



seri

Annual Report

2015

www.sustainableelectronics.org

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Letter from the Executive Director

For SERI, 2015 was a year of foundation building. Having started operations in June, 2014, SERI is still in its early formative stages of growth. Nonetheless, SERI's growth on a number of fronts has been fantastic – well beyond our expectations at the beginning of the year.

SERI began working with a broad range of stakeholders on expanding the use of environmental, and worker health and safety best-practices within the electronics recycling industry. These stakeholders included: electronics recyclers and refurbishers of all sizes; electronics manufacturers; corporations and governments (key customers of electronics recyclers); policy makers; regulators, and other non-governmental organizations (NGOs).

SERI developed and began implementing several new strategies for education and outreach; including a new website, downloadable written materials, and a number of webinars tailored for various audiences.

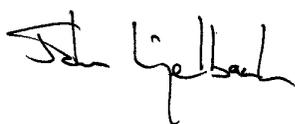
Dozens of new facilities achieved R2 certification, including facilities in the Czech Republic, Thailand and the United Arab Emirates, with many others in additional countries currently working towards R2 certification.

SERI achieved accreditation by the American National Standards Institute (ANSI), making SERI the only ANSI-accredited standards development organization for electronics recycling. ANSI accreditation requires inclusiveness, balance, “lack of dominance”, and consensus-based decision making in SERI's process for revising the R2 Standard.

The multi-stakeholder R2 Technical Advisory Committee (TAC) was reconvened with many new members, including members from England, Ireland, and Singapore. TAC workgroups focused on critical issues such as the management of CRTs and mercury-containing devices.

And SERI expanded its R2 Quality Program to include unannounced audits of certified facilities; the review of auditor's reports; and increased communication with the R2 Certification Bodies and the ANSI-ASQ Accreditation Body (ANAB) which oversees and accredits the certification bodies.

A special thanks to the SERI Board of Directors for their superb direction and support. And to SERI's staff for its outstanding efforts in furthering SERI's mission. And most of all to SERI's partners and supporters for participating in this collaborative work. Onward to 2016!



John Lingelbach
Executive Director

About SERI

Sustainable Electronics Recycling International (SERI) is a non-profit 501(c) (3) organization based in the United States. It is dedicated to educating people about, and promoting, safe and sustainable electronics reuse and recycling worldwide. As part of this, it administers the R2 Standard and Certification Program.

“SERI works to create a world where electronic products are reused and recycled in a way that promotes resource preservation; the well-being of the natural environment; and the health and safety of workers and communities.”

SERI Mission

SERI focuses on three key areas:

Maintaining the R2 Standard

SERI is the owner and housing body for the *Responsible Recycling (“R2”) Standard for Electronics Recyclers*. Known as the “R2 Standard”, this is the environmental, health, and safety standard that serves as the basis of the R2 Certification Program – the most broadly used electronics recycling certification program in the world. The R2 Standard and Certification Program play a cornerstone role in accomplishing SERI’s mission.

SERI maintains, continually improves, and performs education and outreach relating to the R2 Standard. SERI is accredited by the American National Standards Institute (ANSI), the accreditation body in the United States for standard development organizations. SERI is committed to active public involvement in the standard revision process. Consequently, the R2 Standard is revised in accordance with ANSI’s *Essential Requirements for Due Process*.

R2 Quality Assurance

SERI plays a role promoting quality in the implementation of the R2 Certification Program. This entails educating, monitoring, and evaluating R2 auditors and R2-certified recyclers concerning their knowledge and application of the requirements of the R2 Standard. SERI works with these parties, and with the R2 certification bodies and the ANSI-ASQ Accreditation Body (ANAB), to maintain the highest possible level of quality in the R2 certification program.

SERI Education and Capacity-Building

During 2015 (SERI’s first full year of operation), SERI has been researching and assessing educational and capacity-building activities it will undertake to achieve its mission – activities that do not focus on or utilize the R2 Standard. This has involved identifying the most pressing environmental, health and safety issues of electronics recycling around the world; identifying

existing gaps in how society is addressing these issues; and determining the most effective role SERI can play in helping to fill these gaps.

One project SERI is considering is the development of a series of short videos demonstrating best practices for worker health and safety in electronics refurbishing and demanufacturing operations. Another is working in various parts of the world with government agencies, local trade associations, and other non-governmental organizations to identify and develop incentives and educational tools for reducing the industry's environmental footprint.

