



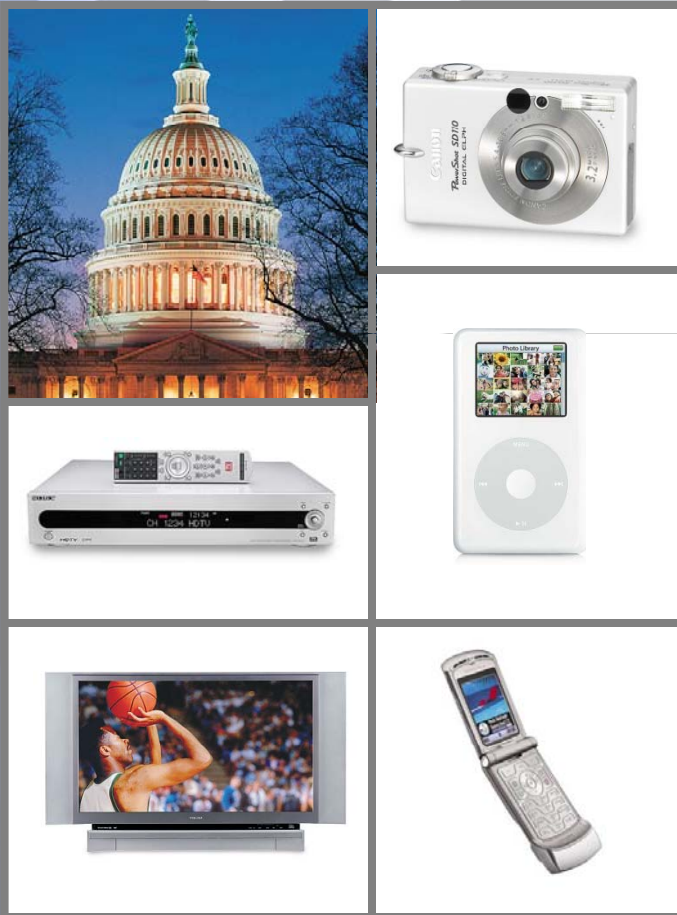
**CEA**<sup>®</sup>

Consumer Electronics Association

[www.CE.org](http://www.CE.org)

**Environmental Sustainability and  
Innovation in the Consumer  
Electronics Industry**

# About CEA



- Mission is to grow the global consumer technology industry
- CEA represents more than 2,200 members
- CEA ranks as one of the top 15 U.S. trade associations
- Producer of the International CES®



[www.CE.org](http://www.CE.org)

Producer of



# CEA Environmental Policy Activities

- Advocacy efforts at local, state, national and international levels on policy issues of importance to our members:
  - Electronics Recycling
  - Materials Use
  - Energy Efficiency
  - Green Government Procurement
  - Industry Sustainability



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# What We've Done

## *Environmental Sustainability and Innovation in the Consumer Electronics Industry*

Study released October 21, 2008 which benchmarks the industry's progress toward eco-stewardship, from design and energy efficiency to green manufacturing and clean delivery systems.



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# Background

- Study conducted by Technology Forecasters Inc. (TFI)
- Sixty-four CE companies, including the top 20 largest, were sampled.
  - Represents 50 percent of the global consumer electronics market



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# Why?

- First attempt to evaluate and benchmark the industry's environmental achievements
- Educates consumers on what the industry is doing
- Inspires other companies to adopt similar practices, and encourages sampled companies toward further progress



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# Key Findings

- Dispels the myth that “going green” costs money
- Most sampled companies are looking for ways to:
  - Reduce waste
  - Conserve resources
  - Shrink product size



# Examples

- Electricity use per US\$1 million revenue decreased by 5–25 percent during the past three to four years among those companies that achieved reduction
- Two companies reduced electricity use, while continuing to grow, and saved 223,000 tons of CO<sub>2</sub> from entering the atmosphere, which is the equivalent of taking 51,000 cars off the road for one year



