Using Campaign for Effective E-Waste Management

Ankita Jena
• Lack of awareness

• No initiatives by stakeholders – producers and authorities

• Campaign have more public outreach

• Interesting and engaging
  • Dynamic content
  • Instant call for action

• Increased success rate
Successful Campaigns

Nerolac VOC Free Paints Campaign
Nokia Campaign on Mobile Recycling

Success story

Panasonic Green Electronic Campaign
ALS Ice Bucket Challenge
Swachh Bharat Campaign
Toxics Link’s Experience

Pushing for E-waste Regulation:

Role of Watchdog
- Media campaign
- Public interest litigation

E-wareness:
- School programmes
- Media campaign
- Information material
Impact of Campaign

- India has an E-waste Regulation
- Takeback infrastructure coming up
- More than 100 collection/dismantling/recycling units
- Producers initiating change
- School Awareness - 2200 schools covered in 25 cities across 17 states
- 2,52,000 students & 10,000 teachers part of the campaign
- 20,900 number of mobile & other accessories collected
Regulators

- Issue public notices
- Information material

Bulk Consumers

- Use media to highlight the problem
- Organize collection drive
- Petitions to push producers
- Policy for green purchase
- Employee awareness program
Producers

Use of ads, social media to promote take back

Youth engagement programs

CSO

Organize collection drive

Awareness programmes

Reports and media engagement
When Planning for Campaign
Consider
Where am I now?
What do I want to achieve?
Best ways to achieve the goal?
Target audience?
Let’s Design Campaign

**Collection Drive**

- Area/Society selection
- Collaboration with RWA and authorized recycler
- Pamphlet/flyer, society newsletter, facebook etc.
- Involvement of children
- Educating the residents on e-waste
- Setting up bin and collection twice in month
Cont...

**Employee Awareness Programme**

- Regular training programmes for employees
- Organize collection drive
- Incentives for employees
- Invite experts on e-waste
- Social media to highlight important facts on e-waste etc.
- E-waste policy
THANK YOU