



THE ASSOCIATION FOR
SUSTAINABLE MANUFACTURING[®]
Remanufacturing | MRO | Refurbishing

MERA Members Celebrate Earth Day 2022 with “Circular Drive”



In celebration of Earth Day – the annual day of environmental education and activism – a technology drive was organized by MERA - The Association for Sustainable Manufacturing. Similar to a food drive, the initiative provides an opportunity for MERA members to contribute to the local community. “Circular Drive” also celebrates the positive role of remanufacturing on the environment and in the circular economy.

Leading up to Earth Day – April 22 – a variety of unwanted, outdated, or non-functional technology devices were donated by employees of MERA member companies around the Metro Detroit area. MERA staff collected and delivered these items to Human-I-T, a non-profit organization that refurbishes devices and makes them available to members of the community who need it the most.

Participating MERA members included Daimler Trucks’ Detroit manufacturing facility and ZF Group, which set up donation sites at three Metro Detroit facilities. MERA also partnered with the Original Equipment Suppliers Association (OESA) to collect items from the office building in Michigan where the organizations are co-located. Items collected included desktop computers, laptops, phones, monitors, tablets, and printers.

“Just like MERA members, Human-I-T helps the environment by reducing landfill waste and remanufacturing items to give them a second life,” said MERA President John Chalifoux. “We were overwhelmed by the positive response to our first Circular Drive and its contribution to shrinking the digital divide in our community.”

[Click here](#) to view a short video about our Circular Drive.

About Human-I-T

At Human-I-T, we create equitable access to opportunity by providing devices, internet access, digital skills training, and tech support for communities left on the wrong side of the digital divide—while at the same time, empowering businesses and organizations to do good by diverting technology from landfills to protect our planet.

We believe access to technology is a right, not a privilege. It’s what allows people to study remotely, apply for jobs, attend telehealth appointments, connect with distant family, or explore new ideas and perspectives.

MERA - The Association for Sustainable Manufacturing

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In order to shrink this divide, we make it easy for our partners to do good—together, we can create a world where conscious capitalism drives sustainable and just opportunities for all people, organizations, and our planet to thrive.

About MERA

[MERA](#) - The Association for Sustainable Manufacturing is the remanufacturing and sustainability division of the Motor & Equipment Manufacturers Association ([MEMA](#)). Since 1904, MEMA has represented the interests of the automotive and commercial vehicle supplier industry—the largest manufacturing sector in the United States, directly employing more than 907,000 people in all 50 states and generating 2.4 percent of U.S. GDP. With roots in the transportation industry, MERA represents the interests of the broader remanufacturing community across multiple industry sectors. The organization is a network of manufacturers, suppliers, universities, and professional services firms that promotes the economic, environmental, and product performance benefits of remanufacturing and similar forms of sustainable manufacturing. MERA is the home of [Manufactured Again Certification](#), where remanufacturing and new manufacturing are held to the same international quality standards. The program—based on ISO 9001 and IATF 16949—also promotes environmental stewardship.

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