

# WHITE PAPER

# ICEX GROUP AND THE WASTE HIERARCHY



Reduce / Prevent

Reuse / Repurpose

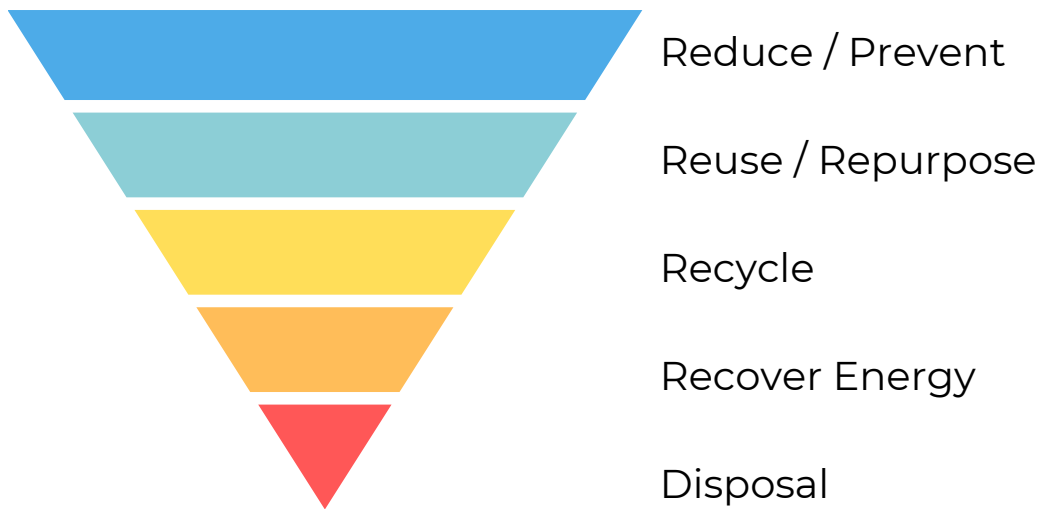
Recycle

Recover Energy

Disposal

# The Waste Hierarchy:

In today's rapidly advancing world, waste management has become a critical issue. The waste hierarchy offers a structured approach to waste management, guiding us towards the best sustainable practices. This paper explores the waste hierarchy and its alignment with ICEX GROUP's mission to securely revive or relocate, and if necessary, recycle all our clients' technology assets, to help achieve digital equality, and reduce E-waste to landfill.



## The Best Approach - Reduce - Waste Prevention - Avoiding Waste Generation:

On the waste hierarchy, the primary, or most desired, solution for dealing with waste is simply preventing waste in the first place. By focusing on product design, efficient manufacturing processes, and consumer behaviour changes, we can avoid waste generation at its source. ICEX GROUP's vision of a world where no technology assets are wasted aligns with this principle. By promoting responsible consumption and sustainable practices, we can minimise waste and make a significant impact on environmental sustainability.

Waste Reduction or Prevention is often just about the source and not producing something that will go to waste in the first place. By reselling repurposed high-end kit at depreciated prices we:

- a) stop this older kit from either going to landfill or being recycled
- b) stop a new laptop from starting its life cycle which could eventually go to waste, especially if the repurposed machine is bought by an individual consumer on our eBay store.
- c) provide IT kit to people at more affordable prices than if bought new, contributing towards improving digital equality.

We bring new life into older tech which subsequently will help to prevent waste from being produced in the first place. This happens because a new machine is not entered into the cycle. Eventually (given a long enough run) all technology dies and so, if a new piece enters the technology life cycle, it will form some sort of future waste.

## The Next Best Approach - Reuse and Repurpose:

Next on the waste hierarchy is the emphasis on reusing and repurposing. This is really where ICEX helps most significantly and directly. The team at ICEX GROUP understand fundamentally how much better reusing and repurposing is for the environment, economy and consumer than recycling is. By finding new uses for items, we extend their lifespan and reduce the need for new production. ICEX GROUP's mission perfectly aligns with this principle. By breathing new life into these assets, we contribute to reducing E-waste and promoting digital equality. Repurposing - by breathing new life into older kit for example by upgrading components before re-selling - can help to make kit more affordable and give it a new purpose.

