



May 5, 2008

Dear Colleague:

The Electronics TakeBack Coalition (ETBC) invites your organization to become a member of our coalition. The electronic waste issue has gained a tremendous amount of attention recently. ETBC has made substantial progress already and we are poised to make some significant gains in the next couple of years. For us to succeed at the national level, we need to build the membership of our coalition, so we are now asking you to become a formal member.

Who we are

The Electronics TakeBack Coalition (formerly the Computer TakeBack Campaign) is a national coalition of organizations that promotes green design and responsible recycling of consumer electronics to protect public health and the environment. The lead organizations (Partner Organizations) are Basel Action Network, Center for Environmental Health, Clean Production Action, Clean Water Action New England, Silicon Valley Toxics Coalition and Texas Campaign for the Environment. We recently became a sponsored project of the Tides Center, a 501(c)(3) organization.

Why "takeback?"

We have focused much of our work on the "end of life" of electronics products – getting companies to take back our products and recycle them responsibly – both because of the importance of recycling versus landfilling/incineration/exporting, and also as a strategy to motivate greener design. If the companies have to pay to collect and recycle their old products ("producer responsibility"), then they have an incentive to make them less toxic and more recyclable in the first place.

How we work

Market campaigning. We do public campaigning to pressure the companies directly to: Take it Back, Make it Green, and Recycle Responsibly.

Results: ETBC's first corporate target, Dell, now offers free producer takeback recycling for all its products worldwide. Sony is doing so in the U.S. Most of the computer companies now support producer takeback legislation.

Legislation. We are working with NGOs, legislators, and local government in many states promoting producer responsibility legislation. We will soon be working on federal legislation to close the door on e-waste dumping on developing countries.

Results: Already eleven states have passed laws requiring manufacturers to take back and recycle their products. E-waste bills are in play in another dozen states in 2008.

Promote responsible recycling. We promote high road standards and high road companies, through a voluntary recyclers "Pledge of True Stewardship" program.

Results: More than 40 recyclers have signed the Pledge and Sony became the first producer to sign a similar producer commitment.

Purchasing. We work with large purchasers of electronics to increase demand for greener products. We also work on pushing the EPEAT (electronics labeling) program to be a meaningful tool for actually promoting green design.

Results: Various hospitals, the University of California and some major companies are using their purchasing power to create demand for cleaner products.

What do we ask of Coalition members?

We simply ask all Coalition members to do two things:

1. Endorse our campaign platform (using form attached to this letter). A copy of the platform is included at the end of this letter, and is also available online at:
http://www.computertakeback.com/about/ctb_platform.cfm
2. Communicate with your members/constituents on the e-waste issue, if you don't already do that. (We have newsletter articles and publish periodic e-activist messages, etc. to make that easy).

While it's not required for members, we also encourage you to help us with our campaigns on this exciting and timely issue. Here are some ways your organization could help us and engage your members or constituents:

- **Help our Take Back My TV Campaign.** With the approaching February 17, 2009 deadline for converting to digital-only TV signal approaching, we are pressuring the TV companies to take back our old TVs as we are buying new ones by the millions. We can use help in several ways – messaging to your members, active engagements in grassroots actions, etc.
- **Support strong producer responsibility legislation** in the states. For state or local organizations, help the efforts to pass strong bills in states. For national organizations with independent chapters, send out a letter/message to your chapters about the legislative work and how they could support it.
- Help us encourage buyers of large quantities of computers to **use our green purchasing criteria in selecting vendors.** This could be private companies, local government agencies, universities, even your own NGO.
- Help us encourage companies, agencies, and universities to use **recyclers who meet high standards** for e-waste recycling.

- Help lay the groundwork and move **federal action to stop the export of toxic electronic waste to developing countries.**

How to Join

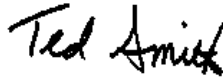
If you are interested in working with us on any of these topics, please indicate that on the enclosed form, or simply contact Barbara Kyle, our National Coordinator directly at your convenience.

We appreciate your support and thank you in advance for joining our coalition.

