Presentation Overview

• Introduction to Green Electronics Council
• EPEAT overview
• Development of technical criteria & standards
• Preparing students for standards work related to sustainability
Who is the Green Electronics Council?

• Green Electronics Council (GEC) is a U.S.-based mission driven non-profit founded ten years ago

• Our vision is a world in which only sustainable electronics are designed, manufactured, and purchased

• We seek to fulfill our mission by influencing institutional purchasing power towards sustainable IT

• Our flagship program is EPEAT, the leading ecolabel covering IT products. EPEAT simplifies the purchasing process – only need to specify a single label.
Small Electronics, Big Potential Impact

• As much as 80% of an electronic product’s environmental impact comes from production
  – Thousands of gallons of water are required to manufacture just one computer’s components

• Approximately 40% of heavy metals in U.S. landfills come from discarded electronics

• Global e-waste volumes are projected to increase 33% in 2017 compared to 2013 levels

• U.S. EPA: if all PCs sold in the U.S. met ENERGY STAR, end users’ energy-cost savings could top $1 billion/year

Green Electronics Council, May 2017
EPEAT Overview
EPEAT Registry

- Free and trusted source of IT product environmental/sustainability ratings for institutional purchasers
- Rates more than 4,000 products from 60+ manufacturers
- Acts as a bridge between purchasers’ needs and the available technologies, approaches, strategies
- Simplifies the purchasing process – specify a single label
- Enables consistency of approach for multinational organizations

Green Electronics Council, May 2017
EPEAT Product Categories

Existing Product Categories

• PCs, Laptops, Notebooks, Tablets, Monitors and Digital Signage
• Printers, Copiers, Scanners, Multifunction Devices, Fax Machines
• Televisions

New Product Categories

Mobile Phones launching July 1, 2017

Servers launching Q1 of 2018
How Products are Rated in EPEAT

- Products must meet all required criteria for inclusion
  - Simply being listed in the EPEAT system indicates high environmental performance

- Products are rated Bronze, Silver or Gold based on the number of optional criteria they meet

Good (< 50%)  Better (50-75%)  Best (> 75%)
EPEAT Leadership Criteria Span the Product Lifecycle

Rather than focus on a single area (e.g. energy), EPEAT addresses a wide variety of criteria across the product lifecycle.

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<th>Imaging Equipment</th>
<th>Televisions</th>
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<td><strong>Total Number of Criteria</strong></td>
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<td><strong>28</strong></td>
<td><strong>33</strong></td>
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Government, Higher Education and EPEAT

• Federal, State and Local Governments Require EPEAT
  – Federal Acquisition Regulations: 95% of purchases must be EPEAT
  – More than 40 States require EPEAT, either directly or through group-purchasing contracts

• More than 300 U.S. Universities Require EPEAT
  – Spent $403 Million in 2013 on EPEAT-registered PCs and Displays alone – a 24% year-over-year increase

Green Electronics Council, May 2017
Why Manufacturers (Brands) Participate in EPEAT

- **Market Access**
  - Contracts worth billions of dollars worldwide require/prefer EPEAT

- **Commitment to Sustainability Leadership**
  - Products that meet EPEAT criteria have increased energy efficiency, recyclability and, in the case of mobile phones, address social impacts

- **Credibility**
  - EPEAT has been the leading global IT ecolabel for the last decade. Purchasers trust EPEAT.
Brands Currently Participating in EPEAT

- Ace Computers
- Acer
- Action
- Algoritmos Procesos y Disenos
- Apple
- Arquimedes Automacao e Informatica
- ASUS
- Atrust Computer Corp.
- Brother
- ByteSpeed
- Canon
- CEZAR Cezary Machnio i Piotr
- Ciara-Tech
- CTL Corporation
- Cybertron International
- Daten Tecnologia
- Dell
- Digital Computer
- Eizo
- Epson
- Fujitsu
- Gammatech
- GETAC
- Howard Technology Solutions
- HP
- Hyundai IT America
- Igel Technology
- Iiyama corporation
- Inforlandia
- Inidia
- Kodak Alaris
- Komparsa
- Konica Minolta
- Kyocera
- Lenovo
- Lexmark
- LG Electronics
- Login Informatica
- M&A Technology
- Microsoft
- MMD
- NCS
- Northern Micro
- NTT System
- Onyx Healthcare
- Panasonic
- Planar Systems
- Positivo Informática
- Premio
- Ricoh
- Riso Kagaku
- Samsung
- Sharp
- Tangent Computer
- TEKNOSERVICE
- TH Alplast
- Toshiba
- TPV Technology
- Transource
- ViewSonic
- Visioneer
- VXL Instruments Limited
- Xerox
- XMA Limited
EPEAT Engagement with Higher Education

• EPEAT Purchaser program has more than 180 higher education participants; Provide procurement resources to colleges and universities worldwide

• Active member of the Association for the Advancement of Sustainability in Higher Education (AASHE)
  – Position on the AASHE Advisory Council
  – Presentations at AASHE Annual Conference
  – Schools earn points in the AASHE Sustainability Tracking, Assessment & Rating System (STARS) for use of EPEAT in procurement

• “Lifecycle Management of Electronics on Campus: from Procurement to Disposal” – 2016 joint publication with National Association of Educational Procurement (NAEP) (link)
Development of Technical Criteria & Standards
Standards & Technical Criteria Development

• Voluntary, Consensus-Based Processes
  – Includes standard-development organizations such as IEEE, UL and NSF

• Process and Content Driven by Multiple Stakeholders
  – Manufacturers, purchasers, government, NGOs, suppliers

• Required and Optional Criteria

• Product and Corporate Criteria
Challenges

• Multi-stakeholder consensus-based processes are resource intensive and time consuming

• For some SDOs, difficult to keep standards relevant and up to date
  – Particularly important in the IT sector

• Not all stakeholder groups, such as NGOs, have the capacity and resources to commit to long standards development processes
  – But their voices are critical!

• GEC does not own or directly develop standards
Preparing Students for Standards
Work Related to Sustainability
Multi-Disciplinary Field

- Knowledge of a wide range of sustainability issues/topics
  - Traditionally focused on environmental issues
  - Increasing interest in social issues, and SDGs
  - Familiarity with other sustainability, environmental and social standards

- Facilitation and mediation skills

- Project management skills
  - How to keep a process on schedule, and if appropriate, on budget

- Technical understanding of the industry sector
Thank You

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