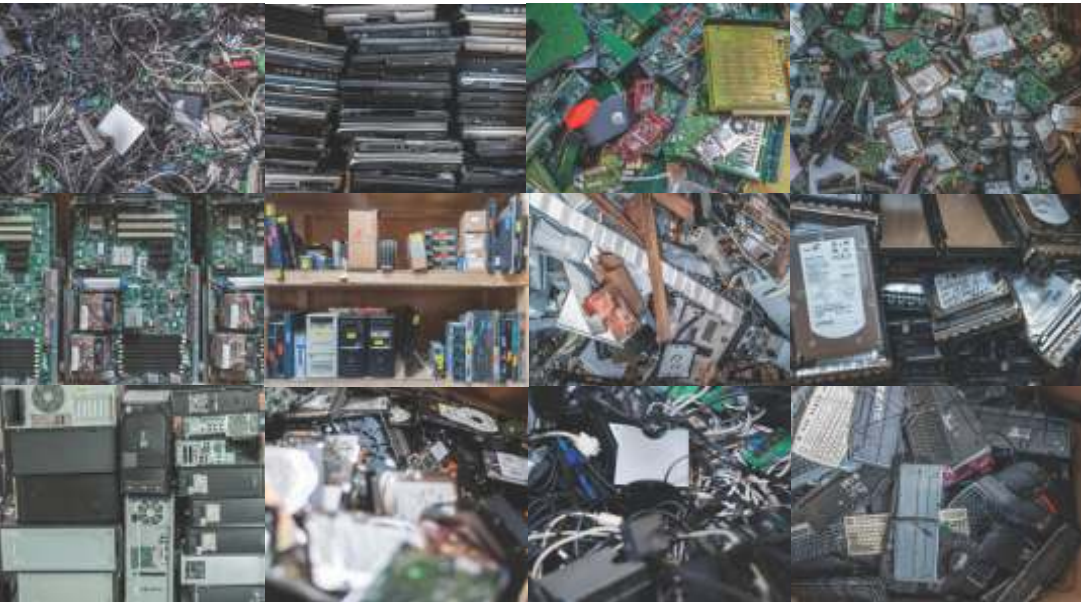




electronic . recycling (reusing) . association

ELECTRONIC RECYCLING (REUSING) ASSOCIATION INFORMATION PACKAGE



ABOUT ELECTRONIC RECYCLING (REUSING) ASSOCIATION

The Electronic Recycling Association (ERA) was founded in 2004 in response to the growing problem of electronic waste. The ERA reduces unnecessary waste and the associated environmental deterioration through effective management of retiring electronic and IT equipment. As a non-profit organization with deep community roots, it is our reuse focus and donation activity that set us apart from others in this sector.

The product cycle of technology items is often short, and many of us like to upgrade often, even when it's not necessary. This leaves a lot of old technology out there, and some of it gets thrown out which is bad for us all: electronic waste contributes 70% of overall toxic waste in landfills. Don't throw out your old tech. Donate it to the ERA and we'll make sure, if productive use remains, that it finds a new home. If it really cannot be reused, we will responsibly recycle it, ensuring it never ends up in a landfill.



THE ERA STRIVES TO:

Educate the public about the growing problem of electronic waste.

Provide accessible solutions to the public for safe, secure disposal of unwanted electronic devices.

Through computer donation programs, create computer literate communities, regardless of circumstance.

Be instrumental in putting an end to the e-waste crisis.



WHO YOUR DONATIONS HELP

Donations of unwanted equipment to the ERA support our reuse programs. These programs serve to spare our landfills from unnecessary toxic e-waste and also to ensure all members of our community have access to computers, regardless of their financial situations. We would like to highlight some of the groups that benefited from donations made to the ERA.

SHELL CANADA AND ERA'S PARTNERSHIP

We celebrated Giving Tuesday (November 28th 2017), a Canada-wide initiative that encourages giving back, by partnering with Shell Canada to deliver 300 computers to 12 communities and organizations across Canada. This is our single largest donation to date and marks a major milestone. Shell Canada will be working with ERA to donate more laptops and computers to deserving charitable organizations throughout Canada in 2019.