Key Accomplishments

Education & Outreach

SERI significantly expanded its education and outreach efforts in 2015:

- Redesigned SERI website with a specific focus on improving access to educational information about responsible electronics practices, key R2 documentation, and a searchable database of R2 Certified facilities that enables the public to locate electronics recyclers that employ responsible management practices.
- Conducted outreach and public awareness campaigns focused on refurbished computers, America Recycles Day, and holiday season recycling opportunities.
- Offered new educational webinars regarding best management practices for worker health and safety and environmental protection within the industry.
- Developed educational materials about the environmental, worker health and safety (EHS), and data security risks associated with irresponsible electronics recycling practices.

For further information about these education and outreach efforts, please visit the SERI website – www.sustainableelectronics.org.

R2 Quality Assurance

In 2015, SERI worked with R2 certification bodies, auditors and recyclers to promote a high level of quality in the implementation of the R2 Certification Program. SERI:

- Performed independent audits of close to 5% of R2 certified facilities.
- Conducted numerous R2 recycler and auditor training webinars.
- Established closer communication and coordination with the six R2 certification bodies.
- Developed key internal SERI Quality Assurance policies and procedures.

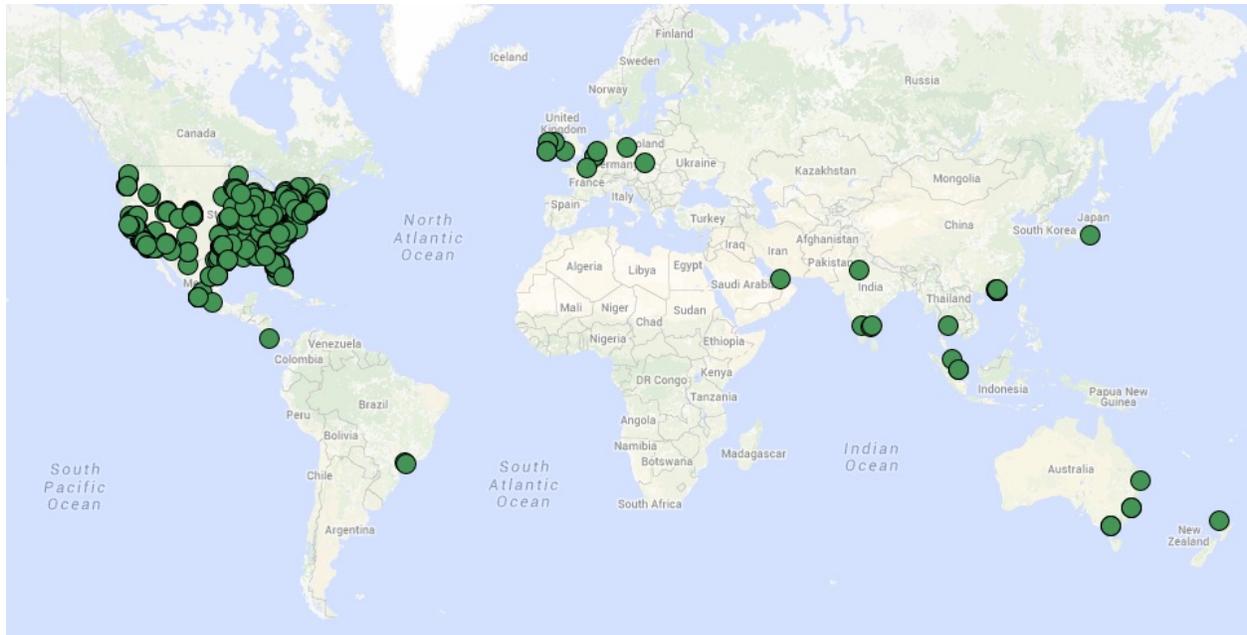
Research for Future Education and Capacity-Building Projects

SERI conducted research on ways it can further its mission through education and capacity-building projects aimed at improving the environmental footprint of the electronics recycling industry:

- A project to assess EHS weaknesses in the practices and processes of electronics recyclers in “emerging market” regions of the world, where significant improvements can be made protecting the environment, and the health and safety of workers and local communities.

R2 Certification

At the close of 2015, a total of 550 electronics recycling facilities are R2 certified in 21 countries.



The number of R2 Certified facilities continued to grow in 2015, adding over 40 certified locations during the year.

