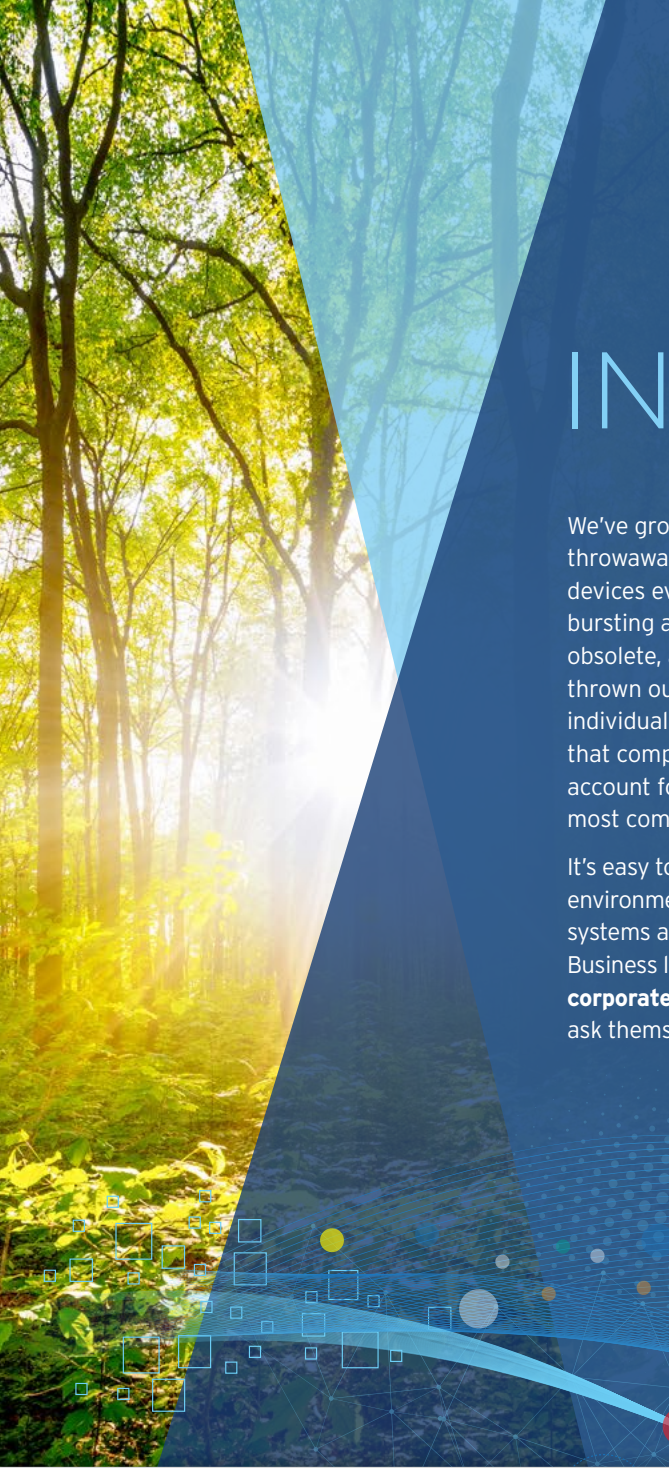
THE PATH TO GREENER E-WASTE DISPOSAL

Managing IT assets sustainably and responsibly in an information-heavy age

IRON MOUNTAIN®



INTRODUCTION

We've grown accustomed to living in a throwaway society where we're replacing our devices every few years. Landfill sites are bursting at the seams, choked with broken, obsolete, and retired electronic equipment thrown out en masse by businesses and individuals alike. At the same time, it's no secret that computing networks and data centres account for an increasingly high percentage of most companies' energy consumption.

It's easy to think of the financial and environmental costs associated with information systems as uncontrollable and unavoidable. Business leaders focussed on **achieving greater corporate social responsibility** (CSR) often ask themselves if there's another way. How can they become a force for good in a time when the environment is increasingly on everyone's minds? How do they move from being a part of the problem to becoming part of the solution?

