

# World Resources Forum 2015

Putting Circular Economy principles into practice

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“When it’s your name on the door, you care deeply about the lasting legacy of your company.”







## 2020 Legacy of Good Plan

Bringing sustainability and business objectives together to benefit customers while leaving a legacy of social and environmental good.



# We start with the environment in mind



- Design energy efficient, recyclable products made with environmentally preferable materials
- Source sustainable materials for products & packaging
- Optimize shipping to reduce waste and cost
- Reduce energy intensity in products
- Accessible recycling programs



# Dell's closed-loop recycling program



- Consumers drop off at participating Goodwill
- Plastics from computers and peripherals diverted to closed-loop operation
- Plastics are sorted and put through purification process
- Closed-loop plastic parts used in new Dell products





# Dell products with closed loop recycled plastics



In May 2014, Dell became the first company in the IT industry to use **UL-Environment certified** closed-loop recycled plastic in a computer with the launch of the Dell OptiPlex™ 3030 All-in-One desktop

Dell now offers **35 products** using closed loop recycled plastics including OptiPlex™ 9020, OptiPlex™ 3020, S2715H Display





Dell has shipped over 4M lbs of closed loop recycled plastics in products globally



# Sustainability impacts of closed loop

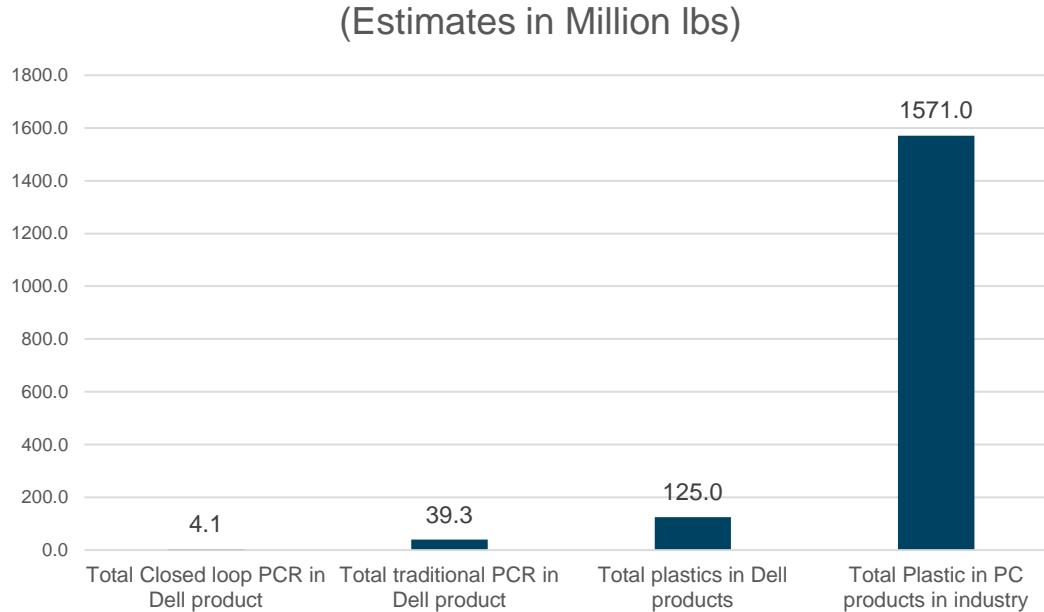
- Promotes a circular economy model that breaks the linear model
- Technically and economically feasible
- Total carbon savings of 292,000 Kg CO<sub>2</sub>e = 60 cars off the road per year
- Dell-TruCost study estimates closed loop recycled plastics has **44% greater environmental benefit than virgin plastics (per Kg)**



Key benefits of reduced ecotoxicity, smog, human health and respiratory effects, water pollution



# Scaling Closed Loop – Good start but opportunities to do more...



**35% of all plastic used in Dell products is post-consumer recycled**



# What's next?

- Increase recovery and recycling effectiveness
- Support growth of take-back infrastructure, especially in developing world
- Advance design for repairability and recyclability
- Improve education, awareness
- Incentivize good behavior





# Technology can build a Legacy of Good.



We are striving to create new possibilities, and make a lasting contribution to our planet and its people.

Learn More at [Dell.com/LegacyOfGoodUpdate](https://www.dell.com/legacyofgoodupdate)

# For more information

- Visit [Dell.com/ClosedLoop](http://Dell.com/ClosedLoop)
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## Dell's Closed-loop Recycling Process

Dell becomes the first to offer a computer made via the UL Environment certified closed-loop process with the launch of the OptiPlex 3030 All-in-One. By using plastics collected through our existing takeback and recycling programs to build new systems, we are helping drive a circular economy for the IT industry.

