



Can an Ecolabel Drive Circularity?

Clare Hobby, TCO Certified

About TCO Certified

Independent sustainability certification for IT products -
environmental and supply chain responsibility

Trusted by purchasers globally

Life cycle Scope - Environmental **and** supply chain social
responsibility

Independent verification is mandatory - products, factories,
brand initiatives. 20 000+ hours spent on verification.
ISO 14024 type 1 **No Greenwash!**

Wide product choice - 3500+ certified models from 27
brands - search at [tcocertified.com](https://www.tcocertified.com)

100 million+ certified products
manufactured in 2019



Why ecolabels?

1. Make a sustainable choice easier - “Plug & Play”
2. Reduce risk (Greenwash, negative findings)
3. Drive impact
4. Product category-specific



Three big circularity issues

Climate

Emissions

Natural resources

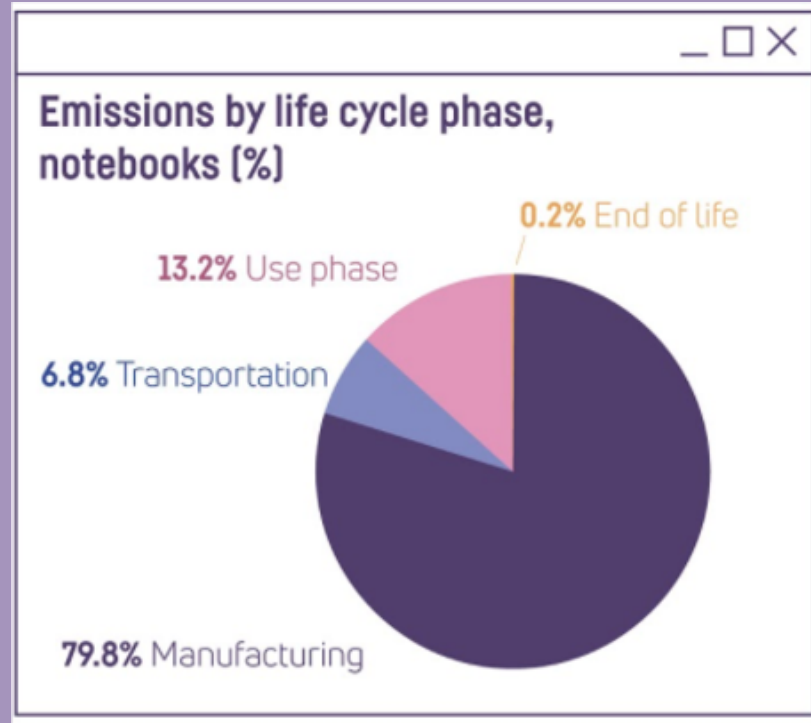
Reduce, recover

E-waste

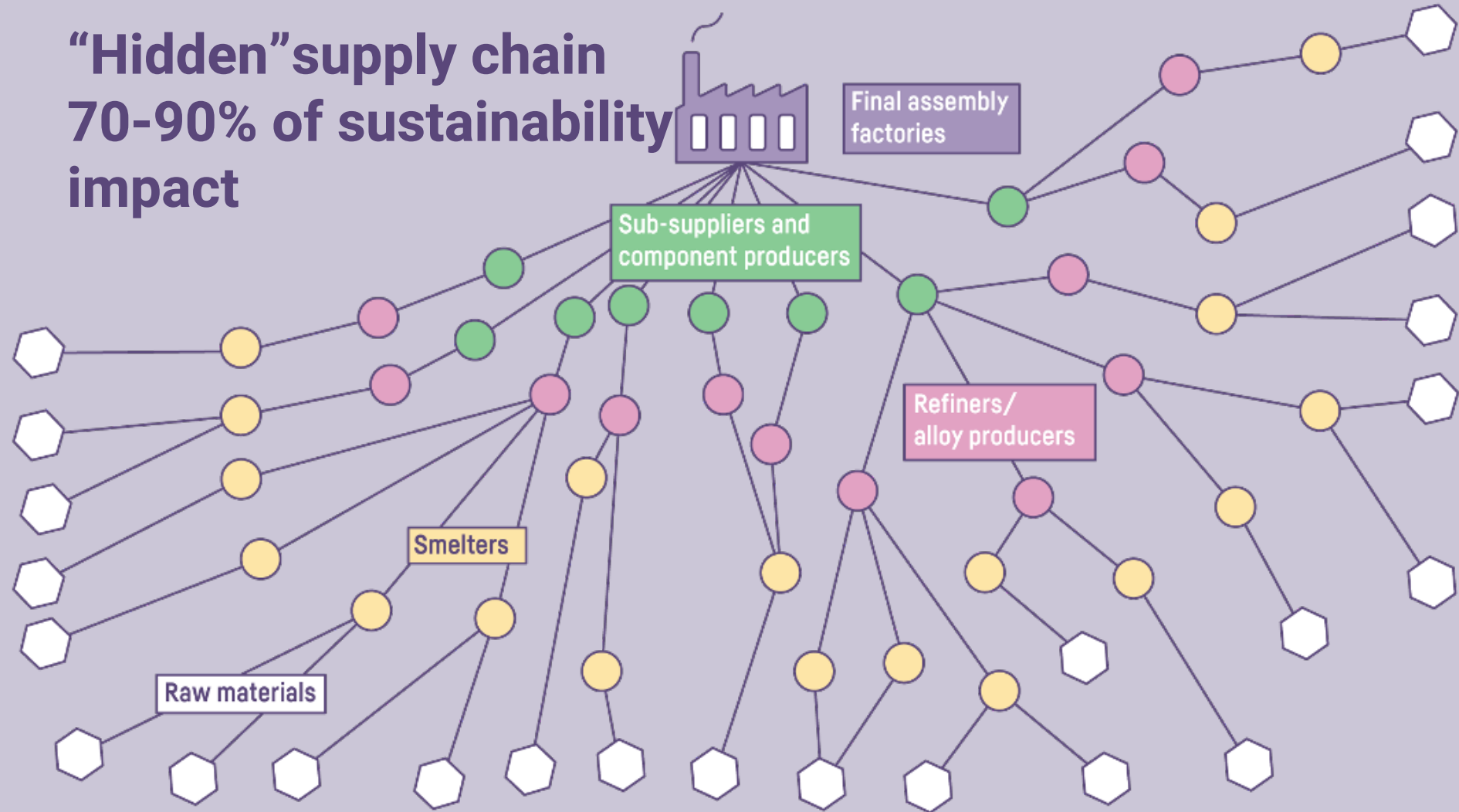
Getting to zero!
50 million metric tonnes
annually - and rising



