

Newsletter from November 29<sup>th</sup>, 2007

1.

## CES Goes Green!

## CES 实施绿化!

- The Consumer Electronics Association has taken major steps to ensure that the 2008 edition of its International Consumer Electronics Show!
- All light bulbs, batteries, and electronics used by the show will be recycled, not sent to landfills!
- 消费者电子协会已采取重要步骤来确保2008年国际消费电子展的顺利进行!
- 所有在展览中使用过的灯泡, 电池和电子产品不会被送往垃圾堆而是被循环处理!

The Consumer Electronics Association (CEA) has taken major steps to ensure that the 2008 edition of its International Consumer Electronics Show, to take place in Las Vegas, Nevada, January 7–10, will provide a model for sustainable and energy-efficient practices. According to CEA president and CEO Gary Shapiro, the world's largest international trade show for consumer technologies is "the first tradeshow of our size to reduce our carbon footprint. We will do so by reducing energy consumption, increasing our recycling efforts, improving efficiency where possible, and making strides toward offsetting our unavoidable emissions. . . . [We intend to give] this industry an opportunity to be a positive force for change and integral to environmental solutions that will ensure future generations inherit a healthy planet."

Through a partnership with [www.Carbonfund.org](http://www.Carbonfund.org), the CEA will offset the 20,000 tons of carbon associated with CES by investing in a combination of certified renewable energy, reforestation, and energy-efficient projects. In addition to offsetting carbon emissions of all CES venues, freight, shuttle buses, and hotel rooms, CES will provide attendees with opportunities to offset the carbon produced by their airline travel by logging on to [www.CESweb.org](http://www.CESweb.org) or using kiosks on the show floor.

"Offsetting the carbon footprint is a first for us," Parker Brugge, Senior Director and Environmental Counsel for CES, told Stereophile. "Our show attracts 140,000 attendees. By conducting a lot of their business in [Las Vegas]—each visitor attends an average of 12 meetings while at CES, which translates into 1.7 million meetings total—they avoid 700 million miles of additional airline travel. That makes it a very environmentally friendly show to begin with. We felt we wanted to further offset our carbon footprint by doing new things this year."

CES has worked with vendors to ensure that 75% of this year's food containers and utensils will be fully biodegradable. All light bulbs, batteries, and electronics used by the show will be recycled, not sent to landfills. From the recycled carpet throughout the Central Hall to post-consumer recycled paper and soy-based inks to nonhazardous cleaning solvents and soaps, CES is going green in a major way.

"When we talked with our vendors," said Brugge, "they were very supportive. No one countered with 'It's going to cost us more' arguments. It is costing us money, but in the long term, everyone decided that it was simply the right thing to do. The biggest cost is offsetting our carbon footprint. But it has the full support of everyone at CEA, including our member companies."

# 物盡其用 人盡其才



CES will also erect a TechZone dedicated to sustainable technologies, and provide a "Greening CES" TV segment for broadcast in attendee hotel rooms. Expect many more recycling opportunities for aluminum, plastic, paper, and glass than at CESes past.

Many CEA members, impelled by the RoHS Directive of the European Union, have already taken steps to greatly reduce, if not eliminate entirely, six hazardous chemicals from their products: lead, cadmium, mercury, hexavalent chromium, polybrominated biphenyl (PBB), and polybrominated diphenyl ether (PBDE) flame retardants. Because China, Korea, and other countries are expected to adopt slightly different RoHS directives, the CEA is currently conducting a study to provide information about the costs and benefits of materials restrictions, with the hope of avoiding an international patchwork of different materials-restriction requirements.

"We do realize that with everything we do, there is a carbon footprint," said Brugge. "For the part we can't reduce, we are committed to offset. We certainly understand that more can be done, and will be looking for ways to further reduce and offset our footprint in the future."

Along these lines, the CEA has established [www.MyGreenElectronics.org](http://www.MyGreenElectronics.org), a website that advocates a national recycling program for electronics. (Only nine states currently have electronics recycling programs.) Until a national program is instituted, consumers can use the website to find electronics recyclers in their area.

The CEA has also created a green-products database featuring energy-efficient, environmentally friendly products that use fewer chemicals of concern. Within a few months, [www.MyGreenElectronics.org](http://www.MyGreenElectronics.org) will include purchase location information. The website also features an energy calculator to enable you to calculate how much energy your electronics use. Brugge gave me one example of the information available through the site: Unless unplugged entirely, cell-phone and other types of chargers continue to use energy even when not connected to the battery-powered devices they're intended to charge.