R2 Certified facilities are now present in:

Australia	France	Netherlands
Belgium	Germany	New Zealand
Brazil	India	Singapore
Canada	Ireland	Thailand
China (Hong Kong)	Japan	United Arab Emirates
Costa Rica	Malaysia	United Kingdom
Czech Republic	Mexico	United States

As of the end of 2015, SERI has translated the R2 Standard into Chinese (Mandarin), French, Japanese, Portuguese, and Spanish.

R2 Standard Development

2015 Milestones R2 Development

- Developed *SERI's Manual of Policies and Procedures for Standard Development*
- SERI's standard development/revision process was accredited by ANSI – the American National Standards Institute
- Established the R2 Consensus Body and R2 Technical Advisory Committee

SERI's Manual of Policies and Procedures for Standard Development Accredited by ANSI

In 2015, SERI, in consultation with ANSI, developed its *Manual of Policies and Procedures for Standard Development*. The ANSI Executive Standards Council voted to approve the document. This document sets forth the roles and responsibilities of the entities that play a role in revising the R2 Standard, including the R2 Consensus Body, the R2 Technical Advisory Committee, and the public. It also sets forth the process and procedures that must be followed during the revision process.

Collectively, these requirements assure an open, inclusive, balanced, consensus-based process for revising the R2 Standard – a process in which all interested persons and organizations may participate through multiple opportunities for public comment.

R2 Consensus Body

SERI established the R2 Consensus Body as an integral part of its effort to revise the R2 Standard. This is in accordance with *SERI's Manual of Policies and Procedures for Standard Development* and *ANSI's Essential Requirements for Due Process*.

The R2 Consensus Body is responsible for making consensus decisions on draft revisions to the R2 Standard. It is made up of representatives of the three stakeholder groups with significant interest in the R2 Standard: entities covered by the R2 Standard, customers of these entities, and regulators/public interest. There is balance between these three groups so that none “may exercise authority or influence by reason of superior leverage, strength, or representation to the exclusion of fair and equitable consideration of other viewpoints on the R2 Consensus Body” (excerpted from page 5 of *SERI's Manual of Policies and Procedures*). The R2 Consensus Body includes international representation.

All members of the R2 Consensus Body also sit on the R2 Technical Advisory Committee (see below).

R2 Technical Advisory Committee

SERI formed the R2 Technical Advisory Committee (TAC). This is the second R2 TAC – the first was integral in developing the first revision to the standard: R2:2013. The R2 TAC is a larger multi-stakeholder group that assists the R2 Consensus Body develop revisions to the R2 Standard. It is made up of the three stakeholder groups represented on the R2 Consensus Body as well as representatives of other groups involved in the implementation of the R2 Certification Program, including the certification bodies, auditors, and consultants. R2 TAC meetings are open to the public and public input is encouraged.

During the summer and fall of 2015, the R2 TAC began preliminary work relating to issues such as the proper management of old televisions and computer monitors (collectively known as cathode ray tubes or CRTs) which contain large quantities of lead, a toxic metal that is harmful to human health if it is released to the environment during demanufacturing or final processing.

R2 Leaders

R2 Leaders is a partnership program that brings together companies and organizations committed to the responsible management of used electronics. All R2 Leaders commit to the responsible management of used electronics, and to provide their customers and employees with access to information on responsible recycling practices. Additionally, R2 Leaders consider R2 Certification when choosing an electronics recycling vendor.

Most important, R2 Leaders have been working collaboratively on projects to promote responsible electronics recycling. For example, the R2 Leaders and SERI are educating and providing assistance to electronics recyclers in Brazil, Chile, Colombia, and Ecuador, as these recyclers work to implement best environmental, health and safety (EHS) practices and, ultimately, achieve R2 Certification. R2 Leaders actively involved in this project include DirecTV, Oracle, Sims Recycling Solutions, and Arrow. The consulting firm GreenEye Partners has also played an instrumental role in this project.

In 2015 Arizona's Department of Environmental Quality, Lenovo, and Sims Recycling Solutions joined the R2 Leaders program.

R2 Leaders held a meeting in July, 2015 to identify additional strategies for addressing some of the pressing EHS challenges they find in their own electronics recycling activities, and improving used electronics management around the world.

R2 Leaders



Board of Directors

SERI is governed by an independent, international board of directors, which includes representatives with a wide range of perspectives on electronics recycling.

