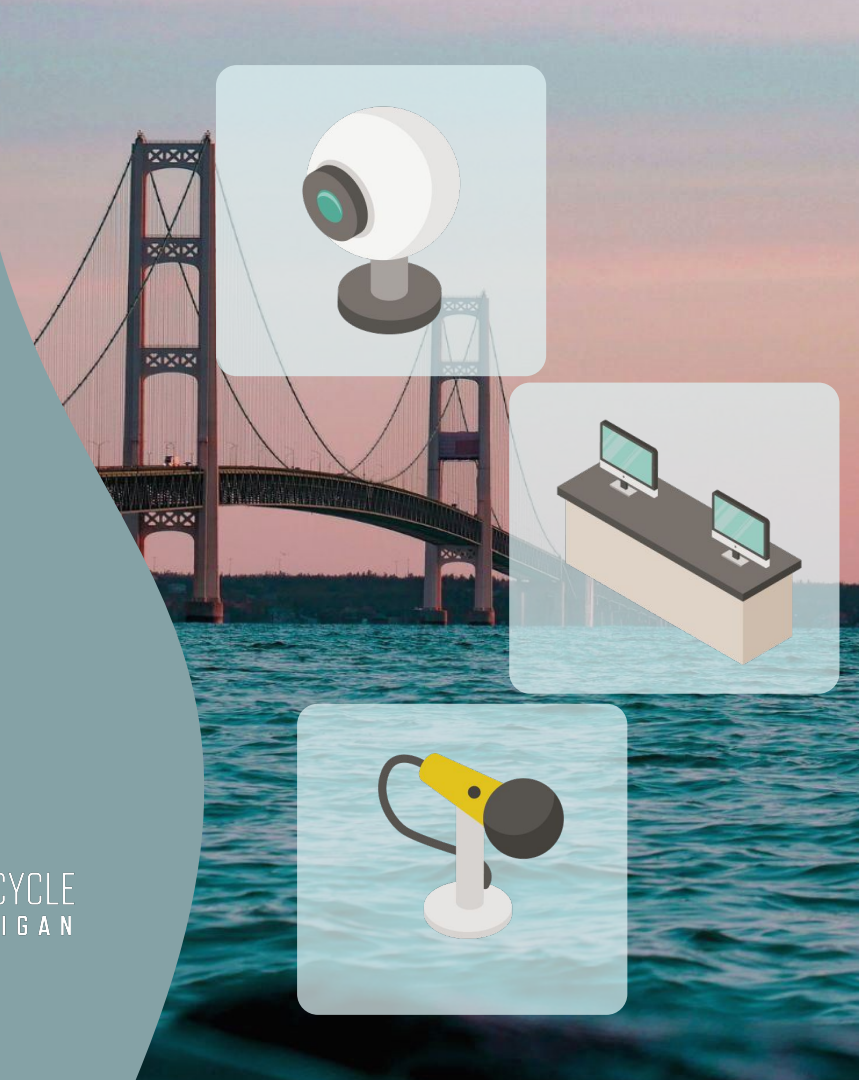
Roundtable Discussion

Tech Takeback & Transformation: Driving Electronics Reuse in Michigan

Rheaply

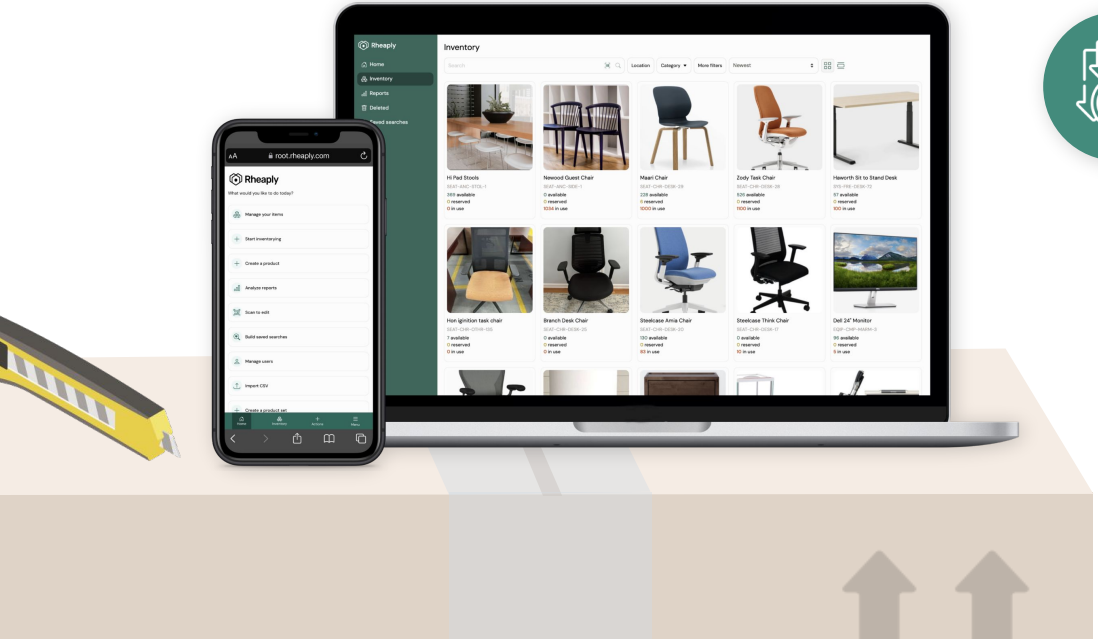
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MICHIGAN DEPARTMENT OF ENVIRONMENT, GREAT LAKES, AND ENERGY