The CEA's initiatives come not a moment too soon. The weekend before Thanksgiving, the United Nations Intergovernmental Panel on Climate Change declared that unless the world ends its growth in carbon emissions within seven years and becomes mostly free of carbon-emitting technologies in about four decades, global warming will kill as many as a quarter of the planet's species. That grim scenario, an unavoidable result of the 3.6°F (2°C) minimum rise in the planet's temperature expected from current carbon-emission levels, can be avoided only by reducing carbon dioxide and other atmosphere-polluting gases by 50–85% by 2050.

"We may have already overshot that target," said David Karoly, a member of the core team that wrote the report. Current emissions are nearing the limit required to limit the warming to 2°C by 2015." Even at that threshold, the report warns, seas will continue to swell for centuries from thermal expansion and melted ice, the oceans will turn more acidic, coral reefs will die, floods and storms will increase, and millions of people will be short of potable water.

If the world misses the 2015 target and does not stabilize carbon-dioxide emissions until 2030, the planet's average temperature could increase by as much as 6.3°F above 2000 levels. That alone will translate into widespread species extinction, a slowing of global ocean currents, decreased food production, the loss of 30% of global wetlands, and potentially catastrophic floods and heat waves.

**Source: [stereophile.com](http://stereophile.com)**

2.

### ENVIRONMENT-US: An E-Waste Free-for-All!



美国环境：电子废物全部自由！

- U.S. citizens will buy 30 million new digital televisions this year alone, sending their old lead-laden TVs to the dump, or more likely, overseas to China or India!
- Changes in rules and regulations have created an "appalling system that makes it easy to dump e-waste on the
- 美国公民今年一年将购买3000万台新的数字电视，将含有大量铅的旧电视丢弃为垃圾，或更有可能运到海外的中国或印度！
- 规章制度的变化创造了一个“可以方便地将电子废物倾倒在发展中国家的令人震惊的系统”！

U.S. citizens will buy 30 million new digital televisions this year alone, sending their old lead-laden TVs to the dump, or more likely, overseas to China or India.

"It's an astonishing number that will send millions of pounds of lead to landfills or overseas," said Barbara Kyle, national coordinator of the Electronics TakeBack Coalition.

Non-digital TVs contain up to eight pounds of lead, which is a potent neurotoxin. While new digital flat screen TVs don't have lead, they do contain mercury, another neurotoxin.

"It's no longer illegal in the U.S. to export e-waste (electronic waste) to developing countries," Kyle said.

Changes in rules and regulations in recent years to the Resource Conservation and Recovery Act, administered by the U.S. Environmental Protection Agency, have created an "appalling system that makes it easy to dump e-waste on the developing world", she said.

The act states that exports of hazardous waste can only go forward after the receiving country has officially agreed to accept it.

However, loopholes and exemptions mean hardly any e-waste is considered hazardous and is therefore legal for export without informing recipient countries. Just recently, changes by the Bush administration allows computer monitors and TVs that all contain mercury and lead to be exported as long as they are going for recycling, Kyle says.

Despite being the largest producer of e-waste, the U.S. has refused to sign the international Basel Convention to prevent the transfer of hazardous waste from developed to developing countries.

The Coalition launched a Take-Back-My-TV campaign this week to pressure television manufacturers to create voluntary TV recycling programmes. It urges the public to contact the heads of major TV manufacturers to take responsibility for the proper disposal of products they make.

Electronics giant Sony has already agreed and will now take back old TVs at 75 retail stores free of charge.

"We'd like all major manufacturers and retailers to join Sony on this," she said.

Kyle notes that companies will need to responsibly recycle e-waste and not dump it overseas or use prison labour in the U.S. Prisoners do not have standard U.S. labour rights or protections.

According to the Coalition, more than 400 million electronic devices are thrown away each year and just 12 percent are recycled. The rest -- some 2.3 million tonnes -- is shipped overseas, dumped into landfills or incinerated.

Despite the high value of some of this waste and its known toxicity, the main reason it isn't recycled is that the United States does not have any national e-waste legislation. Only nine states have e-waste recycling programmes, and five of those just started this year. Since it is very expensive and dangerous for states to handle e-waste at traditional landfills, many more states are expected to shift the burden to the manufacturers in the coming year.

Minnesota's new e-waste regulations state that manufacturers must process e-waste in proportion to their annual sales by weight. In the first years, the target is 60 percent and in later years 80 percent, Kyle says, adding, "This is a model I hope other states will adopt."