Laptops - 80% of emissions are in the supply chain!



“Hidden” supply chain
70-90% of sustainability
impact



But procurement needs to act!



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Procurement is Missing in Supply Chain Sustainability

Veronica H. Villena · January 6, 2021



Veronica Villena, Penn State University



**The single most important thing you can
do is to give IT products a longer life**



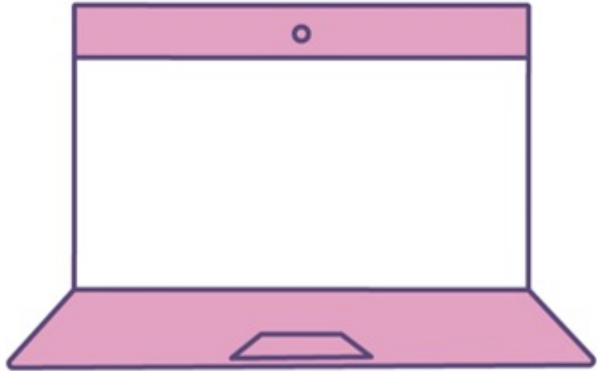
Can an ecolabel be a circularity tool ?

1. Powerful market signal to industry
2. Influence product design / manufacturing/ supply chain
3. Coordinated ask - collective voice of procurement
4. Enables longer use, reuse, recovery

Choose wisely - verification must be included



Circularity criteria in TCO Certified



- ☐ Durability
- ☐ Replaceable components
- ☐ Battery longevity
- ☐ Battery replaceability
- ☐ Secure data removal

Chemicals of Concern

What happens at the end starts up front!

Safer substances = better outcomes



Issues

- Chemicals not assessed for safety
- Banning is not enough - what's replacing them?
- Worker exposure



Criteria

- Chemical testing
- PPE for workers



Verification

- Independent assessment
- GreenScreen® benchmark



Outcomes

- TCO Certified Accepted Substance List
- Public list of safer substitutions



Right to repair



Australian Government
Productivity Commission

Right to Repair

Productivity Commission
Draft Report

June 2021

Gadgets on the blink raise quite a stink

Exclusive

John Davidson

The consumer electronics industry has warned Australia off "right to repair" regulations that proponents say could double the life of gadgets such as mobile phones, PCs and white goods, dramatically lowering their cost to consumers as well as to the environment.

Last week, the Productivity Commission began hearings into whether Australians should have a right to repair their electronics goods, which are often difficult or impossible to repair because of lack of parts or tools required for the repair, or the inability of repairers to obtain schematic diagrams for the devices.

The Treasurer, Josh Frydenberg, called for the inquiry last October, joining a growing chorus of regulators around the world looking into whether

the electronics industry was behaving unsustainably and anti-competitively when it made devices that consumers could not repair themselves or get repaired by third parties.

That chorus gained a powerful new voice this month when US President Joe Biden signed an executive order calling on the US Federal Trade Commission to crack down on "unfair anti-competitive restrictions on third-party repair or self-repair of items".

