

“We placed our faith in Fujitsu and its local Head of Sustainability and he delivered the results we needed to make us more sustainable as a company.”

Flyn van Ewijk
Environment and Sustainability Manager
Qantas



The Fujitsu eWaste service provides upgrades, repairs, redeployment, recycling and hazardous materials management for devices reaching end of life at Qantas.

At a glance

Country: Australia
Industry: Aviation
Founded: 1920
Employees: 30,000+
Website: www.qantas.com

Challenge

Around 2,000 devices reach end of life at Qantas every year; disposing of them in a responsible and sustainable manner was proving a challenge. It needed a more proactive and strategic approach to recycling.

Solution

The company partnered with long-term IT provider, Fujitsu, to implement an eWaste programme that would cover every aspect of the device end of life process, including upgrades, repairs, redeployment and recycling as well as hazardous materials management.

Benefit

- Fujitsu collects old devices and works with certified recyclers to either repair, upgrade or recycle them, with over 90 per cent of material reused
- Since the programme began, over 12,000 assets have been recycled, diverting 120,000kg of material from landfill
- The programme has been extended to employees who are encouraged to bring in personal devices; one event netted 1.5 tonnes on a single day

Customer

Founded in Australia's outback in 1920, Qantas has grown to be the country's largest domestic and international airline. Registered originally as the Queensland and Northern Territory Aerial Services Limited (QANTAS), the company is widely considered to be the world's leading long distance airline as well as one of Australia's strongest brands. It has built this reputation for excellence based on safety, operational reliability, engineering and customer service. The company also has a stated commitment to sustainability and reducing its environmental impact.

Products and services

- Fujitsu eWaste services
- Fujitsu Sustainability Consulting
- Fujitsu ICT Asset Lifecycle Management



Challenge

Every year at Qantas, over 2,000 computing devices reach end of life and must either be fixed, upgraded or responsibly recycled. The company had also set itself a target in 2010 to reduce the amount of waste being sent to landfill by 30 per cent by 2020. However, it lacked the processes to manage end of life assets in order to meet these goals.

"Electronic waste is a huge problem here in Australia. Our employees would often ask where our old kit went and whether we could dispose of their own hardware," explains Flynn van Ewijk, Environment and Sustainability Manager, Qantas. "Following a major workplace transformation project which involved office refurbishment, we realised there were a lot of old machines gathering dust and that we needed a more proactive and strategic approach to recycling."

Qantas has enjoyed a long relationship with Fujitsu as its end user device provider and was the first port of call for advice. When it came to ICT sustainability, the Fujitsu eWaste service was the obvious choice.

"As an existing supplier for desktops and laptops, it made perfect sense to use them in this capacity," adds van Ewijk. "Fujitsu already had a well-defined programme that mapped out the process and ensured we complied with the relevant government regulation."

Solution

The Fujitsu eWaste service covers every aspect of the device end of life process, including upgrades, repairs, redeployment and recycling as well as hazardous materials management.

It has also forged partnerships with certified recyclers who undergo regular onsite checks by Fujitsu to ensure regulations are met.

"We've embedded the service into the overall procurement process so we know when laptops, for example, need to be picked up and decommissioned," says van Ewijk. "Within two days at most, Fujitsu collects the devices, takes them to its warehouses and either repairs, upgrades or recycles them."

Qantas has extended the solution to its workforce who are encouraged to bring in their personal digital devices for free recycling at a dedicated collection point on certain days. Thanks to an internal promotional campaign, this has proven popular with staff - during one eWaste event at Qantas HQ almost 1.5 tonnes of material was collected, including computers, monitors, printers, televisions, DVD players, electrical leads and even ancient floppy disks.

"It's amazing what we still have in the office and what our employees bring in, from bulky CRT screens to old mobile phones and dot matrix printers," continues van Ewijk. "Having Fujitsu take care of all the logistics makes it simple to organise and gives us all an incentive to be more environmentally friendly."

Benefit

Since establishing the eWaste partnership, Fujitsu has recycled over 12,000 devices, diverting 120,000kg of material from landfill. If a device cannot be repurposed or upgraded, over 90 per cent of its working parts are recycled. At the same time, Qantas no longer needs to worry about what happens to its assets or whether sensitive data might be compromised as each is wiped in a secure environment before being recycled.

"Now, our disposal costs are much reduced and we can track where every asset goes and ensure data security on that journey," comments van Ewijk. "We also don't have aging machines taking up space or even costing us money on lease despite being out of use. It's a great way to manage inventory efficiently."

Fujitsu is also tackling the issue from a manufacturing perspective, aiming to make its own products, from tablets to laptops to servers, up to 98 per cent recyclable in the coming years. As devices become even more environmentally friendly and easier to break down, it gives an added incentive to recycle and will further reduce the amount of material that is sent to the rubbish dump.

Following the ongoing success of the Fujitsu eWaste programme, Qantas will continue to strive to reduce the impact it has on our shared ecosystem through ICT sustainability.

"We're committed to improving our environmentally friendly credentials and meeting federal regulations. We placed our faith in Fujitsu and its local Head of Sustainability and he delivered the results we needed to make us more sustainable as a company," concludes van Ewijk. "Together, we're ensuring that hundreds of thousands of tonnes of material is destined to be reused rather than end up as landfill."

"Our eWaste programme with Fujitsu really works; it's a simple way for two partners to collaborate in order to reduce our environmental impact and makes it easy for our own employees to recycle their personal devices as well."

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