

SERVICE EVALUATION
REALISE IT EQUIPMENT
REFERRAL SERVICE

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Introduction

This report reviews the development, delivery and effectiveness of the REALISE IT Equipment Referral service. There are some recommendations for others delivering similar services based on the REALISE experience.

This report is an overview. Much greater detail on all aspects of the service is available on request, and more detailed analysis of performance is possible. As part of its forward strategy REALISE is committed to sharing any useful information resulting from the project.

Anyone who would like to learn more is encouraged to contact REALISE at info@realisetwork.co.uk, or through the web-site at www.realisetwork.co.uk.

The REALISE Management Team
February 2005

The REALISE Project

REALISE: Reuse Enterprise And Local Initiatives for Sustainable Economies

Minimising Waste and Pollution, Increasing Access to IT

The REALISE IT Network was formed to minimise the environmental impacts of IT waste and maximise access to IT resources within the boroughs of Lambeth, Southwark, Westminster and the Corporation of London.

Objectives

To test the effectiveness of creating a supportive infrastructure and related support initiatives to help reduce the volume of electronic office equipment entering the waste stream in a large urban area.

Specifically, REALISE aimed to examine:

- the ability of a cross-sectoral partnership body to help facilitate the transfer of unwanted IT equipment for reuse
- the effectiveness of promotional initiatives in stimulating the involvement of potential donors/recipients
- the potential to extend the reuse lifetime of donated equipment through the provision of ICT training and technical support to recipient organisations and their users
- the potential for community enterprise to undertake such ICT support services in future

To achieve the project objectives five strategies were developed:

- Encouraging re-use or recycling of unwanted IT equipment
- Making re-use and recycling an easy, attractive disposal option
- Improving access to the disposal and retail markets for IT refurbishers and recyclers
- Promoting the idea of second-use computers to new end users
- Providing training and support to new users

The REALISE management team developed a network of IT recyclers and refurbishers all operating to agreed service standards. The network included commercial and not-for-profit organisations of various sizes and specialisms.

REALISE worked with various organisations to provide the IT support element of the projects.

To the network and its associates REALISE provided:

- A brand and identity
- Networking and partnership management
- Marketing and promotion
- Customer advice
- Customer handling
- Product development
- Targeted product configurations
- Industry support

The Operating Area

The project's richly varied operating area, the central London boroughs of Lambeth, Southwark, Westminster and the Corporation of London, contains the world's leading financial centre and some of Europe's most deprived neighbourhoods.

Operating Period

1 September 2001 – 28 February 2005

Partners

- **European Union LIFE Fund**
- **London Borough of Lambeth**
- **London Borough of Southwark**
- **City of Westminster**
- **Corporation of London**
- **Elephant Jobs**
- **Cross River Partnership**

Service Overview

REALISE IT Network members were refurbishers and recyclers who agreed to work to set standards of service quality and environmental performance. They were a mixture of commercial and not-for-profit organisations, ranging from large asset management companies to community based recycling projects providing additional socially beneficial services such as employment training to local people.

The referral service was developed to increase access to IT and minimise the amount of IT disposed of to landfill or incineration. The service matched the needs of customers requiring IT disposal or IT equipment to the refurbishers or recyclers best able to fulfil their needs. As part of the process REALISE staff provided advice and guidance where required.

Customers chose suppliers according to their own criteria such as a desire to support organisations with social aims, or to find the lowest cost option. The network therefore directly supported the industry while still retaining competition and choice for customers.

Refinements to the service were used to investigate ways of providing free collection and free computers to community and voluntary groups.

Objectives

The referral service directly addressed two of the REALISE project's strategic aims:

- Making re-use and recycling an easy, attractive disposal option
- Improving access to the disposal and retail markets for IT refurbishers and recyclers

Project development

REALISE employed a standardised service development process:

- common formally identified stages
- hierarchical approval
- ascribed roles and responsibilities within the management team
- standard documentation
- formal and informal meetings

This process was applied to the development of the referral service.

The McConnell model of software development was applied to database development.

Research

- Initial market research carried out in early 2002
- Contact lists of IT refurbishment and recycling services were drawn from secondary sources
- Mail and telephone interviews were conducted establishing:
 - Service data
 - Views on trends in the IT recycling services and refurbished equipment supply markets
- Best practice research to learn from other European cities carried out in-house, summer 2002

Service Specification - Principles

- Customer needs and preference to drive the referral process – this service was for the benefit of customers before providers
- Refurbishers treated equally whether commercial or not-for-profit
- Membership dependent on conforming to agreed service standards

Systems Design and Implementation

- Database designed and developed in-house
 - all the management team contributed to development
 - design progressively refined
- Supporting systems development took place in tandem
 - advice was sought from call-centre services in partner Local Authorities
 - extensive use of role plays
- Decision taken to create a post of Network Services Officer to specialise in dealing with customers and also liaising with refurbishers
- On-going review of systems throughout the project life-time with regular structured meetings
- Suitable code of conduct researched

