



# R2 Impact Report Guidance

MAKING YOUR DATA WORK FOR YOU

# Making Your Data Work for You

**Your impact report is more than numbers.**

It's independent measurement of your commitment to driving electronics sustainability.

Using your operational data, we (SERI and Ecotone) have calculated specific impact metrics that quantify your contribution. The numbers tell your quantity story – how much you process, recover, and protect. Your R2 Certification tells your quality story – how responsibly you handle every pound. Together, they provide a clear picture of your positive impact. This guide will help you use your report to strengthen customer relationships and win new business, regardless of your facility's size or specialization.



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## Introduction

Your impact report is more than numbers.

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## Understanding Your Impact Report

Your annual impact report from SERI contains five key data points that tell your sustainability story.

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Each metric serves a specific purpose in demonstrating value to B2B prospects.

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## Making Your Impact Data Work in Sales

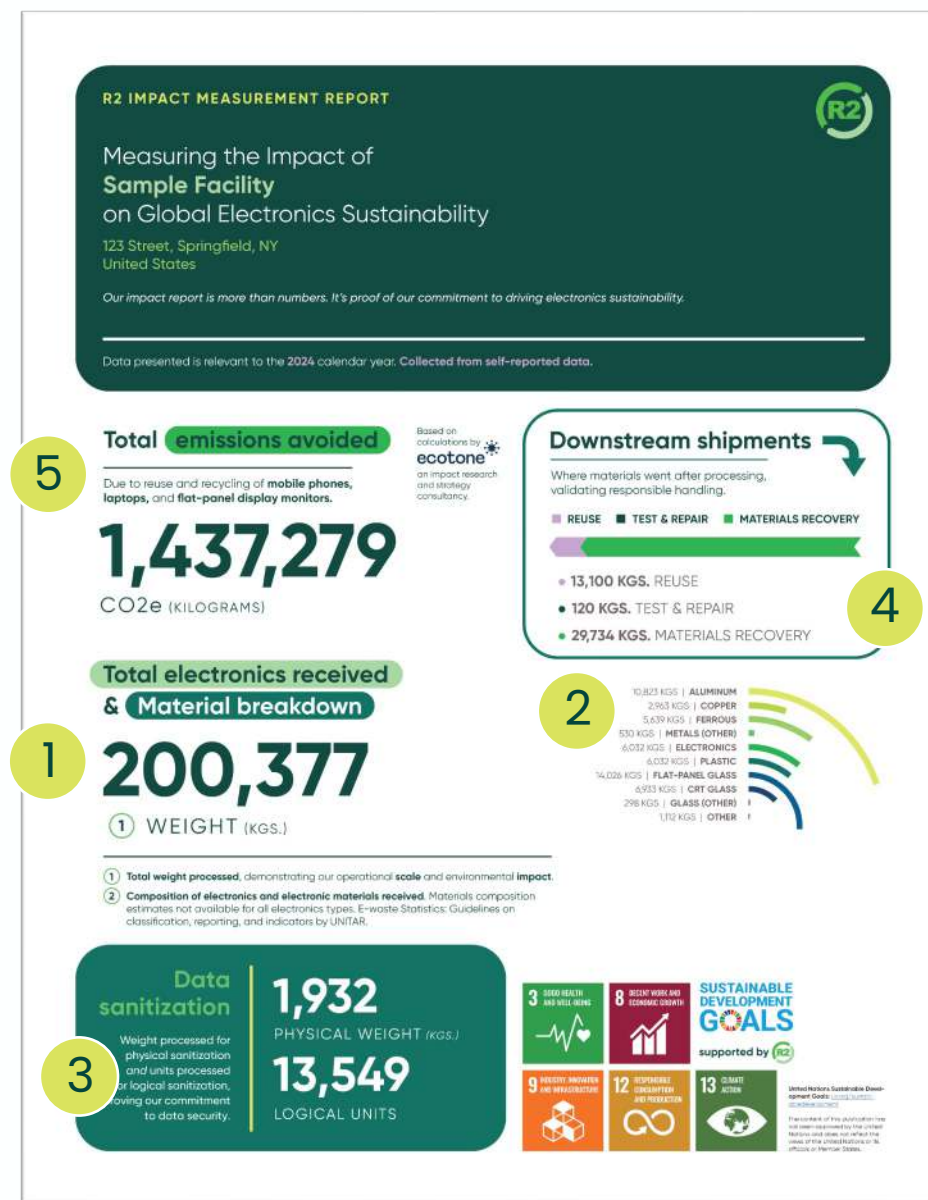
Your R2 certification already sets you apart, and these impact reports give you data to back it up.



