

# TECH AWAY'S CONSERVATION EFFORTS

Environmental preservation is a serious global issue.  
Here is Tech Away's action plan on reducing our footprint.

## **MONTH 1- DEVELOP GOALS AND OBJECTIVES**

- Schedule Team Meeting
- Examine example sustainability goals
- Determine company goals and objectives
- Identify ways to measure goals and outcomes
- Compose 12-month Action Plan

## **MONTHS 2&3- RESEARCH CARBON REDUCTION STRATEGIES**

- Look at strategies that companies such as Apple, Dell, and Microsoft are following
- Schedule Team Meeting to talk about research gathered

## **Months 3-6- Create a trade-in program**

- When customers are ready to upgrade their materials, they can send their old ones back and receive a discount
  - We will go through and see what parts still have a useful life and incorporate those into cheaper models for those on a budget
  - The materials that are no longer useful will be sent to the recycling plant
- This trade in option will also include data sanitization and remanufacturing, and refurbishing

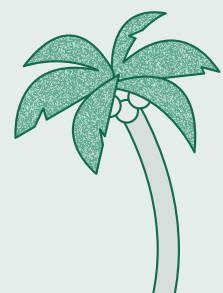


## **MONTHS 3-12- INCREASE R&D**

- Invest an additional 32% of revenues into R&D for continued research into lower cobalt usage
- Donate \$100,000 to researchers studying how to clean the emissions caused by cobalt mining

## **MONTHS 6-9- PARTNER WITH RECYCLING PLANTS**

- All recycling partners will be contractually committed to following our strict environmental and social standards
  - They will be subject to regular business reviews of their practices
  - Parts that do not meet the standards of the trade in process, will be recycled through our partners
- Partners will track and document all refurbished and end-of-life electronics



## MONTHS 9-12- DECREASE USE OF COBALT

- Tech Away is currently using 10% Cobalt while other companies such as Dell use 20%
- 7% of all global greenhouse gas emissions were caused by mining
- Tech Away will be down to 5% Cobalt usage by 2025



## INFORMATION SOURCE

<https://eleonorafallabrino.wixsite.com/techaway>



**Tech Away**

Customizable Technology for Cheap

## WE ARE TAKING ACTION



### This year we plan on:

- Launching our new line of Eco-Friendly low cobalt laptop line
- Investing an additional 32% of revenues into R&D for continued research into lower cobalt usage
- Donating \$100,000 dollars to researchers studying how to clean the emissions caused by cobalt mining

# REFERENCES

<https://www.apple.com/environment/>

<https://corporate.delltechnologies.com/en-us/social-impact/advancing-sustainability/sustainable-supply-chain/environment.htm>

[https://www.microsoft.com/en-us/corporate-responsibility/sustainability?activetab=pivot\\_1%3aprimar3](https://www.microsoft.com/en-us/corporate-responsibility/sustainability?activetab=pivot_1%3aprimar3)