



Environmental Stewardship

Commonwealth of Virginia

August 17, 2004

Commitment to the Environment

Dell's goal is to be a careful steward of the environment and to implement programs and processes to ensure our operations and products are environmentally sound.

At a corporate level, we meet this goal with a comprehensive environmental policy and communication and reports on our environmental progress.

Dell also works to improve the local environment in communities where we work and to create strategic partnerships with organizations equally committed to environmental goals.

"Dell's focus on integrating improved environmental performance into all aspects of our business is strong and driven in large part by our commitment to serve customers and to do what is right for them and the world we share."
***- Michael S. Dell, Chairman of the Board , and Kevin B. Rollins,
President and Chief Executive Officer***

Recycling Programs

Dell Recycling offers computer owners a variety of environmentally sound, convenient and affordable options for disposal of unwanted computers. Dell Recycling accepts any make or model of computer, notebook computer, monitor, printer or peripheral device.



No computer should go to waste. **DELL**TM

- **Customer Communications:** Dell reaches out to current and prospective customers about the Dell Recycling program through a variety of sales and marketing channels including catalogues, e-mail marketing and sales confirmation materials.
- **Recycling Events:** In 2003 Dell hosted collection and recycling events in 17 U.S. markets. Dell reached more than 40 million consumers with messages about the importance of recycling and the events collected nearly two million pounds of computer waste.
- **Best Practices:** Dell worked with the National Recycling Coalition to produce a Best Practices Guide about lessons learned from 2003 recycling events – the guide is designed to be a tool for organizations that wish to host their own recycling events.

Business and Public Customers

Dell's **Asset Recovery Service** offers business, government, and education customers product recovery, resale and recycling services. Dell works with customers to help them recover value from the computer assets they are retiring, or to help them responsibly recycle used equipment that no longer holds any value.

Dell Business Efforts

Dell and the Environment

Dell believes that recycling is only one area where we can minimize our impact on the environment. We continually work to minimize and eliminate the use of materials that are environmentally sensitive in our products, to ensure our facilities have a minimal impact on the environments in the communities where we do business, and in helping consumers make environmentally sound choices when purchasing Dell products.

Dell's Sustainable Business

Developed in 2003, the Sustainable Business function is Dell's process to ensure the integration of social and environmental concerns into our business operations and our interactions with stakeholders, while ensuring that economic goals are met.

Key goals include:

- Work with the Environmental Management Council, Public Affairs, Investor Relations, Human Resources, Operations, and Ethics organizations to identify environmental and social impacts of our products, operations, and activities.
- Oversee Dell's Stakeholder Engagement process to ensure that stakeholder input is sought and incorporated where possible and in alignment with our goals and values.

Global Environmental Partnerships

Includes the following groups

Alliance for Environmental Innovation

With the help of the Alliance for Environmental Innovation, Dell developed a guide to promote environmentally preferable practices for computer users including information on how to select a computer, getting the most out of your computer and extending the life of your computer.

Clean Air Partners

Dell has joined the Clean Air Partners, a program for Central Texas companies to reduce ozone emissions and improve air quality. Participation in the Clean Air Partners program includes a pledge to reduce vehicle and other ozone-forming emissions by 10 percent in three years. The voluntary program was developed by the CLEAN AIR Force of Central Texas to develop innovative local air quality improvement measures.

Energy Star Office Equipment Program

Dell has been a Partner in the U.S. EPA ENERGY STAR® program since 1993. Many OptiPlex, Precision, Dimension, Latitude, and Inspiron product configurations and monitors meet the ENERGY STAR® guidelines for energy efficiency.

Global Environmental Partnerships

Includes the following groups

[EPA "Plug Into Recycling"](#)

Dell is a partner with the Environmental Protection Agency on a U. S. campaign to encourage Americans to reuse or recycle their used electronics. The Plug-In To Recycling Campaign, is intended to raise Americans' awareness of the value of reusing and recycling electronics and to provide them with increased opportunities to do so across the country. For more information, visit www.plugintorecycling.org.

[Green Purchasing Network - Japan](#)

Dell joined the Green Purchasing Network (GPN), a voluntary activity supported by the Japanese Environment Agency to educate and facilitate green purchasing of various products and services. Almost 3,000 companies, municipal governments, and voluntary citizen groups have joined GPN. Environmental performance information such as energy consumption and plastic content is currently available on the GPN website for OptiPlex and Latitude series of products.

[National Recycling Coalition](#)

The National Recycling Coalition (NRC) is a non-profit organization dedicated to the advancement and improvement of recycling, source reduction, composting and reuse by providing technical information, education, training, outreach and advocacy services to its members in order to conserve resources and benefit the environment. NRC works closely with Dell to build an electronics recycling and reuse infrastructure, providing educational workshops and partnering on a community grant program.

2004 Recycling Grant Events

In January 2004, Dell selected 12 U.S. organizations to receive grant awards of \$10,000 each to be used to conduct computer collection events this spring. Through Dell's partnership with the National Recycling Coalition (NRC), grant recipients were provided a series of technical assistance forums led by the NRC.

Examples:

- **Columbia, SC:** The South Carolina Department of Commerce recently held a free computer recycling event for residents in the Columbia area, collecting more than 103 tons of unwanted electronics equipment. Additionally, the South Carolina House of Representatives passed a resolution commending Dell's recycling efforts and proclaiming April 3, 2004 as "Electronics Recycling Awareness Day" in the State of South Carolina.
- **Albany, NY:** The Town of Bethlehem and surrounding municipalities served more than 1,000 residents in the Albany area at the Capital District Electronic Collection, collecting more than 70 tons of unwanted electronics equipment.
- **Washington, DC:** The D.C. Department of Public Works, Office of Recycling held their E-Cycling Collection Event on April 24. Through significant grassroots outreach and solid partnerships, the event drew more than 600 Washington, D.C. area residents.

www.dell.com/recyclinggrant.