

# Dell and Nikki Reed turn gold from computers into jewellery - Climate Action



**Multinational computer company Dell has partnered with LA-based jewellery designer Nikki Reed to give gold recovered from old computer motherboards a second life supporting the sustainable design movement.**

The 'Circular Collection' is a limited edition jewellery collection, part of the Bayou with Love series, sourced from gold from Dell's recycling programmes and includes 14- and 18-carat gold rings, earrings, and cufflinks.

The initiative aims to highlight the environmental impact that disposable electronic equipment can have and spread the notion of resource valuation in the context of circular economy principles.

Nikki Reed, co-founder of [Bayou with Love](#), said: "Bayou with Love was created to bring greater awareness to the human impact on our planet and show that beautiful items can come from sustainably sourced and recycled materials".

"By recycling gold that was once considered 'waste,' Dell and I are working to create an environment where we continuously reuse resources and strive for zero waste".

"If you ask me, the idea of marrying technology with sustainability is the future", she added.

It is estimated that currently only 12.5 percent of e-waste is recycled and re-used in other products. Therefore, Americans throw away almost \$60 million worth of gold and silver every year through discarded old phones alone.

The gold reclamation process is created by Dell partner Wistron GreenTech, a recycling services company and it has a 99 percent lower environmental impact than conventionally mined gold.

Jeff Clarke, Dell Vice Chairman, said: "When you think about the fact that there is up to 800x more gold in a ton of motherboards than a ton of ore from the earth, you start to realise the enormous opportunity we have to put valuable materials to work".

"It takes constantly thinking outside of the box and pushing the boundaries of innovation to solve some of the world's most pressing environmental

challenges”, he added.

As part of the company’s Legacy of Good programme launched in 2012, Dell has used more than 50 million pounds of recycled materials into its new products and has pledged to reach 100 million pounds by 2020.

You can watch the video with Nikki Reed talking about the initiative [here](#).