“A lack of access to computers and the Internet can limit opportunities for those already in vulnerable situations,” said Michael Crothers, President and Country Chair, Shell Canada. “We are delighted to be celebrating Giving Tuesday – a global day of giving – by making a local contribution; providing \$1 million in surplus computers to deserving organizations across Canada, particularly to schools in Indigenous communities.”



Calgary Bridge Foundation for Youth

On February 10th 2017, ERA teamed up with Hitachi Solutions Canada, Ltd. to deliver the second largest donation in 2017 of 100 laptops to the Calgary Bridge Foundation for Youth (CBFY). Most of the laptops were distributed to families accessing CBFY's services, while some of them remained at their facility in a new onsite computer lab that is accessible to all of their clients.



The CBFY is a charitable not for profit organization that originated in the year 1990, serving over 13,500 individuals annually. For over 27 years CBFY provides a welcoming and inclusive environment for immigrant and refugee youth and their families by enriching them with the appropriate information, knowledge and experience as they build a life in Canada.



On October 15, 2018, ERA donated 50 laptops to 18 Alberta's Promise partners in celebration of Waste Reduction Week. This donation was the result of our Rethink Reuse campaign, which called upon youth-serving non-profits to apply to receive refurbished laptops originally donated by Shell Canada.

The recipients of this campaign included Dogs with Wings Assistance Dog Society, Wilderness Youth Challenge Program, Centre for Autism Services Alberta, Calgary Meals on Wheels, Beakerhead Creative Society, Family Services of Central Alberta, Kids Up Front Foundation, LINKages Society of Alberta, Youths Can Fish 2, Alberta Women's Science Network, Early Childhood Development Centre, Cornerstone of Hope, Red Deer Symphony Orchestra, StoryBook Theatre, Evergreen Theatre Society, CINIM, Lakeland Centre for FASD and Garneau/ University Early Learning Centre.



ERA took Canada by surprise in November 2018 combining 7 cities, 32 organizations and 2 partners together which resulted in a nationwide donation of 547 devices.

Every year the ERA focuses on giving back to the community, so when it came to GivingTuesday it was a perfect opportunity for us to become advocates and contribute within the communities we operate in.

Thirty two lucky organizations received donations of laptops, computers, phones and printers. This donation will benefit each organization and the individuals receiving them. It will help the recipients find jobs, complete school work, carry out the organizations mission and assist them with day to day tasks.



PARTNER DONATIONS WITH ELECTED OFFICIALS

The ERA is thrilled to have had the support of several MLAs, who worked with us to provide donations to charitable organizations in their ridings. We believe partnering with people who are truly engaged with the community helps to raise awareness and compel real community goodwill.



Left: MLA Angela Pitt helps donate a bunch of technology to King's Court Church in Airdrie.
Centre: MLA Sylvia Jones helps donate 2 Computers to the Spencer's Heart Children's Charity in Toronto.
Right: MLA Rochelle Squires helps donate 7 laptops to the Alpha House in Winnipeg.

COMMUNITY INVOLVEMENT & EVENTS

The ERA is committed to working with the community to educate, raise awareness and provide resources to help promote community events and initiatives. Here are some highlights from the past year.

ERA AND LAW ENFORCEMENT GROUPS

The month of March is officially Fraud Prevention Month in Canada. To educate and raise awareness about the security risks associated with improperly discarded computers and other electronic equipment, we co-hosted shredding events with law enforcement in Vancouver, Edmonton, Calgary and Medicine Hat, where we offered complimentary hard drive shredding to the public.



Stew Lamont with the Electronic Recycling Association prepares to shred a hard drive at an e-shredding event hosted by the Medicine Hat Police Service Saturday afternoon at REDI as part of Fraud Prevention Month. — NEWS PHOTO CHARLES LEFEBVRE

ERA AND EDUCATIONAL FACILITIES

Because awareness is often the biggest hurdle to overcome in the process of achieving a 100% diversion rate, the ERA works with numerous educational institutions. Through speaking engagements, volunteer fairs and collection events, it is our goal to ensure the next generation cares about a sustainable future.



BC MINING WEEK
COMMUNITY FAIR



MRU LEADERS FOR
ENVIRONMENTAL AWARENESS &
PROTECTION COLLECTION



EDUCATING THE CHILDREN
OF TOMORROW



SAIT SPEAKING ENGAGEMENT

EARTH MONTH INITIATIVES

April is Earth Month, and to show our commitment to preserving our planet, we co-hosted numerous events with our partners. In addition, we deployed an Earth Month initiative offering free pickup services for used electronics. We worked with some great, environmentally conscious organizations, including Altalink, the Better Business Bureau, Bentall Kennedy, Oxford Properties Group and Shred-it.