NEXTCYCLE MICHIGAN



Hi, we're Rheaply

Since 2016, Rheaply has been on a mission to build a connected community with transformative technology and services where every workplace resource finds its next use.



Connected Community

Rheaply has **over 3,500** ecosystem partners across North America representing all sides of the circular economy, including leading manufacturers, enterprise companies, nonprofits, small businesses, and more.

Transformative Technology

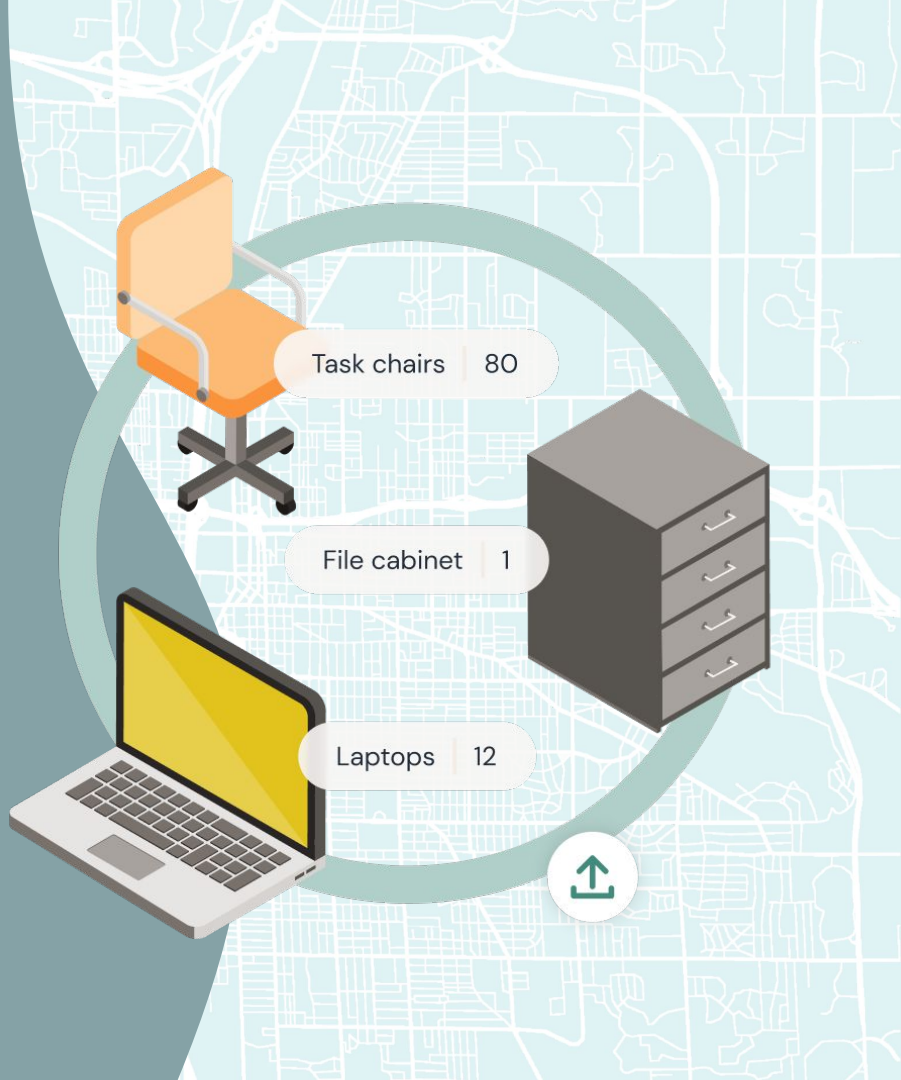
Rheaply's platform manages over **$25 million** in asset value at any given time. In 2023 alone, customers saved over **$4 million** by optimizing asset management and reuse.

