AUB to raise awareness about E-waste
Tuesday, October 19, 2010

Under the patronage and in the presence of the Lebanese Minister of Environment Mohammed Rahhal, Beeatoona NGO is organizing an E-waste awareness and collection day at AUB, in collaboration with AUB's Center for Civic Engagement and Community Service (CCECS) and the Environmental Club.

The event will take place on Wednesday October 20, 2010, at the Bathish Auditorium in West Hall, AUB, at 1 pm. During the two-hour event, a presentation will be made by Beeatoona on the dangers of E-waste, i.e., discarded electronic devices, and the vital need for E-cycling. The audience will be provided with awareness material, as well as the list of official E-cyclers to where they can drop their E-wastes. The AUB community will then participate in the E-waste collection, bringing in their items for proper disposal through Beeatoona such as broken CDs, empty toners, computers and parts, cell phones, batteries, etc.

E-waste is currently the most rapidly growing environmental issue on the globe, due to rapid technology progress and planned obsolescence. Knowing that this kind of waste has been classified as hazardous, containing more than 1000 toxic substances that can lead to chronic illness and death, 65 percent of the Lebanese still keep their electronics at homeز

With the aim of reaching out to a wider range of the public, AUB has just initiated a collaboration program with Beeatoona in order to sound the alarm in its surroundings. This initiative is part of Beeatoona's continuous awareness campaign on the E-waste issue, engaging 400 schools in Lebanon and Jordan, a large number of corporations and educational institutions, as well as more than 60 computer retailers in Lebanon that are serving as official E-waste collection points.