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# Examples

- At least half the companies are diverting 80 percent or more of their unused materials from landfills
- If all 20 companies sent no more than two percent of their waste to landfills, nearly two million tons of material would be beneficially repurposed



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# Other Areas of Focus

- Eco-Design of Products
- Energy Efficiency
- Green Facilities and Manufacturing
- Clean Delivery



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# Companies Highlighted

- Best Buy – Take-back program in 117 stores
- Nokia – Voluntarily eliminated 200 compounds from its products due to questions of health risks (prior to RoHS Directive)
- Intel – New microprocessors use 10x less power than models from just 18 months ago
- Epson – Winner of 13 Eco-design awards



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# Companies Highlighted

- HP – 100 Full-time employees dedicated to sustainability
- Dell – Went carbon neutral in August 2008
- NEC – 1.3 million pounds of waste has been kept out of landfills in the past two years, a savings of \$500,000
- Lenovo – Use of post-consumer recycled material in its products, including a monitor made with over 25 percent recycled materials



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# Areas of Achievement

## Facts and Figures

- Green Facilities
  - Best Buy, Cisco and Nokia are building or retrofitting their facilities to be LEED-certified
- Recycling
  - Nearly 600 million tons of used electronics products were recycled by the top 20 CE companies from 2003-2007
  - Sixty-nine percent of companies surveyed participate in recycling efforts



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# Areas of Achievement

## Facts and Figures

- Energy Efficiency
  - A significant number of the study participants reported a 25 percent decline in energy consumption over the past four years
  - Widespread shift from CRT to LCD monitors that occurred earlier this decade has reduced average energy use per monitor by about 30 percent



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# What's Next?



- First attempt to evaluate and benchmark the industry's environmental achievements.
- Serve as a baseline to track future progress.

# Where Can I Find the Report?

- To promote conservation, CEA chose to keep the study electronic
- Visit [www.CE.org/green](http://www.CE.org/green) to read the study and find out more about CEA's environmental initiatives



[www.CE.org](http://www.CE.org)

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*my* GreenElectronics.org



[www.CE.org](http://www.CE.org)

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# CEA Empowers Consumers to be Green



- CEA surveys underscore need for more information on consumer choices
- No centrally available resource to provide reliable, accurate and timely information to consumers about reuse, recycling, proper disposal, and proper use of electronics



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# CEA Empowers Consumers to Be Green

- Specific challenges faced by consumers when it comes to electronics end-of-life:
  - Not aware of recycling opportunities
  - Unsure about procedures for disposal
  - Little known about corporate recycling programs
  - Electronics recycling seems difficult and inconvenient, even costly



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- Re-launched at 2007 International CES
- Recycler locator
- Energy calculator
- Green products database
- Corporate programs (16 and growing)
- Electronics recycling FAQs
- Energy saving tips, tips for reuse, donation opportunities, and more!



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# Enjoy Your Electronics

## Protect the Environment

### Find Recycling

### Find Green Electronics

Product Type(s):

- Accessories
- Audio Amplifier
- Audio controller amplifier
- Audio Integrated Amplifier

(Hold Ctrl key to select multiple items)

[Legal Disclaimer](#)



Electronics improve the way we live, work and play. But, there's one place where electronics should have no impact—the environment. Through responsible use, reuse and recycling of electronics, the consumer electronics industry and consumers can protect and preserve the environment—together.

### Learn About the 4 R's and Electronics:



### CALCULATE YOUR ENERGY CONSUMPTION



Use our [Energy Calculator](#) to see what your electronics' use means for your wallet by the minute, day, month and year.

