

Electronic Recycling



Maroon, Gold & Go Green!

Nicole Bowers



APPLE

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Executive Summary

Electronic waste is a growing environmental crisis. More than 50 million tons of e-waste is thrown out each year. This exceeds the combined weight of all commercial airliners ever made or enough Eiffel towers to fill all of Manhattan in New York City. More than 41.8 million tons of that e-waste will be illegally traded or dumped into developing countries.

The #MaroonGoldandGoGreen campaign will spend three weeks addressing the lack of electronic recycling resources for Central Michigan University students. Apple will establish a permanent e-recycling facility at the bookstore in partnership with its existing trade-in program. This will offer students a place to recycle their electronics in an easy, safe and responsible way.

A strategic partnership will be formed with student leaders to inform and educate the CMU community about e-waste. Interactive learning sessions taught by industry experts at Apple will be open to the community. Students will learn about the e-waste crisis, environmental advocacy and how to use their electronic devices more sustainably. During the final week, students will be challenged with a call to action to make a difference in their community. A social media contest will help facilitate conversation surrounding e-waste. An e-recycling event will be held on campus, offering green prizes to three winners. After the e-drive, impact will be measured by tracking the number of CMU students who were impacted by a single donation. This will establish not only an e-recycling center on campus but help imbue the importance of recycling e-waste into the hearts and minds of the CMU community.



Client Research

2018 Apple Environmental Report Highlights

- Products are **70 percent** more energy efficient than 2008
- May 10, 2018- developed carbon-free aluminum- can be recycled again and again without compromising quality. Used in new MacBook Air and Mac mini
- Apple's recycling robots disassembled **1.2 million** devices last year, limiting the dangers e-waste can cause on humans and the environment
- In 2018 Apple refurbished more than **7.8 million** devices to keep more than 48 thousand metric tons of electronic waste from landfills
- Continued to review strict standards and analyzed materials for chemicals that could be harmful to consumers or the environment

Environmental Report Card

- Each device is measured by its carbon footprint, environmentally friendliness & safety of materials
- Effort to maintain customer transparency and empowering customers to make environmentally green choices

Trade-In Program

- The program began on April 30, 2013
- As of 2018, Apple has re-used or recycled nearly 1 million devices
- Offers consumers Apple gift cards or store credit based on the value of the devices they recycled
- Any brand of electronics are accepted although only Apple products earn rewards.
- The program is available at Apple Stores, Best Buy and online at apple.com
- The recycled electronics are either re-used by a new owner or the old materials can become part of a new product

Social Media Strategy

Facebook

- 11M likes & the last post was Nov. 20, 2018
- Shares posts, ads and campaigns

Instagram

- 19.8M followers & 547 posts
- Shares customer pictures taken on the iPhone

Twitter

- 3.6M followers 0 tweets & replies
- Uses sub-brand accounts to interact with customers

“ Truly innovative products leave their mark on the world instead of the planet ”

Problem Research

Global

More than **50 million tons** of e-waste is thrown out each year. This exceeds the combined weight of all commercial airliners ever made, or enough Eiffel towers to fill all of Manhattan in New York City (United Nations, 2019). More than **41.8 million tons** of that e-waste will be illegally traded or dumped into developing countries; predominantly Asia and West Africa. Old electronics can be recycled to get at the useful metals inside, but doing so safely is time-consuming. Guiyu, China is one of these dumping grounds. The streets of the town are littered with hazardous e-waste. High levels of lead have been reported among residents (Time, 2015). This not only creates a dumping problem in those areas but also requires expensive resources to transport the waste to countries around the world.

United States

Nearly

makes up 2 % of total waste but

100%

12.5%

70%

OF E-WASTE IS RECYCLEABLE OF E-WASTE IS ACTUALLY RECYCLED OF TOXIC WASTE IN LANDFILLS

Health risks of e-waste may include lead poisoning, inhalation of toxic fumes and accumulation of chemicals in soil, poisoning water and food. (World Health Organization, 2019) Every day Americans throw out **130 thousand** computers and **350 thousand cell phones**, according to the Environmental Protection Alliance. Based on e-waste disposal rates, Americans throw out phones containing over \$60 million in gold or silver every year (Button, 2016).