Delivery mechanisms

See Appendix 4 for an illustrated walk-through of the database system

Delivery phases

May 2002 – December 2002	Manual systems using hard-copy lists of refurbishers, no specialist staff, all members taking referrals.
January 2002 – March 2002	As above. Simple database introduced to record enquiries and referrals
April 2002 – May 2004	Custom database with automated referral system. Specialist Customer Services Officer. Enquiries taken through a telephone enquiries line and e-mail
June 2004 – February 2005	Internet enquiries handling system introduced. Contact and equipment details were entered by customers through the web-site, then transferred to the Referrals Database, and referral reports generated and distributed as for other channels.
February 2005	Email and web-based referrals only. Enquiries line discontinued, callers referred to web-site
March 2005	Project shut-down

Service Features

- MS Access database containing detailed records of refurbishers and their services
- Key service features were categorised according to information provided:
 - Service types- disposals, supply, information
 - Type of equipment dealt with
 - Operating area
 - Capacity
 - Charges
 - Customer groups
- Automated referral system accessed through the specialist operator:
 - enquiries taken via telephone, email and an on-line enquiries system
 - standard script to obtain all necessary information from customers
 - input screen with drop-down boxes and autofill, designed to follow the script
 - details of the customer and their requirements stored
 - suitable refurbishers selected according to the customer's criteria
 - this list used to produce a report of key service data and contact details distributed to the customer by their choice of email, fax, post or telephone
- Project management and performance reports instantly available from live data
 - for example, numbers of referrals, equipment quantities, statistics by borough, sector
- Monitoring Reports for distribution to members
- Database was also used for developing systems for an on-line, fully automated service

Administration Systems and Delivery Management

- Application form to join the network completed returned, together a signed agreement to abide by the REALISE Code of Conduct (see appendix 2)
- Membership status controlled whether referrals were made to this organisation or not – members could be authorised, suspended etc
- Monthly Monitoring (see appendix 3 for sample report)
- Structured complaints procedure with suspension as a sanction
- Performance reporting to weekly management and quarterly steering group meetings allowing rapid responses to changes in service specification and rapid implementation of new services

- Monitoring - a general monthly circulation to refurbishers of:
 - referral statistics for their organisation
 - summary of the latest REALISE customer satisfaction survey
 - a report of the details held on the database to be checked and returned with any amendments

Promotion

Promotional input was closely linked to performance outputs. REALISE had a very wide brief and severely limited resources. In such an environment, if usage rates are sufficient to meet targets, further promotional input would be an inefficient use of resources.

See Appendix 1 REALISE Promotional Systems Overview for details of REALISE promotional systems

Promotional mechanisms

Third party

- Partner Local Authorities waste management services/call centres
- Various web-sites carried details
 - in response to promotions and press releases circulated by REALISE
 - as part of reciprocal arrangements with partners, associates and compatible organisations
 - self-entry web-sites
- Press releases about specialist offerings

PR and Events

- Materials distributed at events
 - flyers specifically about the service and customised for that particular audience
 - general promotions
- Stands and Exhibitions
 - person to person contact, often with influencers
- Presentations
 - frequent targeted presentations to various audiences

Internet

- Direct access to the REALISE site
 - manually typed in URLs
 - search engines

Direct Mail

- General referral service - occasional mail-outs in the earlier part of the project
- General REALISE publicity included in mail-outs to a wide variety of audiences – as it was the most important part of the REALISE project the referral service was given a high profile in these
- Specific campaigns – for example, low-cost computers for students at the beginning of the academic year, the Small Office Collection Service

Word of Mouth

- All REALISE communications in all channels were designed to be concise, appealing and easily understood to facilitate promotion among peers

Promotional Messages

Disposals

Data Security

- Confidential and commercially sensitive information held on computers could be accessible by anyone with the necessary skills
- All REALISE refurbishers and recyclers guarantee secure data removal with certificates and asset lists produced on request

Cost

- Disposal of commercial waste incurs charges, and simply keeping unwanted equipment in the work place involves storage costs and inconvenience and hazards to staff
- When the added services provided by many refurbishers and recyclers are taken into account passing on equipment can represent very good value
- With certain equipment and certain organisations, costs can be cheaper than commercial waste disposal rates, and in some cases free

Corporate Social Responsibility

- Customers are increasingly concerned with a company's environmental and social impact
- Supplying computers for reuse helps preserve the environment and makes low-cost equipment available to people and organisations who would otherwise have no access
- This demonstrates a real commitment to the community, can increase the morale of employees and please shareholders and other stakeholders.

Legislation and Regulation

- It makes sense for business to develop waste-management policies rather than wait for practices to be imposed by law e.g. WEEE and RoHS
- For businesses giving equipment away it is better to use professional refurbishers and recyclers as they take on liability for the equipment when they take possession – there are many refurbishers and recyclers with social aims

Supply

- Refurbished computers offer a low-cost alternative to purchasing new PCs at High Street prices
- Frequently new machines come with unnecessary extras and software that add to the price but are not used, and have high specifications unnecessary for the computer's purpose
- Choose from a network of independent suppliers operating to agreed service standards
- Equipment ranging from individual components to fully operational networks
- Information and advice to help with your purchase decisions
- A low-cost, environmentally responsible way to buy computer equipment

Response Channels

- Telephone
- Email
- Through the web-site

Appraisal

Overview - does this model work?

REALISE performance data should be viewed in the light of the fact that the project had quantitative targets for the number of items disposed, but no quantitative target for equipment supply. Supply was of more relevance to project targets which were concerned with providing help to Community and Voluntary groups. As REALISE was achieving these targets through the IT support programme the equipment referral service was not used for this purpose and the focus remained on promoting disposal services.

