

SMM ELECTRONICS CHALLENGE CHAMPION AWARD APPLICATION

Step-by-Step Instructions

1. Read entire application.
2. Determine eligibility.
3. Decide which award category you are applying for: Product, Program (formerly called “Non-Product”), and/or Cutting Edge.
4. Write an abstract (up to 250 words) and a narrative (up to 4,000 words) that addresses the judging criteria.
5. Gather optional supplemental information (not to exceed four pages).
6. Fill out the application form, including the contact information section, online via the [SMM Data Management System](#) and submit it **no later than July 31, 2020**.

Overview

The SMM Electronics Challenge Champion awards recognize electronics original equipment manufacturers (OEMs), brand owners and retailers that exemplify exceptional leadership and innovation

TIPS FOR SUCCESS!
Do identify the <u>year</u> for all work mentioned (policies, coalitions, results)
Do use pre-existing headings (e.g., <u>Vision</u> , <u>Coalition Building</u> , <u>Execution</u> , and <u>Impact</u>) as Narrative Headings
Do use separate applications to apply for <u>different</u> award categories
Do use <u>U.S. short tons</u> for all weights and provide context

on sustainability in the electronics life cycle. Successful applications describe significant solutions and contributions that create positive environmental, social, and economic outcomes for their organization, partners, and consumers and the public. The Champion awards offer participants a recognition opportunity in addition to the Bronze, Silver and Gold tier awards.

How to Apply

The Champion award application is available on the SMM Data Management System. (This is the same system that is used for all Challenge data and information reporting.) **The application deadline is July 31, 2020.** The awards are anticipated to be announced in late Fall 2020.

Eligibility

All current SMM Electronics Challenge participants that have submitted their 2019 annual data results to EPA by the July 31, 2020 deadline are eligible. Each Challenge participant may apply for one award in each of the three categories: Product, Program, and Cutting Edge. However, each applicant is only eligible to win one award. The application for the Product and Program categories should reflect work completed in calendar year 2019. The Cutting-Edge category does not have a similar timeframe. Applications will be judged on the strength the content, so it is important that each application is complete and addresses all requested information described in 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 public 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. All information requested under each criterion should be addressed. Each participant may apply for no more than one award in each category (product, program, or cutting edge). EPA will make awards based on how submissions address the criteria of each category. It is possible that awards will not be given in one of the categories.

Award Categories

Product

The Product Award recognizes innovative and sustainable products designed for sale in the marketplace. For the purposes of this competition, a *"product"* is an item that is manufactured, developed or refined for sale or changes the way people use an existing product or extends the lifecycle of a product and is in the marketplace. Applications submitted to the product category might include, among others:

- Items manufactured from used electronics (an example of upcycling or reuse);
- Items designed in such a way as to extend their useful life (an example of the prevention of waste generation);
- Items that incorporate alternative materials or employ alternative manufacturing processes that reduce the use of toxic materials and/ or 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.

Program (formerly called "Non-Product")

The Program Award recognizes participants that have employed an innovative plan, strategy, or policy to use materials in a more environmentally responsible way throughout the life cycle. For the purposes of this competition, a *"program"* 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.). Programs submitted in this category must have been implemented in 2018 and have measurable results (see definition of measurable under "Impact" below).

Cutting Edge

This category focuses on bold ideas with the potential to make a huge impact on the future of sustainable electronics management across the life cycle. It is designed to encourage ambitious ideas that have significant game-changing potential. Unlike the two previous categories, submissions for the Cutting Edge do not have to be products that have been marketed for sale, programs that have been completed or policies that have already been implemented. Instead, for this award EPA seeks innovative ideas, models and prototypes for products, services and/or policies that have not yet been fully implemented or marketed with the potential to positively impact and solve issues in sustainable electronics, materials reduction, reuse, upcycling and recycling at any stage of the life cycle. For the

purposes of this competition, a cutting-edge project is one that is concisely articulated, well formulated, has projected or actual measurable economic, environmental, and social benefits and is achievable in the foreseeable future. Ideas may be as creative and forward thinking as you like, but judges will be looking for those ideas that are innovative and impactful – to put it another way, it should be a game-changer in sustainable materials management.

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 separately. 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.

Judging Criteria for Product and Program Categories

Applicant submissions will be evaluated by providing information requested for each criterion: Vision, Coalition Building, Execution and Impact. The number of points awarded to each criterion is shown below.

