TIFF format.

CANZ is a not-for-profit trust set up by the 2020 Communications Trust in 2000 with support from the Ministry of Education to promote the reuse and recycling of computer equipment.

For further information visit www.eday.org.nz or please contact:

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e-Waste Eddie Wellington School Tour



e-Waste Eddie



eDay collection truck



Collected e-waste

Session	Wednesday 4 June	Thursday 5 June	Friday 6 June
Session 1 (9.15)	Liz Rhodes Associate Principal Brooklyn School Washington Ave Contact: Liz Rhodes Ph 0-4-389 6758 160 students	Raewyn Watson Principal St Anthony's School 10 Ludlam Street Seatoun Contact: Jenny Steven Ph 0-4-380 6971 54 students	Judy Grose Wilford School, Lower Hutt Ph. 0-4-568 3425 Students 260
Session 2 (11.30)	Mark Potter Berhampore School Contact: Simone/Emma Ph 0-4-389 9391 56 students 12pm show	Chris Worsely Pomare School Contact: Angela Duthie Patridge St, Lower Hutt Ph 0-4-939 7421 190 students	
Session 3 (2.00)	Dennis Thompson Lyllall Bay School Contact: Janet Upston Ph 0-4-939 9112 365 Students		Mary Ely Silverstream School, Upper Hutt Phone 0-4-528 2596 457 Students 2pm