Central Michigan University

Mixed paper, plastic and glass containers, cardboard, aluminum and tin can be recycled in containers found in classrooms and residence halls. Mixed paper and plastic recycling containers are available in the library. Comprehensive recycling services are only offered to students living on-campus. There is not consistent e-recycling location for the CMU community.

Audience Research

Consumer Purchasing (Investopedia, 2015)

2 in 10 retail sales are made during the christmas season

3 in 10 electronic purchases are made during the christmas season

Current Audience

- A key audience is college students; men and women ages 18-25.
- 506 retail stores worldwide, 272 in the United States
- No retail stores in Mt. Pleasant, but apple products are sold in the bookstore.

Online Survey

Quantitative research was gathered through a survey, distributed on social media channels. The goal was to capture how CMU students perceive recycling, their recycling habits and the types of technology they use. An overwhelming majority (72 percent) of people who completed the survey were female and 80 percent of the students surveyed were between the ages of 19-23. The main respondents were college Freshman (12 percent), Sophomores (18 percent), Juniors (16 percent), Seniors (27 percent) and fifth year students (20 percent)

Key Findings

The most common electronic devices owned include phones (99 percent) and laptops (93 percent). A majority of students purchase new phones every 1-2 years (32 percent) or every 3-4 years (44 percent). 94 percent of students surveyed currently own an Apple product.

90 percent of students use the recycling bins on campus. 8 percent were not aware of any recycling locations on campus. At their place of residence, half of the respondents do not recycle but would if they had free access.

A majority of students surveyed would get involved in reducing e-waste. They would complete a small action (72 percent), have old devices they want to recycle (50 percent), would post online (37 percent) or would attend an event (36 percent).

Primary Audience: CMU Students, Males and Females Ages 18-25

Secondary Audience: CMU Faculty and Staff Mt. Pleasant Community



Output Objective

Apple Advocate Influencer Program

- Send social media content, thank you notes and Apple gift cards to Apple Advocates
- Invite influencers to attend the expert classes held on campus

Awareness

- Release #MaroonGoldandGoGreen app and webpage designed by Apple Design Team Create and distribute a minimum of 150 educational flyers, digitally where possible or made from recycled materials, on bulletin boards, in classrooms, near charging stations at the library and local businesses
- Reserve the Mackinaw Room in the Bovee University Center for classes
- Write introduction of speakers and campaign for the classes (material is provided by speakers)
- Prepare green items to give away - laptop stickers, laptop/phone wipes and pop sockets

Drive

- Send a press release to local media (CM Life, The Morning Sun, 9&10 News, WCMU) about the #MaroonGoldandGoGreen events
- Send a PSA to local radio stations
- Send an announcement for the events in the weekly student activities & involvement email
- Distribute a minimum of 150 print and digital posters promoting the event, including the acceptable items for recycling list
- Set up e-recycling bins at the bookstore during week one of the campaign
- Brief Apple Store employees on acceptable recycling items
- Prepare door prizes for the drive
- Announce winners of the raffle and social media contest at 5 p.m. on January 29, 2021



Impact Objectives

Informational

- Increase student's awareness of electronic waste by 20 percent by February 2021
- Expand student's awareness about where to recycle electronics by 15 percent by February 2021
- Increase student's knowledge of how to make their electronic devices more sustainable by 10 percent by February 2021

Attitudinal

- Positively increase the perception of the need to reduce electronic waste in students by 10 percent in the next year
- Create a positive understanding of recycling electronic devices in students by 10 percent by next year

Behavioral

- Have 300 students interact with Apple's #MaroonGoldAndGoGreen social media campaign
- Have a minimum of 100 students attend the #MaroonGoldandGoGreen classes
- Receive a minimum of 80 donations at the recycling event.

Programming

Strategies

1. Partner with student leaders to create awareness of e-waste
2. Inform students about how to reduce e-waste and use their electronics more sustainability
3. Empower students to participate in reducing their electronic waste.