As an information management partner committed to CSR and sustainability, Iron Mountain strives to deliver services in a way that is environmentally conscious and socially responsible.. This e-book will explain why we aspire to be better and how the right ITAD strategy can contribute to that, so you can:

- Sustain the environment
- Protect sensitive information
- Achieve greater compliance
- Inspire greener technology
- Gain competitive advantage

CHAPTERS IN THIS GUIDE:

CHAPTER 1:

SUSTAINABILITY AND RESPONSIBILITY

Recent years have seen corporate social responsibility evolve from internal self-regulation to industry-wide initiatives focussed on making a **meaningful and measurable impact** on the world at large. As leaders in information management and secure IT asset disposition (ITAD), we are driven by close customer collaboration, and, as a result, our customers can use our services as a force for good to protect the planet and their data.

TOGETHER WITH OUR CUSTOMERS, IN ONE YEAR WE:

RECYCLED

roughly **534,192 tonnes** of paper and cardboard to save over 1,347 square kilometres of healthy forest.

DISPOSED

of **8,270 tonnes** of electronics and backup tapes, **2,031 tonnes** of X-ray films, and **7,396 tonnes** of plastic pharmacy bottles.

REDUCED

the global carbon impact for the entire Iron Mountain corporation by **47%** and advanced our goal of an internet powered by 100% renewable energy.

LAUNCHED

our **Green Power Pass (GPP)** programme to inspire and enable more organisations to use data centres powered by renewable energy.

"Today and looking to the future, it is important for the industry and end users alike to realise the power and resulting environmental impact of living in a digital world."

READ MORE

KEVIN HAGEN, VICE PRESIDENT OF ENVIRONMENT, SOCIAL & GOVERNANCE AT IRON MOUNTAIN

These outcomes validate our belief that doing good business and becoming environmentally sustainable do not have to be separate initiatives. In fact, with our help, our customers have been able to advance their sustainability goals while contributing to an industry-wide movement to reduce waste and enable environmentally conscious information management.

CHAPTER 2:

CONTAINING THE RISING **TIDE OF E-WASTE**

The electronics sector has always thrived on the excitement of everything new. As technology advances, old computers keep piling up too. The total amount of electronic waste generated in the EU ranges from 1.6 kg per inhabitant in Romania and 19.6 in Norway, with the UK standing at third place on this list.[2]

Iron Mountain Secure IT Asset Disposition enables you to **destroy, recycle, or remarket** your end of life data center and IT assets – such as backup tapes, hard drives, laptops, and other IT equipment – in a manner that is secure and environmentally-friendly.

UK: 14.8
BE: 11.3
FR: 10.8
IE: 10.8
AT: 9.7
DE: 9.5
NL: 9.1
ES: 5.4

Stats are KG per inhabitant

1. https://www.impel.eu/waste-of-electrical-and-electronic-equipment-weee-fast-growing-waste-stream-in-the-eu/
2. https://www.statista.com/chart/19006/electric-and-electronic-waste-generated-in-the-eu/

DID YOU KNOW?

E-waste is the fastest-growing waste stream in the world, with over 12 million tonnes produced every year in the EU alone.[1]

KEY BENEFITS - OUR ITAD SERVICE:

FOLLOWS
the strictest guidelines, including a no-overseas and no-landfill policy, to ensure safe, ethical, and environmentally responsible disposition.

ESTABLISHES
a defensible, documented, and repeatable process to prepare, transport, and destroy hard drives, backup tapes, and other data-bearing e-waste.

CONVERTS
legacy laptops, desktops, and other hardware into a new revenue stream while maintaining information privacy and helping the planet.