At ICEX GROUP, our preferences are to reuse and repurpose. Last year, we reused and repurposed 57% of the assets we processed. And we're always striving to get this % up.

## BIOS, Cloud and Management Programs

Before mentioning recycling as a solution, (recycling is less preferable to repurposing as already mentioned) it is a great segue to discuss Company managed enrolment programs, Cloud and BIOS locks on PCs, laptops, Phones and Tablets. These basically force ITAD companies to recycle rather than repurpose as the machines cannot be reset to factory settings. It is REALLY IMPORTANT when returning technology assets to ensure there are no locks left on the machine that can prevent factory resets. This is not just for the sake of the company you are returning kit to, but rather predominantly for the sake of the planet as it allows for reusing and repurposing.

## Recycling - Transforming Waste into Resources:

The next step in the waste hierarchy is recycling. This one everyone knows about due to its usefulness in especially reducing the negative impact of household waste. Recycling involves the collection, processing, and transformation of waste materials into new products or materials. It conserves resources, reduces energy consumption, and minimises the strain on raw materials and our planet's reserves of resources. ICEX GROUP's work ensures that valuable resources are recovered and utilised, supporting a sustainable approach to waste management.

Last year we recycled 43% of the assets we processed.

And our aim - that we always have achieved - is 0% of the assets that are processed through our facility go to landfill.

## Recovering Energy, Treating Waste, and Disposing of Waste:

The bottom three steps of the waste hierarchy, namely recovering energy, treating waste, and disposing (dumping) of waste, should be approached with caution due to their negative impacts. While these steps may have their place in specific circumstances, they should never replace or overshadow the importance of asset reduction, waste prevention, reuse and recycling.

## ICEX GROUP's Vision: A Better World with Sustainable Technology

ICEX GROUP envisions a world where technology assets are never wasted and everyone has access to affordable technology. By prioritising (as it is in our remit) reuse and repurposing, and also waste reduction (although this is mostly affected by manufacturer and consumer habits), the company strives to minimise the negative impacts of waste management; minimise waste itself and ensure that technology assets are used to their fullest potential. Sustainable practices are central to ICEX GROUP's vision, with recycling being the last resort and nothing going to landfill.

Our vision for ICEX GROUP is to be the most sustainable IT Asset Partner for large organisations. We're striving to make a better world. A world where no technology assets ever get wasted and everyone has access to affordable technology. A world where technology assets are reused as much as possible, and when new assets are needed, they're always sustainable. Only when they've reached the end of their life, and as a last resort, do they get recycled. And absolutely nothing goes to landfill.

## Conclusion: Embracing the Waste Hierarchy for a Sustainable Future

Embracing the waste hierarchy is crucial for achieving a sustainable future. By prioritising reduction, reuse/repurposing and responsible recycling (of potential waste), we can conserve resources, protect the environment and reduce waste in the first place. This approach aligns with ICEX GROUP's mission and vision, fostering a better world where technology is utilised responsibly and digital equality is realised.

The waste hierarchy provides a roadmap for sustainable waste management. Our mission of securely repurposing and recycling technology assets and our idealistic vision (we are realistic in practice but our goals can be idealistic so we maximise our potential) of eliminating waste aligns perfectly with the principles of the waste hierarchy.

Together, with our clients, we can work towards achieving digital equality, reducing E-waste, and ensuring that no technology assets are wasted. Let's strive for a future where sustainable practices prevail, and nothing goes to landfill.

## ABOUT ICEX GROUP

ICEX is a STARR Company, providing Secure Technology Asset Revival & Relocation services (STARR), in addition to providing IT Asset Disposal / Disposition services (ITAD).

ICEX RELOCATION and ICEX REVIVAL are how we deliver our vision:

Our vision for ICEX GROUP is to be the most sustainable IT Asset Partner for large organisations. We're striving to make a better world. A world where no technology assets ever get wasted and everyone has access to affordable technology. A world where technology assets are reused as much as possible, and when new assets are needed, they're always sustainable. Only when they've reached the end of their life, and as a last resort, do they get recycled. And absolutely nothing goes to landfill.

ICEX GROUP is a member of the UN Global Compact - the world's largest corporate sustainability initiative.

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**ICEX**  
**GROUP**

REVIVING & RELOCATING  
TECHNOLOGY ASSETS