COMMUNITY CLEAN-UPS

ERA offers complimentary resources to community associations for their cleanup initiatives. Chosen as the e-waste processor for over two dozen community associations each year, ERA is committed to helping communities reduce their environmental footprint. Contact ERA today to book your community cleanup!

GREENER FACILITIES

The Electronic Recycling (Reusing) Association is now bullfrogpowered® with green energy. This means that Bullfrog's generators put 100% green electricity onto the grid to match the amount of electricity our organization purchases.



By choosing green energy, we are reducing our organization's energy pollution, supporting community-

based renewable energy projects in our region and across Canada, and helping lead the way to a renew-ably powered future.

In addition to adopting bullfrogpower®, the ERA also made the switch from a traditional energy provider to Sponsor Energy, and are now using our power for good! Sponsor Energy provides power and natural gas services to homes and businesses across Canada - with a socially innovative twist. They donate 50% of their profits on each customer's energy usage to a local charity of the customer's choice.

Sponsor Energy believes that socially responsible corporations can empower communities and contribute to a sustainable future. They believe that ordinary people, carrying on with their everyday energy consumption, can do extraordinary things. The ERA agrees.



PARTNERSHIPS

The ERA focused on fostering long-term relationships in 2018. We believe that by partnering with organizations in our community, we are better able to consistently meet their needs.



PROUD PARTNER OF
ALBERTA'S PROMISE
www.albertaspromise.org

We were able to support many of Alberta's Promise agency partners throughout Alberta during our youth initiative that commenced in September. This initiative serves to ensure youth in all corners of the province are given access to technology that can make a difference in their lives.

The ERA also launched a partnership with CUPS, a non-profit organization dedicated to helping individuals and families overcome poverty. This partnership solidifies the ERA's commitment to fulfilling CUPS' computer hardware needs for the foreseeable future.



BELOW: Team members from Alberta's Promise, The Electronic Recycling (Reusing) Association and The Calgary Bridge Foundation for Youth following the successful donation of computers for 60 recently immigrated youth and their families. This donation wouldn't have been possible without the partnerships ERA is grateful to have formed with local charitable organizations.



CERTIFICATIONS AND ACCREDITATIONS

In order to maintain the highest level of service for our partners, the ERA strives to attain certifications and accreditations relevant to our business.



The ERA are current members in good standing with NAID, the National Association for Information Destruction. NAID is the international trade association for companies providing information destruction services.



The ERA is a PICS approved organization. The ERA is a Better Business Bureau Accredited Business, adhering to their advertising, operating and customer service practices that enhance customer trust and confidence in business.



The ERA has been certified by the International Organization for Standardization. As an ISO 9001 certified organization, we have implemented quality management system requirements for all areas of the business including: Facilities, People, Training, Services and Equipment.

"Since 2013, ERA has contributed more than 200 laptops and desktops to Alberta's Promise agency partners, with many more non-profit organizations benefiting from ERA's donations. These donations can be significant contributions to agencies, giving them reliable technology while allocating funding to other areas. These computers are used by some partners to administer programs and services, while others make use of the computers to deliver courses, help children become computer literate, and help with homework skills. I would like to recognize ERA and their team for their contributions to Alberta's non-profit. It is Promise Partners like ERA that help make Alberta the best place in the world to raise our children and youth."

Laura Burton-Kopustas
Strategic Partnerships and Community Engagement
Alberta's Promise

CERTIFICATIONS AND ACCREDITATIONS



The ERA is a Microsoft Registered Refurbisher. Windows helps refurbished PCs be more reliable, responsive, and makes everyday tasks easier. Microsoft Registered Refurbishers provide customers with professionally refurbished computers that come pre-installed with legitimate Microsoft software licenses. A PC supplied by a Registered Refurbisher provides the benefits of genuine Microsoft software and helps to protect data security and reduce environmental e-waste.



To safeguard our donors' data, the ERA uses Blancco's data erasure software on each and every computer we receive. Blancco is the proven data erasure solution for millions of users around the world. As the pioneer and global leader in data sanitization and end-of-life cycle solutions, the company offers the most certified data erasure software within the industry.



