Recycle IT – Overview

Recycle IT is an [award-winning](#) social enterprise and community-based recycling initiative providing recycling services for waste electrical, electronic equipment (WEEE) and metal in Dublin, Wicklow and Kildare. Recycle IT was established as a community initiative in 2002 to offer employment and reduce environmental harm created by the dumping of old appliances on brown and greenfield sites. Recycle IT endeavors to be innovation, impactful, improve people's lives and address societal and environmental challenges.

Recycle IT is governed by a voluntary board of directors and is committed to the standards outlined in the [Governance Code Principles](#) in Ireland**.** Recycle IT have recently applied to the Charities Regulator to determine our suitability as a charity. We are also in the process of extending our recycling permits across the Leinster region.

With support from South Dublin County Partnership, Pobal, the Dormant Accounts Fund, South Dublin County Council and in partnership with WEEE Ireland the organisation has developed and now offers work experience, training and employment opportunities to 24 people. Colleagues in these positions deliver community recycling services daily. Over the last 18 months our team have archived an organisational **milestone** of safely recycling over **1000 tonnes** of waste equipment.

Our Goal as Community Electrical Recycling Initiative:

Our project goals are agreed by our voluntary board of directors in consultation with management, staff and the community. Our goals include:

- Easy access to electrical, electronic, metal and battery recycling in the areas we serve yearly.
- Ensure items collected are disposed of or recycled safely and in accordance with environmental laws in Ireland.
- Share information on recycling services and initiatives using a variety of formats.
- Engage respectfully with people of all ages including staff, customers, volunteers, management & partners.
- Promote a culture of trust and honesty across all our operations.
- Create and maintain employment levels which allows ongoing delivery of our services.
- Offer opportunities for work experience, employment and learning regardless of background, origin, education or personal history.

Community Recycling Supports the Local Community?

Different communities and demographics experience different barriers to recycling, therefore they require unique recycling solutions to overcome these barriers. Recycle IT use tools such as the [Pobal Deprivation Index](#) to determine locations which can benefit from free electrical and metal recycling collections. We work with community groups, residents' groups local council officials and community leaders to enable recycling collections in hard to reach areas.

During 2018 and up to June 2019 Recycle IT has worked on **17183 community household collections** with approx. **111,000 collection cards delivered** and separately our team have contacted over 100 resident
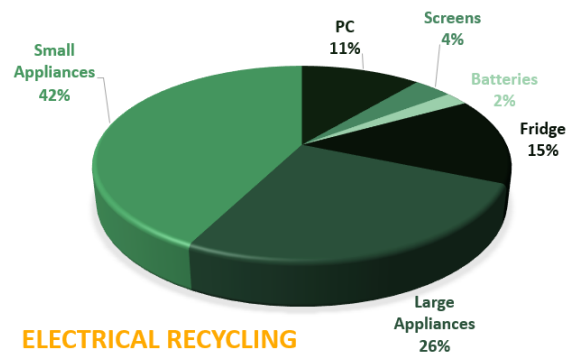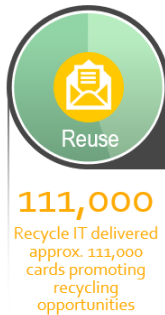
associations supporting over 50% of those with planned collection events in Dublin and Wicklow. The average weight of collection from households is 42KG which is the near equivalent to a standard dishwasher weight.

1094Tonnes Collected

Recycle IT recycled **1094** tonnes of used electrical, electronic and pure metal items from homes, schools, colleges, charities and businesses based in Dublin and surrounding areas in the 18 months to June 2019

Reduce

18700
Recycle IT provided 18700 collections to homes, schools, charities and community groups

Reuse

111,000
Recycle IT delivered approx. 111,000 cards promoting recycling opportunities

Recycle

5700
Over 5700 people aided with lifting or moving items for recycling

- Small Appliances 42%
- PC 11%
- Screens 4%
- Batteries 2%
- Fridge 15%
- Large Appliances 26%

ELECTRICAL RECYCLING

Community Recycling Statistics

To manage operations and sustainability, we practice efficiency and keep costs low. Recycle IT continually work to build a reputable and trustworthy brand which go's the extra mile in helping customers in need. We regularly communicate with customers and communities using social media, (Twitter & Facebook) blog posts, newsletter, telephone, email and face to face. We have increased our audience across all platforms resulting in increased rates of recycling. The staff team are highly regarded and remembered for their friendly attitude. We have more recently embraced free or cost-effective technology to support collections operations, accounts, payments and further upgrades are planned.