The network consisted of many organisations, offering different types of provision, through different structures, for different objectives. Among not-for-profits in particular marketing and customer handling systems were not well understood – the necessary skills and resources were not available. Market research and subsequent contacts throughout the lifetime of the project revealed this to be an area where organisations felt they needed support, so it seems likely that the organisations were not developing such systems independently. In one case there appeared to be antipathy to marketing in general.

The commercial organisations by contrast had efficient operations and well-developed customer serving systems.

Between existing organisations there were overlaps of provision, no co-ordination and large parts of the project area – particularly Westminster – with no real service.

Given these circumstances:

- The REALISE model is beneficial – that is, a central organisation working on behalf of a number of refurbishers and recyclers providing:
 - market research
 - service design
 - promotion
 - customer handling
 - administration
 - evaluation services
 - partnership building – putting refurbishers and recyclers in touch with each other
 - synergy with related services – such as training and other IT support services, actively seek out providers, bringing significant efficiency, effectiveness and economic benefits through cross-referrals
- Smaller refurbishers and recyclers organisations are likely to focus on core activities rather than marketing, so that their efforts in this area may be ineffective while still representing a significant drain on resources.
- Organisations providing refurbishment services have similar needs but may not have the resources to provide them effectively. An organisation operating on behalf of them produces significant economies of scale and if all groups have equal access does not interfere with competition.
- Strategic liaison – a central organisation with input from a range of strategically significant stakeholders can liaise with strategic bodies such as Local Authorities and Regeneration Partnerships and play a key role in implementing tactical operations:
 - the REALISE model linked low-cost equipment, to consultancy, to IT Training, to volunteer support for example. A number of local community and voluntary organisations benefited from some or all of these services together and feedback was extremely positive
 - it provides a mechanism for co-ordinating provision, identifying areas of over and under supply

- it provides a credible strategic offering that would benefit all members, and also increase the impact of both the waste-management and increasing access to IT strands by providing a gateway to a number of mutually supportive services. This model could slot into a wide range of regeneration initiatives 'off-the-shelf', providing a professional and established marketing, promotional, service management and customer-handling systems under an established brand name
- the REALISE experience indicates that service take-up can be increased, using perishable resources more effectively

Performance Figures

Total Referrals

Dates

From: 01/01/02 To: 28/02/05

Type	No.
Disposal	2215
Supply	469
Information	68
Total	2752

Equipment By Type - Disposals

Definite quantities only – no estimates

Equipment	Qty	Tot Wt (kg)
Monitors	7157	157454
Base units	5937	89055
Keyboards	4190	n/a
Printers	1329	22593
Unspecified WEEE	232	n/a
Laptops	142	710
Scanners	114	n/a
DVD docking stations	108	n/a
Fax Machines	104	n/a
Servers	67	n/a
Speakers	40	n/a
UPS's	36	n/a
Photocopiers	31	n/a
Telephone	21	n/a
Flatscreen Monitors	19	n/a
Portable CD drive	18	n/a
Networking Equipment	17	n/a
Typewriters	17	n/a
External Modems	12	n/a
Laptop Batteries	9	n/a
Portable Zip Drive	6	n/a
Fax Modem	5	n/a
Shredders	4	n/a
Dictaphone	3	n/a
Computerised Till	2	n/a
CD re-writer	2	n/a

Notebook Battery	1	n/a
PDA	1	n/a
DVD Player	1	n/a
Mobile Phone	1	n/a

n/a – insufficient data to calculate weight

Disposal Items Estimate

21922

Disposal Enquiries received: 2215. Of these, equipment estimates were possible for 1983 referrals. The total number of items for these referrals was 19626. This results in an average of 9.89 for each referral. This figure has been multiplied by the total number of referrals to give the estimate.

Disposals By Sector

Sector	No. Referrals	Av. items per disposal*
Domestic	1162	3.47
Business	884	14.1
Public Sector	94	53.51
Com/Vol sector	64	13.35
NFP/Social Enterprise	11	18.71

*where estimates possible

Supply by Sector

Sector	No.
Domestic	251
Com/Vol sector	133
Business	57
Public Sector	25
NFP/Social Enterprise	3

Referrals By Borough and By Type

Borough	Type	No.
Westminster	Disposal	596
	Supply	55
	Information	8
Southwark	Disposal	561
	Supply	63
	Information	10
Lambeth	Disposal	361
	Supply	146
	Information	22
Corporation of London	Disposal	169
	Supply	6
	Information	2

Partner boroughs only

Contact method

Contact Method	No.
Telephone	1835

Email	607
Web Referral System*	251
Internal/Partner Direct	28
Other	17
Direct at Event	14

* Introduced June 2004

Effectiveness

Promotion

- REALISE targets were met
- Systems proved effective and responsive – this can be judged by the rapid and successful introduction offerings such as The Small Office Collection Service (SOCS), Connecting U and Domestic Disposals

Sources of Referrals

Referrer	No.
REALISE	908
Unspecified	567
City of Westminster	433
London Borough of Southwark	303
London Borough of Lambeth	239
Corporation of London	86
Word of mouth	83
Other Organisation	77
Press	48
Non-Partner Local Authority	8

- Referrers were consistent across sectors
- The REALISE category is for queries generated by the project's own publicity and networking, usually by distributed materials, web-searches or by third parties carrying publicity supplied by REALISE
- Referrals from partner local authorities were mostly through their waste management call centres

Administration Systems

Monitoring

Monitoring returns from refurbishers and recyclers were extremely poor. REALISE was left with a dilemma – to impose sanctions would almost inevitably lead to the exclusion of most of the refurbishers. Organisations either could not or would not comply.

