



# News Release

## **Intel partners with Circular Brain allowing consumers to help the environment while updating their PCs**

*Recicla PC, a groundbreaking project from Brazil assures the correct environmental disposal of old electronics and offers a discount for the purchase of a new PC*

In 2019, Brazil generated over 2 million tons of electronic waste, ranking 4th globally and first in Latin America. Of course, 99% of it was incorrectly discarded. Aiming at reversing this scenario, Intel partners with Circular Brain - a company focused on developing solutions for a circular economy - creating an online platform that allows consumers to correctly dispose of their old computer while earning special discounts for the purchase of a new PC. The "Recicla PC" project is available throughout Brazil. More information [here](#).

The numbers above are from a study by the Global E-waste Statistics Partnership (GESp) released in 2020, which also suggests that the discard of electronic waste grew by 21% worldwide between 2014 and 2019. In the same year, 53.6 million tons of e-waste were generated, with only 17.4% of all products being correctly discarded at a proper waste management or recycling facilities. As a result, nearly 15 million tons of carbon dioxide were not released into the atmosphere.

With this project, Intel and Circular Brain intend to help increase the rate of properly disposed of e-waste, as stated by Giovana Gaiolli, Marketing Manager at Intel Brazil:

"Our goal is to educate the ecosystem to drastically reduce the incorrect disposal of electronic waste. In addition to educating to have this sustainable return, we will also offer an incentive for consumers to discard the PCs they no longer use by offering a discount for the purchase of a new product."

### **How it works**

Consumers can register on the project's website by filling out a form with their data and information about the PC they own and wish to discard. In this first phase, desktop computers, laptops, and all-in-one computers of any brand, processor, and configuration will be accepted for disposal. In the future, the goal is to include other electronic items.

Once the product is registered, the site will return with the maximum discount already applied to the product options available for purchase.

"The amount of discount will be offered on a case-by-case basis depending on the quality of the submitted device. Even if the discarded PC is not working or out of order, it will still be absorbed by the project, since the idea is to increase the amount of correct electronic disposal", explains Giovana Gaiolli.

After registering, the customer has to take their old PC to one of the more than 11,000 project delivery locations spread across Brazil. The initiative also relies on partners such as Brazil's postal service, Coleta Kangu, and other small commercial establishments trained and prepared to receive and deliver packages. They will work as local hubs, reducing distances and allowing deliveries and collections of goods to be carried out with vehicles suited to the neighborhoods, with low downtime. In exchange, partnering establishments receive a certain amount per order, generating extra income and a greater customer flow.

From an environmental point of view, the network of pick-up locations reduces CO2 emissions and the number of vehicles en route, reducing levels of traffic and noise pollution related to transporting. Smart routes allow fewer trips, therefore, fewer carbon emissions. Drivers also benefit, since they spend less time en route.

After registering their zip code, consumers will be shown 5 places closest to the address to take their electronic devices, which can be commercial establishments or even post offices.

The Recicla PC platform guarantees that used computers will be disposed of in an environmentally correct manner, as they will be sent to regulated recycling stations. These recycling stations will carry out the proper reconditioning process and check the possibilities for repairing and reselling the device, reusing PC parts, or recycling them.

The logistics and traceability make the project an unprecedented model in Brazil. "What sets our solution apart is being as close as possible to the customer and having a simple return process, as in other e-commerce platforms. We are making sure customers from all states and municipalities in the country will have access to it by bringing together the best options from different brands and stores", says Fernando Perfeito, CGO of Circular Brain.

The goal is to send 20,000 devices for correct disposal in the first year of the project, which relies on major brands and retailers to provide products with special discounts for customers returning their old ones. The list of brands supporting the initiative includes Samsung, Avell, Fujioka (.com), and Dell Technologies.