

EPEAT[®]



Jeff Omelchuck
Green Electronics Council

Overview

- Development of EPEAT
- Current Status
- Future of EPEAT
- Closing Thoughts

Challenges

Purchasers:

- Difficult to define green – complex!
- Difficult to evaluate manufacturer's claims – test labs?

Manufacturers:

- Customers define green differently – no consistent design spec
- Different forms, checklists, score cards, etc.

Environmentalists:

- Insufficient commercial heft to drive change

Development of EPEAT

Circa 2003 EPA funded a non-profit to convene a group of diverse stakeholders ...

- Large purchasers
- Environmental advocates
- Manufacturers
- Academic researchers
- Others

... to develop

- A common definition of green
- An easy way to tell which products meet the spec

EPEAT is ...

- Common definition of “green” – life-cycle based standard, expressed in clear verifiable criteria, accepted by all stakeholders
- Web-based list of products that meet the criteria, updated in real time, 40 countries
- Technical, independent, transparent verification of claims
- LCA-based calculator of environmental benefits
- Commercial/political/technical process

How the “EPEAT System”

Works

- Stakeholders develop the green standard for a product type – open, balanced, public, transparent process
- Manufacturers use EPEAT to declare that their products meet (or don’t) specific criteria
- The software interprets the declaration as B/S/G based on a simple rule
- The product is instantaneously placed in the database
- Purchasers can research detailed declarations but mostly just specify “EPEAT Silver”, for example
- EPEAT audits manufacturer declarations

The “EPEAT Standard(s)”

- Public ANSI accredited standards: IEEE 1680 series
 - IEEE 1680: Umbrella standard - how the system works (released April 2005, revised Sept. 2009, revised 2010?)
 - IEEE 1680.1: Environmental criteria for PC products (released April 2005, revised Sept. 2009, revised 2010?)
 - IEEE 1680.2: Environmental criteria for Imaging Equipment (Printers, copiers, fax, etc.) (circa 2010?)
 - IEEE 1680.3: Environmental criteria for TVs (circa 2010?)
 - IEEE 1680.4: Environmental criteria for Servers (circa 2011?)
 - IEEE 1680.5: Environmental criteria for Cell Phones (2011?)

PC Environmental Criteria

23 required and 28 optional criteria

Criteria Categories

- Environmentally Sensitive Materials
- Materials Selection
- Design for End of Life
- Product Longevity/Life Cycle Extension
- Energy Conservation
- End of Life Management
- Corporate Performance
- Packaging

EPEAT® Tiers



EPEAT Bronze
– Meets all 23 mandatory criteria






EPEAT Silver
– Meets all mandatory criteria
and at **least 50%** of the optional criteria



EPEAT Gold
– Meets all mandatory criteria and
at **least 75%** of the optional criteria

EPEAT® Registered Products

Search by **Manufacturer** or **Criteria** **GO >>**

EPEAT Quick Search Tool				
For Products Registered in <input type="text" value="United States"/>				
Product				Total
	BRONZE	SILVER	GOLD	
Desktops	4	55	92	151
Integrated Desktop Computers	0	33	6	39
Monitors	1	419	60	480
Notebooks	24	330	260	614
Thin Clients	0	5	0	5
Workstations	1	8	17	26
Totals	30	850	435	1315

As of 08/11/09. See www.epeat.net for current numbers.

Some Purchasers Using EPEAT®

- **National Governments:**
 - USA , all agencies, required by Federal Acquisition Regulations (FAR Subpart 23.7).
 - Canadian Federal Government Master Standing Offer
 - Govt. agencies in Thailand, Singapore, UK, Australia , New Zealand, Brazil, Mexico, Poland, Lithuania
- **Private Sector:**
 - Kaiser Permanente, HSBC, Premier Inc., McKesson, Marriott International, Deloitte, Tesco
- **Cities:**
 - San Francisco, Phoenix, AZ, San Jose, CA, Vancouver, BC, Seattle, WA, Portland OR, Los Angeles County, Culver City, CA, Providence RI, Keene NH
- **States/Provinces:**
 - California, Maine, Massachusetts, Minnesota, New York, Oregon, Washington, Wisconsin, Provinces of Nova Scotia, Ontario, Quebec
- **Higher Ed:** Cornell, Yale, University of California system

More purchaser information at www.epeat.net/RFP.aspx

37 Participating Manufacturers

- Acer
- Apple
- Arquimedes Automatacao
- AsusTek
- CIARA-TECH
- Corporativo Lanix
- CTL
- Dell
- EIZO NANA0
- Fujitsu
- Gammatech
- General Dynamics Itronix
- GETAC
- Hewlett Packard
- Howard Technology Solutions
- Hyundai IT America
- Lenovo
- LG Electronics
- M&A Technology
- MDG Computers
- NCS Technologies
- NEC Display Solutions
- Northern Micro
- Panasonic
- Philips Electronics
- Positivo Informatica
- Samsung
- Sony Electronics
- Toshiba
- TPV
- Transource
- Viewsonic

As of 05/11/2009. See www.epeat.net/Companies.aspx for current list.

2007 EPEAT® Environmental

Benefits

109+ million EPEAT qualified products sold worldwide

REDUCTION over conventional products	EQUIVALENT
3.4 million metric tons carbon equivalent GHG emissions	Removing 2.7 million U.S. cars from the road for a year.
3,440 metric tons toxic materials, including mercury	Weight of ~1.7 million bricks Mercury in 488,266 fever thermometers
131,000 metric tons hazardous waste	The weight of ~65 million bricks
43.3 billion kWh of electricity	Consumption of 3.8 million U.S. homes/ 1 year
77.4 million metric tons primary materials	The weight of ~600 million refrigerators

For calculation tool, add'l benefits info, see www.epeat.net/FastBenefits.aspx

EPEAT® Next Steps

- Increasing Public Visibility – Exploring rebranding for consumer market, increased retailer partnerships
- New Product Standards (through IEEE)
- International Growth – more international users, more supported countries
- Building international network of “certifiers”

Closing Thoughts

- EPEAT was designed to solve the problem of how to identify green electronics
 - Very complex products, supply chain
 - Very complex life-cycle impacts
 - Short market life
- There is a real need for more research



Closing Thoughts

- The stakeholder process is critical - *stakeholders decide*
 - Interpreting the science
 - Deriving meaningful & practical criteria
 - Achieving political buy-in



Closing Thoughts

- Eco-labeling has reached the tipping point
 - Market demand for green
 - Greenwashing fears
 - Too many eco-labels: limited attributes, limited product set
 - US government interest (but this won't solve the problem for the world)

Closing Thoughts

- What's needed
 - Easy for consumers to reliably identify green
 - One trusted label: multi-product, multi-attribute, multi-national, multi-retailer
 - Trying to figure it out: US National Academies of Science & Packard Foundation, US EPA, US Congress, Keystone Foundation, Global Eco-Label Network, iSEAL Alliance, Sustainability Consortium, ...
- Achieving this is a commercial/political issue – *it's a stakeholder process*

Contact

Jeff Omelchuck
Executive Director
503/574-3346
Jeff.Omelchuck@GreenElectronicsCouncil.org

