

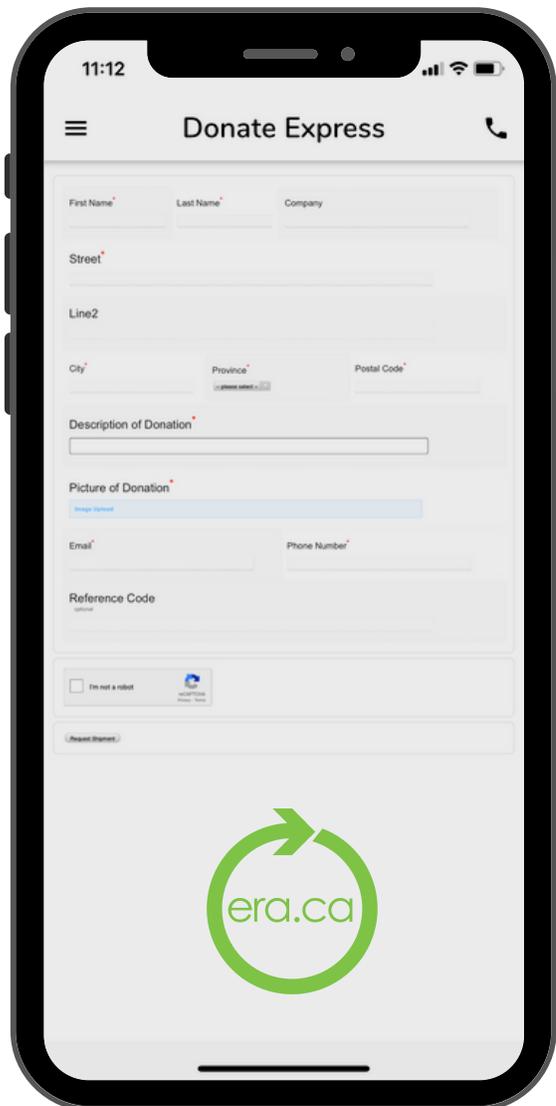


# ELECTRONIC RECYCLING ASSOCIATION 2022 SCHOLARSHIP KIT

## GETTING STARTED

### Collect E-Waste and win up to \$1 Million!

You can ship your items at no charge to ERA, using ERA's shipping labels, get the items picked up for free from their homes by FedEx, UPS, Canada Post, or direct from an ERA truck if in the appropriate location. Non-approved items will be accepted, but only with a small fee. Items collected that pay the fees will also be counted towards the scholarship count totals.



You can ship your item from home, with the ERA app.



Just click and send a photo for your shipping label.



Make sure to enter "Scholarship + your name" in the reference code so we can keep track of items counted towards your collected items.



ERA truck or Fedex or UPS will come get it the next day. If in the appropriate location.

# MARKETING PLAN



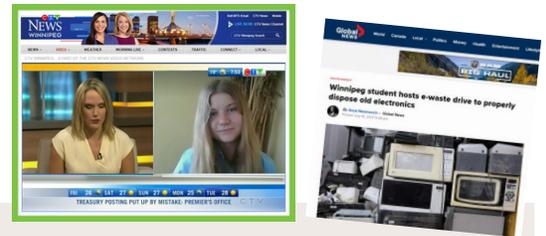
We need you to come up with a marketing plan for your e-waste collection initiative. You will manage every detail from the planning and promoting to the execution! We want to see how creative students can get with marketing and reaching out to their community and local businesses. How will you implement your ideas to raise awareness and get your networks involved? After the competition has reached it's deadline, the team at ERA will evaluate your work and pick the winners!

## TEAM INITIATIVE OR SOLO ENDEAVOR

You can work in a team, winning team splits the scholarship amongst themselves.



## GETTING LOCAL MEDIA INVOLVED



Getting media attention is not impossible, though. If you take the initiative and give a little thought to your PR outreach plan, you can easily get the media coverage for your business.

[2021 ERA Scholarship Applicant in Georgetown, ON](#)  
[2021 ERA Scholarship Applicants in Delta, BC](#)

## INVITE A SPECIAL GUEST

Inviting your local MLA, MPP, MNA to attend your event or any notable community figure. **Get creative!** Does an NHL player or local celebrity want to share your involvement in the competition or be a part of your event?



## SOCIAL MEDIA ACTIVITY

Make sure to tag us on any social media promotion for your event and use **#ERAScholarship**. Keep track of your marketing efforts to include in a report detailing your efforts.

- **Twitter:** [@donaterecycleit](#)
- **Facebook:** [@electronicrecyclingassociation](#)
- **Instagram:** [@electronicrecyclingassociation](#)
- **LinkedIn:** [@electronicrecyclingassociation](#)



# Scholarship Prize Breakdown



## \$1,000,000 Scholarship

Collect 1 million laptops and smartphones (suitable for donation) or other approved devices, for your chance to win.

