



# **Welcome to New Partners *and* Promoting Your Program**

January 2006 Partner Call

# Agenda

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- Welcome to New Partners
  - Getting Starting: 10 Easy Steps
    - Baseline Survey
    - Goals Identification
- Promoting Your Program
  - Develop a Message
  - Program Kick Off
  - Getting Others on Board
  - Outreach and Publicity
  - Training
  - Awards, Incentives and Recognition

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# Welcome to New Partners

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# Getting Started: 10 Easy Steps

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- **Step 1: Engage Other Players**
- **Step 2: Establish a Baseline**
- **Step 3: Assess Current Activities**
- **Step 4: Set Goals**
- Step 5: Develop Action Plan
- Steps 6-8: Implementation
- Step 9: Track, Measure and Record Progress
- Step 10: Celebrate Achievements

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# Step 1: Engage Other Players

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- Recruit **cross-functional team** to address responsibilities in different life-cycle phases
  - Procurement
  - Information technology specialists
  - Facilities staff
  - Investment recovery
  - Environmental management
- Identify **program lead** and contacts
- Assign **clear roles and responsibilities** for assessment and implementation steps

# Step 2: Establish a Baseline

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- Complete the **Baseline Survey of Current Practices** within six weeks of joining
  - Develop an understanding of current **purchasing, operations, & end of life management practices**
  - Help identify strengths and weaknesses
  - Assist in identifying priorities and setting goals
  - Creates baseline for measuring progress
- **Don't let the perfect get in the way of the good**
  - Collect and report what is feasible in the timeframe
  - Baseline assists in completing the annual report form
- *There are no right or wrong answers!*

# Step 3: Assess Current Activities

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- Use the award level checklists to take a snapshot of current activities as compared to FEC program requirements
  - Bronze, silver and gold requirements
- Select **life cycle phase(s)** to focus on
  - Interest of FEC team or management
  - Needs most attention
  - Builds on other programs and initiatives

# Step 4: Set Goals

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- Develop SMART goals

**S** Specific

**M** Measurable

**A** Achievable

**R** Results-Oriented

**T** Timely

- Use **Goals Identification Form**

# Why Set Goals?

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- Identify priorities and common interests
- Provide focal point for determining specific actions
- Provide a basis for prioritization in decision-making and time management
- Increase participation and commitment within organization
- Measure and communicate accomplishments and program effectiveness

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# How to Identify Goals

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- Adopt **FEC program goals** or requirements
  - Quantitative goals
  - Bronze, silver, gold requirements
  - Optional activities list
- Tailor sample goals from **Goals Identification Form** to your organization
- Borrow from **other partners**
- Leverage or build on **existing programs**
  - Environmental Management System
- Target a problem or life-cycle phase

*.....lots of ideas out there!*

# Examples of Partner Goals

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- Bonneville Power Administration (2005 Gold Award Recipient)
  - Establish cross-agency education and awareness about impacts of e-waste, both environmentally and economically
  - Acquire new end-of-life recycling facility for equipment and develop audit criteria consistent with FEC guidelines
  - Minimize turnover of electronic equipment
  - Educate about e-waste total life cycle costs

# Examples of Partner Goals

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- EPA Region 10 (2005 Silver Award Recipient)
  - Increase lifecycle of desktop computers & peripherals from 4-6 years (50%)
  - Reduce electric power consumptions by computers through various means
  - Donate 100% of useable computer equipment to acceptable parties
  - Ensure an accurate inventory of all computers, peripherals and other electronic equipment from purchasing to end of life

# Promoting Your Program

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# Develop a Message

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- **Build a case** to present to your Management and facility employees
- Utilize FEC resources to find the **right message** for your facility
- Examples
  - Electronics pose challenging environmental problems that need to be addressed at our facility
  - We can responsibly manage electronics in all life-cycle phases
  - Electronics management is part of our EMS
  - Responsible electronics management can save money; reduce liability; and help us meet environmental goals
  - Our Agency has signed the MOU Promoting Sustainable Environmental Stewardship of Federal Electronic Assets

# Program Kick Off

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- Host a special event
  - Introduce and advertise the program
    - Highlight your Message
      - Inform and engage facility employees
  - Bring together colleagues that impact each electronics life-cycle phase
  - Highlight the benefits of FEC
    - Cost savings
    - Environmental stewardship, liability management
    - Educational opportunities, technical assistance

# Getting Others on Board

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- Anticipate your Agency's/Office's concerns
  - Cost considerations
  - Time requirements
  - Technical issues
- Recognize and address concerns
  - Invite Regional Champion, EPA to present and provide support
  - Develop strategies for overcoming concerns

# Getting Others on Board

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- Connect with other facility programs and leverage pre-existing resources
  - Divisions or programs devoted to acquisition and procurement, IT operations and maintenance, and property disposal
  - Environmental Management System
  - Green Purchasing/Greening the Government
  - Compliance Assistance
  - Special Agency/Office initiatives (i.e., EPA's Resource Conservation Challenge)

# Getting Others on Board

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- Target colleagues interested in big picture issues or with personal concerns
  - Agency/Office green team members
  - Purchasing, IT and facilities folks
  - EMS teams, environmental stewardship groups, recycling organizations
  - WasteWise or ENERGY STAR implementers
  - Special Interest groups: unions, cultural or women's groups, employee councils

# Outreach and Publicity

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- Press tools
  - Sample press release, article
- Signs/Posters
  - Sample promotional and outreach posters
- Promote the FEC website
  - Use on materials/correspondence
  - Direct employees to the public website
- Provide a case study for the FEC website
  - Include: Goals, Accomplishments, Strategy

# Training

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- Coordinate training with employees working on electronics life-cycle issues
  - Purchasing/Contracts, IT, Facility/Property Managers
- Utilize FEC resources for training
  - Archive of Partner call presentations
- Follow-up
  - Publicize your Message
  - Invite staff to monthly FEC Partner calls
  - Provide briefings for Offices/Division/Mid-management
  - Incorporate into EMS Training

# Awards, Incentives and Recognition

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- Emphasize National recognition opportunities for facility
  - Garner program resources for Offices/Facility
  - Demonstrate initiative, help build staff skill base
- Develop internal facility awards for participants
  - “Champion for change”, “Leading by example”, “Contributing to the life of the facility/program”
  - Get local businesses to donate prizes as incentive to participate (coffee coupons, lunches, gift certificates)

# Examples of Partner Actions

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- Lawrence Livermore National Lab
  - Highlight Environmental Concerns of Electronics at Earth Day Event
- Bonneville Power Administration
  - Fliers outline Electronics Issues and BPA's FEC program
- EPA Region 9
  - Brown Bag to solicit volunteers, briefings for each Division

# References

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- Ten Steps:  
<http://www.federalelectronicschallenge.net/forms/10steps5.pdf>
- Baseline Survey of Current Practices:  
<http://www.federalelectronicschallenge.net/baseline.htm>
- Goals Identification:  
<http://www.federalelectronicschallenge.net/goals.htm>
- Partner calls:  
<http://www.federalelectronicschallenge.net/partcall.htm>
- Outreach materials (linked beneath presentation file):  
<http://www.federalelectronicschallenge.net/presenta.htm>

# Contact Information

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# Federal Electronics Challenge

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## Web site:

- <http://www.federalelectronicschallenge.net/>

## E-mail:

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