

# **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

*Trusted Perspective  
for Inspired Living*

**We promise to:**  
Make a difference

**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

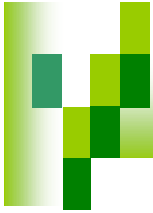
- Effective February 2009, Best Buy began operating our store recycling programs in all 22 stores in Colorado
- Recycling events with manufacturer partners (Samsung, LG)
- Partnership Government Agencies (Pueblo City-County Health Department)



# 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?

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