
E-Waste Management Forum:
Green Business Opportunities
Marrakech, Morocco



Dell - Recycling

Presented by: Jean Cox-Kearns

Agenda

1. Introduction to Dell programmes
2. Opportunities
3. Challenges



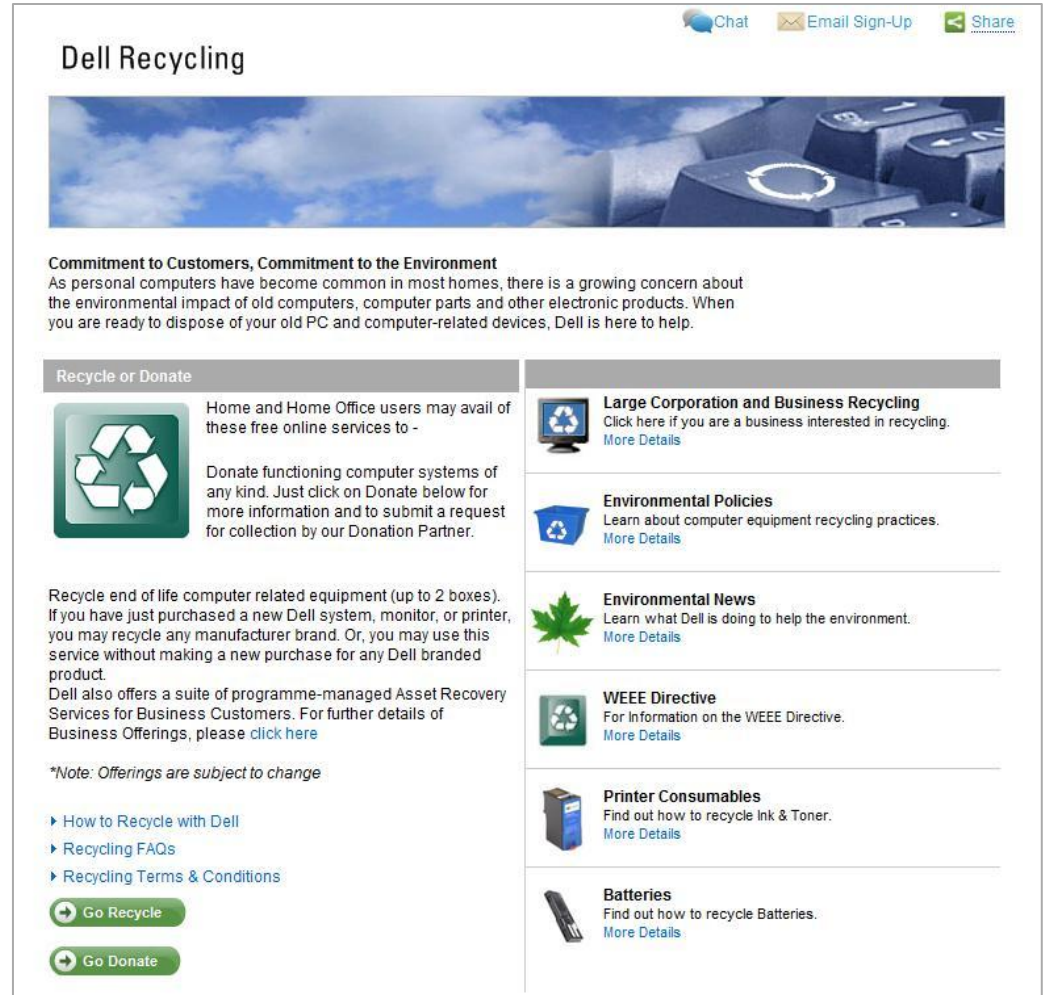
Dell's Takeback Program Portfolio

1999  2010



Dell and recycling

- EMEA Recycling programmes in operation since 1999
- Commitment to free recycling for consumers – 68 countries going to 70+
- Value added programme for business recycling
- Programmes are compliant with existing legislation
- Recycling events