REALISE went to a great deal of trouble to develop systems that were easy to comply with. Unique identifiers for referrals were introduced with customers given instructions to quote this number in dealings with refurbishers and ourselves. The organisations were informed of the monitoring systems whenever there was a development or revision, and asked for their comments.

There were simply insufficient resources at REALISE to operate the customer facing services and at the same time negotiate with the organisations to find a system they were willing to contribute to.

Project Delivery

Contribution to Strategic Objectives

The referral service directly contributed to the following REALISE strategic objectives:

- **Encouraging re-use or recycling of unwanted IT equipment**
- **Making re-use and recycling an easy, attractive disposal option**
- **Improving access to the disposal and retail markets for IT refurbishers and recyclers**

No comparable provision existed in the project area before. Through talking to customers throughout the project life-time if the service hadn't been there it seems highly likely that the equipment would have been disposed of with general rubbish, as despite high motivation to dispose in an environmentally responsible way from many organisations and individuals information was not easily available.

While promotion of reuse and recycling, and of second use products is important, if customers cannot easily access these goods and services, impact will be limited.

Customer Satisfaction Survey Summary

Monthly surveys of a 10% sample of customers, stratified by customer group. Results showed:

- High level of service take-up
- Almost universal satisfaction with REALISE service
- Satisfaction levels were lower for refurbishers. Key areas of dissatisfaction:
 - not answering the telephone
 - not replying to email enquiries promptly, if at all
 - not showing up for arranged collections
 - turning down equipment as unsuitable

This final point stems directly from refurbishers failure to check monitoring information from REALISE, which included the details held for them used to allocate referrals, and which REALISE would change on request as refurbishers service changed. Referrals were only made to organisations where the data - provided by them - indicated they were suitable.

Cost

Promotion

Staff Time

By far the biggest contributor to cost was REALISE staff time

- Materials design and production
- Flyers
- Web copy
- Press releases
- Articles for third-party publications
- Attending events
- Preparing mail-outs

Materials

Promotional flyers were photocopied on to REALISE display paper. Total production costs were negligible

These flyers were mostly for distribution at events. There were a small number of dedicated mail-out for the referral service, to community groups and educational institutions, promoting supply

Delivery

Administration Costs

- Processing applications to join – approximately 30 received in total
- Monthly monitoring report generation and circulation

Cost

- Stationery and postage

Staff

- Dedicated Customer Services Officer
- Input from all REALISE staff –particularly Marketing Officer in designing, developing and maintaining the database
- Referrals from partner call-centres – staff training

Sustainability

Reaction from customers, refurbishers, Local Authorities, NGOs seems to indicate that the REALISE service is necessary and suitable. Funds can be generated from a number of sources. The market exists, so introducing an on-going, sustainable service based on the REALISE model becomes a question of tackling the typical problems of business start-ups.

Funding by customers

- Charge for services
 - data from the domestic disposals service suggests there is some willingness to pay
 - promote to businesses as an alternative to commercial waste charges with added value such as data security

Funding by suppliers

- Sales agents
- Brokerage
- Payment for membership

Funding by Local Authorities

- As part of their waste handling services – bids to recycling service managers

Grant funding

- Environmental regeneration
- Economic development – for example, supply of low-cost machines together with support service as part of wider regeneration initiatives

Systems

Whichever combination of the above funding mechanisms is adopted, a centralised system offers good options for developing the practical income recovery systems, whether they be as a percentage of price deducted from payments from customers, grants, fees. These are standard charging models and can be introduced following research to find the most appropriate.

Recommendations

Product Design and Delivery

Market research should be continuous

- Macro-environment – vital given the complex and changing legal and regulatory regimes, and also the many opportunities for product development in response to government and regeneration initiatives
- Micro environment
 - customers
 - socio-demographics, for example education and income levels
 - attitudes to recycling among different types of customers
 - knowledge and awareness
 - willingness to recycle
 - personal cost – paying for service, dropping off equipment
 - local operating conditions – logistics
- Develop market research systems
 - structures environmental scanning - trade press, web, government press releases etc
 - membership of forums and groups
 - talk to members
 - networking

Product research

- for example, suitable models for domestic disposal, drivers of service usage for different types of business
- look for synergies with

Systems research

- suitability of on-line, automated referrals delivery
- self-maintaining information system

Phased introduction

- build up the service in stages with on-going evaluation to ensure it meets the expectations of customers and suppliers

Structured database and supporting systems development

- such a vital tool should be developed carefully and should be designed and introduced in such a way that it can be easily modified
- ideally database development should be undertaken in-house. If this is not possible then a developer should be selected very carefully
 - write a comprehensive design brief leaving nothing out – take advice
 - reliability:
 - is the company stable – will they be in existence throughout the project life-time?
 - have they the resources to respond to support requests?
 - agree a rate for further development and support – this is vitally important, as many software development companies charge much higher rates for after sales support than for development
- do not bring in the database developer too early – decide what you are offering, how and to whom before commissioning a system. It is worth setting up a working system using paper, spreadsheets and getting this right before moving to a database system
- technology
 - is the database application compatible with your organisations systems?
 - is it vulnerable to changes in networking systems?
 - can it be upgraded?

