

# DONATE RATHER THAN DUMP THAT REDUNDANT COMPUTER UK BUSINESSES ARE ASKED

Submitted by: Maxitech.co.uk

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With corporate social responsibility (CSR) firmly on the agenda for most businesses, Maxitech.co.uk, the recycling company, is asking the IT directors of London and UK based companies to donate their old computer equipment rather than dump it, so the machines can be put to good use through Maxitech's environmentally and socially beneficial programmes.

With this equipment, Maxitech is able to support such activities as the new 'Voice & Choice' initiative from Age Concern which was launched successfully on Wednesday 27 October. 'Voice & Choice' is all about getting the voice of people over 55 heard in the Borough of Islington. During the launch event, ten recycled computers were donated as prizes by Maxitech.

Donation of end-of-life equipment, which can then be recycled and used to benefit the community is just one of the ways in which Maxitech helps businesses build CSR into their business strategy.

The Government sees CSR as the business contribution to its sustainable development goals. Essentially it is about how business takes account of its economic, social and environmental impacts in the way it operates. [www.csr.gov.uk](http://www.csr.gov.uk) states: "Specifically, we see CSR as the voluntary actions that business can take, over and above compliance with minimum legal requirements, to address both its own competitive interests and the interests of wider society."

Peter Paduh, Managing Director of Maxitech.co.uk Limited said:

" Annually an estimated two million working Pentium, or equivalent PCs, are dumped in landfill sites in the UK. Most organisations upgrade IT systems every three years, which is expected to create 315 million obsolete computers worldwide.

We are calling upon London businesses to consider donating some of their obsolete equipment to benefit the community. For example, there are thousands of older people over the age of 55 on low incomes who cannot afford to buy a computer for home use but who could benefit from having one."

Kate Tansley, Project Manager at Age Concern Islington said: "The Voice and Choice Project offers older people the chance to find out more about their rights, ways to get their views heard and to build skills and confidence. Internet access is so important now for information, and computers are beyond the means of most older people – so this initiative can really improve people's knowledge, confidence and quality of life. We encourage businesses to support this initiative by donating their equipment."

Supporting older people's internet access through Age Concern Islington is just one of a number of schemes run by Maxitech, enabling businesses to dispose of their end-of-life equipment, without risk to the company concerned or the environment. With the EU's Waste and Electrical and Electronic Equipment (WEEE) Directive coming into force, businesses will be required to re-use or recycle redundant electrical equipment. Therefore, for legal as well as social reasons, building an environmental disposal strategy into IT purchasing is now essential for all businesses.

Note to Picture and News Editors:

Pictures available:

<http://www.maxitech.co.uk/news.aspx>

Companies that would like to be involved should contact [Maxitech.co.uk](http://www.maxitech.co.uk) via email: [AgeConcern@Maxitech.biz](mailto:AgeConcern@Maxitech.biz) or Telephone: 0870 199 5010.

Other schemes for disposal of redundant equipment can be found at [www.maxitech.co.uk](http://www.maxitech.co.uk).

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