



SMART APPROACH TO ELECTRONIC WASTE DISPOSAL

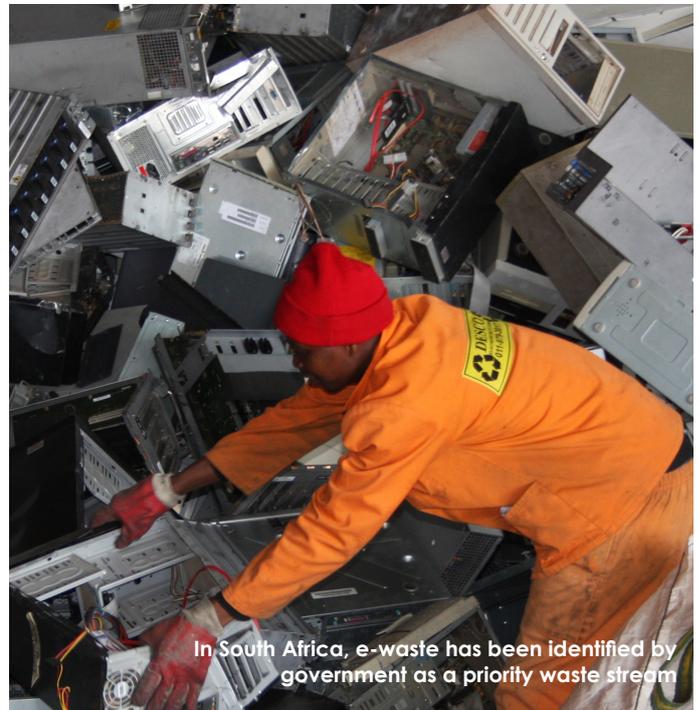
Rapidly rising volumes of electronic waste (e-waste) present a growing environmental concern both locally and globally. E-waste which includes consumer items such as mobile phones, IT equipment (eg. computers, laptops, printers and monitors), entertainment electronics, and household appliances is considered to be one of the fastest growing waste streams in the world.

E-waste disposal - A specialist process

In South Africa, e-waste has been identified by government as a priority waste stream as it contains potentially hazardous componentry that can contribute to environmental degradation and pose a threat to human health if disposed of irresponsibly. This, together with the fact that e-waste is a valuable source of secondary raw materials, has prompted the need for more comprehensive, industry lead e-waste management and recycling projects. As a leading retailer of high tech products and large appliances, it made sense for Makro to assist in the safe management, recycling and disposal of post-consumer e-waste.

Makro's product offering, store layout and accessibility make it uniquely positioned to play a meaningful role in supporting the recycling and safe disposal of e-waste. Not only are Makro stores conveniently located in major metropolitan areas but their large secure parking areas provide sufficient space for customers to easily and safely drop off their e-waste.

In 2008 Makro launched the first phase of the e-waste project, in partnership with Fujitsu-Siemens and electronic recycling specialists Desco. The e-waste project was piloted at Makro's Woodmead store, and subsequently rolled out to a total of ten Makro stores.



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Through its partnership with Fujitsu-Siemens in excess of 100 tons of post-consumer e-waste was collected through these sites each year. In 2013, Makro together with Samsung Electronics and Desco expanded the project to 18 Makro stores countrywide. Not only have the e-waste collection bins been repositioned to make them more easily accessible to our customers but they have been redesigned to ensure that the waste placed inside them is stored securely prior to collection and recycling. Through the placement of additional bins, a 10% increase in e-waste returns was achieved in 2014.

Our partners

Fundamental to the success of the post-consumer e-waste programme at Makro is the partnerships that exists between Makro and its suppliers' Fujitsu and more recently Samsung. By adopting a collaborative approach, Makro and Samsung have been able to more effectively facilitate the collection, recycling and safe disposal of post-consumer e-waste and demonstrate their commitment to sustainable enabling consumerism.

Fast facts:

569 tons
e-waste
has been
processed since
the projects
inception.

139 tons
of e-waste
collected during
the year ending
December 2014.

Encouraging consumers to participate

Although the e-waste initiative has been well supported by our customers, our priority going forward is to increase customer awareness of the importance of e-waste recycling and the role they can play in ensuring the safe and responsible disposal of e-waste. To achieve this, Makro together with Samsung have launched a number of initiatives aimed at drawing attention to the e-waste programme. These have included: a social media campaign through Facebook and Twitter, communication on the Makro website and newsletter and in store promotions using trolley signs and pallet wrapping.

Through the Makro and Samsung e-waste initiative we hope to play a role in assisting customers to recycle their e-waste and play a part in maintaining a healthy environment.