### Find Recycling

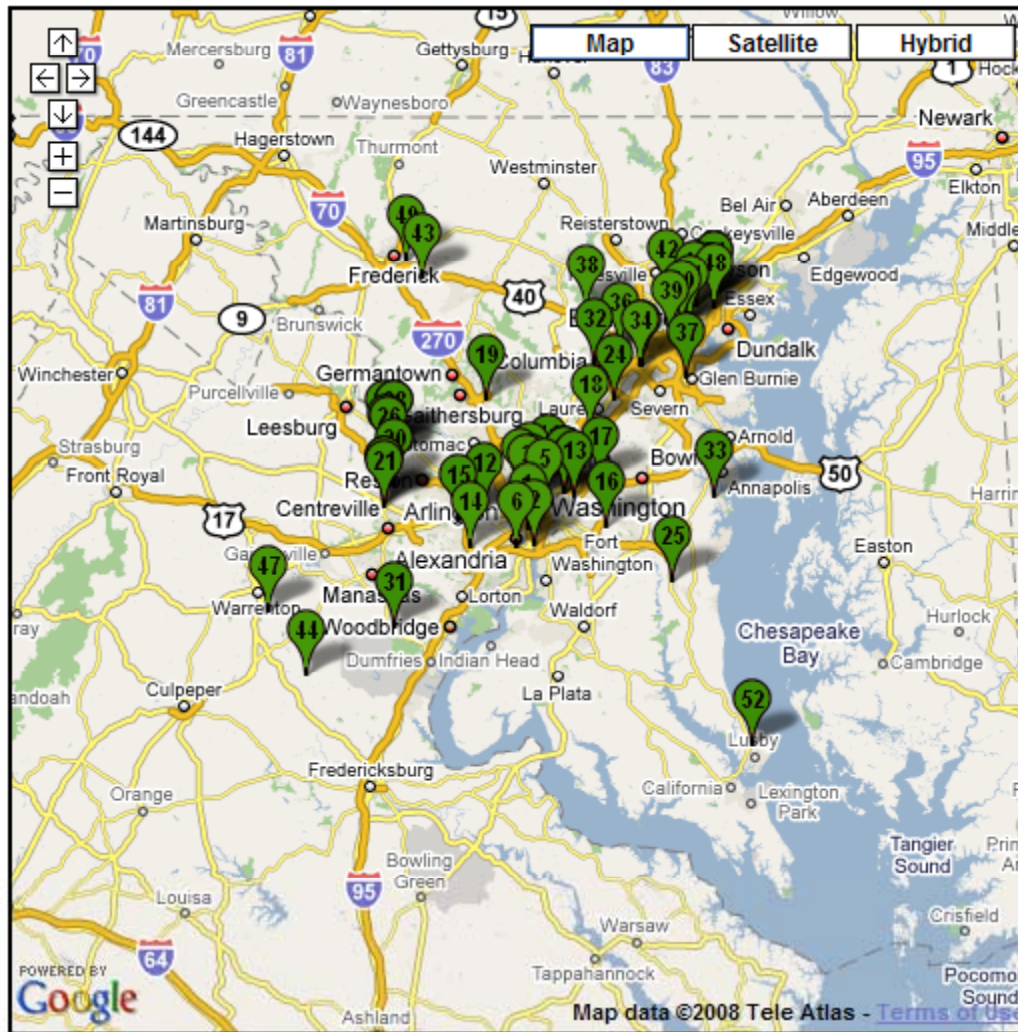
 Find Recycling

### Find Green Electronics

#### Product Type(s):

- Computers (97) ▲
- DVD Players (71)
- Fax Machines (19)
- Home Theater (316)
- Laptops (910)
- Miscellaneous (58)
- Monitors - Flat Panel (
- Portable Audio (10)
- Printers - Ink Jet (98)
- Printers - Large (10) ▼

[Legal Disclaimer](#)



Distance:

	1. <a href="#">Arlington County Des</a>	0.6 Miles
Address: 3151 South Fern Street Arlington, VA 22202 US		



# REDUCE

- REDUCE
- REUSE
- RECYCLE
- RETHINK

## Save Energy with Electronics!

[home](#) / [reduce](#) / energy calculator

**Find Recycling**

ZIP Code

**Find Green Electronics**

Product Type(s):

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- DVD Players (71)
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[Legal Disclaimer](#)

**Recycling is easy!**  
 Many organizations offer free recycling of used electronics, so it's easy to be green.  
[Locate corporate recycling programs.](#)

Enter amount of time you use each device to see estimated energy consumption costs.

