

Scaling E-Waste Recovery Through Community Partnerships

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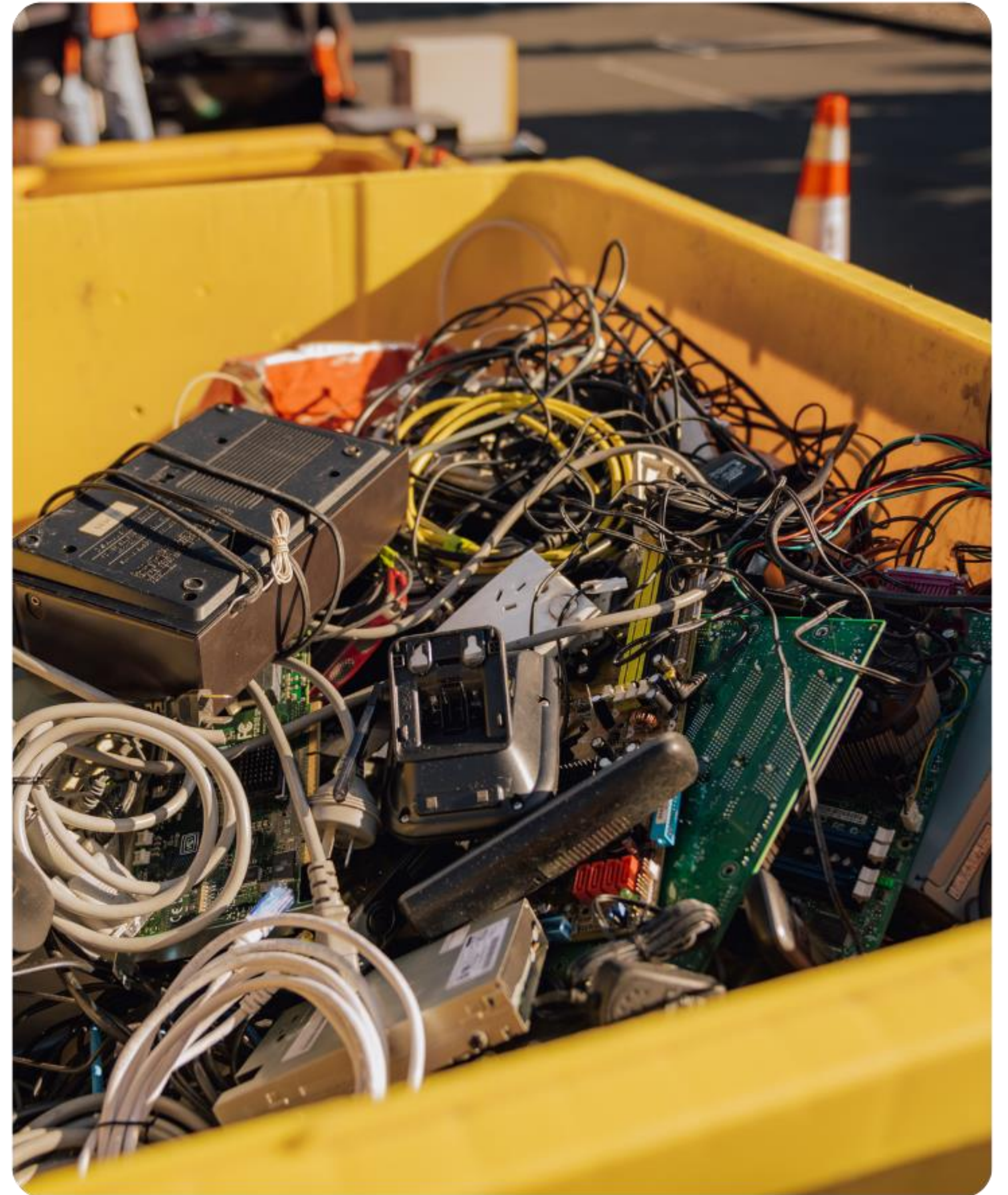
About Echo

- New Zealand's largest ITAD & e-waste recycling company
- Nationwide operation combining secure data destruction, device re-use and advanced recycling
- Trusted partner to businesses, government and communities across Aotearoa
- Mission: keep materials in circulation and out of landfill
- Focus: Sustainable, transparent and accountable technology lifecycle solutions



Aotearoa's E-Waste Challenge

- E-waste is one of the fastest growing waste streams
- Only country in OECD without regulatory or legislative framework
- Rapid technology turnover in homes, schools and businesses is accelerating the problem
- Large percentage of material containing hazardous materials and batteries
- Data security concerns mean people onto devices rather than disposing of them responsibly
- Barriers: cost, access, awareness, trust
- No single organisation can solve this – collaboration across sectors is essential



The Insight

- No mandatory producer responsibility
- Behavioural and awareness gaps
- Initiatives have historically been hampered by the lack of data
- Battery fires are a real and rising cost
- Most solutions don't reach households at scale
- Kiwis want to do the right thing
- But only if it's easy, accessible and there's trust in the provider