Tactics

1. “Apple Environmental Advocates” program will utilize key influencers to spread information on social media
2. Host interactive learning sessions taught by environmental leaders at Apple and hand out tools to help increase electronic sustainability
3. Hold an electronic recycling drive and establish a permanent e-recycling location on campus.



Spread Your Roots

NOV. 16, 2020-JAN15, 2021: FLYERS, SOCIAL MEDIA, WEB-PAGE/APP & RECYCLING BINS

Starting Nov. 16, digital and print flyers made from 100 percent recycled paper will be distributed strategically in key locations: bulletin boards, classrooms, near charging stations at the library and local businesses. Apple Environmental Advocates will be responsible for curating and distributing the provided content on their social media channels during winter break. The first week after winter break (Jan. 11-15) clear recycling bins will be set up in the bookstore, Apple's established headquarters on campus, to stir up conversation. The Maroon, Gold and Go Green webpage and app designed by Apple's software team will be released. The app includes an interactive e-recycling game and searchable map feature that allows you to locate the nearest e-recycling location.

Learn & Grow

JAN. 18-22: INTERACTIVE LEARNING SESSIONS TAUGHT BY INDUSTRY EXPERTS FROM APPLE

Location: Bovee University Center Mackinac Room

Monday 2-3 p.m. E-Waste Introduction & Industry Innovation

Speaker: Brian Lynch apple hardware engineer

Tuesday 7-8 p.m. Environmental Advocacy

Speakers: Brian Lynch & Lisa Jackson

Wednesday 9-10 a.m. Sustain to Gain: Make your technology last longer

Speaker: Lisa Jackson vice president of environment, policy and social initiatives

Attendees will receive green goodies including laptop stickers, phone/laptop wipes and pop sockets. Refreshments also provided.

Maroon, Gold & Go Green Event

JAN. 25-29: SOCIAL MEDIA CONTEST & RECYCLING EVENT

Social Media Contest #MaroonGoldandGoGreen

Monday: tell how your electronics have impacted your college experience

Tuesday: tell a fact about e-waste

Wednesday: show a picture of you attending an expert session

Thursday: show what are you recycling at the drive

The posts for each day with the most likes by Friday at 5 p.m. wins an \$100 Apple Gift Card.

Maroon Gold and Go Green Event

Friday, 10 a.m. to 4 p.m. at the CMU Bookstore.

Students can respond by donating broken or unwanted electronic devices to help reduce their electronic environmental footprint. To ensure the privacy and safety of those participating in the Apple Store team members from Lansing will be present to erase all personal data from each device prior to recycling. All those who participate will automatically receive tickets for each device that is recycled for a chance to win prizes. Students will place their tickets into the labeled bin of their choice for a chance to win green prizes! The raffle winners will be announced at 5 p.m.

List of Accepted Recycling:

Keyboard (retail: \$10-\$80) 1 ticket
Printer (retail: \$20-\$60) 1 ticket
Cell phone (retail: \$70-\$100) 1 ticket
Reading device (retail: \$50-\$200) 2 tickets
Ipod or music player (retail \$50-\$200) 2 tickets
Smart watch or fitness band (retail: \$60-\$300) 2 tickets
Tablet (retail: \$40-\$400) 2 tickets
Speakers (retail: \$200-\$600) 2 tickets
Smart phone (retail: \$80-\$800) 3 tickets
Laptop (retail:\$200-\$1,600) 3 tickets
Desktop computer (retail: \$300-\$2,000) 3 tickets

Bin 1: Laptop

Bin 2: Apple TV & Remote

Bin 3: Drake concert tickets & VIP passes for Detroit, MI

When the drive is completed, a permanent e-waste recycling facility will be established in the bookstore, near Apple's merchandise. This fills the void in the surrounding area, offering the CMU community a place to responsibly dispose of e-waste. Eligible recyclers will receive an Apple gift card or credit towards their new device as a part of Apple's existing trade In program.