The ERA is a PICS approved organization.

Highlights of 2018

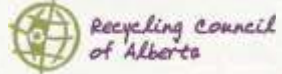
Total Pickups Per City for 2018

Montreal	559	Vancouver	2,847
Toronto	1,313	Edmonton	1,155
Saskatoon	449	Calgary	2,067
Winnipeg	1,158		

We helped over 200 organizations with 1500 devices in 2018. We recycled 6,694 Tonnes of e-waste within Canada in 2018 and promise to continued diverted electronics from landfills for years to come.

AFFILIATED ASSOCIATIONS

In order to stay informed and ensure maximum involvement in the recycling community, the ERA maintains memberships with recycling associations across Canada.



2019 SERVICE PACKAGE

CORPORATE PICK-UP SERVICES



The ERA offers prompt, reliable and cost-effective pickup services. It is our goal to simplify the process of getting rid of your unwanted electronics. Whether you have a truck load of equipment or a few items you are unable to deliver to one of our depots, we will work with you to determine the most convenient option.

CORPORATE MEMBERSHIP

Beginning at just \$100.00 per year, members of the ERA receive numerous benefits.

DROP-OFF DEPOTS

The ERA has 10 depot locations across Canada where electronics can be dropped off, free of charge, at your convenience. To find the nearest depot please visit our website www.era.ca or call our toll free number: 1.877.9.EWASTE

ONSITE COLLECTION BINS

The ERA can provide a variety of collection receptacles for ongoing use, at no charge. These collection bins offer an accessible solution for disposing of unwanted computers and handheld devices. The ERA will deliver your choice of container, and place it in a location where they will be best utilized. The ERA will then set frequent pickup dates on an ongoing basis (e.g. weekly, monthly, quarterly, etc.) and/or pickup and empty (or replace) these receptacles when requested.



Cell Phone Bin



Laptop Bin

On-site recycling bins offer a simple solution for the donation of unwanted items. They're also great for illustrating your organization's commitment to green business practices and community investment.



Frequent Pickups

VOLUNTEER OPPORTUNITIES

Volunteering at ERA is an excellent way to fulfill your community service requirement while gaining computer experience. In addition to learning the process of computer refurbishing and recycling, volunteers are able to earn a laptop or desktop after completing their hours.

The ERA will work with you or your organization to develop a volunteering plan that is both convenient and fulfilling, and a great way to maximize your community engagement.



REPORTING

Regardless of what services the ERA provides, certification will be provided to your organization. The following are certificates we provide following delivery of the associated service, upon request.



Collection Certificate
Collection Inventory spreadsheet
including: make, model and serial number
Data Wipe Certificate
Certificate of Destruction
Donation in Kind Certificate

SECURE DATA DESTRUCTION

Addressing data security represents a core element of the ERA's value proposition and service offering. We possess robust data wiping and physical destruction capabilities, and have employed these capabilities in partnership with Canadian Law Enforcement agencies as part of efforts to raise awareness about the dangers associated with inadequate diligence around personal computing devices.



OFF-SITE: ERA picks up the drives and performs the destruction at our facilities. Representatives of the companies from which the drives/tapes originate are free to come and observe the destruction in our facilities, or we can make a (live or recorded) video link available. We also issue a Certificate of Destruction which outlines the individual serial numbers of the units that were destroyed.

ON-SITE: ERA comes to your facilities with our mobile destruction units and performs the destruction of drives on site. Reporting by serial number for a Certificate of Destruction is also available in this scenario by request.

SELF SERVICE RENTAL: ERA provides rental of our AmeriShred mobile destruction units. An ERA representative will instruct a client representative on its straightforward operation.



“Being a financial institution, security is a major concern, and we always receive a certificate of destruction to confirm that any hard drives have been properly disposed of by being shredded. This does help to provide piece of mind that none of the information on the drives can fall into the hands of someone who may use it for criminal purposes.”

