

From the Jacksonville Business Journal:

<http://www.bizjournals.com/jacksonville/news/2017/06/15/urban-mining-teams-up-with-duval-co-public-schools.html>

Urban Mining teams up with Duval Co. Public Schools to help students

Jacksonville-based Urban Mining recently agreed to a deal with Duval County Public Schools that will help thousands of students on the First Coast.

The electronics recycling company is partnering with the school district to collect retired electronics from the county, and resell those products to students at a highly discounted price.

The deal, which was in the works for about a year, will account for a significant amount of work for the 18 employees of Urban Mining.

With the increased workload, Urban Mining may add two to four full-time employees in the future, but for now the agreement is huge for both Urban Mining and the county's youth.

"I don't think there could be anything bigger for Urban Mining, not because of the size [of the donations], but because of the impact," Urban Mining CEO Steve Kaufman said. "DCPS was a major champion in developing a



JAMES CRICHLLOW

The Urban Mining operation in Jacksonville repurposes computers and electronic components.

plan that focused on the value of students having access to adequate technology.”

Through DCPS Laptop Recovery Program, over the past school year, the district made retired laptops available to students for \$50. Thousands of students took advantage of the initiative, putting a strain on county resources. It was then Urban Mining stepped in to help.

“DCPS had 3,000 students show up for their program. Part of what we’ve done is say ‘that’s not what you guys do, it is what we do,’” said Kaufman.

The program starts next month and students will have access to a DCPS portal where with their unique login credentials they can view relatively new refurbished electronics ranging from PCs to Macs and other electronics. Prices for the technology will range from \$50 and up with one purchase a year at 50 percent off.

“The value to the public school system is huge,” Kaufman said. “Not only are we selling the tech at a much lower price, we will provide all the technical support for the devices for those that need it.”

Urban Mining is doing much more than helping improve the access to technology that will help Duval County youth. The e-Steward and B-Corp certified company has been helping the environment in Jacksonville since their doors opened in November 2014.

Urban Mining takes in outdated electronics from local corporations and refurbishes and resells the products, stripping the electronics of their precious rare earth materials and disposing of the rest properly.

Urban Mining is a “zero-landfill” company which means nothing that comes in their doors ends up in a landfill. Electronics are the largest single stream of waste going in to landfills, so the service Urban Mining provides is vital to the environment.

“We want to act as a leader in developing innovative and environmentally safe solutions for the recycling of electronic waste,” Kaufman said.

Urban Mining says residential donations are accepted in the drop off box at their Emerson Street location.

The reselling of donated products is 70 percent of Urban Mining's revenue stream with the rest being comprised of charges for other services like on-site hard drive shredding and selling the plastics and copper wiring from items.

As a Jacksonville-based company, Kaufman says the company takes pride in helping the First Coast.

"We are local," he said. "We feel that we provide the gold standard for electronics recycling and that's really the reason our clients do business with us."

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