Ironically, the same companies that resist national and state e-waste rules in the U.S. have to comply with Europe's Waste Electrical and Electronic Equipment Directive (WEEE Directive). It sets collection, recycling and recovery targets for all types of electrical goods and makes manufacturers responsible for disposal.

Considered the best e-waste programme in the world, it's not working all that well, according to a new report released Nov. 15 in Bonn, Germany.

Only about 25 percent of Europe's medium-sized household appliances and 40 percent of larger appliances are collected for salvage and recycling. Small appliances, with a few exceptions, are close to zero percent collection, says the study done for the European Commission by a United Nations University-led consortium.

"The collection rates are very poor in Europe," said Ruediger Kuehr of the United Nations University (UNU).

"People simply aren't aware of the dangers and throw their used goods away," Kuehr told IPS from Bonn.

Kuehr laughed out loud when told that North Americans assume Europeans are much more environmentally aware.

"European consumers are not much different than North Americans," he said.

The WEEE Directive only targets manufacturers -- not the public, retailers or governments, said lead author Jaco Huisman of the UNU in an interview.

The low collection rates suit manufacturers quite well because they have much less to recycle. No one is really responsible for collection, said Huisman.

"Manufacturers say they can't make people bring back their e-waste and in truth, manufacturers don't really want it back because there are costs associated with recycling," he said.

To get around this problem, collection targets are needed. The study suggests possible long-term collection rate targets of around 60 percent for small appliances like MP3 players and hairdryers, as well as for medium-sized audio equipment, microwaves and televisions and 75 percent for large appliances like refrigerators and washing machines.

If implemented, these targets would lead to a reported European harvest of roughly 5.3 million tonnes of e-waste by 2011, up from 2.2 million tonnes today, says Kuehr.

There are major environmental benefits in collecting 75 percent of old refrigerators which contain chlorofluorocarbons (CFCs) -- a chemical that eats away the ozone layer and is a highly potent greenhouse gas.

"Achieving that target would save the equivalent of roughly 34 million tonnes of CO<sub>2</sub> from entering the atmosphere," Kuehr said.

Europe also has the problem of dumping e-waste on developing countries, despite the practice being illegal. Recent investigations have found cargo containers going to Africa supposedly full of used but still functional computers and monitors that in fact were 90 percent e-waste.

"Used cars are being shipped to other countries crammed with e-waste -- no one is inspecting this," said Kuehr.

Europe needs to modify the WEEE Directive to focus on both enforcement and collection, the report suggests. And major efforts are needed to increase public awareness of the need to properly recycle e-waste, he said.

"If manufacturers can figure out how to get us to buy their products, I think they could find ways to get us to bring them back," said Kyle.

Source: [ipsnews.net](http://ipsnews.net)

3.

### Packaging: Ireland – Environment Minister issues a challenge!

- Environment Minister John Gormley said that following the success of recycling in Ireland, packaging waste prevention must now be a priority!
- Irish industry had also been taking steps to reduce packaging but many of these efforts were not visible to the consumer!



### 包装：爱尔兰 - 环境部长宣布挑战！

- 环境部长John Gormley表示，爱尔兰的回收循环是成功的，接下来首要重要的是预防包装废物！
- 爱尔兰工业界也已为减少包装采取措施，但很多努力都没有向消费者公开！

At the Repak Recycling Awards Gala Dinner, Environment Minister John Gormley said that following the success of recycling in Ireland, packaging waste prevention must now be a priority. Irish industry had also been taking steps to reduce packaging but many of these efforts were not visible to the consumer. The UK's Courtauld Commitment pointed the way forward, he said. 13 top grocery retailers signed up to the Courtauld Commitment, which included designing out packaging waste growth by 2008 and delivering absolute reductions in packaging waste by 2010.

"Consumers want to see evidence when they are shopping that the store and the manufacturer are as concerned about recycling and waste prevention as they are. Tonight I am challenging Irish industry – if it can be done in the UK, why not here?"

Mr Gormley also commented that cans and bottles were a highly visible form of litter, and he wanted industry to think about how it might improve recovery rates to help reduce the litter problem. Extending the existing Cash for Cans programme to other beverage containers such as PET bottles might be one way, he suggested. "I don't want to be too prescriptive, it's the results – reducing litter from packaging waste – which I am interested in. Let industry set clear targets and decide how best to achieve them."