After Drive:

JAN. 29-FEB.29: TRACK RESULTS

Tell their story

Track how many students are impacted by a single donation. Show the tangible environmental impact of this campaign, not only on the ground under our feet but on the students around us. Present stories on the web-page and app.

Theme

#MaroonGoldandGoGreen

This campaign will educate CMU students about e-waste and empower them with a call to action to make a difference in their community

KEY MESSAGES

1. Apple is passionate about educating students on the impact electronic waste has on their environment
2. Apple is committed to working with the CMU community to ensure students know the methods and place to properly recycle electronics.
3. Apple is dedicated to founding a permanent recycling center on campus for students to recycle electronics in a safe and easy way.



Media

UNCONTROLLED

- CM-Life
- The Morning Sun
- 101.0 The Beat
- 91.5 The Mountain
- WCMU
- 9 and 10 News

CONTROLLED

- Digital and limited print flyers and posters
- Apple's “#MaroonGoldandGoGreen” campaign website and mobile application
- Radio PSA

SOCIAL MEDIA

- Instagram
- Facebook
- Twitter
- Snapchat



Apple Environmental Advocates

Chloe Knop @ChloeKnop

"The Expert"

- President of the Student Environmental Alliance
- Student Activist at CMU
- 225 Followers, 105 posts and 2,009 likes



Riley Lanfear @RileyLanfear

"The Authority"

- President of the Community of Future Scientists
- Share campaign related majors
- 245 followers, 45 posts and 3,700 likes

Mary St. John @marystjohn98

"The Micro-Influencer"

- Student Director of the Residence Housing Association
- Reach younger students
- 666 followers, 379 posts and 5,651 likes

Jake Henricks @jakehendricks34

"The Celebrity"

- President of the Student Governemnt Association
- Wide influence, advocates for student issues
- 687 followers, 782 posts and 4,160 likes

Bob Davies @cmichprez

"The Celebrity/Authority"

- President of CMU
- Actively connects with students
- 3,049 followers, 1,242 posts and 1,061 likes

Personnel

Chief Creative Design Officer Jonathan Ive & Team

Responsibilities: Develop campaign web page and app

VP of Marketing Communications Tor Myhren & Social Media Team

Responsibilities: Track use of hashtags, calculate social media contest winner, create content

Brian Lynch, hardware engineer

Responsibilities: Create presentation, class materials and activities

Lisa Jackson, VP of environment, policy and social initiatives

Responsibilities: Create presentation, class materials and activities

3 Apple Store employees (Lansing, MI)

Responsibilities: Help with recycling drive and erase data before recycling
Jan. 29 from 9 a.m. to 9 p.m.

B U D G E T

ITEM	COST
Personnel	\$1,608
One night hotel stay for 2 Apple employees at Comfort Inn	2 rooms - \$208
2 Round Trip plane ticket from San Jose International to	\$1,000
Food & travel budget	\$400
Materials	\$967
50 Pop sockets made from 100% recycled materials	\$50
50 Laptop wipes	\$40
400 Laptop stickers made from 100% recycled materials	\$80
300 Flyers made from 100% recycled materials	\$25
200 Event Posters made from 100% recycled materials	\$20
Raffle Tickets	\$12 for 2,000
Volunteer thank you cards (recycled paper)	\$40
1 laptop made from recycled materials	\$200
1 Apple TV 4k	\$50
2 VIP Tickets to Drake in Detroit	No Cost (apple partner)
\$50 Apple Gift Cards	\$250
Personalized Goody Bags	\$10
3 Clear Recycling Bins made from 100% recycled materials	\$90
Classes	\$1,130
Rent Mackinaw Room in UC	\$600 for 6 hours
Mic rental	\$60
Projector and equipment rental	\$240
Coffee, creamer, fruit and cookies (must use CMU cater-	\$225
2 Speaker care packages (water, granola bar, mints, cough	\$5
Permanent Recycling Station	\$10
Recycled Aluminum Plaque	\$10
Recycling Bins	Re-use from drive
Miscellaneous	\$400
Total Cost:	\$4,085

Key Considerations:

