

# Best Buy & Extended Producer Responsibility

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# About Best Buy

- Founded in 1966; based in Richfield MN
- #45 Fortune 500
- Fiscal 2010 revenues– 45 Billion
- #1 Consumer Electronics retailer globally
  - Consumer electronics
  - Personal computers
  - Entertainment software
  - Appliances
- 165,000+ Employees
- 3,984 Locations and five Exclusive Brands



# Best Buy's Role Producer Responsibility Regulations



# Best Buy's Consumer Electronics Recycling Programs

## Managing Recycling Programs & Retail Operations

- In-Store Take-Back
- TV and Appliance Haul-away
- On-line Trade-In Recycling
- Recycling Kiosk
- Service Center Recycling



## Retailer, OEM, Collector & Recycling Compliance

- OEM registration & fee
- Collector site registration
- Collection reports
- Retail review of registered brands
- Customer education
- Vendor compliance



# What's Working Well?

- **Meeting the Customer Need**
- **Aggressive but Achievable Targets**
- **Shared Responsibility**
  - Producers, retailers, recyclers, government and consumers share responsibility in driving the success of electronics recycling and support economically sustainable solutions.



# Best Buy's Evolving Program

- 2008 - In-Store Take Back Pilot in MN
  - Meeting the requirements of MN's PR regulation
- 2009 – National Launch of In-Store Take Back
  - State by State PR going in place and MN was a model
- 2010 – Re-Launch of In-Store Take Back
  - Expanded Scope
  - Customer Experience
  - Supporting OEMs
  - Branding



# Questions?

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