

10 August 2009

Eco Day is resounding success

Sims Recycling Solutions' recent Eco Day in partnership with Warwickshire County Council was a resounding success, with over 3.6 tonnes of waste electrical and electronic equipment (WEEE) collected.

Billed as an 'electronic waste amnesty day', Sims Recycling Solutions provided pre-publicity materials to encourage council employees to bring along their WEEE either from home or from their office. Sims Recycling Solutions placed stillages in key locations where employees could drop off the WEEE and the response was very encouraging. All sorts of redundant electrical and electronic waste items were dropped off including computer equipment, televisions, keyboards, printers, scanners, mobile phones and DVD players. Fourteen stillages of WEEE were collected and sent for processing at Sims Recycling Solutions' state of the art WEEE recycling plant in Newport, Gwent.

Sims Recycling Solutions developed the concept of Eco Days as a service for clients following the introduction of the WEEE directive in 2007. The directive requires that WEEE can no longer be sent to landfill but must instead either be refurbished for re-use or recycled for recovery of the constituent valuable materials. The aim of an Eco Day is to help clients fulfil corporate social responsibility objectives and raise awareness of the directive among employees.

Sims Recycling Solutions' Internal Account Manager, Sam Smith, said: "Eco Day events are becoming increasingly popular with our clients as they help raise awareness among employees of the WEEE directive and at the same time make a real difference in helping the customer reduce their impact on the environment."