

**TELEVISION WORKING GROUP MEETING MINUTES**  
**Tuesday, June 23, 2009**  
**11 to 1 PM EDT**

**Welcome from Patty Dillon and Shannon Davis, co-chairs.**

**Roll Call/ Attending**

Walter Alcorn (Alcorn Consulting); Clifford Bast (Acer); Cate Berard (EPA); Mike Biddle (MBA Polymers); Pamela Brody-Heine (Eco-Stewardship Strategies); Stephanie Castorino (IPC); Sue Chiang (Ctr. For Environmental Health); Joyce Choi (Sony); Mike Coop (heyCoop); Shannon Davis (EPA); Patty Dillon (Dillon Env. Associates); Ric Erdheim (Philips); John Fairhurst (Sharp); Faridoon Ferhut (CIWMB); Eric Gilbert (Acer); Missy Hayes (Mitsubishi); Katherine Kaplan (EPA); Richard Kerr (Bayer); Michael Kirschner (Design Chain Assoc.); Barbara Kyle (Electronics Takeback Campaign); Susan Landry (Albemarle); Judy Levin (Ctr. For Environmental Health); Jason Linnell (NCER); Frank Marella (Sharp); Alexandra McPherson (Clean Production Action); Ann Peters (Gracestone, Inc); Colleen Pickford (ITI); Jack Price (FL DEP); Mark Schaffer (Schaffer Environmental); Steve Scherrer (Chemtura); Robin Schneider (Public Research Works); Mark Sharp (Panasonic); John Short (JazzCom); Ted Smith (Electronics TakeBack Coalition); Katherine Stewart (TerraChoice); Ed Weil (Polytechnic Inst. of NYU); Cat Wilt (Univ. of TN).

Others: Jeff Omelchuck (GEC); Sarah O'Brien (GEC).

**Agenda Review**

Patty elaborated on the agenda for the call. The planned presentation, "Overview of Television Technology, Trends, and Environmental Issues," will be postponed to the next call due to schedule conflicts. In addition, two items are being added to the General Announcements portion of the agenda: LCA Webinar and Google Calendar.

**Approval of May Minutes**

The minutes for the May 21 meeting were approved as posted by affirmation.

**General Announcements**

*Link to Patent Information on Website/Call for Patents:* In keeping with IEEE policy, the WG chair provided an opportunity for participants to identify patent claims of which the participant is personally aware and that may be essential for the use of the standard. No patents were identified on this call. Malia Zaman will be attending the July call to clarify this IEEE requirement.

*Working Group P & Ps:* The WG P&Ps have been approved by the EASC. They're posted with today's meeting materials and on the EASC page of the website. They were distributed for review to both the TV and IE Working Groups; no comments were received. The P&Ps have also been distributed and discussed with the subgroup chairs.

*Resource Directory:* This will be a repository of reference materials, documents and links that may be useful. It will be posted on our website later this week.

*1680.1 Recirculation:* The recirculation is open for 10 days, and includes the responses to questions from the last comment question. After this period, it will move into the official IEEE approval process.

*LCA Webinar:* This topic has come up in several subgroups, both in TV and IE subgroups. The University of Tennessee will organize this for late July or August, and will be open to members of both Working Groups.

*Google Calendar:* This resource is available for all 1680 activities, to assist in scheduling of meetings. WG members can access it from the TV WG website (first link on sidebar) or at

[http://www.google.com/calendar/embed?src=r9vibn21i8alj8tci11e5pqito%40group.calendar.google.com&ctz=America/New\\_York](http://www.google.com/calendar/embed?src=r9vibn21i8alj8tci11e5pqito%40group.calendar.google.com&ctz=America/New_York)

### **Consumer Visibility**

Jeff Omelchuck, Executive Director of EPEAT, provided an overview of EPEAT's recent activities to increase consumer visibility. In December 2008, the EPEAT Board of Advisors directed EPEAT to develop plans to increase EPEAT's public visibility. EPEAT formed a visibility committee, or "VisComm," to address this need. In early 2009, EPEAT began working with Lippincott, a leading brand strategy and development firm, which generously agreed to support the EPEAT branding project on a pro bono basis. They have been actively working to identify and review possible names, including cultural, linguistic, and legal searches on possible names. Once all the screens are done, the ultimate decision will be made on whether or not to change the EPEAT name. If a decision is made to change the EPEAT name, a transition plan will be developed, along with a corresponding logo. The loose timeframe for this decision will be early fall. EPEAT is also working with PR/marketing firm on a communications strategy. At the end of this year, they will be ready to pilot the new brand in the consumer market, and next year you should start to see branded products identified in retail settings.