- Campaign will be reimbursed overtime through future electronic donations as a part of Apple's existing trade-in program.
- 1 laptop = \$1,000, 4 students purchasing a laptop will pay for this event
- CMU had 15,00 students enrolled in the Spring of 2019
- More than 90 percent of students have laptops
- CMU is an Apple partner. New computers on campus are Apple and MacBooks are sold in the book store.
- Future Implications: Partner with other Michigan colleges to host go green e-recycling drives

Timeline

NOVEMBER 2020

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 campaign personnel meeting	3	4 begin web-page development	5	6	7
8	9 contact influencers	10	11 collect event prizes	12	13	14
15	16 reserve Mackinaw Room	17	18 create flyers create event posters	19	20	21
22	23 Thanksgiving Holiday	24	25	26 Thanksgiving	27	28
29	30 follow up with influencers					

#MaroonGoldandGoGreen

DECEMBER 2020

SUN	MON	TUE	WED	THU	FRI	SAT
	CMU exam week begins	1 send press releases and PSA	2 order green freebies	3	4	5
6	7 CMU Winter break begins create content to influencers	8	9 begin app development	10	11	12
13	14 prepare green freebies for classes	15	16 app and web- page completed	17	18	19
20	21 speaker intro: Bryce	22 speaker intro: Bryce & Lisa	23 speaker intro: Lisa	24	25	26
27	28	29	30	31		

#MaroonGoldandGoGreen

JANUARY 2021

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3 send content to influencers	4 release app and web-page	5 submit event to the CMU student activities email	6 submit digital event flyers	7	8 influencers post about e-waste	9
10 CMU Winter break ends	11 set up recycling bins in bookstore meet with influencers/invi te to classes	12 influencers distribute flyers	13	14	15 influencers post about classes	16
17	18 distribute event posters	19	20	21	22 influencers post about events	23
24	25 brief apple store employee volunteers	26	27	28 send thank you notes and Apple gift cards to influencers	29 5 p.m. announce raffle and SM contest winners	30

#MaroonGoldandGoGreen

begin post-campaign tracking process to be
completed in full by Feb. 29

Evaluation

Output Objectives

Apple Advocate Influencer Program

- Send social media content, thank you notes and Apple gift cards to Apple Advocates

Evaluation: The objective will be evaluated based on if all materials are distributed

- Invite influencers to the expert classes held on campus

Evaluation: The objective will be evaluated based on if the invitation was sent

Awareness

- Release #MaroonGoldAndGoGreen web-page and app designed by Apple Design Team

Evaluation: The objective will be evaluated based on if the web-page and app were released

- Create and distribute a minimum of 150 digital and print flyers made from recycled materials, on bulletin boards, in classrooms, near charging stations at the library and local businesses

Evaluation: The objective will be evaluated based on if the flyers were distributed

- Reserve the Mackinaw Room in the Bovee University Center for classes

Evaluation: The objective will be evaluated based on if the room was booked

- Write Introduction of speakers and campaign for the classes

Evaluation: The objective will be evaluated based on if the introduction was written

- Prepare green goodies to give away - laptop stickers, laptop/phone wipes and pop sockets

Evaluation: The objective will be evaluated based on if the items were prepared

Drive

- Send a press release to local media (CM Life, The Morning Sun, 9&10 News, WCMU) about the #MaroonGoldAndGoGreen events

Evaluation: The objective will be evaluated based on if the press release was distributed

- Send a PSA to local radio stations

Evaluation: The objective will be evaluated based on if the PSA was distributed

- Send an announcement for the events in the weekly student activities & involvement email

Evaluation: The objective will be evaluated based on if the announcement was sent

- Distribute a minimum of 150 print and digital posters promoting the event, including the acceptable items for recycling list

Evaluation: The objective will be evaluated based on if the posters were distributed

- Set up e-recycling bins at the bookstore during week one of the campaign

Evaluation: The objective will be evaluated based on if the bins were set up

- Brief Apple Store employees on acceptable recycling items

Evaluation: The objective will be evaluated based on if the employees were briefed

- Prepare door prizes for the drive

Evaluation: The objective will be evaluated based on if the door prizes were prepared

- Announce winners of the raffle and social media contest on January 29, 2021

Evaluation: The objective will be evaluated based on if the winners were announced

Evaluation

Impact Objectives

Informational

- Increase student's awareness of electronic waste by 20 percent by February 2021.