But in its submission to the Productivity Commission's inquiry, the Consumer Electronics Suppliers Association (CESA) said "major household appliances (including home entertainment and AV devices) should be exempt" from any right-to-repair regulation, because such devices already had a long lifespan, and consumers were already well protected by Australian consumer law.

It was more important to "repair it



Clare Hobby of TCO Development.
PHOTO: MICHELLE DUNN

right" than to have a right to repair, CESA said.

"We believe repair cannot be undertaken by just anyone ... there are some repair operations that are easy and for those, there are tools available today. There are other key repair operations for major appliances, however, that

must be performed by professional repairers, who will take liability and responsibility for their work."

LG likewise warned against laws that would force manufacturers to reveal schematics of their devices, recommending that "overall community safety and manufacturers' product technical data are kept protected, that highly technical, complex and confidential data is not accessible where product safety and integrity may be compromised and counterfeit production is a risk".

Proponents of right-to-repair regulations say electronics companies are merely hiding behind a smokescreen of claims that their goods are dangerous to repair, just to ensure that consumers are forced to discard products and keep buying new ones.

"The bottom line is that e-waste is a global catastrophe and it's not dissipating," said Clare Hobby, the global di-

rector of purchaser engagement at TCO Development, a Swedish not-for-profit body that provides certification systems that ensure IT products such as notebook computers and servers are repairable and upgradable. The global electronics industry was pumping out more than 50 million metric tonnes of e-waste every year, said Ms Hobby.

As much as 80 per cent of the carbon emissions in the lifetime of a product such as a laptop "happen before it ever lands on your desk", meaning the carbon footprint of the device could almost be halved just by ensuring its parts were upgradable and repairable so its useful life could be extended from three years to six, she said.

But with the consumer electronics industry resisting efforts to make products last longer, it had fallen upon large corporate and government buyers of IT products to insist on a right to repair, upgrade and refurbish.

Right to Repair - procurement's up front role

It's not just about consumer rights and recycling

Volume purchasers can influence product design

Plan for longer use - up front. Signal this to industry

Right to repair can support longer use, secondary markets





Resources

tcocertified.com



circularity resources - tcocertified.com

Circular IT Action plan for purchasers

Report - Circular IT management in practice

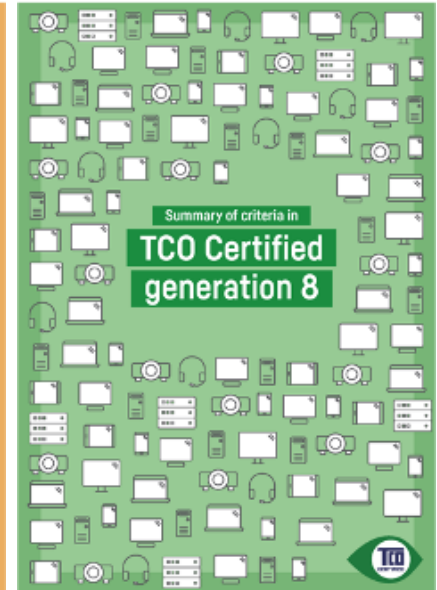
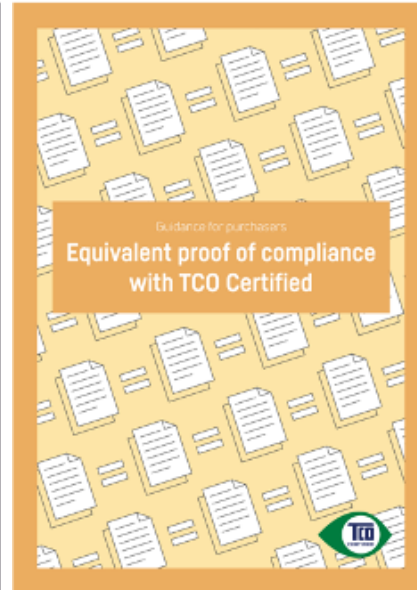
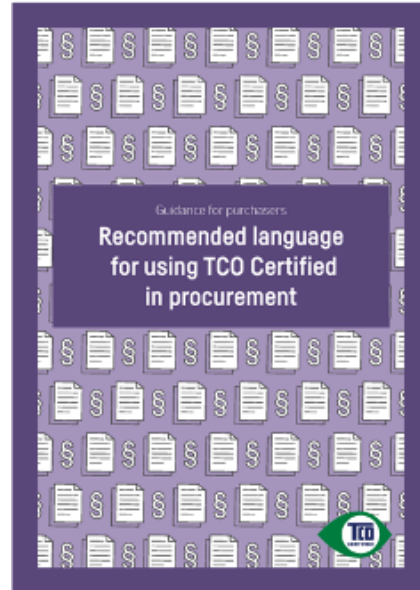
***33 tips* for Circular IT management**

Circular Electronics Initiative

Webinars, blogs



TCO Certified - Guidance toolbox





December 1

Join the launch
TCO Certified, generation 9

tcocertified.com





Questions?

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