The screenshot shows the Dell Recycling website. At the top right, there are links for Chat, Email Sign-Up, and Share. The main heading is "Dell Recycling". Below this is a banner image of a computer keyboard with a recycling symbol on one of the keys. The main content area is divided into two columns. The left column is titled "Recycle or Donate" and features a large green recycling symbol icon. Below the icon, there are two sections: "Home and Home Office users may avail of these free online services to -" and "Donate functioning computer systems of any kind. Just click on Donate below for more information and to submit a request for collection by our Donation Partner." Below these sections is a paragraph about recycling end-of-life computer equipment and a note that offerings are subject to change. At the bottom of the left column are three links: "How to Recycle with Dell", "Recycling FAQs", and "Recycling Terms & Conditions", followed by two buttons: "Go Recycle" and "Go Donate". The right column contains several sections: "Large Corporation and Business Recycling" with a computer monitor icon and a "More Details" link; "Environmental Policies" with a blue recycling bin icon and a "More Details" link; "Environmental News" with a green leaf icon and a "More Details" link; "WEEE Directive" with a green recycling symbol icon and a "More Details" link; "Printer Consumables" with a printer icon and a "More Details" link; and "Batteries" with a battery icon and a "More Details" link.

Dell Recycling

Commitment to Customers, Commitment to the Environment
As personal computers have become common in most homes, there is a growing concern about the environmental impact of old computers, computer parts and other electronic products. When you are ready to dispose of your old PC and computer-related devices, Dell is here to help.

Recycle or Donate

 Home and Home Office users may avail of these free online services to -

Donate functioning computer systems of any kind. Just click on Donate below for more information and to submit a request for collection by our Donation Partner.

Recycle end of life computer related equipment (up to 2 boxes). If you have just purchased a new Dell system, monitor, or printer, you may recycle any manufacturer brand. Or, you may use this service without making a new purchase for any Dell branded product. Dell also offers a suite of programme-managed Asset Recovery Services for Business Customers. For further details of Business Offerings, please [click here](#)

**Note: Offerings are subject to change*

- ▶ [How to Recycle with Dell](#)
- ▶ [Recycling FAQs](#)
- ▶ [Recycling Terms & Conditions](#)

[Go Recycle](#)

[Go Donate](#)

Large Corporation and Business Recycling
Click here if you are a business interested in recycling.
[More Details](#)

Environmental Policies
Learn about computer equipment recycling practices.
[More Details](#)

Environmental News
Learn what Dell is doing to help the environment.
[More Details](#)

WEEE Directive
For information on the WEEE Directive.
[More Details](#)

Printer Consumables
Find out how to recycle Ink & Toner.
[More Details](#)

Batteries
Find out how to recycle Batteries.
[More Details](#)

