

TELEVISION STUDY GROUP MEETING MINUTES
Thursday February 12, 2009
11 AM to 1 PM EST

Welcome from Patty Dillon.

Roll Call/ Attending: Clifford Bast (Acer); Cate Berard (EPA); Pamela Brody-Heine (Eco-Stewardship Strategies); Thad Carlson (Best Buy); Stephanie Castorino (IPC); Paul Chalmer (NCMS); Sue Chiang (Ctr. For Environmental Health); Mike Coop (heyCoop); Patty Dillon (Dillon Env. Associates); Sharon Dorsey (Marriott); Holly Elwood (EPA); Ric Erdheim (Philips); Jon Fairhurst (Sharp); Eric Gilbert (Acer); Steven Halme (Sony); Garth Hickle (MN PCA); Wang Jing (China United Certification); Katharine Kaplan (EPA Energy Star); John Katz (EPA Reg. 9); Michael Kirschner (Design Chain Assoc.); Barbara Kyle (Electronics Take Back Coalition); Susan Landry (Albemarle); Jocelyn Leney (TerraChoice); Judy Levin (Ctr. for Env. Health); Alex McPherson (Clean Production Action); Ed Nevins (JVC); Colleen Pickford (ITI); Jack Price (FL DEP); Wayne Rifer (GEC); Randy Rogers (Sam's Club/WalMart); Yalmaz Siddiqui (Office Depot); Itaru Sato (Sharp); Joshua Saunders (UL); Mark Schaffer (Schaffer Environmental); Steve Scherrer (Chemtura); Robin Schneider (Public Research Works); Mark Sharp (Panasonic); Ted Smith (Electronics Takeback Campaign); Sarah Westervelt (BAN); Cat Wilt (Univ. of TN); D'Lane Wisner (Amer. Chemistry Council); Keiko Yokoyama (Sony).

Agenda Review:

No comments on the agenda.

General Announcements:

The balloting information for 1680.1 revisions has been posted. The deadline for joining the group is March 11; you must be a member of IEEE to ballot.

We are looking into using GoToWebinar for future calls.

The updated roster has been posted on the Study Group website; there are several new members who have joined in the last week. Per comments on the last call about lack of purchasers in the stakeholder group, we have received commitments from a number of purchasers/consumer organizations but that are unable to be on today's call, including Consumers Union, the American Hotel and Lodging Association, and the Dept. of Veteran's Affairs.

Approval of January Minutes: Minutes from meetings will be posted on the public IEEE 1680 website after approval. No comments/corrections to the January 15, 2009 minutes were voiced. Minutes were approved as presented.

Issues for Discussion:

On the first two calls, we asked for feedback on outstanding issues that stakeholders needed answered prior to being able to make a decision on moving forward with the development of a TV standard. The 5 comments received to date are outlined in the document, TV Study Group Issues for Discussion, posted with today's meeting materials. They are listed in the order received. From these comments, we pulled three issues for discussion today, which are outlined on the agenda:

- 1) Stakeholder support for TV standard
- 2) Target markets: institutional/business? Consumer market?

3) Strategies to make EPEAT an effective tool in the consumer market

Stakeholders shared their perspectives on whether they supported a TV standard, and whether it should address institutional/business markets and/or consumer markets. Broad discussion points included interest from the retail community in a national environmental performance standard for TVs that could be used for consumer sales; manufacturer concern about current economic conditions and the costs of developing/implementing an EPEAT standard given uncertain demand; and support for a standard by environmental organizations to address the growing interest by the public and health care organizations for green TVs. There were also concerns raised about the inclusion of consumer markets in a TV standard, given the current language in the 1680 umbrella standard revisions. Holly Elwood, EASC Co-Chair, read the revised 1680 umbrella language, which states that applicability to markets can be specified by each Working Group for individual product standards.

Straw Poll: Using Survey Monkey, the group participated in a non-binding straw poll on their support for a TV standard. Patty Dillon reviewed the preliminary results (35 responses):

Q1: Do you support the development of an EPEAT standard for televisions?

62.9% Yes (22)

22.9% Generally support, but would like to discuss further (7)

2.9% Not sure whether to support (1)

11.4% Do not support (4)

Q2: If you answered B or C above, what issue(s) need to be addressed before making a determination to move forward with a standard?

10 responses

Q3: An EPEAT television standard should address:

17.15% Business/institutional markets only

0.0% Consumer market

71.4% Both markets

11.45% Not sure at this time

Q4: Which stakeholder group do you represent?

Good representation across stakeholder categories.

The straw poll will be kept open until tomorrow at the request of a couple of participants who didn't have access to a computer or needed to check in with management before responding.

Next steps/next meeting: The Study Group Co-Chairs will share the Survey Monkey straw poll results, and will present a plan for how to move forward with issues raised in the poll and in the meeting. A Meeting Wizard request to schedule the March call will be sent out later this week.