

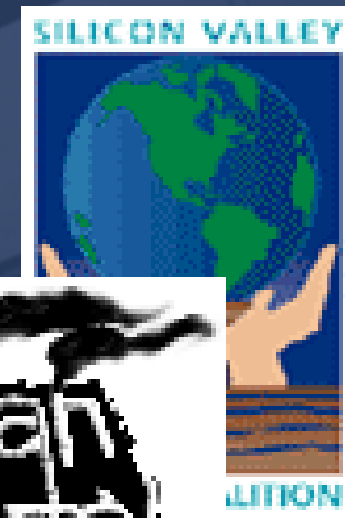
SONY

EICTA

Brussels 12 July 2000

Andrew Baynes

NGO Strategy



Environmental
Center Europe



Advanced Technology Center Stuttgart



WARNING

Computers contain toxic chemicals that are released during production, normal use, recycling and/or disposal.

Your computer may be a toxic threat to your health, the environment and future generations.

Act now for a toxic free future - see below.

Halogenated flame retardants - a threat to life





Contents


- NGO Overview
- Campaigns
 - Running
 - Planned
 - Schedules and NGO strategies
- EICTA Strategy proposal




NGO Overview (1)

NGO	Campaigns	Publications	Contacts
<p>Northern Alliance for Sustainability, ANPED http://www.anped.org/</p> 	<p>Sustainable Production & Consumption</p> <ul style="list-style-type: none"> - Clean Production - Sustainable Product - NGOTaskforce on Business and Industry 	<ul style="list-style-type: none"> • STRATEGIES TO PROMOTE CLEAN PRODUCTION EXTENDED PRODUCERRESPONSIBILITY (Prepared by Beverley Thorpe, Clean Production Action and Iza Kruszewska, ANPED, January 1999) 	<p>Iza Kruszewska</p>
<p>Greenpeace http://www.greenpeace.org/~toxics/</p>	<p>toxics campaign</p>  <p>„Toxic free future“</p> <ul style="list-style-type: none"> - POPs - PVC - Toxic Trade - Toxic Hotspots - Ban to Burn 	<ul style="list-style-type: none"> • EUROPEAN COMMISSION STUDIES CONFIRM PVC HAZARDS - GREENPEACE CALLS FOR FULL PHASE OUT , 12 April 2000[attached] • 1000 DAYS OF INACTIVITY BY THE EUROPEAN COMMISSION ON PVC, Commision lags behind while business moves away from PVC, 3 April 2000[attached] 	<p>EU Toxics Advisor,</p>

NGO Overview (2)

<p>European Environment Bureau (EEB) http://www.eeb.org/</p>	<p>WEEE/EEE – EU lobbying</p>	<ul style="list-style-type: none"> • EEB Comments on the DG ENTR draft proposal on the impact of Electrical and Electronic Equipment (EEE) on the environment, May 2000 <i>[attached]</i> • EEB Comments on the Third Draft of the Commission's Proposal for a Directive on Waste from Electrical and Electronic Equipment (WEEE), July 1999 	<p>Ecological Product Policy Co-ordinator, Elena Lymberidi</p>
<p>Silicon Valley Toxics Coalition http://www.svtc.org/svtchome.htm</p> 	<p>High-Tech Campaigns</p> <p>Campaign for Responsible Technology</p> <p>Clean Computer Campaign</p>	<ul style="list-style-type: none"> • EUROPE PROPOSES PRODUCER "TAKE-BACK" OF ELECTRONIC WASTE, Precedent Setting Initiative moves forward despite U.S. Lobbying <i>[attached]</i> • The Dark Side of High-Tech Development (linked to corporate watch) • "Warning" Toxics in computer (halogenated flame retardants, linked to Greenpeace) 	<p>Ted Smith (Executive Director of SVTC) Michael Bender</p>

NGO Overview (3)

<p>Friends of the Earth http://www.foei.org http://www.foe.co.uk</p>	<p>Safer chemicals campaign - getting dangerous chemicals out of our lives</p> <p>Factory Watch campaign - cutting pollution from factories</p>		
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NGO Activity to watch out for!

- Silicon Valley Toxics Coalition

- - Clean Computer Campaign August 1999 - ??
- Write a letter to Vice President Gore - EC WEEE

Apple	4
IBM	4
Compaq	3
Hewlett Packard	3
Fujitsu	2
Toshiba	2

- Friends of the Earth

- - Chemicals in Products Questionnaire [3 April 2000!!!!](#)

- Green Peace

- - Halogenated Flame retardants - a threat to life - information requests [27 April 2000!!!](#)



Summary

- Highly active, Well organised groups
- Global reach
 - POPs (Brominated FRs) on Human Health
 - PVC
 - WEEE as US legislation
- Combined coordinated campaign funding sources
- 1st quarter 2001 campaign activity should be expected



EICTA Action Strategy - Proposal

Don't wait!!

- Early pre-funding intervention could be beneficial
 - FoE Questionnaire
 - Greenpeace information request
 - Exhibit industry solutions - CARE Electronics
- Prepare industry template responses - avoid individual fragmented responses
- Set up detailed monitoring and contact network to NGOs
 - Web investigation agencies - Infonic Plc
- Organise high level response persons within Company
- .Look into partnership support with reliable NGOs - tax rebates in some Member states

