

**Remarks by Susan Bodine
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Thank you, Parker. For the past six years EPA has been coming out to Las Vegas to take part in this remarkable, eye-opening trade show. The first time we came, we heard criticism from some grass-roots organizations over a lack of electronics recycling opportunities. Over time, that criticism in large part has died down – not because people care less about recycling. In fact, over the past few years our national recycling rates for both municipal waste and industrial waste have been going up.

I think we're hearing much less criticism about electronic recycling these days because many more recycling options are available today than ever before. Your industry is doing a lot better job, and during the recognition ceremony this morning you're going to be hearing about how much was done last year by EPA's partners in our Plug-In to eCycling program.

Communities have stepped up their efforts to provide recycling opportunities as well. Over 800 communities have hosted electronics collection events to help dispose of obsolete household electronics. And some municipalities offer year-round drop-off for electronics, including televisions.

Clearly, over the past few years, the American people and the business community have become much more serious about, and committed to, recycling electronic consumer products. I believe this recent upsurge in electronics recycling is part of a much broader movement in this country toward a more sustainable economy, a more sustainable way of life. Hardly a day goes by without some new manifestation of how "green" thinking is changing the way Americans live at home, and changing the way Americans do business. A new and growing emphasis on sustainability is reshaping the construction industry, the transportation industry, and the power generating industry, to name just three that have been publicized a lot lately.

Look at the demand for new, "green" buildings – buildings that use recycled materials and high-efficiency water and energy systems and non-carbon-based energy sources, among other things. In 2002, only 38 buildings nationwide were certified as

“green”. As of last October, over 1300 hundred were certified, and 16,000 more had applied for a green certification. By one estimate, by 2010, 100,000 commercial buildings and over a million homes will have gone green.

Even professional sports has hopped on the “green” bandwagon. The new baseball stadium in Washington, DC is going to be the first “Green” stadium. For the past two years, the NFL and EPA have partnered in a high-visibility recycling effort at the Pro Bowl game in Hawaii.

The new drive for sustainability that is reshaping the American economy is changing the way Americans buy and use electronics, and how we dispose of them, too. Electronic products are being redesigned so they are more compatible with environmental values. You all know about EPEAT, the Electronic Products Environmental Assessment Tool, that helps consumers better understand the relative environmental performance of different products. EPA developed EPEAT with a lot of input from all stakeholders. And this new tool is making a big difference in the marketplace. According to the Green Electronics Council, in the first six months of sales of EPEAT registered computers, those computers – compared to traditional models – saved 13.7 billion kWh of electricity, and prevented more than 56 million metric tons of air pollution. That’s in addition to reductions in water pollution, less use of virgin materials.

And then there’s the improved energy efficiency of today’s best computers. Computers were one of the first consumer electronic products to be eligible for the Energy Star designation. Today, more than 50 types of products, and 40,000 product models, carry the Energy Star label. Because of Energy Star, consumers today are saving \$14 billion on their energy bills, and much of that savings come from more energy-efficient electronics.

This is sustainability at work in your industry. Your customers are looking for it, and you’re providing it, more than ever before. EPA is proud to be your partner in a long and growing list of Plug-In to eCycling initiatives.

But we’ve got a lot more to do if we want to incorporate sustainability into all electronic products. Take cell phones, for example. Cell phones have become the prototypical example of a disposable consumer product. On average, we replace our cell phones about every 18 months. That means that, each year, about 100 – 150 million cell

phones are taken out of service. Fewer than 20 percent of those old phones are recycled – most of them end up in people’s desk drawers or closets.

In order to improve the nation’s cell phone recycling rate, EPA has teamed up with 11 of our Plug-In partners to kick off a new campaign we call: “Recycle Your Cell Phone. It’s an Easy Call”. We want to increase the public’s awareness of the environmental and economic advantages of recycling their old cell phones and accessories like batteries, chargers, headsets, and earpieces. And we want to let them know how many options are already available for doing just that.

Recycling cell phones really is an easy call. They’re easy and convenient to recycle. Many manufacturers, retailers, and service providers already have ongoing programs that allow you to drop off or mail in used phones. Some local and state governments, and some charitable organizations, already offer cell phone recycling. In most cases, recycling services are free, and they can be accessed from every state, Puerto Rico, and Guam.

And the benefits are substantial. If we recycle 100 million cell phones for materials like gold, silver, and copper, we’ll save enough energy to power almost 200,000 households for a year. If we reuse 100 million cell phones, we’ll save almost twice as much power.

So why are cell phone recycling rates so low? Probably because people just don’t realize how easy and valuable it can be. And that’s where “Recycle Your Cell Phone. It’s an Easy Call” comes in. We have unveiled a series of public service announcements that publicize the convenience and benefits of recycling cell phones. EPA has also released three downloadable podcasts about e-cycling, one of which answers common questions and concerns about cell phone recycling. This information and more is available on our new cell phone recycling Web page: www.epa.gov/cellphones.

During the coming year, our partners will be hosting special cell phone collection events. As the word gets out, we hope to see a sharp upsurge in the number of recycled phones. And I want to give a special “thank you” to the Plug-In partners who have joined with EPA in this new campaign: AT&T, Best Buy, LG Electronics, Motorola, Nokia, Office Depot, Samsung, Sony Ericsson, Sprint, Staples, and T-Mobile.

Now I'd like to recognize the 2007 achievements of our Plug-In to eCycling partners. When I read your names, please raise your hand so the rest of us can see where you are, and who you are, in case we want to talk after this morning's ceremony. You'll also have the opportunity to have your photos taken then. I am going to go in alphabetical order, so let's begin with AT&T.

