



seri

2014 Year-End Report

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About SERI

Sustainable Electronics Recycling International (SERI) is a 501(c)(3) organization launched in the United States in June 2014 as the new home of the R2 ("Responsible Recycling") Standard for the electronics refurbishing and recycling industries. More generally, it was launched to promote safe and sustainable electronics reuse and recycling worldwide.

SERI's Mission

SERI works to create a world where electronic products are reused and recycled in a way that promotes resource preservation, and the health and safety of the natural environment, communities around the world, and the workers involved in the refurbishment and recycling of electronic products. SERI is committed to the advancement of the R2 Standard for responsible electronics, efforts to harmonize best practices in electronics recycling, and active stakeholder engagement to achieve comprehensive solutions to sustainability challenges in the electronics reuse and recycling industries.

SERI: Ensuring Quality in the Recycling Industry

SERI is the successor organization to R2 Solutions, the original housing body for the R2 Standard.

SERI is continuing R2 Solutions' strong work related to administering, promoting, and enhancing the quality of the R2 Standard. It also is going beyond this core work by addressing important issues associated with worker health & safety, and environmental integrity in the electronics refurbishing and recycling industries on a global scale. SERI is addressing education and outreach, policy and (pilot) program development, and refurbishing/recycling capacity building issues. SERI is currently evaluating issues and projects for 2015. We welcome any input.

For updates on SERI and the R2 Standard, please subscribe to the *R2 Update* e-newsletter or visit: www.sustainableelectronics.org

SERI Board of Directors

SERI is governed by a diverse and independent board of directors, which includes representatives from across the electronics recycling community. The board is committed to the quality and transparency of SERI and the R2 Standard.

Lynn Rubinstein (Chair)	<ul style="list-style-type: none">• Executive Director, Northeast Recycling Council (NERC)• Co-Founder, Electronics Recycling Coordination Clearinghouse (ERCC)
Rick Goss	<ul style="list-style-type: none">• Senior Vice President for Environment and Sustainability, Information Technology Industry Council (ITI)
Garth Hickle	<ul style="list-style-type: none">• Chair, Association of State and Territorial Solid Waste Management Officials Product Stewardship Task Force• Board Member of the Electronics Recycling Coordination Clearinghouse• Product Stewardship Team Leader, Minnesota Pollution Control Agency
Clare Lindsay	<ul style="list-style-type: none">• Fmr. Senior Policy Advisor for Waste, Resource Conservation, and Materials Management, U.S. Environmental Protection Agency
John Lingelbach	<ul style="list-style-type: none">• Executive Director, SERI
Venky Murthy	<ul style="list-style-type: none">• Founder & Managing Director, Vans Chemistry PTE LTD, Singapore
Katharina Kummer Peiry	<ul style="list-style-type: none">• Director, Kummer EcoConsult, Switzerland• Fmr. Executive Secretary, Basel Convention
Brenda Pulley	<ul style="list-style-type: none">• Vice President of Waste Reduction and Recycling Initiatives, Keep America Beautiful
Robin Wiener	<ul style="list-style-type: none">• President, Institute of Scrap Recycling Industries (ISRI)

Thank you for SERI's Big Year

John Lingelbach, Executive Director & Lynn Rubinstein, Board Chair

Looking back, 2014 will best be remembered as a transformative year for the R2 Standard. Much has been accomplished - especially for a program in only its fourth year and which employs just four people.

Simultaneously, electronics refurbishers and recyclers, their employees and customers, non-profit organizations, policy-makers, and other stakeholders around the world have recognized the pressing need to do more to address the challenges of responsibly managing used electronics. After careful consideration about how best to make a difference in this area, the R2 Solutions Board decided to establish a new organization to address these challenges: Sustainable Electronics Recycling International (SERI).

The organizational transition from R2 Solutions to SERI has been an intensive effort and one of the most significant accomplishments of the year. Our core focus will always be the development, quality, and promotion of the R2 standard. But now, as SERI, we also can engage in activities such as assisting with the development of safe and sustainable electronics reuse and recycling in emerging economies, recycling programs with our R2 Leader partners, and education, outreach and policy development with stakeholders throughout the electronics reuse and recycling industry. Furthermore, SERI, unlike R2 Solutions, is a 501c3 organization and thus can receive grants and tax-deductible contributions from foundations, government agencies, and individuals.

In addition to building the infrastructure for this new organization, we have been working to help recyclers transition from the R2:2008 to R2:2013 certification. The new version of the R2 Standard has a deep emphasis on quality and consistency, with new environmental health and safety planning, record keeping and documentation review requirements. In large part, this transition has involved providing information to certified facilities and auditors concerning the technical requirements of R2:2013. The vast majority of R2 facilities have upgraded to R2:2013.

