

RECYLETON ACTION IN LESKOVAC

On Sunday, April 18, RECYLETON 2010 kicked off in Leskovac. A group of about fifty volunteers—including both ASMYLE alumni from all over Serbia as well as local volunteers and two ASMYLE finalists—converged in downtown Leskovac to collect electronic waste to be recycled. In the end, the volunteers collected 3,000kg of electronic waste—more than anyone, including the recycling center, anticipated.

In the weeks of preparation, RECYLETON organizers Ana Jovanovic and Nikola Jovanovic organized friends and peers to help collect the waste. They also advertised with posters and on the radio where and when citizens of Leskovac could bring the waste. During the action, groups of volunteers also canvassed the town, encouraging people to bring their waste to the drop-off site. At the site, volunteers spoke to passers-by and danced to music to attract attention to the action. By noon, only two hours into the action, the van sent by the recycling center was already half full, and the inflow of waste was still strong.

RECYLETON Leskovac is the first action in a marathon of recycling actions Think Big Team is organizing all across Serbia. Think Big Team is partnering with BIS Recycling center in Pancevo, who has agreed to recycle all the waste collected at no charge. Funding for RECYLETON comes from the American Embassy in Belgrade, with additional support from American Councils for International Education. U.S. Embassy representatives Conrad Turner and Vukica Stankovic also attended the event.

Selected Press Coverage:

<http://www.personalmag.rs/it/ekologija/recycleton-maraton-uspesno-startovao-u-leskovcu/>

<http://www.extra-zabava.com/srbija/recycleton-2010-leskovac>

<http://www.personalmag.rs/it/ekologija/akcijom-recyclaton-do-maratonskog-recikliranja-elektronskog-otpada/>

<http://www.economy.rs/planeta/5864/nauka-kompanije/Akcijom-a--Recyclatona---do-maratonskog-recikliranja-elektronskog-otpada.html>