# Understanding Your Impact Report

Your annual impact report from SERI contains **five key data points** that tell your sustainability story:

- 1. Total Electronics Received** – Total weight processed, demonstrating your operational scale and environmental impact
- 2. Material Breakdown** – Composition of materials received and what you are keeping in use, showing your contribution to the circular economy (derived from UNITAR calculations)
- 3. Data Sanitization** – Units securely processed, demonstrating your commitment to data security
- 4. Downstream Shipments** – Where materials went after processing, validating responsible handling
- 5. GHG** – Your facility's individual emissions based on reuse and recycling of mobile phones, laptops, and flat panel monitors (derived from calculations by [Ecotone Analytics](#))



# Using Each Metric in Your Marketing

Each metric serves a specific purpose in demonstrating value to B2B prospects.

## TOTAL ELECTRONICS RECEIVED

### What it means for prospects:

- You're a trusted partner handling significant volumes
- You have the infrastructure and processes to manage their needs
- You're making a measurable environmental impact

### How to present it:

- "Last year, we responsibly processed [X] pounds of electronics, keeping harmful materials out of landfills."
- **For smaller volumes:** "We carefully handle every pound with the same certified processes, whether it's 1,000 or 100,000 pounds."
- **Connect to relatable comparisons:** "That's equivalent to [X] truckloads diverted from landfills."

# 1,437,279

CO<sub>2</sub>e (KILOGRAMS)

## Total electronics received & Material breakdown

# 200,377

① WEIGHT (KGS.)

- ① **Total weight processed**, demonstrating our operational **scale** and environmental impact.
- ② **Composition of electronics and electronic materials received**. Materials composition estimates not available for all electronics types. E-waste Statistics: Guidelines for classification, reporting, and indicators by UNITAR.

## Data sanitization

Weight processed for physical sanitization

# 1,932

PHYSICAL WEIGHT (KGS.)

# 13,540

# Using Each Metric in Your Marketing

## MATERIAL BREAKDOWN

### What it means for prospects:

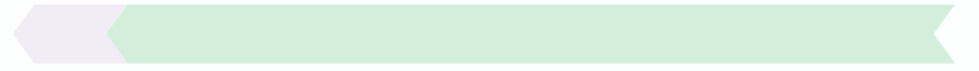
- You handle diverse materials with sophisticated sorting capabilities
- Your recovery data quantifies materials kept in circulation versus extracted from the earth
- Processing happens in R2 Certified facilities with established worker and environmental safety protections
- Every pound recovered is tracked and documented

### How to present it:

- "Our certified processes prioritize reuse before recovering valuable materials like metals and plastics, supporting the circular economy."
- "This breakdown shows the diversity of materials we're equipped to handle."
- "Every material type requires different handling, and we're certified to manage them all responsibly."

Where materials went after processing, validating responsible handling.

REUSE TEST & REPAIR MATERIALS RECOVERY



- 13,100 KGS. REUSE
- 120 KGS. TEST & REPAIR
- 29,734 KGS. MATERIALS RECOVERY

2

10,823 KGS		ALUMINUM
2,963 KGS		COPPER
5,639 KGS		FERROUS
530 KGS		METALS (OTHER)
6,032 KGS		ELECTRONICS
6,032 KGS		PLASTIC
14,026 KGS		FLAT-PANEL GLASS
6,933 KGS		CRT GLASS
298 KGS		GLASS (OTHER)
1,112 KGS		OTHER



# Using Each Metric in Your Marketing

## DATA SANITIZATION METRICS

### What it means for prospects:

- Their sensitive data is protected
- You take security as seriously as sustainability
- You have measurable and documented secure operations

### How to present it:

- "We securely processed [X] units to protect customers against a breach."
- "Every device receives certified data destruction following R2 requirements."
- "Our R2 certification is how you know your data is secure."

## & Material breakdown

# 200,377

① WEIGHT (KGS.)

