

## **PROJECT DESCRIPTION**

### **Purpose and goals of project**

The Colorado Materials Exchange (COMEx) has carefully planned a project to build capacity for computer and electronic reuse in the state. Computer reuse is the first step towards electronic waste prevention because of its efficient use of raw materials and reduction of contaminants into the waste stream. The Colorado Computer Reuse Project will increase capacity for reuse of computers, peripherals, and other electronics by providing information and opportunities for electronics reuse across the state.

The project we envision will accomplish two main goals:

1. Expand an information and listing service for electronic reuse
2. Deliver information and opportunities about electronic reuse to strategic audiences within the state.

The following objectives will be accomplished to attain the goals:

- Posting all available information on COMEx's web site
- Including all available computer reuse-related contacts in a shared database
- Activating a network of colleges and universities around Colorado to host town meetings
- Advancing the COMEx listing service through more aggressive promotion

A sampling of task work required to achieve these objectives includes:

- Data entry of over 120 contacts (with high technical use of FilemakerPro Database)
- Web site enhancement (by Information Technology students at CU-Boulder)
- Research on best practices (by Business students at CU-Boulder)
- Production of fact sheet, resource sheet, and Powerpoint presentation
- Production and distribution of decals placed on equipment with reuse/recycling contact info.
- Scheduling six to eight town meetings around the state
- Intensive outreach campaign using conventional and direct contacts

### **Time line for project completion**

The duration of the Colorado Computer Reuse Project will be approximately one year. In the first quarter of the year, research will be conducted, coordination with other agencies will be confirmed, and the web site will be enhanced with the newly gathered information. During the second quarter, presentation materials will be developed. Finally, in the third and fourth quarters, presentations will be given to strategic audiences and an evaluation of the project will be conducted.

## WORKPLAN

### Computer Reuse Project Work Plan

#### First Quarter

1. Coordination with other agencies and CU-Boulder's College of Business
  - Determine how to best complement OEMC's Task Force on Computers and Electronics.
  - Clarify State and Federal rulings regarding electronics disposal to ensure proper role for reuse and accuracy of information presented on web site and to audiences in Colorado.
  - Determine interface of Computer Reuse Project and EPA's computer recycling demonstration project.
  - Create and post research intern positions with the College of Business.
2. Conduct Surveys
  - Recruit student volunteers; Contact approximately twenty non-profit organizations (through the Colorado Association of Non-Profit Organizations) which serve disadvantaged communities and Colorado businesses (through Chambers of Commerce and Minority-Owned Business Associations) to administer a short survey on computer needs/surplus and knowledge of reuse/recycling opportunities.
  - Deliverable: An assessment of the computer-related needs and surplus of the Colorado community. Additional postings on the COMEx website for materials wanted.
3. Data Entry
  - Assemble an estimated 120 contacts from the OEMC, the CDPHE, COMEx, and the EPA. Maximize FilemakerPro functions for e-mail listserver, labels, fax functions. Assure software compatibility with other agencies.
  - Deliverable: Merged databases with additional contacts
4. Web Site enhancement
  - Post directory of contacts on the existing web site; Install search engine for key word access to information resources.
  - Revise COMEx listing form so listings can be cross-posted with AskMall (this cross-promotion will expand exchange capacities).
  - Deliverable: Web site search engine with keyword index of information resources.
5. Promotion
  - CU President's Office of Institutional Relations will provide early guidance and referral to statewide media outlets. EPA's approval and promotional expectations will be sought before beginning outreach work.
  - The Colorado Rural Development Council has already been referred to COMEx by the CU President's Office as a group which can connect the project to the Western Slope and rural communities.
  - Announce the project and availability of an expanded database.
  - Deliverable: Copies of at least two press releases (one to announce the grant award for the project and one to announce the improved web site).
6. Report to Project Officer
  - Prepare and submit quarterly progress report as stated in the Conditions of the Grant (including: work accomplished, problems encountered, funds spend during the reporting period and to-date, any adjustments to the project schedule in the work plan, and any quantitative measures achieved during the reporting period and to-date).
  - Deliverable: Progress Report.

### Second Quarter

#### 7. Research (Business College Interns)

- Assign topics for research including: fact sheet/resource guide on computer reuse and recycling operations in the state, grading specifications of used computers, summary of manufacturer take-back initiatives, annotated bibliography.
- Deliverable: Best practice research findings, fact sheet, and resource guide posted to COMEx web site.

#### 8. Presentation Materials

- Draft, review and print fact sheet/resource guide.
- Script, review and produce PowerPoint presentation (include digital images from local/national sources).
- Create and print decal for businesses and organizations to affix to computer equipment with reuse procedures.
- Deliverables: 500 copies of fact sheet and resource guide. Zip disks of slides and presentation. 1,500 decals for computer equipment.

#### 9. Promotion

- Distribute computer reuse decals and promote the exchange service.
- Deliverable: Copies of all press releases and publicity.

#### 10. Report to Project Officer

- Prepare and submit quarterly progress report as stated in the Conditions of the Grant.
- Deliverable: Progress Report.

### Third Quarter

#### 11. Presentation Preparations

- Schedule "town meetings" / presentations in communities with college or university involvement in Office of Economic Development programs (Small Business Development Centers, Business Assistance Centers, and Minority-Owned Business Associations).
- Confirm campus participants including campus environmental officers, property managers, and information technology user groups.

#### 12. Promotion

- Promote town meetings / presentations.
- Added activities include display ads in computer magazines as well as direct contact with the participating agencies and organizations.
- Deliverable: Copies of all press releases and publicity.

#### 13. Report to Project Officer

- Prepare and submit quarterly progress report as stated in the Conditions of the Grant.
- Deliverable: Progress Report.

### Fourth Quarter

#### 14. Town meetings / presentations at colleges and universities

- Conduct presentations across the state on research results.
- Deliverable: Small group presentations at a minimum of six campuses in Colorado (Distribute fact sheet, resource guide and decals).

#### 15. Promotion

- Contact the Corporation for National Service, which provides a full-time VISTA member to administer the daily activities of COMEx as well as the Computer Reuse Project, to promote the availability of used computers and equipment to the over 60 VISTA projects in Colorado.
- A final round of follow-up will promote results of the project, availability of report, and continuance of web site and exchange service.
- Deliverables: Copies of all press releases and publicity.

#### 16. Final Project Report to Project Officer

- Prepare and submit final progress report as stated in the Conditions of the Grant (including: how the goals and objectives were achieved, what results were achieved in terms of waste diverted, markets created, business assistance provided, jobs created, and any other quantitative measures that apply to the project - listed under "Evaluation Criteria" below).
- Deliverable: Full report including copies of database, printed materials, PowerPoint presentation, and Evaluation Criteria (below).

#### 17. Evaluation

A follow-up examination will be conducted within one month of each presentation.

- Contact each small business development center involved in the presentations. Assess how useful presentations were. Provide new developments and contacts to add to the database posted on the COMEx web site.

Success will also be measured by changes in levels of activity currently being measured on a regular basis by COMEx staff. Include:

- number of "hits" on the COMEx web site, number of listings for wanted or available materials on the site, and number of subscribers to the COMEx e-mail listserver.
- The report will also summarize approximate value of materials being exchanged, weight/volume estimates, and eventual use of materials.

Deliverables: Feedback from Small Business Development Centers and other presentation attendees. Additional database contacts. Measurement of changes in web site activity. Summary of reuse activities.