

ANNEX A

Roles & Responsibilities of Heartland E-Waste Recycling Programme Partners



Panasonic initiated the Heartland E-Waste Recycling Programme. Panasonic conducted promotional activities, as well as coordinated publicity efforts in the South East District to raise awareness on the programme, and highlight the importance of e-waste recycling and energy efficiency in households. Panasonic will also sponsor 5,000 energy-efficient light bulbs to less privileged families in Marine Parade and Mountbatten.



South East CDC promoted the programme in its district and coordinated with recyclers on the collection of recyclables. South East CDC also liaised with less privileged families to better understand their needs.



NEA provided support for the programme via its Call for Ideas Fund. NEA, together with programme partners, will explore the feasibility of nationwide expansion at the end of the six-month trial.



Cimelia will lead e-waste collection efforts in Marine Parade and Mountbatten (designated collection points and participating schools) and participating retailers for disposal and treatment.



SembWaste will collect and process general recyclables from designated collection points in Marine Parade and Mountbatten. Monetary incentives under the SembWaste's "Cash for Trash" programme will contribute to the purchase of light bulbs for less privileged families in the district.



BEST Denki conducted promotional activities at its retail outlets in Singapore. E-Waste collection bins will also be located at the BEST Denki Parkway Parade retail outlet. Through the BEST Denki Disposal Service, BEST Denki will collect bulky e-waste at point of delivery of newly purchased home appliances. Partial proceeds from the disposal service will go towards the donation of light bulbs for less privileged families in Marine Parade and Mountbatten.

ANNEX B

Collection Mechanism

Type of Waste	Collection Method (July – December 2013)
General Recyclables (paper, clothes, aluminum cans, plastic bottles)	Bring your recyclables to the Monthly Collection Drives at RC Centres
Portable e-waste (laptops, small ovens, irons etc.)	Bring your portable e-waste to: 1. Monthly Collection Drives at RC Centres 2. e-waste collection bins at BEST Denki Parkway Parade retail outlet & participating schools
Bulky e-waste (refrigerators, washing machines, TVs)	Arrange for BEST Denki Disposal Service upon purchase and delivery of new appliance(s) <u>HDB residents</u> can call Marine Parade Town Council for removal services <u>3 days in advance</u> . (Up to 3 bulky items per household per month) Main Line: 6241 6044 Toll-free Line: 1800 241 6487 Mon-Fri: 8am – 5pm Sat: 8am – 1pm

Dates: 14th July, 4th August, 1st September, 6th October, 3rd November, 1st December
(Every first Sunday of the month, except July)

Participating Resident Committee Centres:

Marine Terrace Walk RC
5 Marine Terrace #01-278

Marine Drive Gardens RC
61 Marine Drive #01-88

Marine Terrace Breeze RC
20 Marine Terrace #01-124

Dakota (Mountbatten) RC
60 Dakota Crescent #01-245

Marine Terrace Haven RC
54 Marine Terrace #01-23

Old Airport (Mountbatten) RC
54 Cassia Crescent #01-137

Marine Crescent Gardens RC
44 Marine Crescent #01-10

Tanjong Rhu (Mountbatten) RC
12 Kampong Arang Road #01-21

Marine Crescent Ville RC
34 Marine Crescent #01-55

Pine Close (Mountbatten) RC
5 Pine Close #01-141

Energy-efficient Light Bulb Donation Details:

Type of Waste	No. of Light Bulbs to be donated	
Portable e-waste	Small household appliances	1
	ICT devices	2
Bulky e-waste	3 <i>Note: With the engagement of BEST Denki Disposal Service, customers who concurrently purchase <u>refrigerators</u> and <u>clothes dryer</u> with 4 energy-efficiency ticks will contribute to double donation of energy-efficient light bulbs</i>	