



## Plan for National Expansion of State Electronics Challenge

**I Goal:** To expand the Northeast pilot of the State Electronics Challenge (SEC), making it a national and self-sustaining program.

**II Management:** The Northeast Recycling Council, Inc. (NERC) will continue as the host organization; providing staffing and administrative oversight. EPA headquarters staff will also support this effort along with assistance from the EPA Regions – especially as Champions and advisors for program implementation.

### III Strategy:

**The SEC Program** - The SEC program will continue as it was developed and implemented for the Northeast pilot. The key elements are:

1. Public sector entities, including state, regional, and local governments, public schools, colleges and universities, and other public entities voluntarily join as Partners.
2. Partners commit to:
  - Purchasing green computer products;
  - Reducing the impacts of electronic products during use; and
  - Managing obsolete electronics in an environmentally safe way.
3. The SEC provides Partners with resources and technical assistance for improving electronics management practices, and offers annual recognition to Partners that have achieved specific goals. Program offerings include the following.
  - **Implementation Tools.** The SEC provides Partners with a framework for action and resources to implement program goals for procurement, energy conservation, equipment reuse and donations, and recycling.
  - **Environmental Impact Tools.** The SEC provides the tools to calculate the environmental benefits of Partner activities, including reduction in greenhouse gases, energy use, municipal solid waste, and toxics such as lead and mercury.
  - **Technical Assistance.** The SEC provides one-on-one technical assistance to Partners on such issues as program requirements, available resources, mentor organizations, and completion of data collection forms.
  - **Teleconferences.** Partner-only Teleconferences provide focused presentations and discussions on selected topics to assist Partners in program implementation.

- **Website.** The State Electronics Challenge website ([www.stateelectronicschallenge.net](http://www.stateelectronicschallenge.net)) provides a centralized source of information on reducing the environmental footprint of electronics, online forms and reporting tools, and archived teleconference presentations.
- **Listserv.** There is an SEC Partners-only listserv that provides updates and announcements about program activities, and also provides a forum for Partner information exchange.
- **Annual Recognition.** Partners have the opportunity to obtain annual recognition for their accomplishments

**Advisory Committee** - An Advisory Committee will be formed in early summer 2009 to help guide the national program; with a special emphasis on recruitment of new Partners and supporting local outreach and education efforts. The goal will be to have a Committee of approximately 12 individuals, representing different regions of the nation as well as different areas of expertise, including: environmental agencies, energy programs, state executive offices, procurement, information technology (IT), and recycling. Advisory Committee members will also be chosen to reflect target audiences such as state agencies, local government, and colleges/universities.

**Partner Recruitment** - An early emphasis of the national replication effort will be to secure Partners. To support this effort, “Champions” will be identified with the assistance of the Advisory Committee to do local and regional promotion of the program. Based on the experience in the Northeast pilot, Champions will be recruited from organizations/agencies that have programs or goals similar to the SEC in scope and audience: for example, state environmental agencies promoting pollution prevention and recycling, non-profits promoting greenhouse gas reductions, and state recycling organizations.

**Outreach Messages** - To support participation in the SEC, several outreach themes will be emphasized, including:

- The positive climate change impact of participation
- Cost savings
- It doesn't cost anything to implement the program elements
- You can demonstrate leadership
- The ability to calculate environmental benefits of program activities
- Energy savings
- Supports sustainability goals
- It's the “green” thing to do
- Pollution prevention
- Environmentally sound reuse and recycling
- Supports product stewardship goals

**Outreach strategies** - NERC, in cooperation with the Advisory Committee and Champions, expect to use the following outreach strategies to solicit Partners:

<b>Partner Category</b>	<b>Strategy</b>
<b>All</b>	Introductory teleconferences open to all interested organizations and publicized through regional and state environmental agencies and associations of public purchasing and IT organizations
	Personal contacts and one-on-one recruitment, including presentations to key personnel
<b>States</b>	Presentations at conferences/events
	Multi-disciplinary meeting organized by in-state contact
	Listserv announcements
	Member of Advisory Committee from environmental agency
<b>Cities &amp; Towns</b>	Promote through ICLEI (Local Governments for Sustainability)
	Recruitment by regional or state environmental agency
	Letters from Solid Waste District to member communities
<b>Colleges &amp; Universities</b>	Mentor university
	Presentations at events
	Announcements on sustainability networks/listservs
	Recruitment by regional or state environmental agency
<b>Public Schools</b>	Recruitment by state environmental agency and Partner cities and towns
<b>Regional (Solid Waste Districts, Counties)</b>	Personal contacts and one-on-one recruitment, including presentations to key personnel

**Performance Measures** – The SEC will have performance goals that adjust each year of the program. In the first year of the national program (October 2009 – September 2010), the goal will be to have a minimum of ten Partners join from each EPA Region with an overall goal of new Partner recruitment representing 100,000 employees. In the second year of the national program, the goal will be adjusted upward based upon the recommendations of the Advisory Committee and Champions.

With 100,000 employees working in the Partner organizations, the SEC has the potential to annually reduce:

- Energy usage by 130,000 million kWh, equal to the electricity to annually power 105,000 households,
- Greenhouse gas emissions by 169,000 MTCE, equivalent to removing 113,000 passenger cars from the road each year,
- Municipal solid waste by 356,000 metric tons - the amount generated by 18,000 households a year, and
- Toxic materials, including lead and mercury, going into products by 164,000 pounds<sup>1</sup>.

<sup>1</sup> Calculated using the EPA-sponsored Electronics Environmental Benefits Calculator, Version 2.0, dated 3-2-09, based on 100,000 EPEAT registered computer systems (desktop + LCD) purchased and discarded units recycled – one for each employee. See <http://www.federalelectronicschallenge.net/resources/bencalc.htm>.

As part of the SEC program, the environmental accomplishments of Partners are calculated and reported on an annual basis.

**Long Range Planning-** Once funding is secured for the first two years of the national program, NERC will work in collaboration with the Advisory Committee to develop long-term strategies or plans for funding, marketing, communications/outreach, and technical assistance.

#### **IV Funding:**

Funding is a critical issue for maintaining the SEC in the Northeast region as well as national expansion. A preliminary budget has been developed for sustaining the program in the Northeast and national expansion. On an annual basis, it is estimated that \$75,000 is needed<sup>2</sup>. This budget presumes active participation by regional Champions, as well as support from EPA Headquarters staff.

Potential funding sources for the program include:

- EPA national Source Reduction Assistance (SRA) grant program
- Regional Resource Conservation Challenge grants
- Computer manufacturer advertising departments
- Foundations
- U.S. Department of Commerce

NERC will actively pursue funding to ensure that there is program continuity on October 1, 2009 (when the current EPA grant concludes).

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<sup>2</sup> Budgets for EPA region-intensive SEC programs may be higher.