



EPA's SMM ELECTRONICS CHALLENGE: What's in it for you?



Webinar
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 **Rethink**

Speakers



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Disclaimer

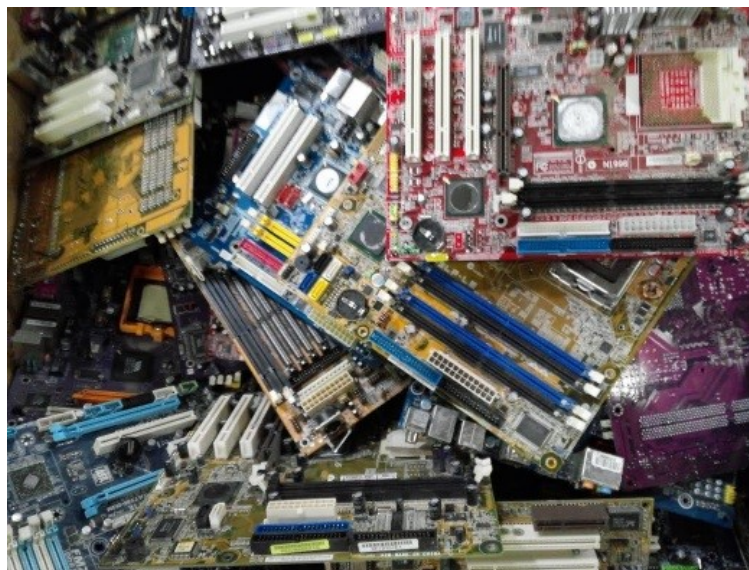


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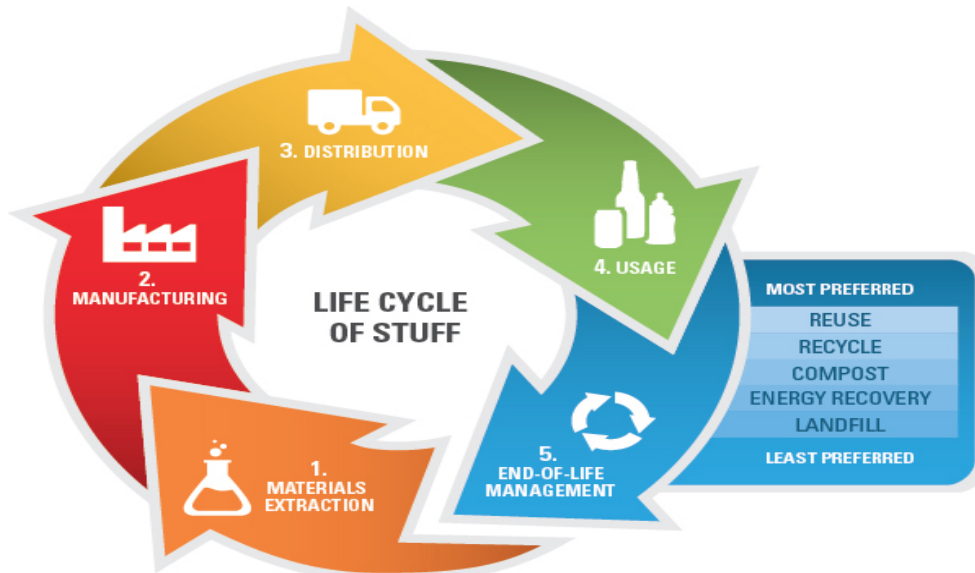


What I will cover

- The problem of the growing number of used electronics
- One solution: SMM Electronics Challenge
- Is the Challenge right for you?
 - Why a Challenge?
 - Goals
 - Overview
 - Participants
 - Benefits
 - Commitments
 - Costs
 - Awards & Recognition



What is Sustainable Materials Management?



“An approach to serving human needs by using/reusing resources productively and sustainably throughout their life cycles, generally minimizing the amount of materials involved and all associated environmental impacts.”