The Solution: Echo E-Days

- E-Days were a grassroots event initiative, taking place on a much smaller scale in Auckland
- Now these are Saturday public e-waste collection events at iconic and community locations across Auckland, Wellington and soon Christchurch
- Corporate sponsorship allows us to make recycling **free** for the public – 4x the turnout, 4x the impact
- We use the events to fundraise for Variety – The Children’s Charity - \$30,000 in FY26



Building on Success: School E-Weeks

- In 2026 we have a school-based programme rolling out across Auckland, engaging rangatahi in e-waste education & collection
- Influences household behaviour through student advocacy and family participation
- Week-long curriculum programme designed for Year 7-8 students
- Week-long recycling collection, concluded with a Saturday E-Day to gather community e-waste



70+ events annually
across Auckland &
Wellington



20+ schools
engaged for
the 2026
school year



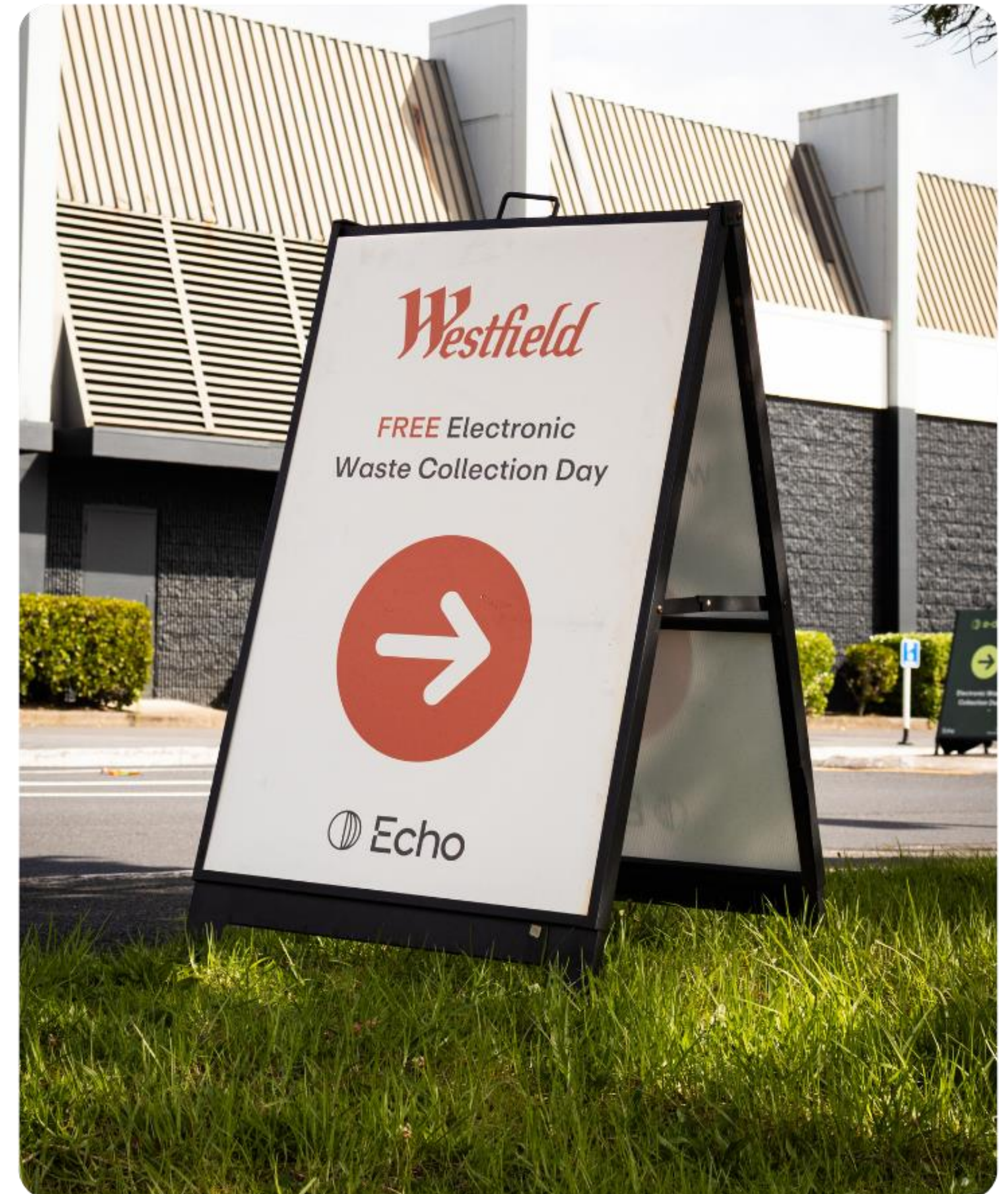
341,000 kg
collected
in FY26

13,700+ households
through the drive-
through E-Days (FY26)



