



The Client

The City of New York

The Problem

The City of New York wanted to provide residents with an easy and convenient way to responsibly recycle their electronic devices. 50% of New Yorkers have no access to a vehicle, so they would often leave electronics for curbside pickup with regular trash, which as of 2015 became illegal.

The Solution

ERI created a unique solution for the city of New York by creating secure recycling bins which could easily be placed in common areas within residential buildings containing 100 or more units throughout New York to provide a secure location for residents to drop off unwanted electronic devices. Smaller buildings over 10 units are also eligible for direct pickups.



Over 20 million pounds of electronics recycled



Unique bin solution to provide secure recycling options

Together with the help of the City of New York and building facility managers, ERI would then be notified to pick-up the bins when full so the contents within could be properly recycled and the data on data bearing devices destroyed.

The program has been a tremendous success. In 2017, the program had recycled over 10 million pounds of electronics, and by 2019, exceeded 22 million pounds. The program is so successful that the amount of electronics in its waste stream had been reduced by 60% since the start of the program.