

Best Buy Electronics Recycling Programs



Greener Together™

Best Buy's Brand Promise:

What We Do

We promise to:
Make Sure You Know ALL
That We Know

We promise to:
Deliver An Experience That
Inspires You

We promise to:
Make a difference



*Trusted Perspective
for Inspired Living*

We promise to:
Blow you away with the
latest & greatest

We promise to:
Never leaving you
hanging





Best Buy's Consumer Electronics Recycling Programs

- **In-Store Take-Back**
- TV and Appliance Haul-away
- On-line Trade-In Recycling
- Recycling Events
- Recycling Kiosk
- Programs Networked Through US Operations
 - Retail
 - Delivery and Distribution Centers
 - Service Centers
 - Geek Squad City
 - Product Return Centers



What Are We Trying to Solve

- **Meeting the Customer Need**
- **Convenient End of Life Solutions**
- **Responsible Recycling**
- **Shared Responsibility**
 - **Producers, retailers, recyclers, government and consumers share responsibility in driving the success of electronics recycling and support economically sustainable solutions.**





Current Best Buy Colorado Programs

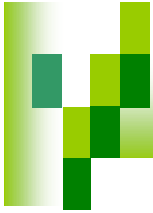
- Effective February 2009, Best Buy began operating our store recycling programs in all 22 stores in Colorado
- Recycling events with manufacturer partners (Samsung, LG)
- Partnership Government Agencies (Pueblo City-County Health Department)



Challenges In Existing E-Waste Regulations

- **How is reasonably convenient collection defined?**
 - WA, NYC
- **What are aggressive but achievable goals for manufacturers?**
- **What are the challenges with retail reporting?**
 - MN (recently changed), IL
- **Free Collection vs. Recycling Fees - Best Buy's Gift Card Exchange**
 - MI, NJ, NYC





Questions?

Tim Dunn

Best Buy - Environmental Affairs

Timothy.Dunn@BestBuy.com

612-291-3406