1. Vision

EPA is looking for programs and products 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 the product or product progressed from idea to development; how it fulfills a need; and whether it has game changing advantages over what currently exists in the marketplace. For Product Category applications, please include information on how your company extended the product's life by demonstrating how you have considered and addressed end-of-life issues (e.g., ease of disassembly, parts/materials labeling, inclusion of recycled content, repairability, recyclability of the product) and other product design concerns. **Possible Score: 20 points**

2. Coalition Building

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 program or product. 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**

3. Execution

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 product or program 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**

4. *Impact*

EPA is seeking innovative products and programs that have made positive changes and can demonstrate those changes through a measurable record of accomplishment for influencing change both inside and outside the organization. Applicants must include measurable results that clearly indicate a baseline (the starting point for your effort) and the result. You can use available tools of your choice to measure results. However, please use EPA's EEBC Calculator [Version 2.0](#) for greenhouse gas avoidance measurements associated with reducing, reusing, or recycling electronics to ensure consistency with our data.

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).

EPA seeks to understand the immediate and longer-term impact the strategy/project/product has on the environment and human health, either for employees or for communities. We are also interested in how the project addresses social concerns including the areas of critical minerals, health/safety, bridging the digital divide, and improving quality of life. Finally, EPA is interested in understanding why and how others might replicate your efforts. We are interested in examples of how your company's strategy influenced policy making, standards and/or product development inside and outside your organization.

Possible Score: 30 points

Judging Criteria for Cutting Edge Category

Applicant submissions will be evaluated using a points system. Applicants will be awarded points based upon the criteria outlined below. The judges will be asked to evaluate the entries received based on the idea, model or prototype (hereafter referred to as idea), its coherence to sustainable electronics management goals, its potential for value creation, and the likelihood of achieving success. The judges will review and evaluate the areas related to the execution of the idea, including:

1. *Vision*

EPA is looking for an organizational leader/innovator that advances an idea that represents a leap in creativity or a fundamental departure from usual practice and will satisfy a need in the organizational structure or marketplace. The application should demonstrate (1) a clear understanding of the issue that is being addressed, (2) the environmental, economic, and social drivers that advanced the idea, and (3) the feasibility of the idea, including any technological and recycling challenges as well as logistical challenges and costs that the idea faced. The application should articulate the market need, size of opportunity, competitive landscape, and potential risks of the idea with descriptions of risk mitigation strategies. In addition, please provide a detailed account of how the idea will progress from concept to

development, including the timeline for scalability; how it fulfills a need; and whether it has game-changing advantages over what currently exists. Finally, if your idea involves development of a product (or of a program that changes how a product is used or extends the life cycle of a product), please include information on how your company extends the product's life by demonstrating how you have addressed end-of-life issues (e.g., ease of disassembly, parts/materials labeling, inclusion of recycled content, repairability, recyclability of the product) and other product design concerns. **Possible Score: 20 points**

2. Financial Feasibility, Lifecycle Approach, and Measurable Results

The idea needs to be financially feasible (anticipated value created will be greater than costs incurred), fundable (attractive for investors), adopt a life cycle-based approach (looks at an issue holistically), scalable (replicable across regions and countries), and expected to achieve measurable results (projected and/or actual). Applicants must include measurable results that clearly indicate a baseline (the starting point for your effort) and the result. You can use available tools of your choice to measure results. However, please use EPA's EEBC Calculator [Version 2.0](#) for greenhouse gas avoidance measurements associated with reducing, reusing, or recycling electronics to ensure consistency with our data.

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).

The financing and life cycle-based plan should be sensible in terms of the capital required to launch and operate. We would like to see a description of the financial feasibility of the project as well as a clear description of potential game-changing environmental, economic, and social benefits to the field of sustainable electronics design and management throughout the life cycle (e.g., method(s) of collection, number of people involved, number of jobs created, and feasibility of scaling up the project) **Possible Score: 30 points.**

3. Timeline to Development and Execution

The implementation of the idea should be illustrated with clear, detailed milestones, deliverables and growth objectives. EPA believes a roadmap for implementation will include necessary partnerships, customer acquisition strategy, demonstrated proof of concept, how you have communicated your idea in clear and compelling ways both within and outside of your organization, what methods you used to inspire your audience(s), how you will or have already capitalized on challenges or setbacks in the development of your idea, and how you have been or will be transparent and share your process and progress with internal and external stakeholders. **Possible Score: 25 points**

4. Delivery Team

The individual(s) involved in the implementation of the business idea are important. The individual(s) should demonstrate/possess relevant skills, contacts, and experience for influencing change both inside and outside the organization, particularly in the areas of sustainable electronics design and management, health/safety, bridging the digital divide, building electronics management capacity and improving quality of life. Please provide a clear description of the role of the individual(s) and specific skills and experience the individual(s) offer. In addition, please describe how any gaps in skills and expertise will be addressed. The individual(s) should be persuasive in communicating the business idea, its potential environmental, economic and social benefits, and its potential for success as a game-changer in sustainability. **Possible Score: 25 points**