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EPEAT® Subscriber Update

In This Update

[Product ID Additions](#)

[Green Schools Opportunity](#)

[B2C Task Force](#)

[Updates](#)

Quick Links

[Manufacturer Resources](#)

[Login](#)

→ Product ID Moving Forward

EPEAT's market model level registration (derived from the system's underlying IEEE 1680 standard) creates barriers to effective promotion through the channel and at retail. We have been told by the largest users of EPEAT data - Amazon, CNet Content Solutions, Buy.com, Office Depot, Ingram Micro - that having UPC or part number data would enable them to fully identify and promote EPEAT registered products in catalogs, in stores and in online retail.

To meet the need for product level data, EPEAT will soon offer Subscribers the option of entering part number or UPC data in addition to market model names when registering products. We are developing this system with a task force that currently includes representation from Sony, IngramMicro and CNet Content Solutions. If you would like to participate please [contact Sarah](#).

The choice of whether to enter product data will be entirely up to each Subscriber - this is a voluntary system designed to enable better uptake and identification by retailers and distributors for those who wish to participate. Subscribers may also decide whether to list all conforming part numbers, or only a subset (e.g. best-selling units).

We will communicate with you in more detail going forward - but want to alert you that we expect this option to be available to you by the end of this calendar year.

→ Opportunity: Green Schools National Conference - Feb 27-29, Denver

The US Department of Education has designated EPEAT purchasing as a required element of the new "[Green Ribbon](#)" recognition program for schools that demonstrate environmental excellence.

EPEAT has been invited to host a 75 minute presentation providing schools with information about EPEAT purchasing and other green computing strategies at the second "Green Schools National Conference", Feb. 27 - 29 in Denver. (If you have a great school case study subject, please let me know).

We have also been offered a special "Green Computing" area of the exhibit floor for vendors interested in promoting EPEAT registered products to the attending schools. All EPEAT-referred vendors will receive discounted early bird exhibitor rates, and will be identified as providers of EPEAT registered products.

Please [contact Sarah](#) ASAP if you would like to participate.

→ Consumer Market Task Force To Support

Increasing B2C Focus

A task force including representatives of Office Depot, NRDC, Best Buy, Sony, and members of EPEAT's Board of Advisors and Board of Directors is currently considering how to support moving forward into the consumer market, as consumer awareness of greener electronics and interest in EPEAT ratings grows.

We are looking at in-store messaging, brand style adjustments, mobile apps for identifying EPEAT registered products and more. We expect to make some adjustments over the next 6-12 months to enable Subscribers to effectively tap into consumer interest in greener products, with EPEAT and retailer support.

We would be happy to include Subscriber marketing staff in discussions, to ensure that our work takes into account your 'green' promotion plans and frameworks. Contact [Sarah](#) for info.

Updates

- [Ingram Micro Extends Partnership with EPEAT](#)
- [Sao Paulo Certificate Training](#) Nov 29-Dec 2
- [Verification Round 2011-5](#) Launched Oct 17
- [Clarifications 10 and 11](#) Published Oct 18

Questions regarding Verification? Please contact EPEAT Registry Services Manager, [Erin Gately](#).

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