

2015 SMM ELECTRONICS CHALLENGE CHAMPION AWARD APPLICATION

Step-by-Step Instructions

1. Read entire application.
2. Determine eligibility (all current SMM Electronics Challenge Participants that have submitted their 2014 annual data results to EPA by the June 30, 2015 deadline are eligible).
3. Decide on award category (you may choose Product or Non-Product or both).
4. Write Abstract (up to 250 words) and Narrative (up to 4,000 words) that addresses the four judging criteria: Vision, Coalition Building, Execution and Impact and reflects work completed in calendar year 2014.
5. Gather optional supplemental information (not to exceed four pages).
6. Fill out contact information at the end of the application.
7. Submit completed form online via the SMM Data Management System no later than May 15, 2015.

Overview

The Electronics Champion award recognizes electronics original equipment manufacturers (OEMs) and retailers that exemplify exceptional leadership and innovation in the electronics lifecycle, including the sustainable management of electronics. Results describe significant solutions and contributions that create positive environmental, social, and economic outcomes for their organization, partners, and consumers and the public. All eligible companies are current participants in the SMM Electronics Challenge.

The SMM Electronics Challenge offers participants the opportunity to join at Bronze, Silver and Gold tiers. The Electronics Champion award offers recognition opportunities beyond these tiers. Challenge participants do not have to wait to apply for the Electronics Champion award until they are eligible for a tiered award in the Gold, Silver or Bronze categories.

Results and achievements described in the awards application should reflect work that has been completed in calendar year 2014. **The application deadline is May 15, 2015.** Submissions for this award will be done electronically using the SMM Data Management System. The system will also be used for all Challenge data and information reporting.

Applicants can apply for awards in two categories: Product and Non-Product. Up to two awards per award category, will be given for a possible total of four awards. The awards will be announced in late summer 2015. The Narrative section describes the award categories and the Evaluation section describes the four judging criteria.

Eligibility

All current SMM Electronics Challenge Participants that have submitted their 2014 annual data results to EPA by the June 30, 2015 deadline are eligible. Each Challenge participant may apply for one award in each of the two categories: Product and Non-product. However, each applicant is only eligible to win

one award. Your organization will be judged on the strength of your application so it is important that your application is complete and addresses the awards criteria.

Application Requirements

Abstract

Provide an abstract of no more than 250 words describing your awards submission. This provides the application judges with a brief overview of an applicant's activities and it will be used for outreach purposes (e.g., news releases, case studies, webinars, etc.). Applications without an abstract will not be considered. Abstracts are subject to editing for publication purposes.

Narrative

The narrative should not exceed 4,000 words. Each criterion should be addressed. You may apply for no more than one award in each category (product or non-product). EPA will make awards based on how submissions address the criteria, with no more than two awards being given per category. It is possible that awards will not be given in one of the categories.

Award Categories

Product

For the purposes of this competition, a *"product"* is an item that is manufactured, developed or refined for sale and is in the marketplace. Proposals submitted to the product category might include, among others:

- Items manufactured from electronic scrap (an example of reuse);
- Items designed in such a way as to extend their useful lifecycle (an example of the prevention of e-waste generation);
- Items that incorporate alternative materials or employ alternative manufacturing processes that conserve resources (an example of prevention of negative environmental impacts); and
- Items that raise awareness of the impacts of electronic devices or otherwise foster positive environmental behavior (examples of prevention of negative environmental impacts).

Examples of a product that fosters positive environmental behavior could include a smart phone app that allows consumers to easily compare the "green scorecard" for different laptops, boxes for shipping electronics that include facts about e-waste and e-waste recycling, or a phone case that displays a world map highlighting where all the elements in the phone came from.

Non-Product

For the purposes of this competition, a *"non-product"* is an internal or external plan, strategy or policy for an organization, a service, program, or item that is not intended for individual sale to a single consumer (e.g., an educational website, a curriculum, a policy, an electronics take-back program, etc.). Proposals in this category must have been implemented and have measurable results (see definition of measurable under "Evaluation" below). Proposals submitted to this category may be more abstract and may require as much or more effort to thoroughly explain in a concise way.

