

## Carbon Neutralizers

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Member 1 Konica Baveja	1 <sup>st</sup> yr. MBA	Supply Chain Management & Finance
Member 2 Yashasvi Chauhan	1 <sup>st</sup> yr. MBA	Supply Chain Management
Member 3 Pratyusha Malhotra	1 <sup>st</sup> yr. MBA	Supply Chain Management & BA
Member 4 Gursimran Singh	2 <sup>nd</sup> yr. MBA	Supply Chain Management & BA
Member 5 Elliot Smith	1 <sup>st</sup> yr. MBA	Finance & Entrepreneurship

**Advisor(s):** Elizabeth Hammond

**Topic Title:** E-Waste Refurbishment to Educate and Empower Disadvantaged Communities

**Audience:** Amazon's Board of Directors & C-suit management

### Sustainable Development Goal

SDG # (4, 10, 11, 17): Provide quality education by reducing inequality and through responsible consumption and production by partnering for the goals

### Executive Summary

Amazon is one of the largest e-waste producers in the United States and they are trying to find creative ways to re-use electronic goods to create shared value. The Carbon Neutralizers is a consulting company that has been requested by Amazon to find creative solutions to recycle their electronic goods to support education in disadvantaged communities.

The Carbon Neutralizers aim to consult Amazon to reduce quality electronic waste while providing resources for disadvantaged communities that may typically have limited access when compared to affluent education counterparts. Our proposal is to restructure Amazon's Recycling Program and invest in Amazon's secondary market in-house products (i.e., Echo, Alexa, Kindle, Fire). Currently Amazon's Recycling Program deviates into one of two directions when customers return their used e-waste for credit: 1) The product is refurbished and resold as used; or 2) Any product not qualified for resale is transported to an Amazon approved recycling facility. Carbon Neutralizers proposes a roadmap for Amazon to reposition products that are not qualified for resale. By taking on this strategy it allows Amazon to organize homogenous type (Amazon produced) products by providing critical advantages for the downstream users and an overall streamlined supply chain.

Once the infrastructure of obtaining Amazon's unwanted e-waste has been contracted and built, we propose Amazon to partner with the Education Department of Ghana. Ghana has severely struggled with a decrease in instructional availability and education resources. Secondhand e-waste will help in solving two problems; 1) Refurbished kindles and fires can act as a means of continuous educational tool by providing textbooks and modern software, and 2) Echo, Alexa, Kindle, and Fire products out of total commission and can be deconstructed, tinkered, and engineered with as a hands-on learning method.

In summary, Carbon Neutralizers proposes for Amazon to solidify the 21<sup>st</sup> Century ideal 'Trash for Treasure' and employ a true win-win for all stakeholders involved.