Table 1 - Collections by Sector over 18 Months

Year	Description	No. of Collection
2018 / 2019	Homes Collections	17183
2018 / 2019	Collection Areas Covered	56
2018 / 2019	Residents Collections	52
2018 / 2019	School Collected from	310
2018 / 2019	Charities Collected from	321
2018 / 2019	Personal Collections	889
2018 / 2019	Assisted Collections*	5722

The Recycle IT team are trained, insured, carry name badges and can remove items safely from homes.

Community Collaboration

1. The Recycle IT team works in collaboration with local communities to plan and coordinate community recycling days. Working together build trust and delivers higher rates of recycling. On average over 1 ton of waste electrical and electronic equipment (WEEE) is collected directly from homes or gardens each collection day with assistance and help always on hand to lift or remove items.

2. Over the last 18 months Recycle IT have collected from 50 established Residents Associations located across Dublin. This partnership approached helps increase the amounts collected and builds relationship for the future

3. Recycle IT have been accepting bikes for reuse through our collection & drop off service. This is part of an initiative to support reuse. Frontline Bikes, a new reuse social enterprise supporting individual / families which are dealing with substance misuse will benefits (through work) from this initiative.

4. Recycle IT attend and participate in events yearly to share information and promote recycling. These events include Eco Week, Reuse Month, Public Participants Network Events, Family Fun Days, WEEE Conferences, and Learning Events. We work in collaboration with WEEE Ireland, South Dublin County Council, Dún Laoghaire-Rathdown County Council, Dublin City Council and Community Groups to host stands, offer advice and sharing information on recycling electrical, electronic and pure metal items.

5. Recycle IT have worked with TU Dublin and DCU to develop real-life projects for mutual benefit. Learning comes alive for the students and community partners, with students developing professional transferable skills, and enhancing their understanding of the community they work with. In 2019 we were delighted to receive an award from TU Dublin for our work with students.

Community Supports 2018 / 2019

Community Employment

Recycle IT aim to deliver free and cost-effective recycling services for environmental reasons and to address, social and economic challenges. The organisations aims to deliver work experience, training and employment opportunities in Clondalkin. The Census 2016 Deprivation Index identifies Cappaghmore, Rowlagh and Moorfield in Clondalkin as having scored minus 15. People in these communities experience a multitude social issues such as early school leaving, long-term unemployment, addiction and less than adequate living conditions. Our recycling initiative supports recycling in these communities but also aims to support community change by delivering employment and training opportunities. These work-related opportunities deliver social interaction, income creation,

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spending power and potential career progression. In work training and softer supports build knowledge, confidence, develop positive attitudes, behaviors and establish and maintain positive work relationships. We see our working environment as a happy workplace where people can flourish and develop. Taking part in work is reflected in homes and communities once outside work. Today Recycle IT operate and/or support the following employment initiatives:

Table 2 – Community Employment Initiatives Supported by Recycle IT

Community Service Programme. (11 staff)	Community Employment Initiatives. (5)	Student Placements. (3)	Kickstart Irish Prison Service Employment initiative employment*
Youthreach Programmes. (3)	Tús – Community Work Placement Initiative. (5)	The Ability Programme – (supports people of differing abilities gain training & work). (1)	*Note: In 2019 Recycle IT were awarded €30,000 in funding to start the kickstart job Initiative*

Eco- Friendly change for our Community

By the end of 2018 Recycle IT upgraded all lighting to energy saving lights and installed cost-effective energy saving heating in our facility. Its estimated by SEAI, that SME's can save up to 90% of their lighting electricity costs by upgrading. They last twice as long and consumes 30% less energy.

Our warehouse and office spaces are now brighter, which is great for staff and offers a safer work area. Up to late 2018 Recycle IT used space heaters which on average consumed 1500W – 2000W (2KW) of electricity. These were replaced by Eco Panel Thermal Radiators which consumes just 1000W when in use. This makes a big difference to the environment and the air in the working environment particularly in the office areas. We have listed the steps taken below.

Warehouse Upgrade

Table 3 – Eco Awareness - Practical Steps

Heater timers are set to save energy.	LED lights installed / All lights are switched off at evenings & weekends.	Office staff can work from home (CO2).	Eco friendly equipment and vehicle upgrade.
Sensor lights installed in public areas and toilets.	Computer and monitors are switch off at evenings & weekends.	WEEE collections are schedule to avoid congestion.	Bikes to work schemes, car sharing, and walking are encouraged.
Removed plastic cups.	Removed water cooler.	Installed filtered water.	Offer reusable bottles.

In Closing

Recycle IT offer real and tangible value through our initiative. Our team keep people informed about our community services, updated on how best to recycle and educated on our mission. Our responsibility as a recycler are easily understood by our staff delivering services in communities. Our ability to thrive is depended on addressing stakeholder needs. They are essential to the progression of our social enterprise. Our team endeavour to take responsibility for our eco impact and try to reduce negative impacts where possible. Please view our practical CSR steps here.