DEVICE (STATE)	USAGE	WATTS (TYPICAL)	COST PER MO	COST PER YR
<b>Analog Television</b>				
<input checked="" type="radio"/> in use	4 hours/day	98	1.13	13.54
<input type="radio"/> off/no load	0 hours/day	4	0.00	0.00
<b>Cable Set-top Box</b>				
<input checked="" type="radio"/> in use	4 hours/day	16	0.19	2.21
<input type="radio"/> off/no load	20 hours/day	15	0.87	10.36
<b>Compact Audio</b>				
<input checked="" type="radio"/> in use	0 hours/day	23	0.00	0.00
<input checked="" type="radio"/> asleep/idle	0 hours/day	20	0.00	0.00
<input type="radio"/> off/no load	0 hours/day	4	0.00	0.00
<b>Cordless Telephone</b>				
<input checked="" type="radio"/> in use	0 hours/day	3.4	0.00	0.00



## REDUCE

-  REDUCE
-  REUSE
-  RECYCLE
-  RETHINK

## Save Energy with Electronics!

[home](#) / [reduce](#) / energy saving tips

### GADGET GREENING 101

While we can't always eliminate the results of using our everyday gadgets, we can make a conscious effort to reduce their energy use and avoid impact on the environment. Here are small steps you can take toward an enviro-friendly electronic lifestyle.

#### SAVE ENERGY WITH PRODUCT YOU ALREADY OWN

- Unplug mobile phone or PDA chargers when batteries are fully charged or when the chargers are not in use.
- Be power-wise with your PC. Most personal computers have management features that control energy use.
- When you're finished watching a movie or playing a video game, don't forget to turn off your DVD player or video game console as well as the television itself.
- Plug electronics, such as TVs, DVD players and audio systems, into power strips, and turn the power strips off when the equipment is not in use. Just be sure to read the manual first to make sure you won't affect the product.
- Save fuel by shopping and banking from home on your computer

#### PLAN GREEN WHEN PURCHASING

- Look for the "ENERGY STAR" label. It can help you identify energy-efficient appliances and other electronic products. *Search for energy-efficient products using the search box at left*

#### Find Recycling

ZIP Code

[GO](#)

#### Find Green Electronics

Product Type(s):

Computers (97)   
DVD Players (71)  
Fax Machines (19)  
Home Theater (316)  
Laptops (910)  
Miscellaneous (58)  
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[GO](#)

[Legal Disclaimer](#)

#### Recycling is easy!

Many organizations offer free recycling of used electronics, so it's easy to be green.

[Locate corporate recycling programs](#)





472 Results < 1... 3 4 5 6 7 [8] 9 10 11 12 13 ...47 >

**Find Recycling**

ZIP Code

GO

**Find Green Electronics**

Product Type(s):

- Computers (97)
- DVD Players (71)
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- Printers - Large (10)

GO

[Legal Disclaimer](#)

**Panasonic**

Product Type: Televisions - Flat Panel

Name:

Model Number: TH-42PC77U

Green Properties:



**Panasonic**

Product Type: Televisions - Flat Panel

Name:

Model Number: [TH-42PH9UK](#)

Green Properties:



TH-42PH9UK image

**Panasonic**

Product Type: Televisions - Flat Panel

Name:

Model Number: [TH-42PWD7UY](#)

Green Properties:



**Panasonic**

Product Type: Televisions - Flat Panel

# Opportunities for Partnership

- Need exists for similar web portals globally.
- CEA considering mechanics of rolling out [www.myGreenElectronics.org](http://www.myGreenElectronics.org) outside of U.S.
- Ideas/suggestions welcome!



[www.CE.org](http://www.CE.org)

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# Questions?

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Industry Sustainability

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703-907-7765



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