Reliability

- Customer satisfaction monitoring covering all aspects of the service. This can be formal and informal

Business Support for network members

- Member organisations should be encouraged to consider the importance of designing services to suit customers
- Provide a gateway to suitable business support providers

Administration

Monitoring Systems

- Impress upon members the necessity and value of monitoring information
- Promote the value of the service to them
- Make them as easy to contribute to as possible
- Consult members during development and on an on-going basis
- If practically possible introduce sanctions for non-compliance

Promotion

Continuous Research

- The market research recommended above contributes fundamentally to on-going promotional development and design

Maximise the potential of the web:

- exchange links
- use good meta tags and site descriptions
- make sites obvious and easy to use – employ the three click rule

Promotion should be:

- Targeted – REALISE used sophisticated marketing databases allowing targeting organisations by sector, location, user-group and so on
- Branded – a trusted brand makes promotion much easier. Customers trust it.
- Standardised. Make communication easy to recognise, understand and use
- Regular – maintain a presence in customers minds
- Use established channels – customers become used to seeing communications and look for them in familiar places
- Word of mouth is a very effective promotional channel so it is important to ensure that customers are satisfied and know who provided the service. It should be easy for customers to direct others to the service
- Look for promotional collaboration with other organisations selling complementary offerings, though caution must be exercised

Develop efficient and responsive promotional systems

- REALISE used:
 - standardised designs including pre-printed colour display papers allowing professional looking flyers to be produced in short runs, at minimal cost and as immediate responses to opportunities
 - a bank of standard copy accessible through a database
 - electronic communications where possible

General Recommendation – New Entrants

- Organisations and strategic bodies should adopt rigorous methods for evaluating the viability and suitability of new products and markets:
 - Numerous individuals and groups approached REALISE throughout the project life-time asking for help and advice as they were considering starting IT refurbishment and recycling operations

- Few had given any thought at all as to whether such a service had a market and few displayed any knowledge of the operating environment. Given co-ordination this commitment could be put to good use, for example providing collection and drop-off/bulking and sorting centres, or may. Such services are vitally important to dealing with WEEE
- Research legal obligations thoroughly

Appendix 1 - REALISE Promotional Systems Overview

REALISE Promotional Systems

The main REALISE channels of promotion:

- Direct mail/email
- On-line
- Press and third-party
- PR, Networking and Events

Some limited use was made of display advertising and leaflets were made available for third party distribution.

A newsletter was circulated on a quarterly basis carrying product and performance news.

Direct Mail/Email

Direct Marketing/Contacts Database

An extensive bespoke marketing database, with data gathered through REALISE research and direct contact.

Types of Contacts Included:

- Community and Voluntary Groups
- Community and Voluntary Umbrella Groups
- Community Support Organisations
- Business
- Business Support Organisations
- Local Authorities
- Central Government
- European Government
- Statutory Services
- Regional Strategic Bodies
- Local Strategic Bodies
- Regeneration Partnerships
- Regeneration Projects
- NGOs
- Charities, national and local
- Registered Social Landlords
- Individuals

Database Features

- Standard and non-standard information recording
- Segmentation by:
 - sector
 - legal status
 - geography
 - interest
- List building and management functions allowed:

- hard-copy or e-mail campaigns
- constant refining of accuracy and targeting
- rapid implementation of promotional campaigns
- promotional effectiveness to be very closely monitored

Online

- REALISE had a dedicated web-site giving details of the project and it's services, and also provided access to some direct services on a permanent and a temporary basis
- The site was seen as central to the REALISE promotional strategy and wherever possible the URL was carried on publicity materials.
- Promotions for specific services would refer to dedicated pages on the site.
- META Keywords were used to attract visitors using web-searches

Press and Third Party

The Promotional Database

Contact details of third parties who carried news or would distribute material. Included:

- International, National, Regional and local press and broadcast media
- Trade and Specialist Publications
- Trade and Specialist Web-sites
- Organisations who distribute information to their members, customers, clients and employees

Sectors/Interest Areas

- Waste Management
- Environmental Legislation and Policy
- Regeneration and Economic development
- Education and Training
- IT and it's application
- Charities and Voluntary Organisations
- Corporate Social Responsibility
- Disability

List building and management functions allowed highly targeted distributions of press releases and other corporate communications.

Self-input of news, service details and articles into various third-party Webster.

PR, Networking and Events

Events and networking were one of the most important parts of the REALISE promotional strategy. They were used for promoting service uptake, general awareness and seeking partners. It was through such activities that REALISE could most effectively achieve strategic-level influence it's brief required.