Major Canadian Financial Institution



MESSAGE FROM OUR FOUNDER

"The idea for the Electronic Recycling Association came to me as the result of an experience I had when I first moved to Canada. My family and I emigrated from Croatia in 1996 and couldn't bring much with us. Shortly after we settled, the church group that my family and I belonged to gave me a computer. This seemingly small gift had an immeasurable impact on my life. Armed with this precious piece of technology, I began to learn the art of computer science, a skill I regularly draw upon to this day. That computer was my trusted companion, giving me access to information at the click of a button and the ability to complete school assignments that really stood out.

Later on, I noticed during a trip to the landfill that there were a lot of computers being dumped there. Computers that still had significant useful life in them, a fact I wouldn't have known if it weren't for that computer I was given as a young adult. I was surprised that people would just throw away working technology, and so I started collecting those dumped computers and fixing them up. It was a hobby for me, but I quickly discovered that people really wanted these computers that I was fixing up, needed them.

Our society requires technology, it's one of those things we can't do without. We cycle through devices for a variety of reasons, but much of the time when something is perceived to be obsolete it actually has a lot of value remaining for someone else. The fact that there is a significant portion of society who cannot afford technology certainly doesn't negate the necessity of technological equipment in today's world.

I formed the ERA because I saw a great need for better management of the waste created by electronics. The other reason is that I know, from personal experience, how much a donated computer can mean to a family who can't afford to purchase one.

Your generosity has made a real difference, and I look forward with great excitement to the positive changes the ERA will continue to make in our communities and for our environment."

Bojan Paduh

Founder and President of the Electronic Recycling (Reusing) Association

TESTIMONIALS

"The 'digital divide' is yet another obstacle faced by low-income Calgarians. Computer and laptop donations from ERA help CUPS participants keep up with mainstream society. With a computer, they are able to develop computer skills, look for employment online or find resources. For children, access to a home computer has unquestionably become the norm. CUPS partnership with ERA helps low-income families and individuals overcome barriers to their success."

Lorna Curran
Communications Manager, CUPS



"A big thank you to ERA for their generous donation. It's really inspiring to see companies like ERA giving back to the community to make a real difference in the lives of people and families across our city. This valuable gift will strengthen the capacity of our community partners in delivering a wide range of local programs and services."

Susan McIsaac
President and CEO, United Way Toronto



"Our (computer donation) requests are for families of members who cannot afford to purchase home computers. They are low income families whose child/children attend our programs. They currently access the computers we have at the program, but they are limited to our program hours. If they had laptops, they would be able to do their homework at home, which would enable them to complete their assignments and enroll in more classes."

Saskatoon Director, Boys and Girls Club

"It is our experience that they deliver what they promise and to the highest standard...Their customer service is impeccable and as an organization that values Sustainability and Corporate Social Responsibility, I couldn't think of a better partner than ERA."

Major Canadian Automobile Association

"Social non-profits often struggle to meet their technology needs. Donations from ERA go a long way in helping us to do that. The laptops we receive will be used as part of our annual income tax filing program for low-income residents of our community. They allow us to provide this service to even more people that we normally would. We are grateful for the support!"

Paul Taylor,
Executive Director, Gordon Neighbourhood House Vancouver

10 DEPOT LOCATIONS

ERA Calgary #1

1301 34th Avenue SE,
Calgary, AB. T2G 1V8
403.262.4488

ERA Calgary #2

803 48th Avenue SE.
Calgary, AB. T2G 2A7
403.262.4488

ERA Edmonton

6744 99 Street
Edmonton, AB. T5M 1V6
780.455.2088

ERA Winnipeg #1

1681 Dublin Ave
Winnipeg, MB. R3H 0H2
204.515.3226

ERA Saskatoon

246 - 105 Marquis Court,
Saskatoon SK. S7P 0C4
306.500.7769

ERA Richmond

1045 11111 Twigg Place,
Richmond, BC. V6V 3C9
604.218.4483

ERA Toronto

Unit 15/16, 489 Brimley Road
Toronto, ON. M1K 4P3
416.477.0664

ERA Montreal

Unit 160,
130 Boulevard Saint_Joseph
Lachine, QC. H8S 2L3
514.307.2646

USA LOCATIONS

Seattle

206.309.2805

San Jose

408.840.4779



PICK-UP SERVICES
info@era.ca
1.877.9EWASTE



electronicrecyclingassociation.ca
electronicreusingassociation.us



info@era.ca



1.877.9.EWASTE



ElectronicRecyclingAssociation
ElectronicReusingAssociation



@DonateRecycleIT