Lynn Rubinstein <i>Chair</i> (United States)	<ul style="list-style-type: none">○ Executive Director, Northeast Recycling Council (NERC)○ Co-Founder, Electronics Recycling Coordination Clearinghouse (ERCC)
Rick Goss <i>Vice-Chair</i> (United States)	<ul style="list-style-type: none">○ Senior Vice President for Environment and Sustainability, Information Technology Industry Council (ITI)
Garth Hickle (United States)	<ul style="list-style-type: none">○ Chair, Association of State and Territorial Solid Waste Management Officials – Product Stewardship Task Force○ Board Member, ERCC○ Product Stewardship Team Leader, Minnesota Pollution Control Agency
Katharina Kummer-Peiry (Switzerland)	<ul style="list-style-type: none">○ Director, Kummer EcoConsult○ Fmr. Executive Secretary, Basel Convention
Clare Lindsay (United States)	<ul style="list-style-type: none">○ Fmr. Senior Policy Advisor for Waste, Resource Conservation, and Materials Management, US Environmental Protection Agency
John Lingelbach <i>Secretary</i> (United States)	<ul style="list-style-type: none">○ Executive Director, SERI
Venky Murthy (Singapore)	<ul style="list-style-type: none">○ Founder & Managing Director, Vans Chemistry PTE LTD
Brenda Pulley (United States)	<ul style="list-style-type: none">○ Vice President of Waste Reduction and Recycling Initiatives, Keep America Beautiful
Robin Wiener <i>Treasurer</i> (United States)	<ul style="list-style-type: none">○ President, Institute of Scrap Recycling Industries (ISRI)

Staff

John Lingelbach

Executive Director

John Lingelbach is the Executive Director of SERI and also serves on the organization's Board of Directors - positions he also held at SERI's predecessor, R2 Solutions, since that organization's inception in 2010. Previously, he managed the U.S. Environmental Protection Agency's development of the R2 Standard. John is an attorney who, prior to his current position, focused on matters relating to innovations in environmental law and policy.

Corey Dehmey

R2 Technical Director

Corey's electronics recycling experience began by managing the data sanitization, reuse, and recycling of over 350,000 IT assets for the US Navy. Corey managed the revision process leading to the adoption of R2:2013 (the current version of the R2 Standard). Corey provides technical support regarding the R2 Standard to other SERI staff, R2 auditors, and R2-certified recyclers.

Henry Leineweber

Program Director

Henry Leineweber is the Program Director for SERI. In this capacity, he provides support, project oversight, and relationship management for electronics repair and recycling projects around the world. Prior to joining SERI, Henry spent seven years as the Managing Editor of *E-Scrap News*, the largest independent trade journal for the electronics recycling industry. He has an MBA from Portland State University with a focus on sustainable business management.

Patty Osterberg

Education & Outreach Director

As a marketing consultant for small and mid-sized businesses, Patty has helped clients across multiple industries to identify and communicate more effectively with their target audiences. Patty's primary role with SERI is to educate businesses, government agencies and consumers about the need for responsible recycling and the value of working with R2 Certified companies.

Sharada Rao

Quality Director

Sharada Rao is the Director of Quality for SERI. Her primary responsibility is implementing SERI's Quality Assurance/Quality Control program. She holds a Master's degree in Environmental Science. Sharada worked for Perry Johnson Registrars (PJR), for almost ten years prior to her tenure at SERI. At PJR, she gained vast experience in managing programs such as ISO 14001, BS 18001, R2, RIOS, and e-Stewards for PJR's offices worldwide.

2015 Financials

FY 2015 v FY 2014 Balance Sheet (Summary):

	2015	2014
ASSETS		
Total Current Assets	531,797.01	257,138.19
Fixed Assets		
Accumulated Depreciation	-50.00	-50.00
Furniture and Equipment	4,642.00	1,674.00
Total Fixed Assets	4,592.00	1,624.00
TOTAL ASSETS	536,389.01	258,762.19
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Payroll Liabilities	16,035.38	15,105.37
Total Current Liabilities	16,035.38	15,105.37
Total Liabilities	16,035.38	15,105.37
Equity		
Unrestricted Net Assets	243,656.82	0.00
Net Income	276,696.81	243,656.82
Total Equity	520,353.63	243,656.82
TOTAL LIABILITIES & EQUITY	536,389.01	258,762.19

Contact SERI

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SERI is a 501 (c) (3) nonprofit organization incorporated in the District of Columbia, United States

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