Events

- Events organised by REALISE
- International Conferences
- National Conferences
- Local Conferences
- Community Events
- Seminars and Workshops

Activities

- Staging events
- Stands, displays and exhibitions
- Presentations
- Attendance as delegates

Networking/PR

REALISE contributed to a wide-range of groups to:

- Help create a shared supportive infrastructure along with other organisations with compatible goals
- Directly achieve project outputs
- Network and increase the projects influences and profile

Interest areas:

- Waste policy and legislation
- Training and learning
- Community Recycling

Other PR activities

- Invitations to publicity events as representatives of good practice
- Providing articles for publication
- Participation in consultation on new services to the sector

Materials

REALISE made extensive use of integrated, standardised communications. This was enabled by:

- Production tools such as DTP, web-design and graphics software available within REALISE Staff with professional production skills
- Style guides
- Common design elements and templates
- Pre-printed art paper for print and copy
- Standard, agreed copy

This allowed:

- Reduced costs
- Reducing reliance on external designers
- Rapid production of materials
- Cost-effective, highly targeted short-run promotions

Communications design and content was kept consistent for all forms of distribution.

Appendix 2 – Refurbishers Code of Conduct

The REALISE IT Network has been set up to minimise the environmental impacts of IT waste, and maximise access to IT resources within the boroughs of Lambeth, Southwark, Westminster and the Corporation of London. The project brings together recyclers, refurbishers, IT trainers and other organisations that can help increase and make more effective the flow of equipment from 'donors' to 'end users'.

The REALISE IT Network has developed the following code of conduct. By signing this agreement, each refurbisher in our network agrees to abide by the code.

1 Company Aims

- The refurbisher will endorse the aims and objectives of the REALISE project. Main business activities will be to refurbish redundant IT equipment and the safe recycling of end of life IT equipment.

Legalities

2 Waste Management/Carriers License

- The refurbisher will be able to provide upon request a copy of a current waste carriers and/or management license.

3 Data Protection

- Refurbishers will comply with the provisions of the Data Protection Act 1998, by agreeing to keep secret all data on machines and returning or destroying data according to the wishes of the donor.

4 Referrals

- Refurbishers will respond to REALISE referrals by contacting customers within 5 working days. If they cannot deal with the referral it will be passed back to the REALISE team within this time period.

5 Equipment Standards

- Data Removal
 - All data must be removed from the machine.
- Virus Removal
 - All viruses must be removed from the machine.
- Safety Testing
 - Electrical safety testing of the IT equipment must be carried out by the refurbisher before being released to the end user.
- Quality Testing
 - Refurbishers are responsible for the testing of existing computer components and must procure reliable new components if necessary.
- Cleanliness & Packaging
 - The refurbisher will agree to remove all distinguishing marks from the machine, including asset markings and excess dirt. The equipment will be packaged in a suitable manner.

6 Software

- All software supplied must be properly licensed.

7 Environmental Standards

- Environmental Management Systems
 - Ensure a safe workplace through documented risk assessment and procedures
 - Ensure electrical safety.

- There will be an auditable quality standard within the business for refurbished equipment which is acceptable to the REALISE Project.
- Waste Management
 - The refurbisher will have an effective waste management system in place for equipment that cannot be refurbished.
 - The business will responsibly dispose of any remaining equipment.
 - The refurbisher will demonstrate how they will comply to the WEEE Directive by April 2006.

8 Quality Checks

- The refurbisher agrees to annual inspections of the business by REALISE and its funders. The inspection is to confirm compliance with the Code of Conduct.
- The Code of Conduct will be reviewed on an annual basis by the REALISE IT Network, if amended the members will have to abide by the new Code.

9 Monitoring

- The refurbisher will record the number of REALISE referrals (from the REALISE Referral Service and others), and report back to REALISE on a quarterly basis. The number of and tonnage of items of IT equipment supplied and donated via the REALISE Network must be logged, and the information provided to REALISE on a quarterly basis in the format requested.

10 Complaints Procedure

- All complaints against refurbishers will be fully investigated by the REALISE IT Network. In the event of two complaints being lodged against any one refurbisher, and seen as upheld or unresolved within a 12 month period, network membership will be terminated and reviewed after 6 months.

Appendix 3 – Sample Monitoring Report

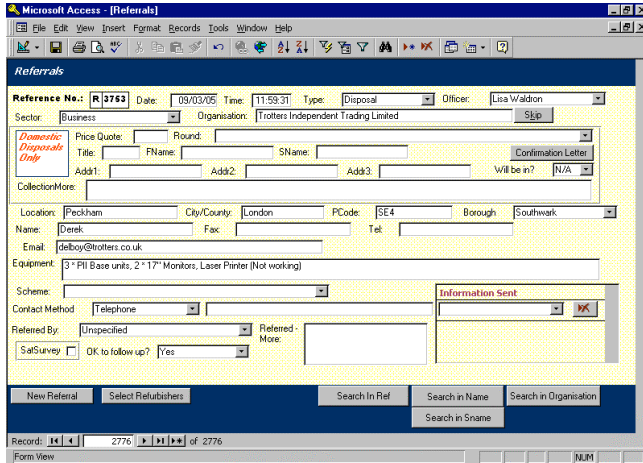
Sent to all refurbishers who had received referrals during the month. They were requested to tick each referral they had received and each they had taken action on.

