

Eco-Label Standards

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What is an Eco-label standard?

- A voluntary program
- Provides independent multi-attribute environmental performance certification and/or registration
- Some examples Dell subscribes to



Benefits of Eco-Label standards

Benefit to Dell

- Provides credibility to environmental and corporate responsibility claims
- Minimum entry requirement for market or business requirement
- Maintains competitiveness
- Drives internal harmonisation, lowering complexity
- Demonstrates commitment to improvement

Benefit to purchaser

- An easy way for our customers to make a responsible purchasing decision (public procurement)
- Provides assurance that products meet high environmental and social requirements
- Products are increasingly more circular

Introducing EPEAT

- Dell has participated for Computers and Displays (1680.1) since launched in 2007.
- Addresses key circularity points in the product lifecycle and supply chain
- Includes both required and optional criteria.
 - EPEAT 2018 standard includes - Required Criteria and Optional Points.
 - ALL required criteria required to register for any level
 - Bronze, Silver or Gold based on how many optional criteria met
- Registration is linked to billions \$ revenue



Opportunities & barriers

Opportunities

- Lack of harmonisation between standards and speed of revision/adoption
- Gives purchaser a responsible choice
- Drives fundamental change and improvement in suppliers and their products
- Some product types lag in having standards developed

Barriers

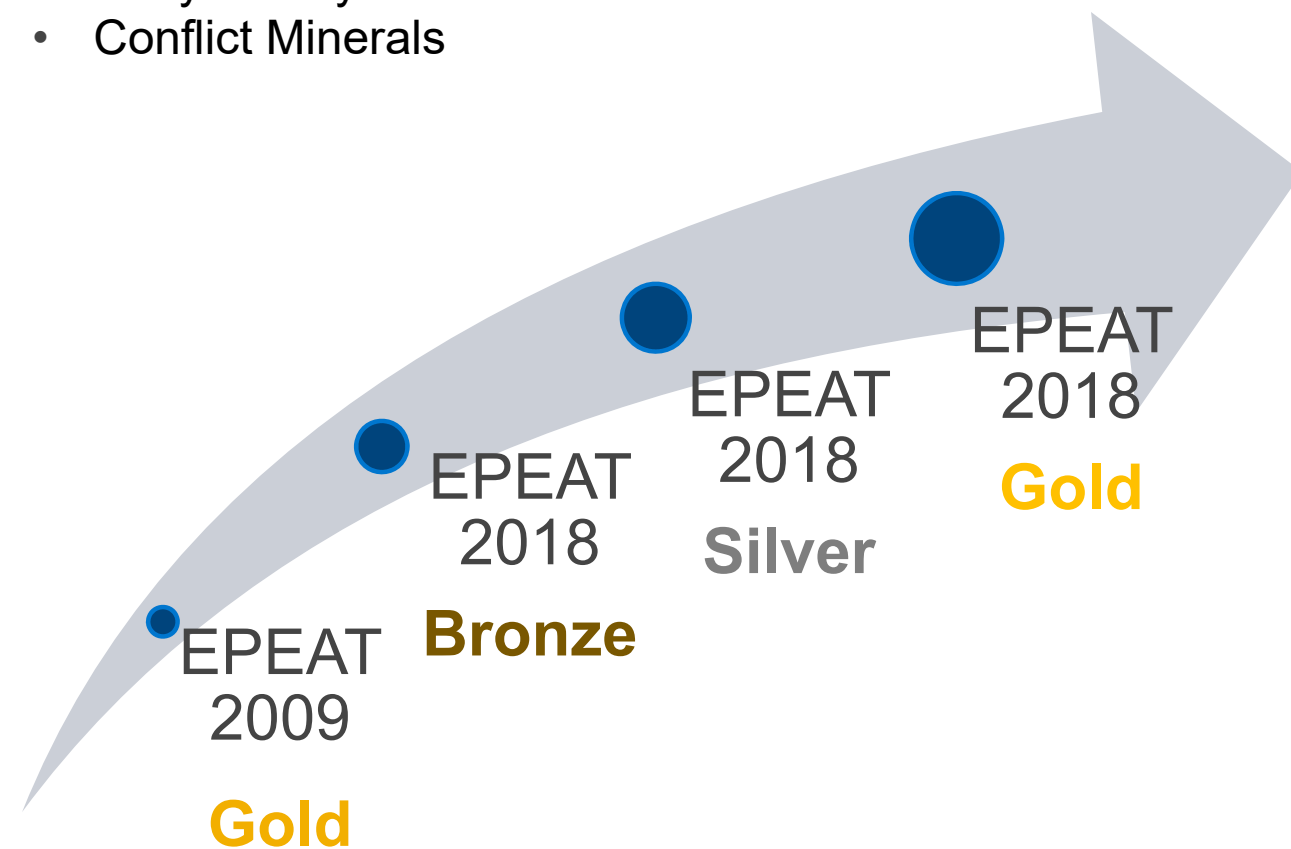
- Purchasers do not use EPEAT/GPP criteria as a measure for procurement but focus only on cost
 - Call to action for EU Governments to proactively use GPP criteria in awarding tenders

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EPEAT drives environmental & social improvement

New Required Criteria

- Materials (PCR)
- Substances (Br/Cl)
- Energy (Beyond ESTAR)
- Recyclability
- Conflict Minerals



- Dell products are registered in 18 countries
 - 9 European countries: UK, PL, FI, FR, DE, SE, CH, PT, ES
- Each registration level (Bronze, Silver, Gold) and standard revision (2009, 2018) ups the requirement level
 - We [design for the environment](#) and build our products to be recycled, repaired and reused.
 - We seek out new [innovative, sustainable materials](#): Post-consumer recycled content; closed-loop plastic; recycled carbon fiber; bio-based and ocean-bound plastics in packaging; closed-loop gold.
 - We are committed to a transparent [supply chain](#).
 - We have commercial [Asset Resale and Recycling](#) services in many countries and territories.