



Statements of Support

Senator Tom Carper (D-DE)

I welcome today's announcement of the eCycling Leadership Initiative and its ambitious goal of recycling a billion pounds a year of electronic waste by 2016. This effort shows how industry can lead in environmental stewardship. Consumers love getting the latest electronic equipment and gadgets, but its often daunting to find a convenient way to recycle their old products. This initiative will help make it easier for consumers to be good stewards of the environment and enjoy new electronics. I commend the eCycling Leadership Initiative's lofty goal, commitment to responsible recycling, and dedication to boosting consumer awareness and participation. I look forward to seeing how this initiative develops across the country.

Senator Amy Klobuchar (D-MN)

Technology continues to advance, but our ways of disposing electronic equipment haven't kept up. Companies like Best Buy are leading the way on recycling electronic equipment, and this initiative, as well as my Electronic Device Recycling Research and Development Act, will help move us closer to a national solution that ensures all unwanted electronics are discarded in a safe and responsible manner.

Rep. John Shimkus (R-IL), Chairman of the House Subcommittee on Environment and the Economy

I am pleased to support the announcement of the eCycling Leadership Initiative. I salute the consumer electronics industry for coming together to address the recycling of used electronics and for setting forth a challenge of recycling a billion pounds annually by 2016. I look forward to this initiative serving as a model for other industries seeking a proactive role in solving our countries environmental and resource challenges.

Rep. Brian Bilbray (R-CA), member of the House Energy and Commerce Committee

As a member of the House Energy and Commerce Committee, I would like to highlight an important new private-sector recycling project called the eCycling Leadership Initiative. Today the consumer electronics industry, including the good folks at Sony – many of whom live and work in my district – are announcing the launch of this first industry-wide recycling initiative for used, electronic equipment.

Electronics recycling is an important resource conservation and recovery issue. It is a waste to landfill old electronics when they contain valuable resources that can be used for making new products. I applaud the private sector for this voluntary initiative to recycle more electronics and keep them out of our landfills.

Rep. Mike Thompson (D-CA), member of the House Committee on Ways and Means

I am pleased that major leaders in the consumer electronics industry are taking concrete action to address the e-waste crisis. While there's been progress in the recycling of old electronics equipment, much more work needs to be done. The 'Billion Pound Challenge' will help accomplish our goals by making the electronics industry part of the solution to e-waste. This isn't just smart environmental policy – it's corporate responsibility and

accountability at its finest. I'm proud to be involved with this initiative and encourage other consumer electronics groups to participate in the challenge.

Mike Watson, Director of Compliance, Dell Global Takeback

Dell strongly supports the Consumer Electronics Association eCycling Leadership Initiative's goals and is well on its way to contributing toward that goal. For years Dell has been recognized around the world as the leader in the responsible reuse and recycling of computer systems and associated accessories in an effort to keep harmful materials out of landfills. In the U.S., the Dell Reconnect program with more than 2,200 hundred Goodwill stores in the United States provides an easy way for people to recycle their old computers. Dell was also the first in the industry to launch global FREE recycling for anything carrying the Dell brand (www.dell.com/recycling) and the first to publically prohibit the export of end-of-life electronics to developing nations.

Dell's highly transparent program, processes and experience in this area enables us to share best practices with other industry leaders and the CEA in order to move this recycling effort forward in a meaningful and measurable way.

Hewlett-Packard Co.

HP is pleased to support the Consumer Electronics Association's eCycling Leadership Initiative, an innovative industry-leading approach to expand and improve electronics take-back programs in the United States. HP will work with industry stakeholders to help meet or exceed the initiative's goal of collecting and safely recycling one billion pounds of electronics annually via certified recyclers, and improve consumer awareness of, and access to, responsible collection and recycling opportunities.

HP began electronics recycling programs in 1987, and since then has helped open recycling facilities, implement rigorous standards for recycling vendors, and launch a number of free take-back programs for HP products. HP adheres to a strong policy against exporting e-waste to developing countries, and is committed to sending all e-waste collected in the U.S. to certified recyclers.

Joe Taylor, Chairman and CEO of Panasonic Corporation of North America

Panasonic is pleased to support this ground-breaking industry-wide initiative. We have worked collaboratively for many years with other manufacturers and with our retailer partners and we look to this initiative to even further expand recycling opportunities available to Panasonic's customers—and to those who wish to recycle any other brand, too.

David Steel, Executive Vice President, Strategy and Corporate Communications, Samsung Electronics America

As the first manufacturer to become an e-Steward Enterprise, Samsung is pleased to be a part of the Consumer Electronics Association's eCycling Leadership Initiative, announced earlier today. We look forward to working with industry leaders to greatly increase not only the amount, but also the quality and accountability of electronics recycling in the United States.