



# GREEN ELECTRONICS COUNCIL

## The EPEAT™ Host Organization



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Presentation to CEP3 JPAC

by

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Vancouver, B. C.

March 28, 2006

# Electronic Product Environmental Assessment Tool



# What is EPEAT<sup>TM</sup> ?

- System for institutional purchasers to identify environmentally preferable electronics
- Covers all environmental aspects
- Originally focused on US market
- At the outset, applies to computers and monitors
- Not an eco-label
- Will “Go Live” in June 2006
- Based on public standard IEEE 1680
- Operated by Green Electronics Council



# Green Electronics Council

- Part of a 501(c)3 non-profit organization
- Based in Portland, OR, USA
- Does not engage in political advocacy
- Founded in early 2005
- Through a competitive process, GEC was selected in Oct. 2005 by a team of stakeholders to be the host organization for EPEAT™

# Background of EPEAT™

- Developed in successful 3-year multi-stakeholder process
  - Facilitated by Zero Waste Alliance, EPA grants
  - Extensive constructive involvement of NGOs, industry, institutional purchasers, EPA, others
- Consensus achieved on environmental criteria and implementation
  - 1) IEEE 1680 - American National Standard
  - 2) EPEAT™ Host Organization

# IEEE 1680

- IEEE-SA is an international standards body. Most standards are technical electronics standards.
- IEEE 1680 specifies the method to be used by manufacturers to declare products' conformance to environmental criteria.
- IEEE 1680 specifies the environmental criteria – required criteria and optional criteria.
- IEEE 1680 specifies the data to be provided by manufacturer (when requested by host org) to demonstrate conformance to each environmental criterion.

# Environmental Req's of IEEE 1680

- Reduction / elimination of environmentally sensitive materials
- Material selection
- Design for end of life
- Product longevity / life extension
- Energy conservation
- End of life management
- Corporate performance
- Packaging

# EPEAT Tiers



**BRONZE**

Meets all 23  
required  
criteria



**SILVER**

Meets all  
required  
criteria plus  
14 optional



**GOLD**

Meets all  
required  
criteria plus  
21 optional





# How Does EPEAT™ Work?

- Manufacturers sign Agreement with GEC and Pay Annual Fee, get unlimited use of system
- Manufacturer declares products by registering them on GEC web site. Products appear on register immediately.
- Products registered as Gold, Silver, or Bronze based on criteria that are met.
- The GEC conducts annual verifications. All registered products are subject to verification.
- Institutional purchasers write EPEAT™ registration into RFPs, access website for registered products

# The Power of Stakeholder Engagement

- Industry engagement
  - Assured reasonableness, practicality, cost-effectiveness, consistency with other stds
  - Results in large number of registered products
- Purchaser engagement - public and private
  - Meets their needs for ease of use and one-stop
  - After-market verification system found to be sufficiently credible.
- NGO and governmental policy engagement
  - A strong environmental standard with credible implementation system



# EPEAT™ 's Unique Strengths

- Based on public consensus standard
  - Gives all parties confidence that standard won't change unexpectedly.
  - Changes happen through balanced open process
- Structure modeled on other successful systems
  - Best elements of IT ECO Declaration, ECMA & LEED
- Criteria built on other requirements & standards
  - Requirements harmonized with ENERGY STAR, RoHS, etc.
- Tier structure (Gold, Silver, Bronze)
  - Ensures large number of registered products but also recognizes leadership
- Self-declaration w/ after-market verification
  - No time-to-market delay
  - Low cost to register products
  - Credible to purchasers and environmentalists

# Will EPEAT™ be Accepted?

- Most major manufacturers plan to have products registered by the time EPEAT goes live.
- EPEAT is already cited in \$16B of public IT purchases – US Dept. of Interior, Homeland Security, EPA, Army, State of California, etc.
- Major US businesses are planning to use EPEAT for IT procurement.
- No NGO's have come out against EPEAT.
- We have received inquiries on using EPEAT from Canada, New Zealand, Brazil, S. Africa.

# Implications for Gov't/Public Policy

- Standard is environmentally comprehensive, well thought out, balanced.
- Standard is managed through an open public process and will be revised over time.
- Use of EPEAT requires no legislative action and costs government nothing.
- Tier structure sets up structured competition on “greenness” between manufacturers.
- GEC will report on the environmental benefits of purchasing EPEAT registered products.
- Credible system, operated by independent non-profit.

# Implications for IT Manufacturers

- EPEAT is a boundary-less system. Any manufacturer anywhere can register products through the web-based interface.
- Major manufacturers have already paid to register their products – use in Canada or Mexico costs them no more.
- Fees are based on US sales – if a non-US company has few US sales then they get a free/cheap ride.
- Fees provide unlimited use of EPEAT based on US sales of computers and displays.
- EPEAT's environmental requirements are based on other existing global requirements.
- No eco-label to manage.

# Implications for IT Purchasers

- Product registry is available to anyone anywhere on the internet.
- EPEAT is free to Purchasers. Fees are paid by manufacturers.
- EPEAT is based on a public standard.
- Purchasers can select “how green” they want to be: Bronze, Silver, Gold.
- Large selection of registered products – ensures adequate competition, good prices.
- Verification is sufficiently credible?

# EPEAT<sup>TM</sup> Verification

- After-market verification based initially and mostly on manufacturer provided data.
- Independent Product Verification Review Committee develops annual verification plan.
- Plan includes vertical (one product across many attributes) and longitudinal (one attribute across many products) verification.
- Product verifiers are contracted technical experts.
- Most verification is manufacturer providing data specified in IEEE 1680. However, GEC can go as far as is needed to verify and can “un-register” products or bar manufacturers from using EPEAT.
- PVRC is final adjudication body.





# Is EPEAT™ Verification Good Enough?

- It is impractical to do “certification” based on independent analysis for this product type. No type-1 eco-labels actually do this for computers. All are based on manufacturer supplied data.
- Leading manufacturers are extremely protective of their brand image.
- It is GEC’s challenge to implement a verification plan that is credible to purchasers. US purchasers have apparently decided that we can do this.

# EPEAT™ Implementation Status

- Adoption of IEEE 1680 Standard
  - Standard is complete and will be publicly available from IEEE by April 30, 2006
- GEC operations
  - Forming EPEAT Board of Advisors
  - Pilot-testing web-based application
  - Finalizing fee structure and manufacturers agreement
  - **Registry will “go-live” in June, 2006**



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