- ① Total weight processed, demonstrating our operational **scale** and environmental **imp**
- ② **Composition of electronics and electronic materials received.** Materials composition estimates not available for all electronics types. E-waste Statistics: Guidelines on classification, reporting, and indicators by UNITAR.

## Data sanitization

Weight processed for physical sanitization *and* units processed for logical sanitization, proving our commitment to data security.

# 1,932

PHYSICAL WEIGHT (KGS.)

# 13,549

LOGICAL UNITS

# Using Each Metric in Your Marketing

## DOWNSTREAM SHIPMENTS

### What it means for prospects:

- You prioritize reuse over recycling when possible
- Materials go to responsible, tracked partners
- Complete transparency in your processing chain

### How to present it:

- "We maximized device lifespans through reuse and repair before recycling."
- "All downstream partners are vetted to ensure responsible handling."
- "You can trace your electronics through every step of the process."

...t to driving electronics sustainability.

...self-reported data.

## Downstream shipments



Where materials went after processing, validating responsible handling.

■ REUSE ■ TEST & REPAIR ■ MATERIALS RECOVERY



● 13,100 KGS. REUSE

● 120 KGS. TEST & REPAIR

● 29,734 KGS. MATERIALS RECOVERY

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873 KGS | CRT GLASS



# Using Each Metric in Your Marketing

## GREENHOUSE GAS EMISSIONS

### What it means for prospects:

- Real emissions reduction numbers that they contribute to by choosing to work with you
- Third-party-calculated data
- Data they can use in their own sustainability reporting

### How to present it:

- “Our processing of phones, laptops, and monitors avoided [X] metric tons of CO<sub>2</sub> emissions in 2024.”
- “Your electronics helped keep [X] tons of emissions out of the atmosphere.”

123 Street, Springfield, NY  
United States

*Our impact report is more than numbers. It's proof of our commitment to*

Data presented is relevant to the 2024 calendar year. Collected from self-

## Total emissions avoided

Due to reuse and recycling of **mobile phones, laptops, and flat-panel display monitors.**

# 1,437,279

CO<sub>2</sub>e (KILOGRAMS)

Based on calculations by  
**ecotone**  
an impact research and strategy consultancy.

## Total electronics received & Material breakdown

# 200.377

# Making Your Impact Data Work in Sales



## *Weave Data into Your Sales Conversations*

Reference specific metrics that matter to each prospect. If they're concerned about data security, mention your sanitization volumes. If they have sustainability goals, share how many pounds of materials you kept in circulation. Let the numbers naturally support your capabilities story.

## *Strengthen Your Marketing Materials*

This report gives you real-world data to leverage throughout your marketing. Add your annual processing volumes to your capabilities overview. Include material recovery statistics in proposals. Update your website with impact numbers. For many facilities, this represents data you may not have had access to before. Now that you have it, use these numbers throughout your materials, and keep the full report ready when these data points open doors to deeper conversations. These metrics add substance to the sustainability claims you're already making.



#### Common Mistakes to Avoid

- ❌ Don't focus only on weight if you're a smaller facility
- ✅ Do emphasize quality, service, and annual growth
- ❌ Don't assume prospects understand what the numbers mean
- ✅ Do explain the real-world impact in relatable terms
- ❌ Don't use the report as your only sales tool
- ✅ Do integrate it into your overall sales process

### *Build Customer Success Stories*

Use the data to demonstrate the impact of your partnership on existing customers. Calculate their contribution to your total volumes—frame renewals around growing that impact together next year. Real numbers make abstract sustainability concrete.

### *Differentiate in Competitive Situations*

When prospects are comparing options, your quantified impact data sets you apart. While others say they recycle responsibly, you can cite specific reuse percentages and material recovery volumes. Numbers from third-party analysis carry more weight than claims alone.

### *Connect Operations to Outcomes*

During facility tours or capability presentations, reference relevant metrics to validate what you're sharing. Your secure destruction area becomes more impressive when you mention processing thousands of units. Your sorting operation gains credibility with material breakdown percentages.



# Your R2 Certification

already sets you apart, and these impact reports give you data to back it up. You're not just processing electronics; you're protecting data, recovering resources, and contributing to a sustainable future. Make sure your prospects know it!

[sustainableelectronics.org](https://sustainableelectronics.org)