Sustainable Material Management: The Road Ahead, EPA, 2009

CHANGING HOW WE THINK ABOUT OUR RESOURCES FOR A BETTER TOMORROW

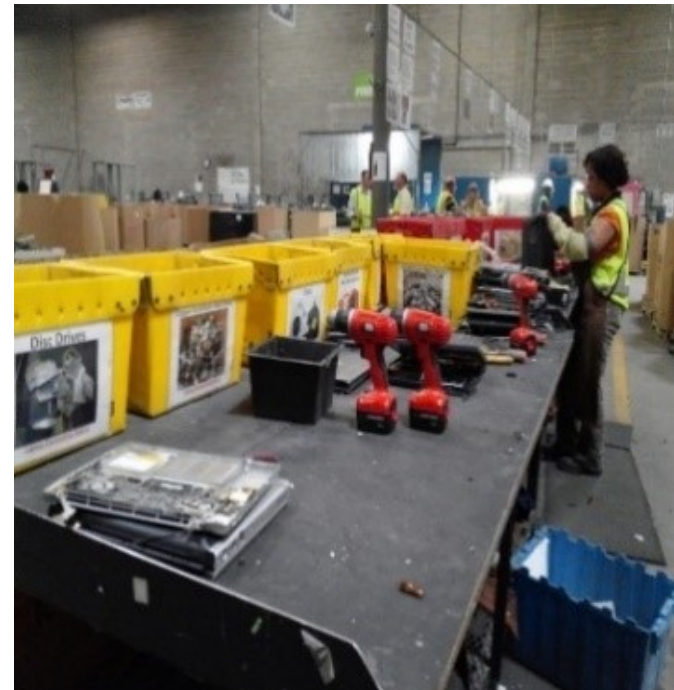
Why a Challenge?



- Increased sales of electronics worldwide
- Recovery rate of 29.2% in 2012
- More varied electronics discarded
- Many states ban certain electronics waste from landfills
- Opens the door for responsible electronics reuse & recycling leadership!



- A voluntary program designed to:
 - Address the entire life cycle of electronic products
 - Help ensure responsible recycling
 - Increase access to quality reusable and refurbished electronic equipment
 - Promote data transparency
 - Conserve valuable resources and energy



About the Challenge



- Open to electronics manufacturers, retailers, and brand owners that collect used electronics from US consumers
- Participants strive to send 100% of collected used electronics to third-party certified refurbishers and recyclers
- Tiered awards address collected material —Bronze, Silver, Gold levels—allow participants flexibility
- Challenge's Champion awards address the entire life cycle of electronic products



Who has joined?

What our newest participant is saying:

“Xerox operates at the forefront of environmental sustainability and we are excited to join the SMM Electronics Challenge in our aligned commitment to preserving the environment through responsible reuse and recycling.” 

SMM Electronics Challenge Active Participants

Organization	Status
Best Buy Co., Inc. 	Active Participant
Dell Inc. 	Active Participant
LG Electronics USA, Inc. 	Active Participant
Samsung Electronics 	Active Participant
Sony Electronics, Inc. 	Active Participant
Staples, Inc. 	Active Participant
VIZIO, Inc. 	Active Participant
Xerox 	Active Participant

What are the benefits?



- ✓ Demonstrate electronics leadership
- ✓ Receive recognition for your achievements
- ✓ Raise environmental awareness within your company
- ✓ Call on EPA if you have issues
- ✓ Be featured on one of EPA's most visited websites
- ✓ Be sought after by EPA as a sustainability leader to serve on panels and present on webinars



What are the costs of joining?



- No direct costs to join
- Minimal data management, administrative, and travel costs

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Commitments



1. **Determine eligibility**
 - ✓ electronics manufacturer, retailer or brand owner
2. **Determine commitment tier**
 - ✓ Bronze, silver or gold
 - ✓ Consider applying for the optional Champion Award
3. **Sign up**
 - ✓ Contact:
johnson.janice@epa.gov &
bray.brandon@epa.gov
4. **Assess your data**
 - ✓ Establish a baseline
 - ✓ Determine % sent to certified recycler
5. **Do it!**
 - ✓ Strive to send 100% of used electronics to certified recyclers
 - ✓ Host collection events
6. **Track progress**
 - ✓ Submit Annual data
7. **Post it**
 - ✓ Share data on website
8. **Receive Recognition**
 - ✓ Celebrate!!!!!!

Awards and Recognition



- Participants who have submitted baseline and annual data are recognized in January
- Companies that meet data tier requirements can apply for Champion Award
- Tier Award & Champion Award winners invited to award event at the Consumer Electronics Show
- Company is featured on EPA's website, in a press release and other outreach material

Contact Information



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FOR MORE INFORMATION, visit the
SMM Electronics Challenge website
at [https://www.epa.gov/smm-
electronics](https://www.epa.gov/smm-electronics)

Looking for Challenge requirements?
Click [Tiers of Participation](#)