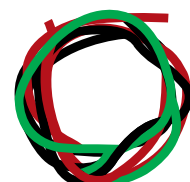


Creating a National TV Recycling Program



Become part of a national Product
Stewardship solution with PSA



PRODUCT
STEWARDSHIP
AUSTRALIA

What is Product Stewardship Australia? What does it do?

Product Stewardship Australia Pty Ltd (PSA) is the key not-for-profit industry-led organisation driving the development of a national collection, recycling and community education scheme for obsolete consumer electronics. The initial focus is on TV recycling.

PSA is a membership-based organisation and represents the leading global consumer brands. PSA is governed by a foundation Board of directors representing consumer electronics companies committed to environmentally sound management. The current PSA members represent approximately 70 per cent of TVs (by quantity) supplied into the Australian market.

PSA was created under the auspices of the Consumer Electronics Suppliers Association (CESA) and works cooperatively with it and other industry associations for advancing product stewardship for consumer electronics on a national basis.



What is the issue?

In Australia, the majority of end-of-life TVs end up in landfill with little or no recycling taking place. This results in the potential for toxic and/or hazardous substances in old TVs not being safely recovered and managed. PSA and its members are committed to maximising their corporate social responsibility and are recommending a national TV recycling scheme.

The lack of widespread recycling also contributes to the generation of solid waste and materials, such as plastics, glass and circuit boards, not being recovered for reprocessing.

Importantly in 2001, TVs and computers were identified by the Commonwealth Environment Department as a priority waste in need of attention and action through industry-based Product Stewardship programs.

PSA has drafted a detailed Product Stewardship agreement and scheme to manage a permanent national TV collection and recycling service. This includes detailed planning activity related to product recovery and disassembly, community education and program financing.

A successful national TV recycling scheme also requires effective safety net regulation to involve the entire consumer electronics industry. This will ensure maximum environmental benefit as well as minimal competitive disadvantage among suppliers.



Switch to Digital

The switch to digital TV commencing in 2010 will result in a substantial increase of analogue technologies becoming redundant.

As older technologies enter the waste stream in larger volumes, there is an urgent need to collect and recycle end-of-life TVs and divert them from landfill.

As consumers adopt new digital TV products, the national recycling scheme proposed by PSA is strongly placed to ensure old TVs are recovered and recycled.

Government must play a significant role in developing simple but effective safety net regulation that will enable the TV industry's scheme to be implemented in a cost effective manner.

PSA is working proactively on behalf of TV suppliers to help develop the infrastructure needed to manage the ewaste arising from the switch to digital TV.

What your company can do? How to get involved?

PSA is working proactively with State and Federal Governments through the Environment Protection and Heritage Council (EPHC), as well as individual State and Territory agencies to help to ensure a national uniform approach to how end-of-life electronics are diverted from landfill.

- PSA is eager to expand its membership and include the involvement of other TV suppliers in developing and refining its proposed national recycling scheme.
- New members are welcome and encouraged to join PSA.
- Contact PSA's executive officer (see contact details below) for more information including membership applications.
- PSA can provide useful background documents and briefing notes that will explain what PSA has been doing and what the immediate priorities and actions are.
- Visit the PSA web site for further background: www.productstewardship.asn.au
- PSA believes that suppliers – small and large – have an important role to play in helping manage and minimise the environmental impacts associated with consumer electronics.
- We need your input and ideas to help develop and implement a cost effective national solution.

Become part of the solution by joining PSA and creating a scheme that works for your business.



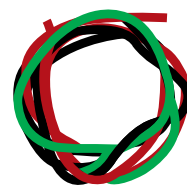
Key Facts and Figures

Approximately 15 million TVs in households nationally.

Approximately 1.5 million TVs are disposed of annually from domestic or household settings.

Approximately 300,000 are added to household stocks per annum i.e. 300,000 on top of the 15 million units.

This level of industry investment and risk significantly underscores why effective safety net regulation is required.



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www.productstewardship.asn.au

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