Thought Leaders in Circularity

The Rheaply team is stacked with circular economy **subject matter experts**, allowing us to build circularity strategies and programs that solve operational challenges and enhance end-markets for materials.

What can I do on the Michigan Materials Marketplace?

- ✔ **Source, sell, or donate** surplus, by- product, or otherwise under-utilized materials
- ✔ Connect with other businesses and create new local, sustainable supply chain connections
- ✔ Levage data-driven insights to embed circularity into your operations and decision making processes



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Setting the Stage

Matt Flechter

Recycling Market Development Specialist

Materials Management Division, EGLE

NEXTCYCLE
MICHIGAN

STRENGTHENING MICHIGAN'S CIRCULAR ECONOMY



ACCELERATOR PLATFORM



PARTNERSHIP NETWORK



DATA GUIDING OPPORTUNITIES

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RRS

Accelerator CENTREPOLIS at Lawrence Technological University

mrc michiganrecyclingcoalition

A LITTLE ABOUT RECYCLING AND ORGANICS IN MICHIGAN



Michigan has a long history of recycling
And environmental protection
And manufacturing.

Some of the first curbside recycling programs in the country

One of the first beverage container deposit laws

One of the first Electronic Waste Extended Producer Responsibility takeback laws (Part 173)

EGLE works to deploy about $15M/year directly to businesses and communities to grow the recycling system.



EGLE

Today's speakers



Loren Williams
Partnerships Manager
PCs for People



Dean Hendricks
CEO
Hendricks Foundation



Scott Vander Kooy
President
Comprenew



Up Next:
Loren Williams

pcsforpeople

Tech Takeback & Transformation: Driving Electronics Reuse in Michigan

Loren Williams

lwilliams@pcsforpeople.org

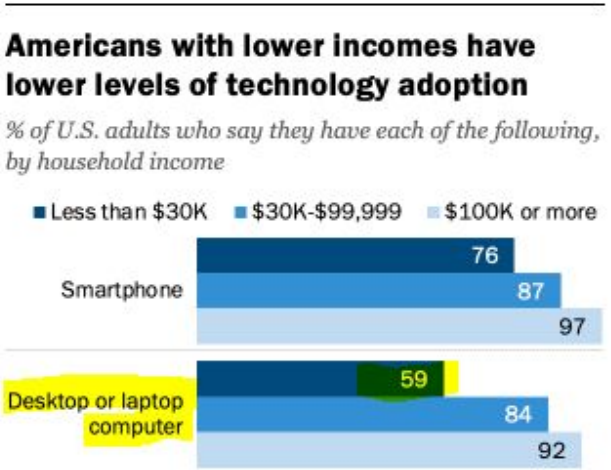
773-988-6908

www.pcsforpeople.org

Connect on LinkedIn

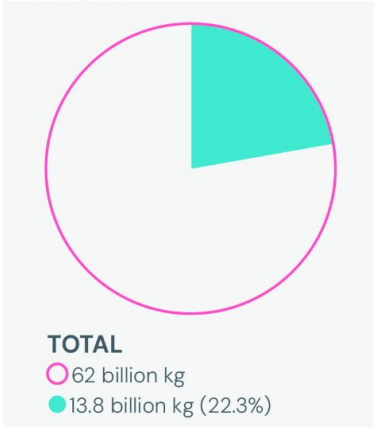
Stockpiled old IT Equipment / Great Need for Computers