HOW DOES **IT WORK?**

ITAD puts information security and the environment first to ensure the safe and sustainable retiring of IT assets. It must be a fully documented process, which is compliant with the EU's Waste Electrical and Electronic Equipment (WEEE) directive and the General Data Protection Regulation (GDPR). This should include:

A COMPLETE CHAIN OF CUSTODY

ASSET ITEMISATION WITH BARCODE SCANNING

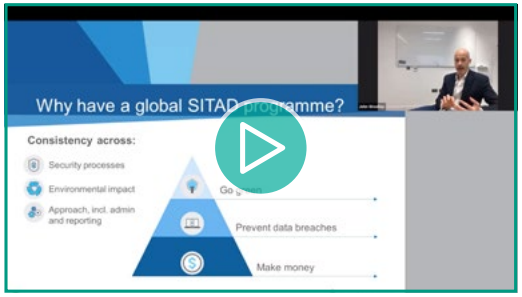
SECURE TRANSPORT IN TRUCKS EQUIPPED WITH ALARMS AND GPS-TRACKING

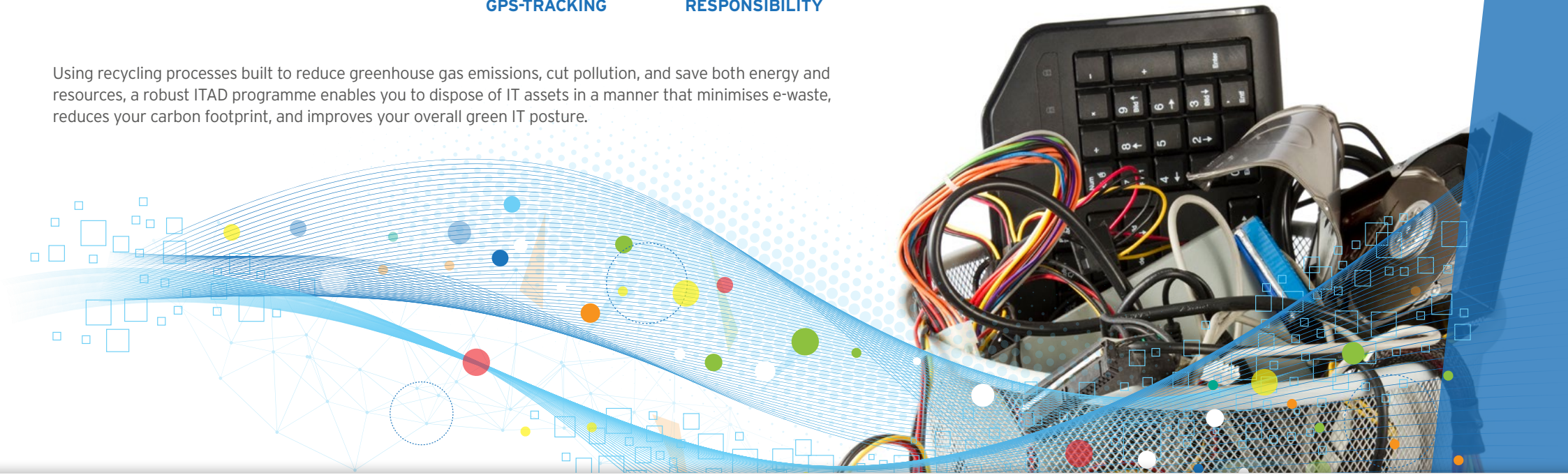
CERTIFIABLE TRACK RECORD ON ENVIRONMENTAL RESPONSIBILITY

Using recycling processes built to reduce greenhouse gas emissions, cut pollution, and save both energy and resources, a robust ITAD programme enables you to dispose of IT assets in a manner that minimises e-waste, reduces your carbon footprint, and improves your overall green IT posture.

MOTT MACDONALD'S IT RECYCLING STRATEGY HAS STRENGTHENED THEIR CYBER SECURITY AND REVENUE.

