

## 2017 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 2016 annual data results to EPA by the August 15, 2017 deadline are eligible).
3. Decide on award category (you may choose Product, Non-Product, or Cutting Edge or all three).
4. Write Abstract (up to 250 words) and Narrative (up to 4,000 words) that addresses the judging criteria. The application for the Product and Non-Product categories reflect work completed in calendar year 2016. The Cutting Edge Category does not have a similar timeframe.
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 August 15, 2017.

### Overview

The Electronics Champion award recognizes electronics original equipment manufacturers (OEMs), brand owners and retailers that exemplify exceptional leadership and innovation in the electronics life

<p style="text-align: center;">TIPS FOR SUCCESS!</p> <p><b>Do</b> identify the <u>year</u> for all work mentioned (policies, coalitions, results)</p> <p><b>Do</b> use pre-existing headings (e.g., <u>Vision</u>, <u>Coalition Building</u>, <u>Execution</u>, and <u>Impact</u>) as Narrative Headings</p> <p><b>Do</b> only apply for <u>one</u> product, or policy per application</p> <p><b>Do</b> use <u>tons</u> for all weights and provide context</p> <p><b>Do</b> use EPA's <u>EEBC calculator</u> for all greenhouse gas measurements</p>
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cycle, 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.

Results and achievements described in the awards application should reflect work that has been completed in calendar year 2016. **The application deadline is August 15, 2017.** 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 three categories: Product, Non-Product, and Cutting Edge. **One award will be given per category for a possible total of three awards.** The awards are anticipated to be

announced in late Fall 2017. The Narrative section describes the award categories and the Evaluation section describes the judging criteria.

### **Eligibility**

All current SMM Electronics Challenge Participants that have submitted their 2016 annual data results to EPA by the August 15, 2017 deadline are eligible. Each Challenge participant may apply for one award in each of the **three** categories: Product and Non-product and Cutting Edge. 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, non-product, 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**

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 life cycle of a product 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 life cycle (an example of the prevention of 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.

## **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, projects 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 the area of 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 health, 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 that are innovative and impactful – to put it another way, a game-changer in the area of 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 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](mailto:johnson.janice@epa.gov), Attn. Janice Johnson, U.S. EPA, Office of Resource Conservation and Recovery.

## **Judging Criteria for Product and Non-Product Category**

### 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).

**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 critical minerals, health/safety, bridging the digital divide, and improving quality of life. 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**

**Judging Criteria for Cutting Edge Category**

**Evaluation**

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 jury will review and evaluate the areas related to the execution of the idea, including:

## **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 idea should demonstrate a clear understanding of the issue it seeks to address; the economic, environmental and social drivers of the idea; and its feasibility. The idea should articulate the market need, size of opportunity, competitive landscape, and potential risks with descriptions of risk mitigation strategies. We would like to understand how the idea will progress from concept to development; how it fulfills a need; and whether it has game-changing advantages over what currently exists. **Possible Score: 20 points**

## **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). The financing and life cycle-based plan should be sensible in terms of the capital required to launch and operate as well as clearly describe potential game-changing economic, environmental, and social benefits to the field of sustainable electronics design and management throughout the life cycle. **Possible Score: 30 points.**

## **TIMELINE TO DEVELOPMENT AND EXECUTION**

The implementation of the idea should be illustrated with clear 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**

## **COMPETENCY OF 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 indicate how any gaps in skills and expertise will be addressed. The individual(s) should be persuasive in communicating the business idea, its potential environmental, health and social benefits, and its potential for success as a game-changer in the area of sustainability. **Possible Score: 25 points**