Optional Supplemental Documentation

Supplemental documentation, **not to exceed four pages**, may be submitted along with the application. Due to space limitations in EPA's reporting and tracking system, these materials must be sent to EPA electronically under separate cover and must be referred to on the reporting form in the tracking system. Materials such as charts, tables, photos, graphs, web links, data and calculations may be included. Short videos, not to exceed five minutes that illustrate/explain the project may be included. **Do not include confidential business information, corporate literature, annual reports, or CD-ROMS. Any supplemental material over the 4-page limit will not be reviewed.** Please submit supplemental

documentation electronically to: johnson.janice@epa.gov, Attn. Janice Johnson, U.S. EPA, Office of Resource Conservation and Recovery.

Evaluation

Measurable Results

Applicant submissions will be evaluated using a points system. Applicants will be awarded points based upon the criteria outlined below. To receive consideration, your proposal must have measurable environmental impacts. Social and economic impacts are encouraged. Applicants must include measurable results that clearly indicate a baseline (the starting point for your effort) and the end result. Reporting a measurable output should link to an outcome whenever possible. For example, an electronics education project might include holding monthly webinars (output) that result in an increase of X% used electronics collected (outcome). Applications will be evaluated with consideration to the volume or significance of achievement along with the size and type of the organization. Therefore, please explain how the measurable impacts of your project relate to your company's size and/or type of electronics manufactured.

Some examples of measurable results include, but are not limited to:

- Environmental benefits (e.g., quantifiable benefits such as raw material savings, water savings, disposal cost savings, energy savings, other), and;
- Benefits to employees, community or environment (e.g., improvements in safety, community awareness of the project, environmental significance to the community).

Judging Criteria

VISION: strategy, originality, value

EPA is looking for an organizational leader/innovator that advances a strategy, program, process, or product that represents a leap in creativity or a fundamental departure from usual practice and satisfies a need in the organizational structure or marketplace. We would like to understand how your company's project progressed from idea to development; how it fulfills a need; and whether it has game changing advantages. In essence, explain how your contribution adds value to what already exists in your organization and/or the marketplace. **Possible Score: 20 points**

COALITION BUILDING: collaboration, inclusiveness

EPA seeks to understand how your company creates effective partnerships with other organizations from across all sectors as well as how your company collaborates and convenes with peers to develop the strategy, program, product and/or process. We are looking for interesting examples of how your company has built bridges between consumers; customers; value chain representatives (both from the supply and recycling perspectives); and federal, state and local government and non-government organizations. We are also looking for how your company has mentored other organizations.

Possible Score: 20 points

EXECUTION: motivation/inspiration, communication, transparency

EPA believes that innovative organizations not only advance and communicate a clear vision, but also possess the ability to bounce back from challenges. We are interested in understanding how your company communicated its project in clear and compelling ways both within and outside of your organization; what methods you used to motivate and inspire your audience(s); and how you might have capitalized on challenges or setbacks in the development of your project. Finally, we are interested in how you have been transparent and shared your process and progress with internal and external stakeholders. **Possible Score: 30 points**

IMPACT: measurability, replicability

EPA is seeking an innovative organization that has made positive changes; has a measurable record of accomplishment for influencing change both inside and outside the organization; and is sensitive to broader social and environmental implications. We are interested in examples of how your company's strategy has influenced policy making, and/or standards or product development in the area of responsible management of electronics inside and outside your organization.

First and foremost, EPA seeks to understand the immediate and longer term impact the strategy/project/product has on the environment and human health. We are interested in how the project addresses social concerns including the areas of conflict minerals, health/safety, bridging the digital divide, improving quality of life, and international trade/crime. Also, please describe any significant, quantifiable benefits to employees and/or community through your activities. Finally, EPA is interested in understanding why and how others might replicate your efforts.

Possible Score: 30 points