



The Green Electronics Council Announces Major Expansion of EPEAT®

- International Green IT purchasing system enables electronics manufacturers to register computers and monitors in 40 countries
- EPEAT driven by a collaborative, multi-stakeholder process; helps purchasers evaluate, compare and select electronic products based on key environmental attributes

PORTLAND, Ore., and LONDON, August 10, 2009 – The [Green Electronics Council](#) today announced the availability of an international EPEAT purchasing registry, a major development that enables the world's leading electronics manufacturers to list 'green' computers and monitors in 40 countries across the globe.

EPEAT is one of the most extensive and influential green IT product rating systems, with a registry of more than 1,000 products and more than 30 participating manufacturers, from global giants to small integrators. The U.S. government [requires](#) federal agencies to buy EPEAT-registered products for at least 95 percent of their needs and hundreds of government and enterprise purchasers worldwide require EPEAT.

“Since launching EPEAT in 2006, we have been overwhelmed by the positive response from large purchasers, manufacturers and consumers across every sector of the global marketplace,” said Jeff Omelchuck, Executive Director of EPEAT. “With the international registry launch, EPEAT now makes it easy for purchasers in 40 countries around the world to choose green electronics that cut costs, green IT environments and help lead the transition to a prosperous, low-carbon economy.”

With the expansion announced today, IT purchasers in the US, Canada, Europe, China, Japan, Taiwan, Australia, New Zealand, Brazil and Mexico can evaluate, compare and select products that are available to them based on the products' environmental performance in their country.

“We recognized early on that EPEAT provided an effective, credible tool to identify computer hardware solutions for our clients that help reduce greenhouse gas emissions, eliminate toxic substances, increase recycled content and reduce energy usage, at no added cost and with no restrictions on product or supplier choice,” said Tashweka Anderson, Sustainable IT Business Manager at ComputaCenter (UK). “This expansion of the registry will make the procurement process even easier and more effective.”

Products that meet 23 required environmental performance criteria may be registered at the EPEAT Bronze level. Depending on the number of 28 additional optional criteria the product meets it can be rated EPEAT Silver or EPEAT Gold, the highest level. Products are rewarded with additional points as they meet environmental performance criteria related to every phase of the product lifecycle.

“EPEAT is providing a critical forum through which many different stakeholders come to the table to develop criteria addressing key environmental attributes that span the life cycle of electronic products,” said Alexandra McPherson, project director at Clean Production Action. “It now will provide the global marketplace with an innovative standard that helps purchasers differentiate products based on their environmental performance.”

Key benefits of EPEAT include:

- **Open, Consensus-Based Standards Development:** The EPEAT criteria are determined by experts with a wide range of perspectives, including manufacturers, environmental advocates, public and private purchasers, researchers, recyclers, government officials and other interested parties. Growing participation by international stakeholders ensures that the system meets the needs of local purchasers and manufacturers.
- **Comprehensive Standard:** EPEAT rates products Bronze, Silver, or Gold based on 51 criteria covering the product's full life-cycle, including toxics reduction, energy efficiency, design for easy recycling, and greener packaging. It covers the environmental attributes that stakeholders agree are most important. And because it is designed for regular revision, registered products will meet increasingly stringent criteria over time.
- **Accessibility and Transparency:** EPEAT is a publicly-available registry that now enables electronics manufacturers to list green computers and monitors in each of 40 countries. Purchasers can visit www.epeat.net to look up products rated in their country, enabling them to choose the products that are right for them.
- **Credibility:** The EPEAT system, including product registration and verification processes, is managed by [an independent non-profit](#). Results of verification investigations are published on the Internet, including reports on any products that fail.
- **Tangible Results:** EPEAT is helping organizations large and small reduce energy consumption, cut costs, integrate sustainable materials and drive green into every aspect of their operations. In 2007, EPEAT-registered products helped reduce use of toxic materials resulting in the elimination of 124,000 metric tons of hazardous waste, equivalent to the weight of 1.6 million bricks. EPEAT products also helped save approximately 42.2 billion kWh of electricity -- enough to power 3.7 million U.S. homes for a year.

IT purchasers and manufacturers can calculate the benefits of EPEAT-registered products through [an Electronics Environmental Benefits Calculator](#) developed in conjunction with the U.S. EPA and University of Tennessee Center for Clean Products.