Dell and Producer Responsibility

Contractually retain ownership for End of Life management of product

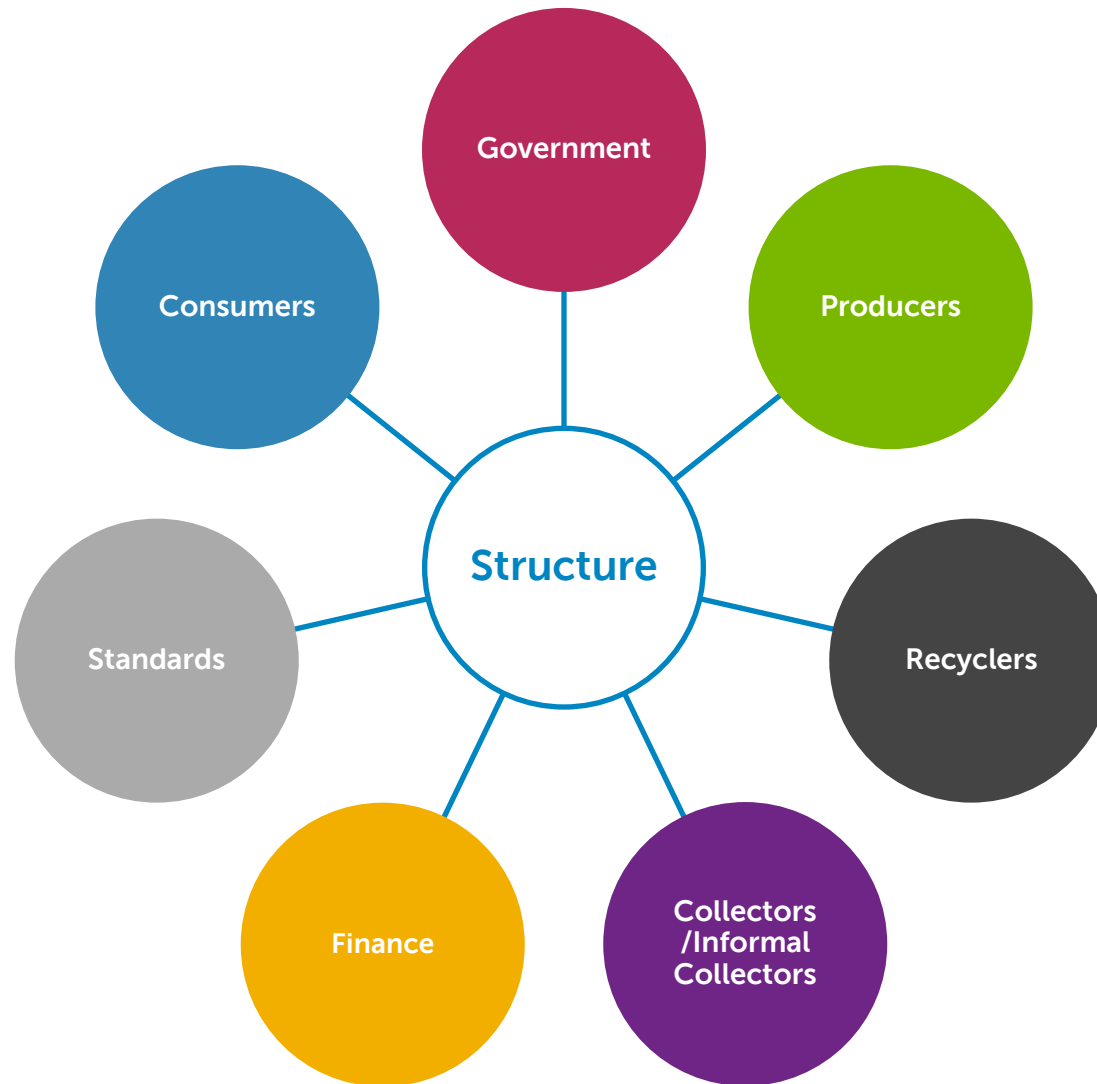
Implement Producer Responsibility Programmes

Be 100% Compliant to Legislation

Ban Export of Waste to Developing countries

Participate in forums to drive best recycling practices

E-Waste Solutions



Developing Industries for recycling

- Legislation for IT product recycling should focus on consumers
- End of life product return – Free and Convenient
- Market should facilitate multiple collection programmes
- Fees should not be applied to finance the creation of unnecessary and inefficient infrastructure. Actual costs should be internalized by producers enabling the continual review of the eco-design of the products.
- Producers and Governments should provide information for consumers.
- Producers of IT and CE devices must be required to include a label on their products sufficient to identify the brand.

Developing Industries for Recycling

- Retailers cannot sell products that do not include an identifiable brand label of a Producer
- Legislation should encourage producers to establish and maintain own take back programs alongside national collective schemes
- All volumes collected should count towards targets
- All Electronic waste streams should be considered
- Infrastructure should be developed to suit the geography of the country/region
 - Size of Market/IT penetration
 - Life cycle of products
 - Return rate
 - Volumes needed
 - Sources of volumes
 - Changing the informal practices
- Government Enforcement

Challenges & Barriers

- Legislation should establish verifiable standards for electronics recyclers – continuous improvement
- The economic dependence on the informal sector
- Sales penetration rate and Life cycles
- Sufficient Volumes for Recycling
- Attracting recyclers



Thank you



COLLECTIVE & INDIVIDUAL PRODUCER RESPONSIBILITY

COLLECTIVE

- Where multiple producers join a collective scheme and fulfil their obligations through the scheme managing the collection and/or trading of Waste evidenced as equivalent to their market share.

INDIVIDUAL

- Individual Producer Responsibility (IPR) principles allow producers to self collect and, where transposed adequately, deduct the amount collected from obligations while remaining members of collective schemes

Both of these programmes should operate side by side in an open market.