



FAQs: e-Stewards® Enterprise Program

What is the e-Stewards Enterprise program?

The e-Stewards Enterprise program recognizes companies, institutions and governmental bodies that commit to making best efforts to using e-Stewards recyclers for all of their recycling services. Those companies can identify themselves as e-Stewards Enterprises in their communication and packaging.

Currently there are 14 e-Stewards Enterprises including Capital One, Bank of America, Samsung, and Wells Fargo Bank.

Why are large companies and institutions interested in becoming an e-Stewards Enterprise?

- The e-Stewards Enterprise program provides the only global, comprehensive shield from liabilities from e-waste: pollution, data loss, and resulting brand damage. Illegal trafficking in toxic e-waste resulting in damage to human health and the environment, as well as loss of private data, is all too common around the world and is increasingly the subject of enforcement actions. It is vital that corporations provide assurances that they will not contribute to illegal traffic in e-waste.
- The e-Stewards Enterprise program saves companies money in recycler vendor qualification, due diligence and second-party monitoring costs.
- The e-Stewards Enterprise program enhances a company's social and environmental accountability portfolio, providing consumers and customers with tangible, extensive, high-profile evidence of corporate responsibility and an effort to reduce the toxic footprint.
- The e-Stewards Enterprise program includes ongoing, continuous guidance from the recognized leading NGO experts regarding e-waste policies and global best practices.

What are the requirements of an e-Stewards Enterprise?

The e-Stewards Enterprise commitment is governed by a licensing agreement, shared upon request.

The basic requirements are both practical and principled. The program requires that Enterprises disclose their recycling partners (under an NDA). Enterprises must make good faith, commercially reasonable progress in pursuing vendors that are e-Stewards recyclers. And Enterprises must share information on that progress annually. All this provides a level of accountability necessary to ensure the Enterprise program remains a legitimate means of identifying the companies leading the reform of the e-waste recycling industry.

There is a small licensing fee to support the program's staffing and administration.

How does e-Stewards program raise consumer awareness of the e-Stewards mark?

To move the brand into broad public acceptance, BAN is:

- Promoting via existing e-Stewards Enterprises (globally influential companies), through their vendor networks and employee education programs;
- Promoting via new e-Stewards Enterprises, which currently include plans to put the mark directly in front of millions of consumers each year;
- Working with our partner NGO's, who continue to promote the mark through their networks that reach millions of consumers;
- Developing exposés that will keep the issue in the news and continue to posit e-Stewards Certification as a solution;
- Expanding the program to Europe and Asia, establishing the brand as global in scope;
- Executing social media campaigns in LinkedIn, Facebook and Twitter; and
- Announcing major municipalities that have become e-Stewards Enterprises, kicking off a municipal campaign that seeks to reach every major US city.

Can companies with global operations become e-Stewards Enterprises?

Yes. If a company intends to make commercially reasonable, good faith efforts to use e-Stewards recyclers globally, the current Enterprise licensing agreement would apply. There would be no difference in program requirements.

Understandably, it may take more time for an Enterprise to convert its vendors globally to the e-Stewards program. The e-Stewards Enterprise requirement for “commercially reasonable” efforts implies great flexibility for Enterprises with a global footprint.

Are there any certified recyclers outside the US, or recyclers that are in the process of achieving e-Stewards certification?

Yes. There is a certified e-Stewards recycler in the UK, and others contracted with e-Stewards certifying bodies in Mexico, Canada, Netherlands, Poland, and another in the UK.

What is the increase of cost per pound in using a certified e-Stewards recycler?

Each company's situation is unique. The first step in assessing relative cost is to solicit bids from a variety of recyclers (e-Stewards recyclers and not) and evaluate the differences, if any. Many find that e-Stewards recyclers to be very competitive on price alone. Remember, certified e-Stewards are all ISO 14001 (environmental management system) certified, as part of e-Stewards certification.

In evaluating price, it is important to remember: Without independent proof that there is no dumping, export, or prison labor being used as part of a recycler's business methods, the “cheapest” bid is almost a guarantee that these methods—all very inexpensive—will be deployed to process e-waste. Companies choosing the least expensive bids may face the hidden and potentially catastrophic costs of “fast, cheap, and dirty” e-waste processing: Brand damage, significant vendor monitoring and procurement costs, violation of international law, etc.

As major global companies have already discovered, the business case for using e-Stewards recyclers is rock solid. Any increase in processing costs is an investment that pays back handsomely on corporate protection and social responsibility.