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RESPONSIBILITY

Don't Throw Away That Irrigation Controller!



Warren Gorowitz - Director of Corporate Social Responsibility

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The Problem...

- Once an irrigation system reaches its end of life the materials are not easy to recycle





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The Challenges with Recycling

- Inconsistent infrastructure
- Bulky
- Changing habits
- Training





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Responsibility

- Who should be responsible for solving these challenges?
- What is the irrigation industry doing about this?
 - Irrigation Association Sustainability Common Interest Group



One Solution for E-Waste Recycling



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Solve Two Problems...



UNEMPLOYED

Wasted Talent: Of the 50 million people in the U.S. with a disability, less than 20% are participating in the labor force*

Solve Two Problems...



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Wasted Resources: Globally only 17.4% of e-waste discarded in 2019 was recycled (United Nations)

Solve Two Problems...



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In 2019, the U.S. generated 6.92 million tons of e-waste (46 lbs per person), only 15% of the material was recycled.



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With One Solution:



Recycle electronics to create jobs for people with dis**Abilities**

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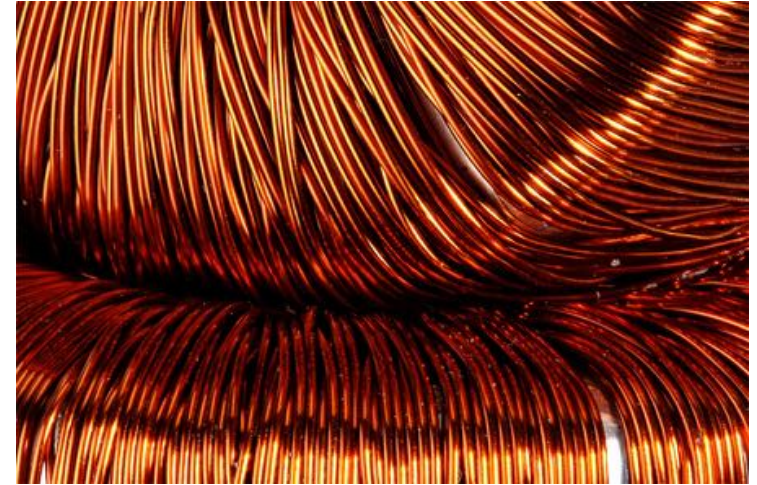


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Why are we doing this?

- Helps us live our value of Social Responsibility
- Our goal is to keep irrigation controllers out of the landfill.
- Partnering with Blue Star Recyclers, helps provide jobs for people with Autism and properly recycles e-waste.
- Since 2019 we have recycled over 10,000 lbs of irrigation controllers!

What happens to the irrigation controllers that are recycled?



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Other Irrigation Industry Recycling Programs



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The Future...

- Expanded program launching in July 2021
- Design for sustainability
- Audience discussion
- Share your thoughts...





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Thank You!

Warren Gorowitz

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