Less than 25% of global e-waste is documented as being recycled

GLOBAL E-WASTE MONITOR 2024: ELECTRONIC WASTE RISING FIVE TIMES FASTER THAN DOCUMENTED E-WASTE RECYCLING

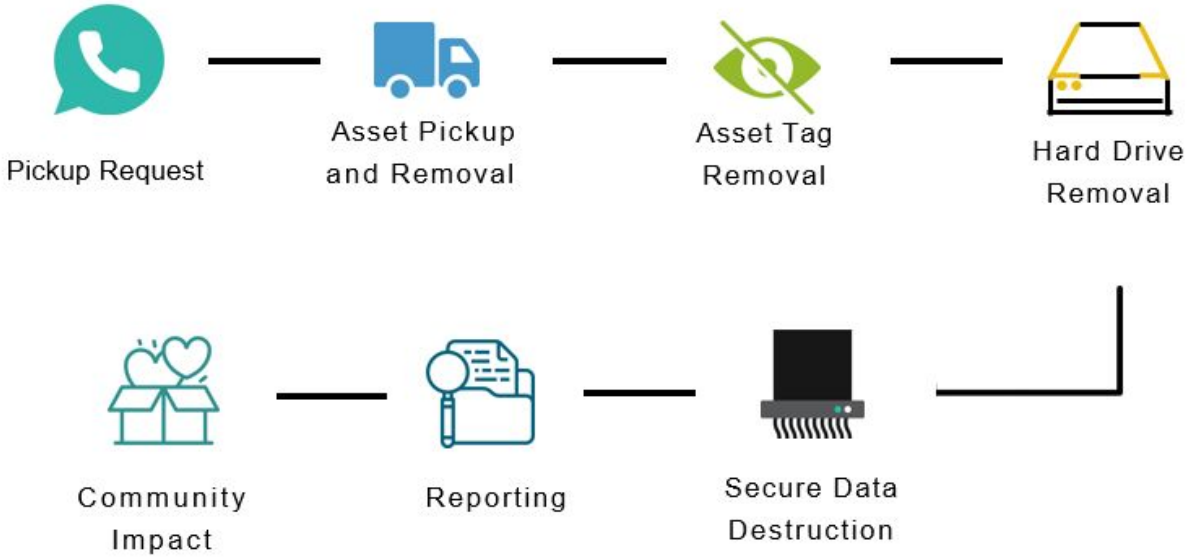


Total e-waste generated.

E-waste documented as formally collected and recycled.

Source: The Global E-waste Monitor 2024

PCs for People Process



We Accept All IT Equipment

Community Impact





Up Next:
Dean Hendricks



HENDRICKS FOUNDATION

Last Updated 4/29/2025

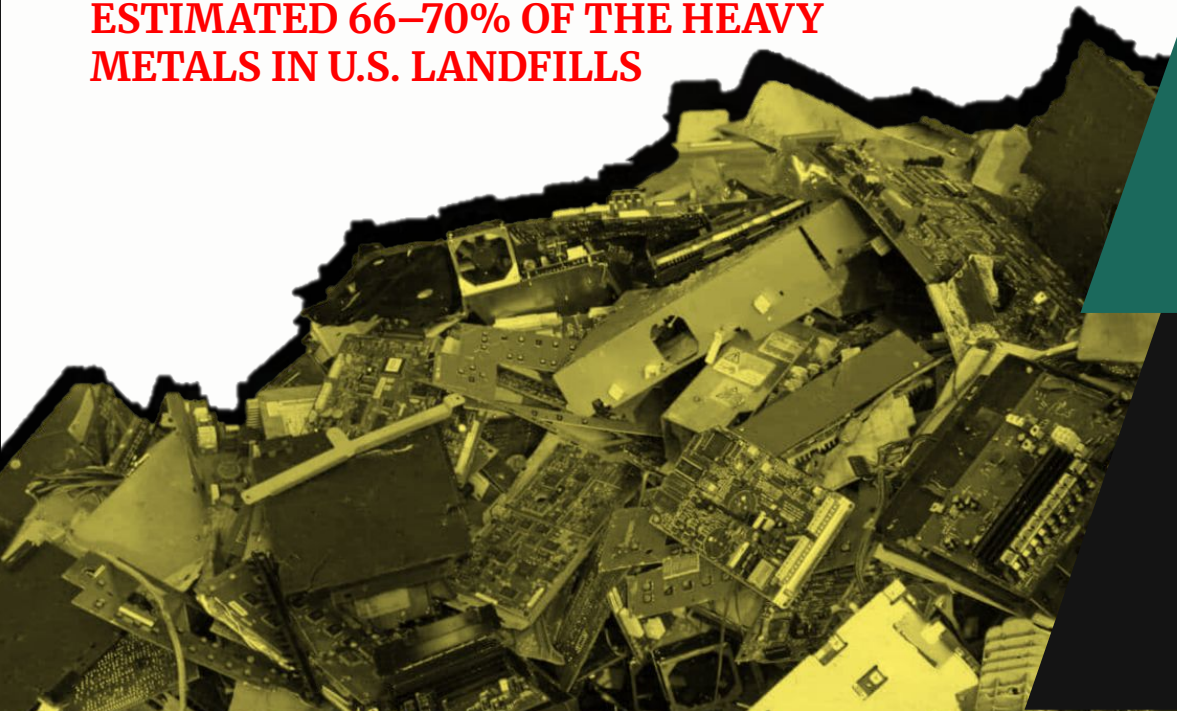
Presented by Dean Hendricks, Director
Cell: (774) 552 – 9434
Email: dean@hendricks-foundation.org