Run: 09/03/05 11:35:21

15/06/04	R2343	SW9 6EJ	xerox docuprint, 3 x dell keyboard, 2 x dell base unit, LG Monitor	<input type="checkbox"/>	<input type="checkbox"/>
15/06/04	R2333	SW1	Toshiba satellite 100cs laptop. Specs include pentium processor and in reasonable working condition	<input type="checkbox"/>	<input type="checkbox"/>
15/06/04	R2321	W1	Laptop, IT Equipment	<input type="checkbox"/>	<input type="checkbox"/>
15/06/04	R2331	SW1V 3H	3 * 15 inch monitors and hard drives, operating windows 2000	<input type="checkbox"/>	<input type="checkbox"/>
15/06/04	R2330	W1J 5DS	Few Computer Monitors	<input type="checkbox"/>	<input type="checkbox"/>
15/06/04	R2329	W1S 4HH	2 Computer towers wth intel pentium processors, 5 monitors	<input type="checkbox"/>	<input type="checkbox"/>
15/06/04	R2328		Unwanted computer and electronic equipment	<input type="checkbox"/>	<input type="checkbox"/>
15/06/04	R2327	W10	Speaker Kit for PC (less than a year old), Laptop (5 years old) Sony vaio, windows 98, has broken catch so doesn't stay closed.	<input type="checkbox"/>	<input type="checkbox"/>
15/06/04	R2326		4 Old Apple Macs	<input type="checkbox"/>	<input type="checkbox"/>
15/06/04	R2325		3 Printers	<input type="checkbox"/>	<input type="checkbox"/>
15/06/04	R2334	W1S 3HB	disc drive and keyboard	<input type="checkbox"/>	<input type="checkbox"/>
16/06/04	R2358	SE24 9ZY	1 x Computer	<input type="checkbox"/>	<input type="checkbox"/>
16/06/04	R2361	EC4R 2R	4 Computers and a Fax Machine	<input type="checkbox"/>	<input type="checkbox"/>
16/06/04	R2359	EC2Y	IMAC Computer	<input type="checkbox"/>	<input type="checkbox"/>
16/06/04	R2355	NW8	1 x computer	<input type="checkbox"/>	<input type="checkbox"/>
16/06/04	R2354	EC4R 1B	11 x monitors, 2 x fax machines, 2 x hard drives	<input type="checkbox"/>	<input type="checkbox"/>
16/06/04	R2353	SW16 5R	Computer Equipment	<input type="checkbox"/>	<input type="checkbox"/>
16/06/04	R2360	EC3R 7Z	6 x Computers	<input type="checkbox"/>	<input type="checkbox"/>
16/06/04	R2356	SE22	Disposal, quantity not specified	<input type="checkbox"/>	<input type="checkbox"/>
17/06/04	R2364	WC2E 9H	9 x laser printers, monitors	<input type="checkbox"/>	<input type="checkbox"/>
17/06/04	R2368	W2	2 computers, and bits and pieces	<input type="checkbox"/>	<input type="checkbox"/>
17/06/04	R2365	SE15	2 x computers, 2 x keyboards, printer	<input type="checkbox"/>	<input type="checkbox"/>
17/06/04	R2363	WC2E 9H	9 x Laser Printers, Monitors	<input type="checkbox"/>	<input type="checkbox"/>
17/06/04	R2362		Espon Laserjet Printer, Box of various IT cables, and a number of keyboards	<input type="checkbox"/>	<input type="checkbox"/>
17/06/04	R2366	SW16 1U	1 computer with hard drive not working	<input type="checkbox"/>	<input type="checkbox"/>
18/06/04	R2369	SE22 8LB	Serveral computer monitors, large printer	<input type="checkbox"/>	<input type="checkbox"/>
18/06/04	R2371	SE5	Approx 2 x printers, 2 x hard drive, screen and bits and pieces	<input type="checkbox"/>	<input type="checkbox"/>
18/06/04	R2372	SE15	Disposal, quantity not specified	<input type="checkbox"/>	<input type="checkbox"/>
18/06/04	R2374	SE27 OS	2 CPU's, Monitor	<input type="checkbox"/>	<input type="checkbox"/>
18/06/04	R2375	SW9	PC and printer	<input type="checkbox"/>	<input type="checkbox"/>
21/06/04	R2377	SE11	A couple of computers, printers	<input type="checkbox"/>	<input type="checkbox"/>
21/06/04	R2378	SE1	Printer	<input type="checkbox"/>	<input type="checkbox"/>
21/06/04	R2379	SE24	Old PC	<input type="checkbox"/>	<input type="checkbox"/>
21/06/04	R2380	SW9 1TA	1 x computer	<input type="checkbox"/>	<input type="checkbox"/>
21/06/04	R2376	W9	Old Monitor	<input type="checkbox"/>	<input type="checkbox"/>
22/06/04	R2381	SE22 8LB	Broken monitors	<input type="checkbox"/>	<input type="checkbox"/>
22/06/04	R2382	SE15 3D	Scanner	<input type="checkbox"/>	<input type="checkbox"/>
22/06/04	R2383	SE22	1 x computer	<input type="checkbox"/>	<input type="checkbox"/>
22/06/04	R2385	SE15 5A	1 x computer	<input type="checkbox"/>	<input type="checkbox"/>
22/06/04	R2387		7 - 8 computer monitors	<input type="checkbox"/>	<input type="checkbox"/>

