Understanding EPEAT
What is EPEAT?

EPEAT is the **definitive global registry** for greener electronics.

Designed **to help everyone** who purchases electronics—from consumers to enterprises—evaluate, compare and select products that **reduce environmental impact**

Contains **3,000+ products** from **40+ manufacturers** in **42 countries**
What products does EPEAT cover?

**Currently:** Desktops, laptops/notebooks, workstations, thin clients and displays

**Coming soon:** Imaging devices and televisions

**Up next:** Servers and mobile devices
What criteria does a product have to meet?

- EPEAT’s environmental criteria cover the complete product lifecycle from design to recycling.

- The rating system was developed by stakeholders in a public consensus process.
How is EPEAT different from ENERGY STAR®?

ENERGY STAR covers energy efficiency.

EPEAT is a more comprehensive measure of reduced environmental impact than ENERGY STAR.

EPEAT’s environmental criteria cover the complete product lifecycle.

EPEAT-registered products meet anywhere from 21 to 42 other rigorous criteria in addition to the latest Energy Star standard.

For more info: Energystar.gov
What do the different EPEAT levels mean?

• Products must meet all **23 required** criteria to qualify for EPEAT.

• Products are rated Bronze, Silver or Gold based on how many of **28 optional** criteria they meet (below 50%, 50%, 75%)
Why is EPEAT the definitive green electronics registry?

- **Comprehensive**
- **Flexible and transparent**
- **Clear criteria** designed to complement country-specific requirements
- **Low-cost**, user-friendly
How does the EPEAT registry benefit purchasers?

Purchasers who use EPEAT to guide purchasing decisions can:

- **Reduce** their environmental impact and potentially their energy costs
- Make informed decisions and choose products that reflect their values
- Make progress toward their environmental goals
What are the potential manufacturer benefits to registering products in EPEAT?

Enhance company reputation

Gain competitive advantage in the green space

Attract and retain environmentally minded customers

Gain access to the market of purchasers who require EPEAT

Underline credibility of products designed with the environment in mind
How does a product make it onto the registry?

The EPEAT registration process is designed to avoid delays in time to market – once vetted, a manufacturer can register a product directly.

Manufacturers declare the **specific criteria** that their product meets, and participate in an **ongoing verification process** after registration.

To register products in EPEAT, a manufacturer commits to:

- **Make accurate declarations**
- **Participate in independent verification**
- **Correct any inaccuracies discovered through verification**
How do I find out what products are on the registry?

Search the registry at EPEAT.net

Make **head-to-head comparisons** by manufacturer, country, rating tier and criteria.
What is the purpose of EPEAT?

**EPEAT vision:** A world where the negative environmental and social impacts of electronics are continually reduced and electronic products are designed to accelerate the world's transition to sustainability.

**EPEAT mission:** Operate the most successful global environmental rating system for electronic products, helping connect purchasers to environmentally preferable choices, and thereby benefiting producers who demonstrate environmental responsibility and innovation.

Managed by the Green Electronics Council (GEC), a nonprofit organization based in Portland, OR.
By designing products and services to meet EPEAT criteria, manufacturers contribute to significant environmental benefits.

Over their lifecycle, the EPEAT-registered products sold in 2009 will:

- Reduce use of primary materials by **19 million** metric tons
- Eliminate use of enough mercury to fill **372,000** household fever thermometers
- Avoid the disposal of **72,000** metric tons of hazardous waste
- Save more than **10 billion** kilowatt hours of electricity
- Reduce more than **2 million** metric tons of greenhouse gas emissions
Thank you.