E-WASTE EPIDEMIC

- **62 MILLIONS TONS OF E-WASTE ARE THROWN OUT GLOBALLY**

> GLOBALLY, ONLY ABOUT 22% OF ELECTRONIC WASTE IS DOCUMENTED AS COLLECTED AND RECYCLED

> E-WASTE IS RESPONSIBLE FOR AN ESTIMATED 66–70% OF THE HEAVY METALS IN U.S. LANDFILLS



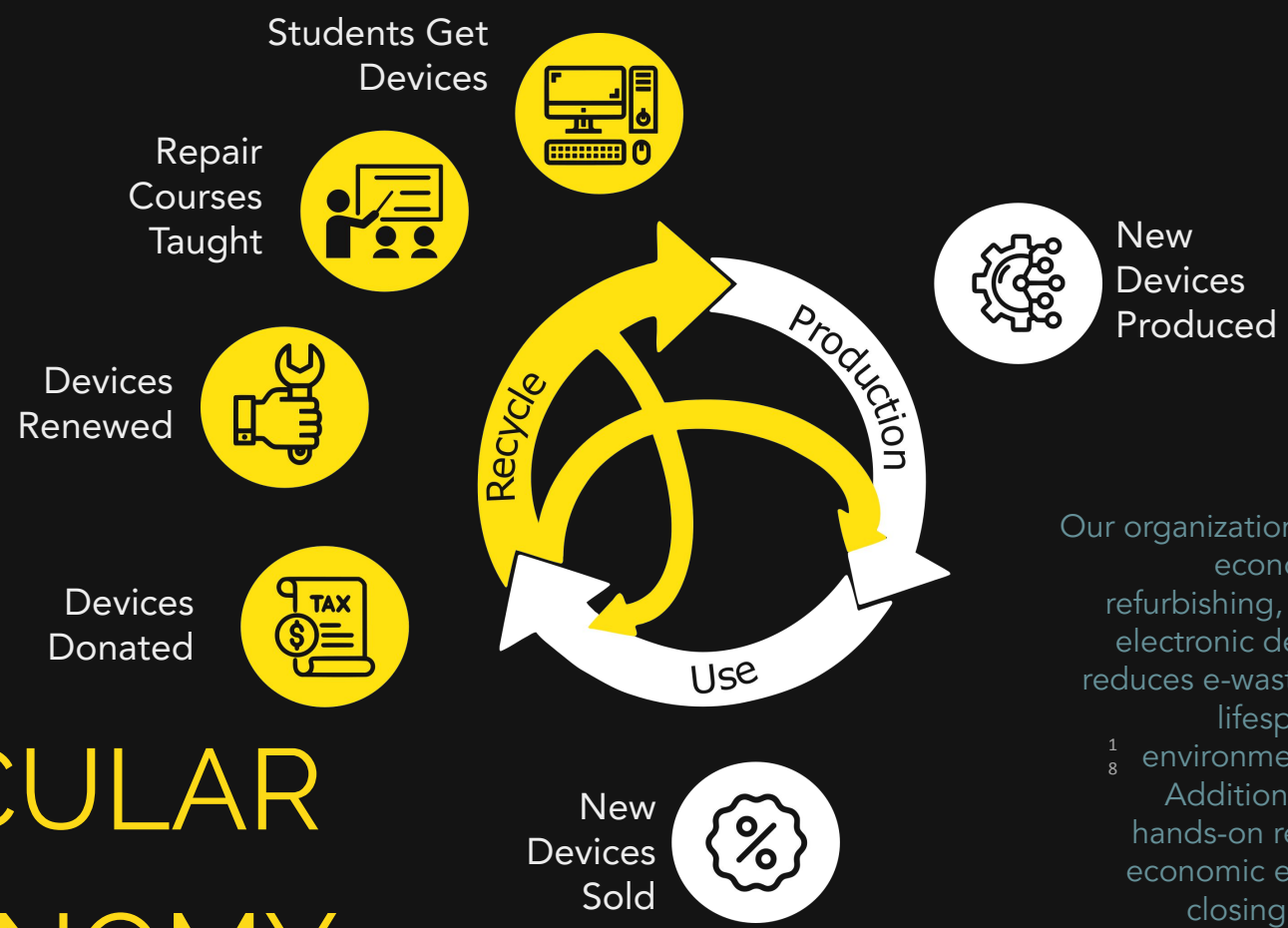
- **GLOBALLY, ROUGHLY 66% OF SCHOOL-AGE CHILDREN LACK INTERNET ACCESS AT HOME**

> ABOUT 50% OF STUDENTS HAVE NO COMPUTER AT HOME TO USE FOR EDUCATION WORLDWIDE



DIGITAL DIVIDE

THE CIRCULAR ECONOMY



Our organization creates a circular economy by collecting, refurbishing, and redistributing electronic devices. This model reduces e-waste, extends device lifespans, and supports environmental sustainability. Additionally, students gain hands-on repair skills, fueling economic empowerment and closing the digital divide.

TECH COURSES

- We teach a repair course for students to learn how to fix their own devices. At the end of the program students take the device they repaired home



INTERESTING FACTS

Over 66% of students are affected by the digital divide. These numbers disproportionately affect children in Africa Asia and the Americas. In the USA BIPOC Americans are 70 percent more likely to be affected by the digital divide than their counterparts.

42
Students Taught

HOW YOU CAN HELP BRIDGE THE GAP

↘ Share The Hendricks Foundation With All

↘ Funding For Repairs And Programming

↘ DONATE DONATE DONATE!!!

Visit Our Website





Up Next:
Scott Vander Kooy



COMPRENEW®

Inviting everyone to a sustainable, digital future.

WWW.COMPRENEW.ORG



Introduction

Comprenew was founded in 1986 as a refurbisher of mainframe computers. Today we are a non-profit, highly certified, data security, I.T.A.D. and electronic recycler.

Our Mission.

Comprenew protects businesses, people, and the environment from improperly disposed electronics devices. We set the standard in best practice data management, asset recovery, and recycling services. Working with Comprenew directly supports digital equity, community education, job readiness, and sustainable programs in Michigan Communities.

A Higher Standard.

Comprenew holds both the R2v3 & e-Stewards responsible recycling certifications, in addition to multiple data security and quality management certifications.