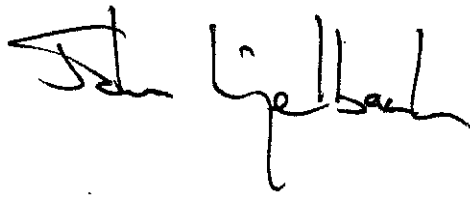
The process has illuminated several important areas for improvement that we will begin addressing during the coming year – most notably communication between the various stakeholders in the certification process – as well as the need for conformance monitoring activities by SERI, which we will begin early in 2015.

Perhaps the most important SERI initiative this year is the development and initial implementation of SERI's Quality plan and program for the R2 Standard. Nothing is more critical than the integrity of the R2 program. Promoting consistency within the auditing community, and a solid understanding among facilities getting certified, is

essential. Identifying and removing any bad actors is even more important. SERI is absolutely committed to doing everything in its means to maintain and enhance the overall quality of the R2 program.

We are very encouraged by what we have accomplished in the past year, the dedication of the recycling industry, and the momentum we have going forward. Thanks to the hard work of our staff, Board, and the broader SERI community, SERI is in an excellent position to build on this foundation in 2015 and beyond.

Sincerely,

A handwritten signature in black ink, appearing to read "John Lingelbach". The signature is fluid and cursive, with the first name "John" written in a larger, more prominent script than the last name "Lingelbach".

John Lingelbach, Executive Director

A handwritten signature in black ink, appearing to read "Lynn Rubinstein". The signature is written in a cursive style, with the first name "Lynn" and last name "Rubinstein" clearly legible.

Lynn Rubinstein, Board Chair

R2:2013 Transition

R2:2013 is the first major revision to the R2 Standard. With an effective date of July 1st 2013 (and an 18 month transition period), nearly 90% of all R2:2008 certified facilities upgraded to R2:2013 by the deadline of December 31, 2014. As of January 1, 2015, R2:2008 certifications are no longer valid.



R2:2013 Key Elements

- EHSMS Requirement (RIOS or ISO 14001 + OHSAS 18001)
- Compliance with all import/export laws in all shipping, transit, and receiving countries
- Stringent downstream due-diligence requirements
- Comprehensive data security requirements

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Brazil
Canada
China / Hong Kong
Costa Rica

India
Ireland
Japan
Malaysia
Mexico

Netherlands
New Zealand
Singapore
Thailand
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Accredited Certification Bodies



SAI GLOBAL

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2014 Year in Review

R2 Leaders

SERI launched the R2 Recycling Leader program in July, 2014 to do two things: recognize examples of leadership in the field of electronics recycling, and build a platform for these leaders to collaborate on future electronics recycling projects.



2014 Year in Review

Conferences and Speaking Engagements

SERI's conference, industry, and speaking events in 2014 were primarily focused on introducing stakeholders around the world to the new organization. These included meetings to coordinate with board members, staff, and stakeholders; visits with both new and established electronics recycling facilities; and electronics recycling conferences and industry events in the U.S., Europe, India, China, Australia, and Southeast Asia. These events yielded new interest in R2 Certification in emerging markets, as well as potential partnership opportunities.

R2 Quality & Oversight

A principle focus of SERI in 2015 will be the quality of the R2 Standard and its implementation. As a result, much of 2014 was spent laying the ground work for these efforts, including:

- Execution of the R2:2013 Transition Plan
- Drafting a Monitoring Plan to ensure conformance to the R2 Standard
- Creating a database to track certifications and conformances

SERI will build on this foundation as it implements its quality assurance activities in 2015, which will include both witness audits of facilities (where a SERI representative will observe an audit by a Certifying Body), as well as spot audits (where a SERI representative will conduct an independent audit).

2015 Goals

R2 Standard

- Increase quality assurance and oversight for the certification process to promote the highest levels of conformance on the part of certified facilities
- Successfully complete accreditation or SERI's R2 standard development process with the American National Standards Institute (ANSI)
- Reconvene and reformulate the Technical Advisory Committee to address issues related to the R2 Standard

SERI Areas of Focus Beyond the R2 Standard

- Improve electronics recycling education and outreach materials for consumers, enterprises, recyclers, and other stakeholders
- Identify needs, challenges and opportunities to improve the quality and availability of electronics reuse and recycling in developing countries
- Facilitate electronics reuse and recycling capacity building projects with R2 Leader partners and other stakeholders in Africa, Latin America and South Asia

Operations

- Redesign the SERI website for improved ease-of-use, functionality, and resources for recyclers
- Streamline the invoicing and renewal process for recyclers and partners

2014 Financials

SERI began operations in June 2014 and uses a January 1 – December 31 Fiscal Year. The following reflects the 6 months of SERI operations in the second half of 2014.

Balance Sheet (Summary)

Assets

Current Assets	\$257,138
Fixed Assets	\$1,674
TOTAL ASSETS	\$258,812

Liabilities & Equity

Current Liabilities	
- Payroll Liabilities	\$15,105
- Other Current Liabilities	\$0
	\$15,105

Equity

- Unrestricted Net Assets	\$213,391
- Net Income	\$30,316
	\$243,707

TOTAL LIABILITIES & EQUITY	\$258,812
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