If there are any members of the TV Working Group interested in participating in the VisComm, they can contact Jeff at [jeff.omelchuck@greenelectronicscouncil.org](mailto:jeff.omelchuck@greenelectronicscouncil.org).

### **Eco-label Matrix**

The TV Eco-label matrix has been updated to reflect recent revisions to the EU Eco-Flower. If there are other eco-labels that should be added to this list, please let Patty know. It was suggested that Asian eco-labels applicable to TVs be added to the matrix. There was a brief discussion on whether a presentation on REACH should be provided to the full WG or is more applicable to the Environmentally Sensitive Materials subgroup. Patty suggested that REACH be included in the planned WG presentation on legislation impacting TVs, rather than scheduling a separate WG presentation.

### **Subgroup Reports:**

1) *Environmentally-Sensitive Materials:* Sue Chiang, TV liaison for the subgroup, reported for the merged subgroup, which has 41 participants. The IE subgroup has been meeting since March; the first meeting of the merged subgroup was on June 3. They meet the 1<sup>st</sup> Thursday of the month, but due to the holiday, their next meeting will be

July 9. On their July call there are several speakers lined up. The subgroup has agreed to consider high priority manufacturing chemicals in this category. Finally, there is a concern about balance in this subgroup.

2) *Materials Selection*: Mike Biddle reported for the merged subgroup, which will have their first merged meeting on July 10. The group is discussing issues related to post-consumer plastics and bio-based materials; they are considering whether to address materials other than plastics and LCA-based criteria. They are planning speakers on recycled content (Mike Biddle) and bio-based plastics on upcoming calls.

3) *Design for End-of-Life*: Anne Peters reported that the subgroup has met once, and reviewed existing 1680 criteria. They are meeting on the first Wednesday of each month. They are hoping to bring in a TV manufacturer to speak about design and recyclers to speak about EOL. WG members discussed the possibility of coordinating a panel discussion on design/EOL issues for multiple subgroups or at an upcoming TV WG meeting. Subgroups chairs and Patty will discuss and plan offline.

4) *Product Longevity/Life-Cycle Extension*: Shannon Davis reported that the subgroup has not convened yet, but an email will go out toward the end of the week.

5) *Energy Conservation*: Mike Coop reported that this subgroup has met twice, and has 14 members. Their challenge is how their criteria are going to relate to Energy Star, and how this is communicated to the market.

6) *End of Life Management*: Walter Alcorn reported from this merged subgroup, which has 50 participants. They had their initial meeting, followed by their first merged meeting on June 1. The primary issue currently is whether to reference the R2 and E-Stewards requirements as optional or required criteria. They will meet the first Monday of each month from 1-2 eastern.

7) *Corporate Performance*: Shannon Davis reported for this merged group. They have had one brief merged meeting. They plan to meet every other Monday (next meeting July 6).

8) *Packaging*: Cat Wilt reported for this merged subgroup. The TV members will be having a first call next week, and will have their first merged call on July 9.

#### **Next Steps:**

- The next TV WG call will be Tuesday, July 21 from 11 am -1 pm eastern. Topics for this call will include: an overview of TV technologies and trends; and a discussion of the EPEAT regional registry and how it might be used in drafting criteria.
- Starting August, the call will be on the 4<sup>th</sup> Tuesday each month, 11 am – 1 pm eastern. We're tentatively planning an August call, but may cancel depending on anticipated participation.
- Patty will circulate an email to subgroup chairs to initiate planning of a TV design & recycling panel discussion.
- Patty will also notify the WG when the resource directory is up and running; and about the LCA webinar.