[Register now](#)

## \$100,000 Scholarship

\$100K Dollar scholarship for 100K approved devices

[Register now](#)



## \$20,000 Scholarship Top Ten

- Winner 1: \$10,000 + MacBook Pro
- Winner 2: \$5000 + MacBook Pro
- Winner 3: \$3000 + MacBook Pro
- Winner 4: \$1000 + MacBook Pro
- Winner 5: \$1000 + MacBook Pro
- Winner 6: \$10,000 + MacBook Pro
- Winner 7: \$5000 + MacBook Pro
- Winner 8: \$3000 + MacBook Pro

- Winner 9: \$1000 + MacBook Pro
- Winner 10: \$1000 + MacBook Pro

[Register now](#)

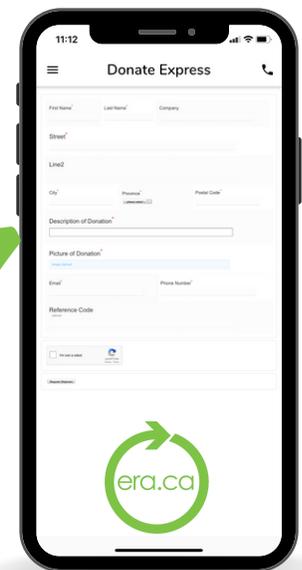


The winner will be decided on the QUANTITY and QUALITY of equipment collected and the exposure the event received through online and offline marketing platforms. For example 10 working laptops are valued higher than 20 broken printers. Highest value items are working laptops, computers, monitors, tablets and cellphones.

# WHAT TO DO

## OPTION 1 SHIPPING LABELS

We are encouraging everyone to use this option for laptops, cellphones and tablets - Make sure to enter "Scholarship + your name" in the reference code so we can keep track of items counted towards your scholarship participation.



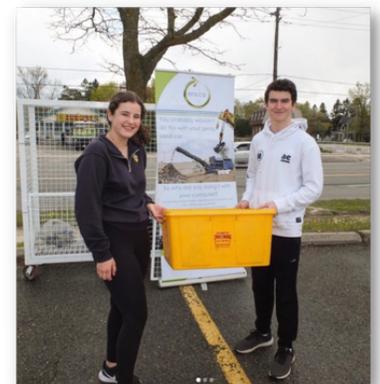
## OPTION 2 ERA PICKUP



Reach out to organizations within our operating areas and we can pick up any e-waste directly from them. The items collected would count towards your participation. Explain inventory reporting and certification that ERA can provide upon request.

## OPTION 3 COLLECTION EVENT

The goal is to provide a convenient drop-off location for old equipment to be collected and spark interest in responsible e-waste disposal and recycling. At least 2 weeks notice to schedule with ERA, show us how you've been promoting the event and any interest garnered



### Rules and Guidelines:

- The competition is open to students who reside within Canada.
- You may enter the competition on January 1st, 2022, and final results need to be in by September 1st, 2022.
- No purchase is necessary to enter the competition.
- ERA will announce the winners of this scholarship in October 2022 on our social media platforms and website (subject to change).
- ERA will contact the winners of this scholarship. If the winner does not answer within a week they will be disqualified.
- If you win the competition, you will be tagged in all communication related to the scholarship.
- If you enter, ERA will own the rights to all marketing material submitted and can use these marketing materials as they wish. This includes any social media accounts you create for the 2022 ERA scholarship competition. Passwords for these accounts must be turned over to ERA at the end of the competition or you will be disqualified.



# ACCEPTED ITEMS



## ACCEPTED

**LAPTOPS - TABLETS - SMARTPHONES - DESKTOP COMPUTERS -  
RETRO GAMING CONSOLES AND COMPUTERS -  
HANDHELD GAMING DEVICES - CORPORATE COMPUTER EQUIPMENT -  
SERVERS - SWITCHES - BUSINESS ROUTERS - SCIENTIFIC EQUIPMENT**



## NOT ACCEPTED

**HOUSEHOLD APPLIANCES**  
MICROWAVES, VACUUMS,  
COFFEE MAKERS, ETC

**PERSONAL APPLIANCES**  
ELECTRONIC TOOTHBRUSH  
OR RAZOR, ETC

**NO TVS**





# Expectations after the competition ends

# 1

## Reporting

Report detailing your accomplishments and highlights of participating

---

# 2

## Social Media Access

Give ERA passwords for social media accounts specifically created for the scholarship competition. Refusal to comply will result in disqualification.

---

# 3

## Video

Provide us a video detailing your experience while competing in the ERA's 2022 Scholarship Contest.



# 4

## Winners photo

Provide us with a photo of yourself holding 2 books that are 1 meter apart for us to photoshop a cheque into.



## Located outside our operating area expectations:

Palletize and shrink wrap collected items, ERA will cover the cost of shipping, cannot include items that are NOT accepted. You can get it for free on Kijiji or by looking around industrial areas. Another suggestion would be to see if a courier company might be willing to sponsor you for the packaging material you require. Or use our shipping label option (cellphones, tablets, laptops)

**Frequently Asked Questions:** [Click Here](#)  
**Accepted Items List (No TVs!):** [Click Here](#)