Evaluation: Increased awareness is shown in a post-campaign survey

- Expand student's awareness about where to recycle electronics by 15 percent by February 2020.

Evaluation: Increased awareness is shown in a post-campaign survey

- Increase student's knowledge of how to make their electronic devices more sustainable by 10 percent by February 2021.

Evaluation: Increased awareness is shown in a post-campaign survey

Attitudinal

- Positively increase the perception of the need to reduce electronic waste in students by 10 percent in the next year.

Evaluation: Measured by a sentiment analysis of social media platforms

- Create a positive understanding of recycling electronic devices in students by 10 percent by next year.

Evaluation: Measured by a sentiment analysis of social media platforms

Behavioral

- Have 300 students interact with Apple's #MaroonGoldAndGoGreen social media campaign.

Evaluation: The objective will be evaluated by how many students post, re-post, like and comment on social media.

- Have a minimum of 100 students attend the #MaroonGoldAndGoGreen classes.

Evaluation: The objective will be evaluated by the attendance of students at classes.

- Receive a minimum of 80 donations at the recycling event. Evaluation: The objective will be evaluated by the number of donations received.

Conclusion

The #MaroonGoldandGoGreen campaign will not only inform and educate CMU students about the growing crisis of e-waste but challenge them with a call to action to make a difference in their community. Through strategic partnerships with student leaders, interactive learning sessions taught by industry experts from Apple and an e-recycling event, a permanent e-recycling location will be established on campus. This will expand Apple's existing trade-in program by serving as a convenient place to safely and responsibly recycle electronics in the Mt. Pleasant community.

Appendices

Public Service Announcement

:00 More than fifty million tons of electronic waste will be thrown out this year.

:10 Old laptops, phones and computers are toxic to the environment.

:20 Almost one hundred percent of e-waste is recyclable.

:30 But only 12.5 percent is recycled. New year, no e-waste!

:40 Apple is working towards creating a cleaner earth with a Maroon, Gold, and Go

:50 Green Day. An e-waste recycling event will be held in the U.C. on the campus of

:60 CMU. and trust me you won't miss it. On Friday - January 22.

:70 Help by donating your old or unwanted electronics, with a chance to win prizes

:80 A laptop, Apple TV, gift cards and VIP tickets to Drake.

:90 Share your story using hashtag Maroon Gold And GoGreen!

###

Press Release

Contact: Nicole Bowers
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Phone: (616)-610-2944

FOR IMMEDIATE RELEASE

Apple's Maroon, Gold and Go Green Event

Beginning on Jan. 11, 2021, Apple will be hosting electronic-recycling opportunities on Central Michigan University's campus. The Maroon, Gold and Go Green event will give students an opportunity to help create a better environment for the new year. The 3-week long event will inform students on the issue of electronic waste and offer opportunities to participate in lessening its harmful effects as the weeks progress.

Week One: Webpage and app released

On Jan. 11, clear recycling bins, labeled with raffle prizes, will be set up in the CMU bookstore. This is where Apple is headquartered on campus as a partner of the university. The Maroon, Gold and Go Green webpage and app designed will be released on Jan. The app includes an interactive e-recycling game and searchable map feature that allows you to locate the nearest e-recycling location.

Week Two: Classes taught by Apple experts

The CMU community will be invited to attend interactive learning sessions taught by industry experts from Apple. Bovee UC, Mackinaw Room. On Monday, Jan. 18 from 2-3 p.m. student can learn about this growing issue in "E-Waste Introduction & Industry Innovation". Brian Lynch, the Apple hardware engineer who helped in developing a new eco-friendly type of aluminum. This carbon-free material can be recycled over and over, without losing its quality. On Tuesday, Jan. 19 from 7-8 p.m., Environmental Advocacy will teach students how to speak up about e-waste. Brian Lynch will be joined by Lisa Jackson, vice president of environment, policy and social initiatives at Apple. On Wednesday: Jan. 20 from 9-10 a.m. Jackson will teach Sustain to Gain: Make your technology last longer.

