

# Dell Reconnect Computer Recycling Program

**Ohio EPA Solid Waste Management  
Work Group**

**Thursday, Feb. 7, 2013**

**Highbanks Metro Park**

# Dell is a Global Leader in Electronic Recycling

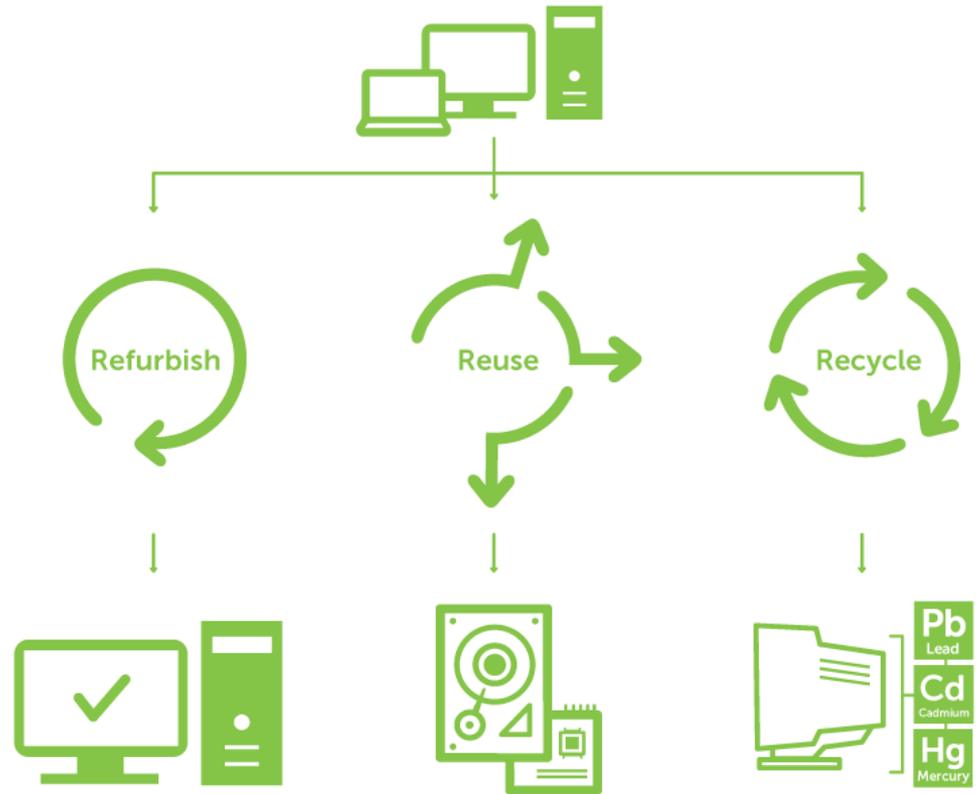
- **Dell believes that “No Computer Should Go to Waste.”**
  - Old electronic products should not end up in a landfill.
  - Old computers should either be refurbished and reused or properly recycled.
- **Dell was the first computer manufacturer to develop a Global Recycling Policy more than a decade ago.**
  - Dell customers worldwide can recycle Dell products at no cost to them through our free mail-back system
  - Dell also provide free recycling of ANY brand with the purchase of a similar Dell Product
  - We are on target to reach our goal of collecting 1 billion pounds by 2014.
- **Dell recycling partners are held to the highest standards of operation**
  - No landfill dumping
  - No exporting of electronic waste to developing countries
  - Strict environmental and safety requirements for recycling end-of-life products
  - Random audits and monitoring by Dell



# Dell Reconnect

Technology recycling with Goodwill®

- **70% Goodwill member participation**
- **2,000+ donation sites in U.S. & Canada**
- **Over 250 million pounds diverted from landfills and responsibly recycled since 2004**
- **250+ green jobs created**
- **Accepts any brand of used electronics in any condition**



# Growth of Dell Reconnect Since Launch in 2004

- Dell has developed a sustainable computer recycling program with Goodwill over the last 8 years
- Growth of Goodwill Reconnect Members by year
  - 2004: 1 member
  - 2005: 12 members
  - 2006: 6 members
  - 2007: 2 members
  - 2008: 25 members
  - 2009: 51 members
  - 2010: 11 members
  - 2011: 10 members
  - 2012: 1 member

