

CATALYZE CLIMATE ACTION

EPEAT[®] CLIMATE+[™]

PRODUCTS THAT POSITIVELY CONTRIBUTE TO CLIMATE CHANGE MITIGATION

While many electronics brands have products registered with EPEAT, Climate+ gives them a new opportunity to stand out among these brands as an EPEAT Climate+ Champion.

WHAT IS EPEAT CLIMATE+?

EPEAT Climate+ was created for electronics brands to design, manufacture and promote products that reflect their commitment to addressing climate change.

Additionally, it's also a means to reach institutional purchasers looking to track their climate change commitments through procurement. EPEAT has launched this designation to help manufacturers demonstrate their climate change mitigation efforts directly to these important buyers as well as the larger stakeholder community.

As extreme weather events fueled by climate change become increasingly frequent, combating climate change is a top concern for consumers, institutions, policymakers and investors.

Many companies strive for low carbon or even "net zero" operations or products to appeal to these parties. Unfortunately, greenwashing and difficulties in proving the efficacy of some practices such as carbon offsets create skepticism that hurts these efforts. As a result, brands need to prove their claims are 1) meaningful and 2) independently verified.

The Climate+ product designation offers electronics brands ambitious, practical and science-based criteria to track and verify product lifecycle emissions. Additionally, the requirements ensure these products are meeting industry best practices around decarbonization and provide an impartial third-party validation process via conformity assurance bodies (CABs). Products verified to meet these criteria earn the Climate+ mark on the EPEAT Registry.

The Climate+ designation on the EPEAT Registry is powerful because procurement professionals now have a new opportunity to further reduce and track Scope 3 emissions. They trust EPEAT to meet this need.

By many measures, the demand for products with reduced impacts on climate change has seen remarkable growth in the past few years. It will only continue to expand in the coming years. To future-proof your brand's relevance and lock in incumbency, it's essential to start embracing ambitious and verifiable climate change-mitigating manufacturing now. EPEAT Climate+ will assist your brand in meeting this urgent need in the market.



WHAT ARE THE BENEFITS OF EPEAT CLIMATE+?



Credibility as a result of EPEAT's reputation and science-based approach to ecolabel management.



Competitive Advantage over other brands by acting on the EPEAT Climate Criteria before it's full implementation.



Verification provided though a CAB will help prevent claims of greenwashing.



Prominence over other Electronics Brands, even those with EPEAT-registered products.



EPEAT® CLIMATE+™

HOW DO PRODUCTS ATTAIN EPEAT CLIMATE+?

In addition to EPEAT's product category-specific criteria, which address a full range of impact areas, Climate+ registered products must meet criteria that require:



Public and Third-Party Verified Product GHG Disclosures



Energy Efficient Upstream Manufacturing Processes



Science-Based GHG Reduction Targets



Sourcing of Electricity from Renewable Energy Sources

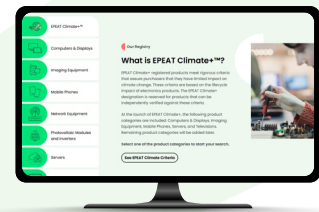


Product Energy Efficiency Standards

Supporting resources are available to Participating Manufacturers on the Resources page of the EPEAT Registry site. Once a product's eligibility has been verified, it will be listed as Climate+ on the EPEAT Registry.

HOW ARE CLIMATE+ DESIGNATED PRODUCTS LISTED ON THE EPEAT REGISTRY?

EPEAT registered products with the Climate+ designation will receive additional visibility on the EPEAT Registry, reinforcing each Climate+ Champion's commitment to climate leadership. Climate+ designated products are shown under the Registry search feature in both a new Climate+ dedicated product category as well as on the product dashboards for the following EPEAT categories: Computers and Displays, Imaging Equipment, Mobile Phones, Servers and Televisions.



The additional visibility of Climate+ designated products is not only a boon to Climate+ Champions. It's also a critical feature to organizations that have taken the GEC Climate+ Pledge and are committed to purchasing EPEAT registered products with the Climate+ designation.

WHAT IS THE GEC CLIMATE+ PLEDGE?

The Global Electronics Council's (GEC) Climate+ Pledge is an initiative that leverages purchasing power to encourage product manufacturers to track and take measures to reduce greenhouse gas (GHG) emissions. There are two pathways to commit to the pledge: Organizations sign the pledge either as an EPEAT Climate+ Leader or EPEAT Climate+ Advocate. EPEAT Climate+ Leaders comprises organizations that pledge to prioritize procuring and promoting EPEAT Climate+ products for their technology needs. EPEAT Climate+ Advocates includes organizations and individuals who advocate for and promote EPEAT Climate+ designated products within their communities, industries, and networks.

Purchasing Climate+ designated products will vastly improve purchasers' ability to track the climate impact of their technology purchases, a critical step for any organization seeking to lower their Scope 3 emissions. This is possible with Climate+ designated products due to the required GHG disclosures and reporting requirements. These public disclosures will also help to highlight the energy-efficient upstream manufacturing processes, GHG reduction targets, and renewable energy sourcing required for the Climate+ product designation.

WANT TO LEARN MORE?

Visit globalelectronicscouncil.org/climateplus to learn more about the EPEAT Climate Criteria and what the criteria require. Additionally, you may contact GEC directly at epcat@gec.org to learn more about attaining your first Climate+ product registration.