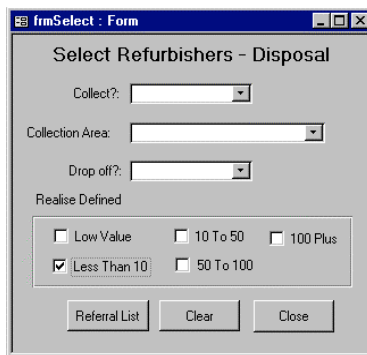
Appendix 4 – Operating the Referrals Database

Making a referral



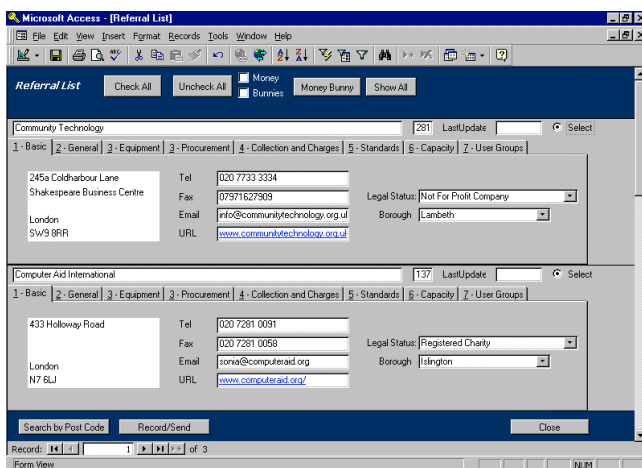
The screenshot shows the Microsoft Access 'Referrals' form. The 'Reference No.' is R 1763, dated 03/03/05. The 'Sector' is Business and the 'Organisation' is Trotters Independent Trading Limited. The 'Referee' is Derek, located at Peckham, London, SE4, Southwark. The 'Referrer' is Unspecified. The 'Equipment' is 3 x PII Base units, 2 x 17" Monitors, Laser Printer (Not working). The 'Contact Method' is Telephone. The 'OK to follow up?' checkbox is checked. The form includes buttons for 'New Referral', 'Select Refurbishers', and search options.

The customer's details and requirements are entered into the referrals database



The screenshot shows the 'frmSelect: Form' titled 'Select Refurbishers - Disposal'. It has fields for 'Collect?', 'Collection Area', and 'Drop off?'. Under 'Realise Defined', there are checkboxes for 'Low Value', '10 To 50', '100 Plus', 'Less Than 10', and '50 To 100'. The 'Less Than 10' checkbox is checked. Buttons for 'Referral List', 'Clear', and 'Close' are at the bottom.

A list of all suitable refurbishers is generated



The screenshot shows the Microsoft Access 'Referral List' form. It displays a list of refurbishers. The first entry is 'Community Technology' with contact details: 245a Coldharbour Lane, Shakespeare Business Centre, London SW9 8RR. The second entry is 'Computer Aid International' with contact details: 433 Holloway Road, London N7 6LJ. The form includes buttons for 'Check All', 'Uncheck All', 'Money Bunnies', and 'Show All'. The status bar shows 'Record: 1 of 3'.

The selection is further refined according to customer requirements, and a referral report generated

REALISE-IT NETWORK
REFURBISHER REFERRAL REPORT - EQUIPMENT DISPOSAL

To:
Derek

Organisation:
Trotters Independent Trading Limited

Date:
09/03/05

From: Lisa Waldron, REALISE IT Network, Tel: 020 7926 6217

Reference Number: R3753

Please find below details of IT Refurbishers held on our database that closest match your selection criteria. Please quote the reference number above when contacting refurbishers and in any correspondence.

Reference Number: R3753

Customer satisfaction is extremely important to us. If you experience any problems or have a complaint please contact us on 020 7926 6217

Computer Aid International

433 Holloway Road London N7 6LJ

Tel: 020 7281 0091

Fax: 020 7281 0058

Email: sonia@computeraid.org

Contact:

Procurement

* Domestic Disposals * One-off Disposals from Organisations

Collection details:

M25 Area

Collection Charge Details:

Some refurbishers always charge to collect equipment, others only under certain circumstances, and some may offer a return for equipment of a certain quality or quantity. Please obtain full details directly from the company concerned.

Minimum charge £15 or £1 per piece of equipment

Minimum Collection Quantity

Varies, normally no less than 3 (but will collect less if local and willing to make donation)

Can equipment be dropped-off at the site by disposers? Yes

ALWAYS telephone before taking equipment directly to a refurbisher

Customer satisfaction is extremely important to us. If you experience any problems or have a complaint please contact us on 020 7926 6217

Community Technology

245a Coldharbour Lane Shakespeare Business Centre London SW9 8RR

Tel: 020 7733 3334

Fax: 07971627909

Email: info@communitytechnology.org.uk

Contact:

Procurement

No procurement methods specified

Collection details:

No Information Supplied

Collection Charge Details:

Some refurbishers always charge to collect equipment, others only under certain circumstances, and some may offer a return for equipment of a certain quality or quantity. Please obtain full details directly from the company concerned.

No Information Supplied

Minimum Collection Quantity

No Information Supplied

Can equipment be dropped-off at the site by disposers? Yes

ALWAYS telephone before taking equipment directly to a refurbisher

Customer satisfaction is extremely important to us. If you experience any problems or have a complaint please contact us on 020 7926 6217

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