Week Three: Maroon, Gold and Go Green Event

On Friday, January 29, students can actively respond to this environmental issue by recycling broken or unwanted electronic devices to help reduce their electronic environmental footprint. The event goes from 10 a.m. to 4 p.m. at the CMU Bookstore. To ensure the privacy and safety of those participating in the Apple Store team members will be present to erase all personal data from each device prior to recycling. All those who participate will automatically receive tickets for each device that is recycled for a chance to win prizes. New laptops, giftcards, Apple TV, Drake concert tickets with VIP passes and more.

Community members, community leaders, and all others are invited to participate in this three-week discussion regarding e-waste.

ELECTRONIC WASTE

NEARLY

100

PERCENT IS RECYCELABLE

12.5

PERCENT IS RECYCLED

70

PERCENT OF TOXIC WASTE

REDUCE YOURS. WWW.APPLE/MAROONGOLDANDGOGREEN



APPLE PRESENTS

MAROON GOLD & GO GREEN

AN ELECTRONIC RECYCLING EVENT

Friday Jan. 29 10 a.m. to 4 p.m.
CMU Bookstore, Bovee University Center



Win Drake concert tickets & VIP passes, laptop, gift cards or Apple TV!

Poster made from 100% recycled materials

APPLE PRESENTS

MAROON GOLD & GO GREEN

AN ELECTRONIC RECYCLING EVENT

Friday Jan. 29 10 a.m. to 4 p.m.
CMU Bookstore, Bovee University Center



Win Drake concert tickets & VIP passes, laptop, gift cards or Apple TV!



MAROON, GOLD & GO GREEN

RECYCLING LIST

Keyboard 1 ticket

Printer 1 ticket

Cell phone 1 ticket

Reading device 2 tickets

Ipod or music player 2 tickets

Smart watch or fitness band 2 tickets

Tablet 2 tickets

Speakers 2 tickets

Smart phone 3 tickets

Laptop 3 tickets

Desktop computer 3 tickets

BIN 1: LAPTOP AND \$50 APPLE GIFT CARD

BIN 2: APPLE TV & REMOTE

BIN 3: 2 VIP PASSES DRAKE CONCERT

Winners will be announced on Jan. 29 at 5 p.m.

Maroon, Gold & Go Green

AN ELECTRONIC RECYCLING EVENT



Friday, Jan. 29
10 a.m. to 4 p.m.
CMU Bookstore

APPLE PRESENTS

Lisa Jackson VP environment, policy & social initiatives

SUSTAIN TO GAIN: MAKE YOUR
TECHNOLOGY LAST LONGER



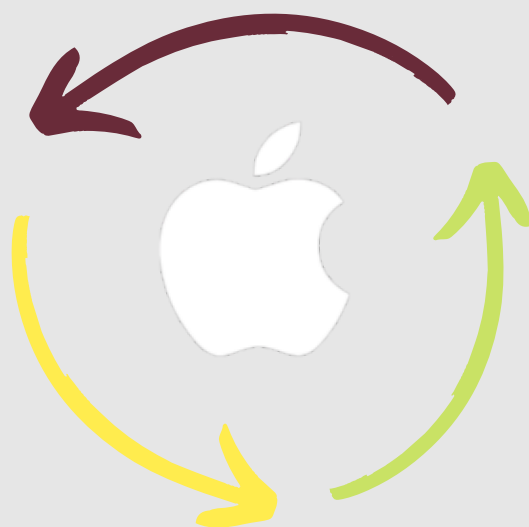
Wednesday Jan. 22
9-10 a.m.
Mackinaw Room
Bovee UC

#MaroonGoldandGoGreen —

87.5%

of electronic waste ends up in landfills

nearly 100% can be recycled
recycle yours here: apple.com/maroongoldandgogreen



#MAROONGOLDANDGOGREEN