Sincerely,



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Enclosure: Campaign Platform (scroll down in this document)
Membership Form (attachment in email)

Electronics TakeBack Coalition Campaign Platform

The Electronics TakeBack Coalition promotes green design and responsible recycling in the electronics industry in the U.S. as part of the global effort for advancing sustainable practices. We have a three-point platform for reform in the electronics industry: Take it back, Make it green, Recycle responsibly.

Take It Back

Producer Responsibility. Manufacturers of electronic equipment should take financial and/or physical responsibility for their products and resulting wastes, throughout the entire product lifecycle. This includes taking back products for free when consumers are done with them, for reuse or recycling, rather than relying on consumers, taxpayers and local governments to pay for disposal or recycling. Wherever possible, producers should take responsibility for their own brand. This concept of "Individual Producer Responsibility" supports green design because when manufacturers are responsible for recycling their old products they will have a financial incentive to redesign them to make them less toxic, and easier (and cheaper) to recycle. This market-based mechanism gives companies with more recyclable products a competitive advantage.

Voluntary takeback programs. All electronics manufacturers should create and vigorously promote voluntary national programs to take back and responsibly recycle their products for free to consumers in the U.S.

Recycling Legislation. We support legislation (state or federal) that mandates robust producer responsibility programs with aggressive reuse and recycling goals and timetables, and high standards for environmentally sound, recycling. Legislation creates a level playing field so companies with effective "takeback" and recycling programs are not put at a competitive disadvantage.

Make It Green

To improve the ecological footprint of their electronic products, the electronics manufacturers should adhere to Green Engineering Principlesⁱ in their product designs, including the following:

- **Fully assess and minimize the potential environmental, human health and social impact** of the product's production, use and end of life treatment, including commonly used recycling technologies (like shredding).
- **Don't use customers as the testing ground for whether materials in the product are safe or dangerous.** Ensure that all material used and or released are as benign and inherently safe as possible **BEFORE putting products on the market**, by applying a precautionary approach to chemical management and by finding safer substitutes for chemicals that persist and accumulate in the environment.
- **Design for carbon neutrality** when possible to reduce the energy impact of the product throughout its life cycle.
- **Maximize design for reparability, reuse and durable use**, to increase the longevity of the product and thereby reduce consumption of limited material resources.

- **Plan for recyclability and ease of disassembly** of the product, including using materials that can be recycled easily into new products, and minimizing waste.
- **Minimize use of raw virgin and unsustainably mined materials, and maximize use of recycled materials**, to reduce consumption of limited natural resources.
- **Invest in solutions** that go beyond our current dominant technologies to improve, innovate and invent technologies that achieve sustainability.
- **Actively engage communities and stakeholders** in the development of new design solutions that improve the life cycle impact of electronic products.

Recycle Responsibly

- **Reuse First.** Reuse and refurbishment is the highest priority for used electronics, but only if it is done responsibly (including responsible management of wastes and non-working units).
- **Zero Waste.** Hazardous discarded electronic equipment should be banned from going to solid waste landfills or incinerators (including waste-to-energy incinerators). Residues from recycling toxic materials should go to hazardous waste landfills, where toxins are sequestered and monitored, long term.
- **No Dumping on Developing Countries.** Toxic e-waste should not be exported to developing countries. Instead, the U.S. should be increasing its capacity to manage its own e-waste domestically. The federal government should act to prevent exports of toxic e-waste to all developing countries. Meanwhile electronics producers, recyclers, and users should halt all such export of toxic e-waste under their control. Exporters for re-use must ensure that all equipment is fully tested prior to export and if not fully functional, handling will not allow hazardous parts to be disposed or recycled in the importing country.
- **No prison labor.** Hazardous electronic waste should not be sent to prisons for recycling
- **Protect workers and communities.** The electronics recycling industry should apply stringent occupational health and safety standards to recycling and refurbishment facilities (beyond regulations) to protect workers and nearby communities.

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ⁱ There are two sets of Green Engineering Principles that inform this platform:

a) The Sandestin Principles endorsed by the EPA and 65 engineers in 2003, available at http://www.epa.gov/oppt/greenengineering/pubs/whats_ge.html) and

b) The Twelve Principles of Green Engineering developed by Paul Anastas in 2003 (http://web.mit.edu/d-lab/assignment_files/green.pdf)