For more information about EPEAT, visit www.epeat.net.

About EPEAT®:

The EPEAT (Electronic Product Environmental Assessment Tool) program evaluates computer desktops, laptops, and monitors based on 51 environmental criteria developed through an extensive stakeholder consensus process supported by US EPA. The EPEAT system is managed by the Green Electronics Council, a nonprofit organization headquartered in Portland, OR.

Compared to traditional computer equipment, all EPEAT-registered computers have reduced levels of cadmium, lead, and mercury to better protect human health and the environment. They are more energy efficient, which reduces emissions of climate changing greenhouse gases. They are also easier to upgrade and recycle. In fact, manufacturers must offer environmentally responsible recycling options for all EPEAT-registered products. For more on EPEAT criteria and qualified products, see www.epeat.net.

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Quotes

"As a health care company, Kaiser Permanente is well aware of the connections between environmental issues and human health. EPEAT has helped us reach our environmental and health goals."

- Dean Edwards, Chief Procurement Officer & Vice-President, Kaiser Permanente

"FUJITSU appreciates and supports the efforts to globalize the EPEAT classification and labeling scheme. In many countries, EPEAT will enable increased transparency on the environmental benefit generated by products that are based on the FUJITSU 'Green Policy Innovation'."

- Masataka Fujii, General Manager, Environmental Engineering Division, FUJITSU

"With environmental sustainability as a core value University-wide, EPEAT offered us an easy, accessible tool to help us further green our computer purchasing. Our EPEAT requirement didn't result in any price increase over our previous bulk buy and offered transparency so we could assess exactly which optional criteria a given product or products met. There was no push back to using EPEAT to help us configure the computers."

- Meg Harpster, Strategic Purchasing Manager, The Pennsylvania State University (Penn State)

"HP offers EPEAT registered products in 36 of the 40 countries included in the global expansion and supports EPEAT because of its comprehensive, unbiased approach to evaluating the environmental attributes of products. We make sustainability real by designing products that are energy-efficient, use fewer materials, allow for effective reuse and are easy to recycle."

- Steve Hoffman, Director of Strategic Marketing and Sustainability Initiatives, HP Personal Systems Group."

"Dell applauds EPEAT's efforts to establish a global standard for 'green' computing products, one that could lead to harmonization of the many eco-labels, registries and certifications existing today. Such standards are imperative for customers choosing products that will help them reach their environmental goals."

- Michael Murphy, Senior Manager of Environmental Affairs, Dell Inc.

"EPEAT is a practical way for large computer buyers to reduce their environmental impacts. The system enables purchasers to address dozens of product environmental attributes with one succinct contract requirement, and the breadth of suppliers and products in the system means that an EPEAT specification does not reduce product choices or increase costs."

- Chris O'Brien, Director of Sustainability, American University, Washington, D.C.

"EPEAT provides a great benchmark for the City, to not only practice environmentally preferable purchasing, but to clearly communicate the City's success to others."

- Liz Paulus, Pollution Prevention Coordinator, Office of Environmental Programs, City of Phoenix, Arizona

"Premier has been concerned about the environmental impact of computer equipment for many years, because the health of the environment is linked to the health and safety of patients and workers. EPEAT provides us with a way to identify products that enable our healthcare members to easily and effectively reduce the impacts of their computing."

- Gina Pugliese, Vice President, Premier Safety Institute, Premier Health Alliance

"The success of EPEAT in achieving environmental gains is based on bundling existing, workable assessment criteria that encourage design innovation while addressing key environmental concerns. EPEAT has established a solid foundation of measurable results."

- Ted Reichelt, Principal Environmental Engineer, Intel Global Environmental Group

"EPEAT was instrumental in helping the City of San Jose implement its EPP Policy and will help reduce the environmental impact of City service delivery."

- Walter C. Rossmann, Chief Purchasing Officer/Deputy Director of Finance, City of San Jose, California

"EPEAT serves as a valuable tool for educating customers about the different environmental attributes of PC products, and we are pleased to see the registry expand to benefit customers in more countries. Now customers around the world will be able to more easily choose environmentally-responsible PCs that are energy efficient, use recycled materials and offer customers options for recycling."

- Rob Taylor, Director of Environmental Affairs, Lenovo