Last year, AT&T refurbished and recycled almost 3.9 million phones and recycled over 911,000 pounds of accessories and batteries. I'd like to recognize Wayne Alba, Director of Environment, Health, and Safety at AT&T.

Last year, Best Buy recycled more than 20 million pounds of consumer electronics through its haul-away programs or special collection events. In addition, this past year Best Buy initiated a formal grant program that helped fund nearly 90 electronics recycling events in 26 states. I'd like to recognize Brenda Mathison, Director of Environment, Health, and Safety at Best Buy.

Dell offers consumers free online recycling for used Dell products. And last year, Dell expanded its Reconnect partnership with Goodwill to include the state of New Jersey and the city of Philadelphia. The Reconnect program gives consumers the opportunity to drop off used electronics for reuse and recycling in communities in North Carolina, Michigan, San Diego, San Francisco, Austin, Houston, and Pittsburgh. Last year, Dell recycled 78 million pounds of electronics through all of its recycling programs. And Dell's goal is to recycle 275 million pounds by 2009. I'd like to recognize Tod Arbogast, Director of Sustainable Business at Dell.

Last year, Hewlett-Packard recycled over 245 million pounds of hardware and supplies globally, and reused over 32 million pounds. Hewlett-Packard also teamed up with Wal-Mart to host 12 collection events across the country. I'd like to recognize Rene St. Denis, America's Product Takeback Director, and Kevin Farnam, Manager for Corporate Environmental Strategies at Hewlett-Packard.

Over the past year, Intel supported seven collection events that collected 2 million pounds of electronics. I'd like to recognize Anisha Ladha, Product Ecology and E-waste Manager at Intel.

Last year, Lexmark supported electronics recycling events in six states, collecting and recycling over 85,000 pounds of electronics. I'd like to recognize Tammy Hudson, Manager of Lexmark's Global Recycling Program.

LG Electronics launched its online cell phone recycling program, where consumers can download a label and mail in their phones, and set up 392 mobile phone drop-off points across the country. I'd like to recognize Daniel Kim, General Manager, Timothy McGrady, Environmental Manager, and Jenni Chun, Environmental Associate at LG Electronics.

Office Depot launched its Tech Recycling program in all Office Depot retail locations in October of last year. Through this program, consumers can purchase boxes to recycle their used computers, small televisions, peripherals, and other consumer electronics. Office Depot then sends the boxes on behalf of the consumer for recycling. This program captured over 77,000 pounds of electronics during the regional pilot phase and since the nationwide rollout. I'd like to recognize Robert Dunlap, Senior Merchant of Services, who is here to accept the award for Office Depot.

NEC Display Solutions recycled over 169,000 pounds of electronics through its recycling program. I'd like to recognize Richard Atanus, Vice President, Product Development, Technical & Environmental Services, at NEC.

Panasonic helped underwrite 92 collection events that recycled more than 2.5 million pounds of electronics last year. I'd like to recognize David Thompson, Director of the Corporate Environmental Department at Panasonic.

Samsung helped recycled 100,000 pounds of cell phones and batteries and is finalizing a full scale national collection program for cell phones. I'd like to recognize Mike Moss and Derek Dow from Samsung Environmental Affairs.

Sharp supported over 100 events in 2007 that collected and recycled 2.25 million pounds of electronic products. I'd like to recognize Frank Marella, Senior Manager of Corporate Environmental Affairs for Sharp.

Last year, Sony launched a partnership with Waste Management to offer consumers opportunities to recycle their used electronics at permanent collection points across the country. Through this program, over 15 million pounds of electronics were recycled. Thus far, the program provides collection opportunities through its initial

network of 75 collection points in 18 states. Sony intends to expand the program to all 50 states by late 2008. In addition, Sony offers consumers a trade-in program online and through its Sony Style stores. I'd like to recognize Doug Smith, Director of Corporate Environmental Affairs at Sony.

Last year, Sony Ericsson initiated its cell phone recycling program by sponsoring a take-back event that recycled over 15,000 phones. I'd like to recognize Russell Tiller, Environmental Engineer at Sony Ericsson.

Sprint recycled 3 million cell phones and accessories through its in-store and online recycling programs. I'd like to recognize Matt Nielsen, Marketing Manager at Sprint.

Staples launched its nationwide retail take-back program, whereby consumers can bring used computer equipment to any of its 1400 stores. Consumers can bring any brand of computer monitors, desktop and laptop computers, printers, scanners, all-in-ones, and fax machines to the customer service desk for a \$10 recycling fee. Since launching the program in May 2007, Staples has collected 1.7 million pounds of used electronics. I'd like to recognize Mark Buckley, Vice President for Environmental Affairs at Staples. Mark was unable to be here today.

Toshiba recycled over 1.4 million pounds of electronics last year by supporting local collection events and via its online PC take-back and trade-in program. I'd like to recognize Craig Hershberg, Director of Environmental Affairs at Toshiba.

Finally, Wal-Mart helped sponsor 12 collection events across the country, collecting over 269,000 pounds of electronics for recycling. I'd like to recognize Jenni Dinger, Senior Project Manager for International Merchandising at Wal-Mart.

Taken as a whole, this is a record that all of you should be proud of. Each year, you've recycled more of your products than the year before. In 2007, you recycled more than 47 million pounds of electronics, mostly computers, televisions, and cell phones. Thank you for your hard work, and I look forward to announcing an even bigger number next year.