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This Year's Hot Model – Next Year's Big Mess

Indiana Recycling Coalition Attacking Mounting e.Scrap Problem

Today, the Indiana Recycling Coalition launches the first piece of a statewide media campaign to educate Hoosiers about the hazards and options for managing discarded electronics (e.Scrap). A new website, <http://www.eScrapIndiana.org> serves as a “one-stop-shop” for information about why e.Scrap can be toxic, proper ways of managing e.Scrap at the end of a product's life, and how to purchase safer and more environmentally-sound electronic devices in the future.

“Many people do not realize that there are at least five toxic materials found in today's electronics,” said Michelle Cohen, Executive Director of the Indiana Recycling Coalition (IRC). Cohen continued, “For instance, older computer monitors and televisions contain at least four pounds of lead. In normal use, these items pose little health and environmental risk, but when it comes time to discard them, they can create an environmental mess.”

The IRC has developed the campaign around the idea that while Hoosiers may want the newest model of electronic device, they leave a legacy of e.Scrap that must be properly managed to ensure the protection of the environment and the safety of Indiana residents.

In January, the IRC will undertake a statewide education campaign including radio and television advertisements, billboards, newspaper ads and more. The goal is to reach all the businesses, institutions and individuals who use electronics (virtually all those who live or work in Indiana) with a message that this stuff is toxic and there are laws, risks and responsibilities and to encourage them to properly manage their e.Scrap. All that information can be easily found at the new website.

The IRC is an Indiana not-for-profit organization promoting waste reduction, reuse and recycling issues statewide since 1989. The e.Scrap campaign has been a critical component of the coalition's education message because e.Scrap affects so many Hoosier communities.