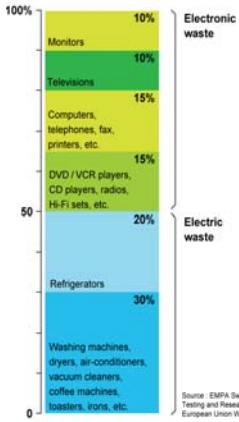


## Context

### What is E-waste?



### How big a problem?



### Should we care?



### Current solutions

- Profitable e-waste end-of-life supply chain, but based on unhealthy, unethical practices
- No E-waste regulation in the developing world
- Hidden flow of e-waste causing environmental damage
- Cradle-to-cradle in a few countries but not Brazil

## Project Partner

## The place: University of SÃO PAULO



### Largest Public University in South America:

- 7 Campus in SP state, Brazil
- 80,500 students
- 5,000 professors
- 15,000 staff

### Equipment in use:

- Printers: 15,593
- Microcomputers: 37,420
- Network devices: 3,998

- E-waste equivalent to 10% of equipment in use
- USP has no E-waste strategy thus far

## Project Goals

1. Create sustainable approach for electronic residuals inside USP
2. Transform USP in a world-class benchmark
3. Support the develop the inexistent e-waste management value chain in Brazil
4. Influence the approval of the federal legislation for e-waste in Brazil

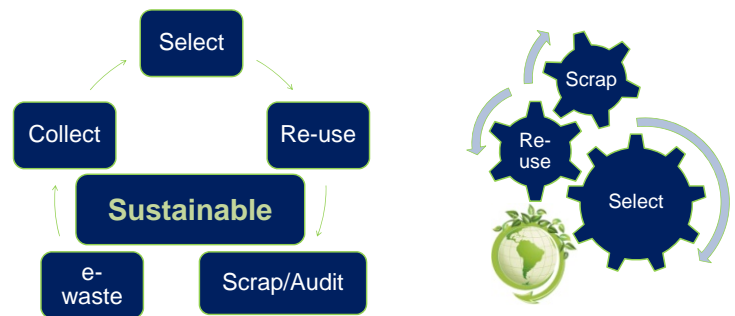
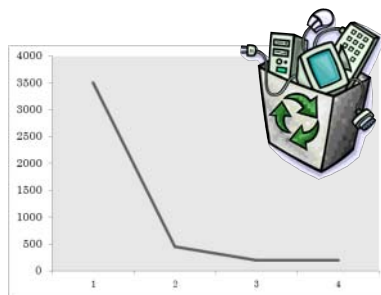
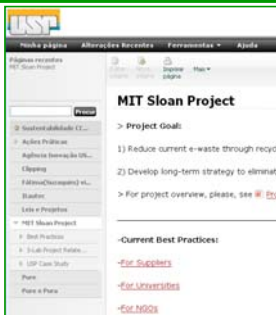
## Project Achievements

- We produced a white paper and created a Wiki that summarize current world class best practices

- We developed an action plan to first clean up the current e-waste

- We developed a framework for sustainable e-waste management at USP

- Once regulations are in place USP will implement a full blown Cradle-to-Cradle strategy



**FIRST STEP : THE IMPLEMENTATION PLAN WILL START WITH THE FIRST EVER SUSTAINABILITY WEEK AT USP IN Q3/08**