Our Missions

As a social enterprise, we operate like a business but have three missions embedded into our operation.

- AWARE: Adults With Autism Recycling Electronics.
- CAMP: Connect All Michigan Program.
- Environmental Education: Stakeholders and education entities.

Our Stakeholders

75% of incoming material is from “corporate” accounts.

25% is from “residential” accounts.

We ask - how can we be our stakeholders’ most rewarding partner?

And how do our stakeholder define, “rewarding”?

Security - Safety - Social -

Financial

Our Reports

Comprenew's reports tie it all together.





COMPRENEW

THANK YOU!

LOCATIONS:

Headquarters

629 Ionia Ave SW

616-451-4400

info@comprenew.org

Online Operation

629 Ionia Ave SW

616-855-6262

online@comprenew.org

Downtown Store

629 Ionia Ave SW

616-855-6262

online@comprenew.org

Plainfield Store

4186 Plainfield Ave NE

616-226-6638

plainfield@comprenew.org

Shop online at

www.shopcomprenew.org

Breakout Discussion

Topics

1) Unlocking the Value of a Circular Electronics Ecosystem

- Why recycling is the status quo today for collected devices
- Prompts: What motivates organizations to choose reuse? What barriers (cost, awareness, logistics) hold reuse back?

2) Building Trust in Reuse Systems

- Focus on data security, quality standards, and certification.
- Prompts: What role do certifications and proven partners play?

3) Driving Impact Through Access & Equity on Michigan Materials Marketplace

- Supporting digital inclusion and community benefits.
- Offer-based workflows, equitable distribution on the marketplace

The big picture

Michigan's circular economy is a complex ecosystem with a diverse array of participants.

Productive systems need a central nervous system; we think technology can help.

What's next?

- Get set up on the Michigan Materials Marketplace and post your first listings
- Chat with our team & Share with your network
- Stay tuned for other upcoming activity:
  - NextCycle Accelerator Applications Opening in September
  - Regional NextCycle Workshops hosted this Fall

Join the **Michigan Materials Marketplace** today!



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Rheaply