

GreenPWRcord: Power Cord Reuse Program

A Circular Solution to Electronic Waste

The Problem:

- Over **3.3 billion** electronic devices shipped annually come with power cords, contributing significantly to **e-waste**.
- Most power cords remain in good condition long after the devices are discarded, resulting in unnecessary **landfill waste** and loss of valuable materials.

Our Solution:

- **AI-Driven Sorting & Testing** System for Power Cords:
 - Automatically analyzes cord images to **categorize** by **Type** (e.g., AC Power Cords, DC Cables) and **Condition** (new, used, or renewed).
 - Reintroduces tested, usable cords into the economy, reducing the need for manufacturing new cords and **lowering lifecycle emissions**.
-

Benefits:

- **50% Reduction** in power cord waste in participating regions.
- Decreased demand for raw materials by reintroducing cords into the supply chain.
- Potential to save **millions of tons** of e-waste globally.
- **Cost savings** for consumers by providing affordable reused cords.

Progress & Plan:

- **Prototyped AI system** for sorting and condition assessment.
 - Partnerships with **recycling centers** to secure discarded cords.
 - **Goal:** Process **100,000 cords** in the first 6 months of launch.
-

Community & Environmental Impact:

- **Job creation** in sorting and testing.
- **Increased access** to affordable reused cords, reducing costs for underserved communities.
- Supports **environmental justice** through reduced e-waste and resource extraction.