

NEWS

# The Laptop Initiative calls on agencyland for help

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by LAUREN MCNAMARA



The Laptop Initiative and TrinityP3 are urging agencyland to repurpose laptops they no longer need, with new creative from Hook Creative Studio designed to get the word out.

Every three-four years, corporate companies and agencies replace their laptops. So, every year, perfectly-usable laptops are removed and sent to landfill, while large groups of vulnerable people in need are without access to devices or internet that enables modern life.

4 million laptops are sold in Australia each year, and a large percentage of those end up in landfill. Only 10% are recycled.

This is what The Laptop Initiative is working to change.



The organisation assists in repurposing laptops that are no longer needed, working with charities to help them find new homes with people less fortunate.

In collaboration with consultancy TrinityP3 and creative agency Hook, The Laptop Initiative is asking the creative advertising industry to help spread the message, and help – via donating their laptops, asking clients to do the same, or creating behaviour change campaigns on LinkedIn to influence their networks and corporates, using the hashtag #thelaptopinitiative.

"There's been a great response from the creative community on LinkedIn so far, but the more people who know about us, the more people we can help," said Cheryl Sing, founder of The Laptop Initiative.

"We welcome more creative to be put out into the world."

TrinityP3's marketing management consultant, Anton Buchner, added: "We've had over 30 people/ agencies download the brief so far. And the first one has launched on LinkedIn, but let's not stop there. We encourage all agencies in Australia to get involved."

Hook Creative Studio's founder and chief creative, Pat Langton said as soon as he saw the call out, he knew Hook had to get involved.

"... It's such a great cause and it would be great to see what agencies can come up with," he said.

"We have such a huge amount of talent here in Australia so we're excited to see what agencies do."

If you would like to get involved, you can [download the brief here](#).

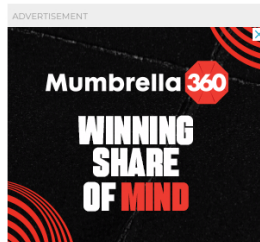
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