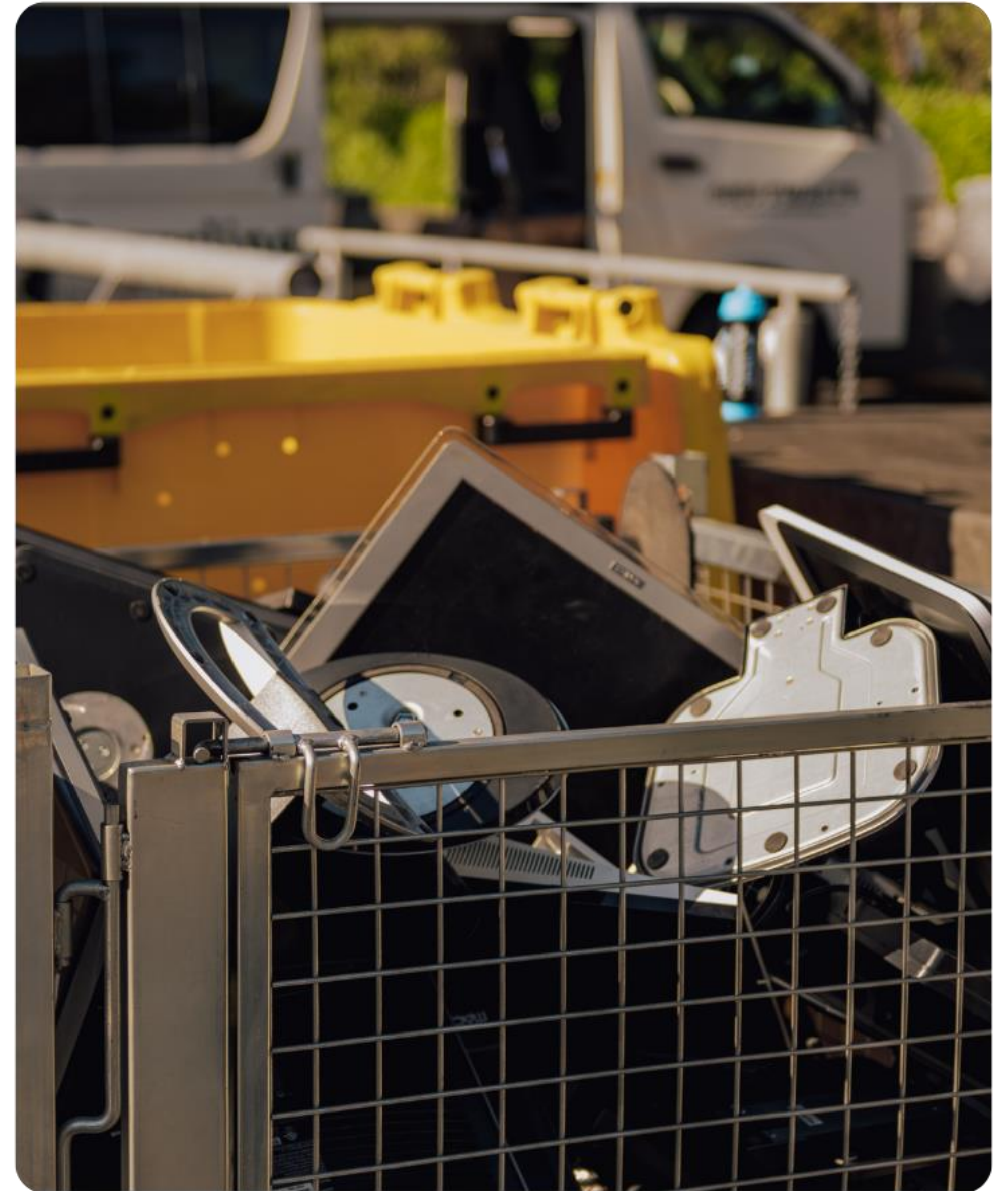
Partnership Model: What Works

- Built on a proven operational model established by Echo
- Councils, corporates, school and community groups all play distinct complementary roles, builds trust
- Aligning commercial drivers, community expectation, sponsor expectations and environmental outcomes is key – and challenging
- Funding models must reflect shared value – not just cost pass-through
- Consistent frameworks enable programmes to scale without sacrificing quality or integrity



Lessons Learned

- Partnerships built on goodwill alone, without defined roles or expectations tend to stall or create disappointment
- Misaligned expectations between commercial and community partners create friction – we have turned down possible corporate sponsors due to value misalignments
- Access, ease and removing cost barriers are the single biggest factors to improving participation
- Measurement allows us to demonstrate value to all stakeholders



Collaboration in Action

- The programmes have grown sustainably through consistent frameworks and trusted delivery
- Corporate sponsored E-Days have expanded beyond single events to 2-month sponsor blocks – creating more consistency and community impact
- School E-Weeks create measurable shifts in student and family awareness
- Council and community partnerships are broadening our reach
- Shared ownership drives stronger outcomes



Key Takeaways

- Make it easy → participation follows
- Partnerships need structure, not just intent
- Scale comes from consistency
- Impact must be measurable

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