"I am asking industry, co-ordinated by Repak, to look at these proposals - on litter and on a Courtauld type commitment for Ireland. I am asking you to come forward with solutions, which I feel will be in all our interests, and in a couple of years, perhaps, we will be in a position to assess their impact."

Source: [perchards.com](http://perchards.com)

4.

## Entry into force of the WEEE obligations in Italy – Producers having no offices in Italy!

### 意大利WEEE指令生效 – 生产商在意大利没有办事处!

- The National Register of Producers was eventually established by Ministerial Decree 25.09.2007, which entered into force on November 20th!
- Consorzio Re.Media is one of the major Italian WEEE collective schemes!
- 国家注册登记机构于2007年9月25日由部级法令最终成立，11月20日生效!
- Consorzio Re.Media 是意大利主要的WEEE集中回收体系之一!

Dear Producers / Exporters of Electrical and Electronic Equipment,

As you may know, WEEE and RoHS directives 2002/ 95/EC - 2002/96/EC were implemented in Italy by Legislative Decree 25.07.2005 No.151; moreover, the National Register of Producers was eventually

established by Ministerial Decree 25.09.2007 No. 185, which entered into force on November 20th: since then, Producers are given 90 days for joining a collective scheme (in the case of household WEEE) and get registered with the National Register, thus getting a record number, which is indispensable to introduce electrical and electronic equipment on the Italian market, to be reported on both invoices and delivery bills of goods destined to be placed on the Italian market. The WEEE obligations on Producers shall then start at the beginning of 2008.

According to art. 3 of the draft Italian Ministerial Decree establishing the national Register, "Producer shall have to register by the National Register through the Chamber of Commerce where his legal business place is located. Producers having no legal offices in Italy, shall enter the National Register by a representative in Italy to be entrusted with all obligation on Producers provided for by Legislative Decree 25.07.2005, n. 151. In such a case, Producer shall have to be registered by the Chamber of Commerce where the legal offices of the said representative are located".

That said, we would like to inform you that if a company exports electrical and electronic equipment to in Italy without holding a place of business or a permanent establishment there, all the above WEEE services such as entering the National Register and fulfilling all your WEEE obligation in Italy may be available with Consorzio Re.Media by way of a separate, dedicated company holding a full partnership with it.

Consorzio Re.Media is one the of major Italian WEEE collective schemes, a consortium made up by more than 120 associated companies including all main players of the electronics Italian market (including Samsung, L.G., Philips, Motorola, Panasonic, Daikin, Hitachi, Mitsubishi, etc.).

If you need to continue your business in Italy after the entry into force of the WEEE obligations on Producers in Italy in the next few months, you may want to contact Consorzio Re.Media and discuss the terms for this peculiar dedicated service, as time is now going to run out.

Hoping to hearing from you in the very near future.

Best Regards.  
Consorzio Re.Media

Implementation of WEEE directives in Italy. Representing Producers having no offices in Italy.

List of services:

Service	Details	Comment
Communication to the Milan Chamber of Commerce of the WEEE Producer's representative in Italy		One shot
Registration to Consorzio Re.Media ( collective scheme )		One shot
Registration to Italian National Register	Registering and getting the relevant record number	One shot

Representing Producer with National register	Managing communication on EEE placed on the Italian market and WEEE collected / managed in Italy; updating about any Producer's corporate change; supplying any other information that may be required;	Periodically
Representing Producer with Consorzio Re.Media	<ul style="list-style-type: none"> <li>- managing communication and direct invoicing flow between Producer and Consorzio Re.Media;</li> <li>- representing Producer at all meetings including partners' meetings and assembly;</li> <li>- keeping Producer informed ( by way of written reports in English ) on performance, accounts, trend of Consorzio Re.Media 's in Italy in respect of his products.</li> </ul>	Continuously
Representing Producer with local authorities for WEEE purposes	<ul style="list-style-type: none"> <li>- managing relations with monitoring and control authorities (including Regulatory Committee; environment agency, customs police);</li> <li>- assistance in case of controls, inspections, claims, request of information;</li> <li>- legal advice;</li> </ul>	Continuously
Representing Producer with local authorities for RoHS purposes	Same as above	Continuously
Monitoring developments of WEEE legislation in Italy and reporting	Including developments in legislation on New Waste and financial guarantees; changes in the scope of products covered by the WEEE regulations in Italy, e-trade, new WEEE local regulations of interest, etc.	Continuously

Source: Consorzio Re.Media