

## "Green Day in your organization"

***The national campaign is addressed to the state organizations and private companies for free disposal of waste electrical and electronic equipment, including energy saving light bulbs and burned fluorescent tubes.***

Bucharest, 10 September 2012 - **ECOTIC and Recolamp Associations, in partnership with the Ministry of Environment and the National Environment Guard, launched today the national program of selective collection of waste electrical and electronic equipment (WEEE s), including energy saving light bulbs and burned fluorescent tubes, called "Green Day in your organization."** The collection campaign runs from September 10 to November 15, 2012 and is open to all state institutions and private companies, giving them the free solution to get rid of the waste.

By introducing higher collection targets set by the new **WEEE Directive - 2012/19/EU**, published on July 24, 2012 that will be transposed into national legislation in EU Member States in 18 months, the Ministry of Environment and Forests aims to enhance the efforts of all those involved in the system of selective collection and recycling of waste electrical and electronic equipment - producers, consumers, local authorities, authorized operators – in order to increase the amount of waste collected, the degree of recycling and recovery of material resources.

*"We want to pass along a message to institutions and companies -the importance of collecting and recycling: a message of support and involvement at the same time. A better collection and recycling means that Romania fulfills its obligations undertaken at EU level. But, above all, means environmental responsibility and an important step towards a better quality of life for citizens of Romania. This is actually the target of the campaign: together to create habits that involve not only ecology, but also of civilization "*said **Minister of Environment and Forests, Mrs Rovana Plumb.**

The national awareness and collection campaign "Green Day in your organization" is a good example. Collection action taken by ECOTIC and Recolamp organizations proposes free pick-up of waste electrical and electronic equipment, including burned fluorescence bulbs and tubes from institutions and companies in the public and private sectors, together with the preparation of all legal documents stating that waste generators by participating in this program have fulfilled their legal obligations regarding the waste management, as they are provided in the Law 211/2011.

*"Institutions and companies interested in participating in the campaign are invited to start the procedure of disposal of these types of waste, in order to benefit of free pick-up. All costs that are represented by transport, sorting and recycling will be covered by ECOTIC and Recolamp "* said Valentin Negoita, ECOTIC's President.

*"Because of the importance of the environmental message that the campaign" Green Day in your company "intends, we plan to invigorate and reward institutions and companies that support us in our cause, providing at the end of the collection, by drawing "green" random prizes consisting in bicycles. Also, based on the total amount of waste collected, we will designate "The greenest*

*company / institution will receive a special recognition of their efforts”, added Roxana Sunic, Marketing Director of the Recolamp Association.*

The participation in the program is very simple - companies and institutions are provided with a phone number: 0722.283.383 and an e-mail: [colectare@ziuaverde.ro](mailto:colectare@ziuaverde.ro), which may require to the organizers to send a collector to take within 5 working days waste. For effective action, there is a minimum amount of waste for which we provide free pick-up, 100 kg for electrical and 20 kg for burned light sources.

The program has an important social component through the collaboration with Ateliere fara frontiere who will take and reconditioned collected PCs donating them to schools and nonprofit organizations.

The organizers propose that, following the campaign, a total of over 500 refurbished computers to go to disadvantaged communities .

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**About Recolamp**

Recolamp is a non-profit organization founded in September 2007, authorized by the Ministry of Environment and Forests, whose founding companies: General Electric, Narva, Osram and Philips. Its mission is to take on producer responsibility for waste management of light sources, collection and recycling of fluorescent tubes, energy saving lamps and burned fluorescent tube, is safe for the environment and the human health.

[www.recolamp.ro](http://www.recolamp.ro)

**About ECOTIC**

ECOTIC is a nonprofit organization that manages collective waste electrical and electronic equipment (WEEE) in the name of more than 350 manufacturers and importers . ECOTIC ensures and oversee the entire process of collection, transportation, dismantling and recycling so that, WEEE will not to pose as a danger. Over 40,000 tones of WEEE were managed in 6 years in the system ECOTIC. More details can be found on [www.ecotic.ro](http://www.ecotic.ro), but also on the Facebook page dedicated to ECOTIC Organization.

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