



INEMI[®]

International Electronics Manufacturing Initiative

Sustainability

*Carol Handwerker
Purdue University*

Advancing manufacturing technology

A Vision of Sustainability

- **Electronics Industry – A Case Study for the Planet**
- **A company by company redesign.**
 - **Life Cycle Thinking: a holistic approach**
 - **Getting it right: The devil is in the details**
 - **CARBON**
 - **TOXICS**
- **Lauren Heine - If we are serious:**
 - **Show transparency, take ownership, detoxify, dematerialize/rematerialize.**

A Vision of Sustainability

- **Larger issues –**
- **If not now, when?**
- **If not us, then who?**
 - **If we choose to do the minimum, we’ve made a choice**
 - **If we deny that we have the possibility of making the situation better, we are denying that we have the possibility of making things worse.**
- **But we need to be clear:**
 - **“sustainable for whom?”**

A Vision of Sustainability



A Vision of Sustainability

- **What about the other 3B people?**
- **Glass half full**
- **Glass half empty**
- **A half-glass of water**

2009 Environmentally Conscious Electronics (ECE) Roadmap

Five Chapters

- **Materials** **Holly Evans, Strategic Counsel, LLC**
- **Energy** **Valerie Rickman, ITI**
- **Recycling-Reuse** **Jason Linnell, National Center for Electronic Recycling**
- **Eco-Design** **Cliff Bast, Acer, Inc.**
- **Sustainability** **Markus Stutz, Dell**

Concluding Thoughts

- **New environmental requirements continue to multiply – faster than industry can effectively respond.**
- **Industry needs to be more proactive in developing solutions that:**
 - **Are bold and meaningful**
 - **Can influence future regulations for a better environmental impact**
- **iNEMI and its members plans to play a significant role in preparing industry for these future needs.**
- **Sustainability will be global undertaking for industry as well as society.**
- **Electronic solutions can help to empower people to live a more sustainable lifestyle. -**

www.inemi.org

Email contacts:

Bob Pfahl

bob.pfahl@inemi.org

Grace O'Malley-Europe

gomalley@inemi.org



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