LISTEN HERE





OFFSETTING THE COSTS OF DISPOSITION **WITH SUSTAINABLE ITAD**

In addition to helping reduce the environmental impact of e-waste, responsible ITAD lets you recover monetary value from certain assets through remarketing. This reduces the cost of disposition and helps support the circular economy. This can be done securely and sustainably by:

READ HOW WE HELPED MOTT MACDONALD SET-UP A GLOBAL ITAD PROCESS

READ MORE

SANITISING
data according to international guidelines and standards

IDENTIFYING
which assets have aftermarket value

RECYCLING
responsibly any assets deemed to have no aftermarket value

CHAPTER 3:

STEPS FOR **SUSTAINABLE ITAD**

Feeling inspired, but not quite sure what to do next?
Here's a quick overview of the steps you need to take to build a sustainable ITAD strategy:

1

Understand the risks

Confidential information, including that which is subject to GDPR legislation, may reside on any data-bearing device, even those you may not immediately expect. The risk is compounded by the rapid increase in the number of devices per organisation, so you need to find out where your data lives.

2

Make an inventory

Before you can track your items and effectively manage them at the ends of their lifecycles, you need a complete inventory of all data-bearing devices, regardless of the data you suspect they might contain. This will also allow you to determine the average age of your hardware and uncover opportunities for improvement.

3

Track your items

Every item designated for retirement must be tracked to ensure that it goes through the entire cycle and does not go astray. Each individual item should be tagged and tracked with a unique barcode in accordance with the nature of the data stored on it and any compliance regulations concerned.

4

Arrange secure transport

Data-bearing items en route to disposal and recycling facilities typically face an increased risk of loss or theft. To mitigate these risks, be sure to choose a fully compliant partner which uses their own secure transport equipped with GPS-tracking and alarms. To ensure a secure chain of custody, make sure your partner does not handle multiple loads in one trip.

5

Securely erase data

Formatting drives or deleting storage volumes is not enough to erase the data, since recovery software can easily recover it. To permanently destroy deleted data, it needs to be physically overwritten with multiple passes. All data-bearing devices must be sanitised in this manner. However, by using non-physically destructive methods, the hardware can also be reused and remarketed.

6

Reuse where possible

While complete physical destruction of a data-bearing device ensures their secure disposal, it is not an environmentally friendly option, and there is no scope for maximising your return on investment. Prioritise reuse by partnering with an organisation which can securely sanitise the items per international standards before selling or donating them on your behalf.

7

Manage your subcontractors

Many data breaches occur somewhere along the supply chain, and the safe disposal of retired IT assets is no exception. Make certain that any partner you choose is fully responsible for recycling and/or disposal of your used hardware. Do not work with any third party that shifts the responsibility to subcontractors.

8

Develop a green IT policy

Managing the lifecycle of your data must incorporate the lifecycle of the physical devices it is stored upon, including hard drives, IoT devices, mobile devices, and any other hardware. This will simplify compliance and information management, reduce the amount of unnecessary waste, and increase your corporate social responsibility. Create a green IT policy to help meet these challenges at scale.

LEARN MORE ABOUT IRON MOUNTAIN'S ITAD PROGRAMME

CLICK HERE

IN **CLOSING**

Iron Mountain is committed to delivering services that enable our organisation and our customers to manage information in a manner that is environmentally conscious and socially responsible, today and well into the future. However, it is through the collective commitment and collaboration with our customers that we are able to amplify the positive environmental impacts and truly serve as a force for good across our industry.

Are you ready to join us in that quest?

Safeguard your brand reputation in an **environmentally conscious** age

Make **environmental sustainability** a part of your value proposition

Turn retired hardware into an **additional revenue stream**

Ease the burden of compliance with **full data lifecycle management**

ABOUT IRON MOUNTAIN

Iron Mountain Incorporated (NYSE: IRM), founded in 1951, is the global leader for storage and information management services. Trusted by more than 220,000 organisations around the world, and with a real estate network of more than 85 million square feet across more than 1,400 facilities in over 50 countries, Iron Mountain stores and protects billions of information assets, including critical business information, highly sensitive data, and cultural and historical artifacts. Providing solutions that include secure storage, information management, digital transformation, secure destruction, as well as data centres, art storage and logistics, and cloud services, Iron Mountain helps organisations to lower cost and risk, comply with regulations, recover from disaster, and enable a more digital way of working. Visit www.ironmountain.co.uk for more information.

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WE PROTECT WHAT YOU VALUE MOST