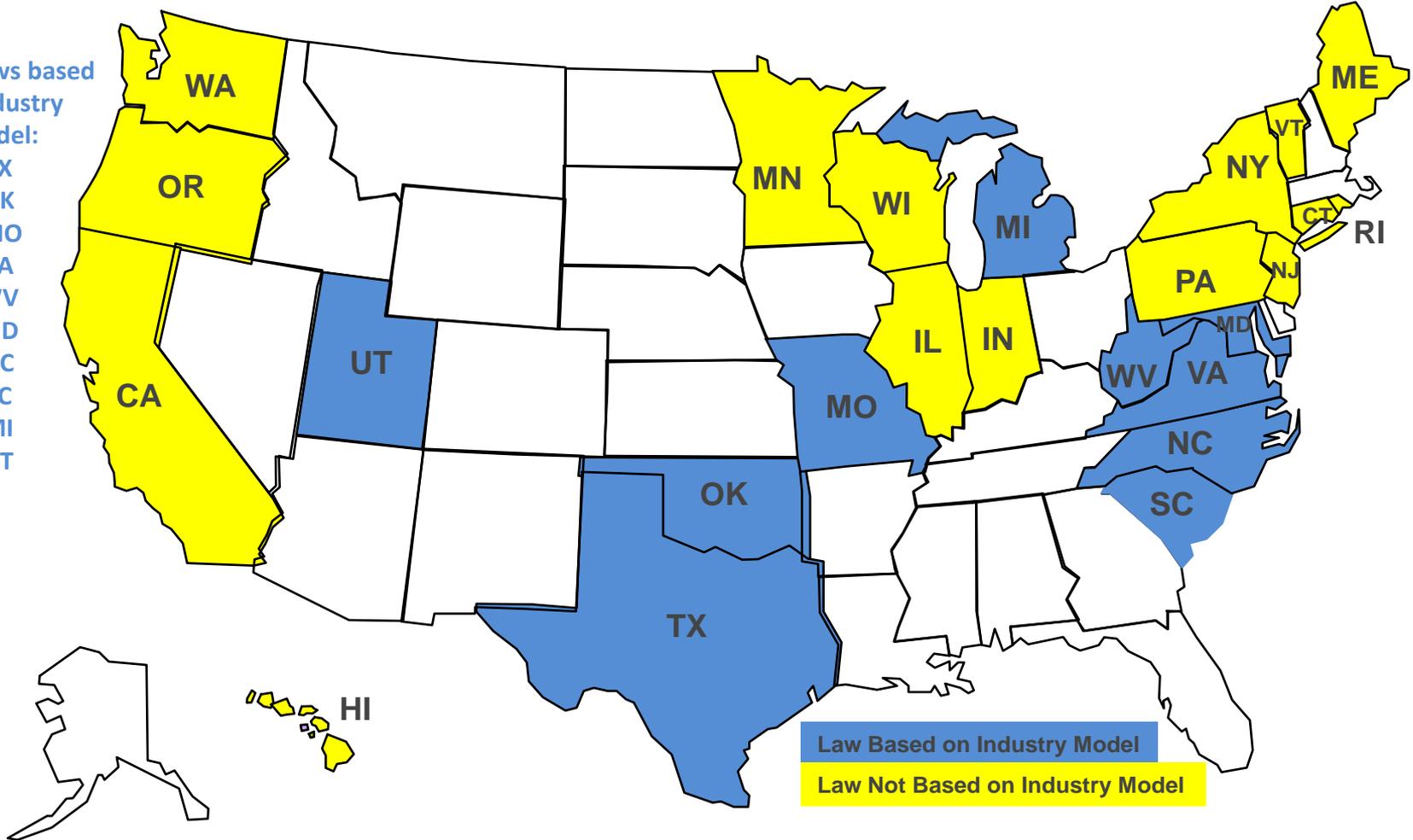
# 25 States Now Have Recycling Laws

## 10 States Based on Industry Model

State Laws based  
on Industry

Model:

- TX
- OK
- MO
- VA
- WV
- MD
- NC
- SC
- MI
- UT



# 25 State Recycling Laws Generally Fall into 4 Categories

- **Advance Recycling Fee (ARF)** requiring consumers to pay “up-front” fee at purchase to pay for end-of-life recycling
  - CA is the only state to enact this model
  - **Industry has generally opposed** imposing a “tax” on customers
- **Individual Producer Responsibility (IPR)** laws that make producers responsible for providing free recycling of their products to consumers
  - Ten states have enacted some form of this model: TX, OK, VA, WV, MO, SC, NC, MD, UT and MI
  - **Industry has generally supported** this model as cost effective and efficient
- **Return Share** laws that may include government-mandated payments by producers to collectors and recyclers that are not based on cost.
  - Seven states have enacted some version of these models: ME, CT, NJ, WA, OR, RI and HI
  - **Industry has generally opposed** this model due to high costs of compliance
- **Laws with Targets based on Market share or Sales** that may require unreasonable or unsustainable collection targets and convenience standards
  - Seven states have enacted some version of these models: IL, IN, MN, NY, WI, PA and VT
  - **Industry has generally opposed** these models due to unreasonably high targets, excessive costs and mandatory convenience standards.

For further information, contact  
Fran Valluzzo  
Dell State Government Affairs  
919-720-2194  
[Francis\\_valluzzo@dell.com](mailto:Francis_valluzzo@dell.com)

For information on all of Dell's global environmental programs,  
including recycling, go to:  
<http://www.dell.com/environment>

