

# IAITAM ACE

**KICKIN'** ASSETS  
SINCE 2002

Circularity and Service  
are the Future of ITAD

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MAY 9TH - 11TH



# Session Overview

It's no longer enough to just take equipment from an end user and responsibly sell or recycle it. While those are still baseline requirements, all major companies have carbon targets, so primary focus has shifted to circularity and carbon credits, and how to achieve optimal results.

In this session I will discuss best practices around circularity and services that can drive the ITAD industry toward positive impact and results.



# Lifetime of Thinking Sustainably...

## 17+ Years Commercial Printing

- Drove Migration from Oil to Soy Based Inks
- Implemented Solvent Recovery and Reuse Program

## Microsoft Corporation

- Developed ITAD Program - Major Shift from Recycling to Reuse and Resale of Equipment
- Optimized Print Services and Infrastructure - Scan-to-email to Reduce Printing, Recycled Paper
- Managed ITAD Ops for Global Data Centers - Data Security, Circularity e.g., Parts Harvesting and Reuse, Environmental Sustainability e.g., Managed Logistics, Operations and Governance

## Sims Lifecycle Services

- Innovation to Advance ITAD - Business Transformation, Special Projects e.g., Chip Harvest, Industry Leadership

## GLC Consulting

- Turning Information into Action - Helping Organizations Improve Their Operations and Circularity Practices





# ITAD Historically Was...

- ✓ Protect Company & Customer Data
- ✓ Protect Company Brand
- ✓ Value Recovery
- ✓ Philanthropic (Goodwill)
- ✓ Sustainability as an Afterthought



# Focus Change...



Wind



Solar



Reduce Emissions



Carbon Credits



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# New Priorities...

- ✓ **Protect Company & Customer Data**
- ✓ **Protect Company Brand**
- ✓ **Sustainability & Circular Economy**
- ✓ **Philanthropic (Goodwill)** 😊
- ✓ Value Recovery as an Afterthought



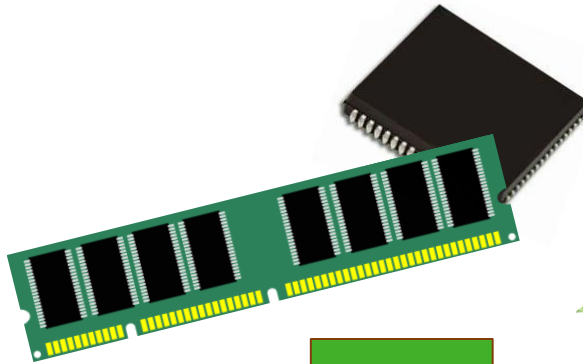
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# Opportunities...

- **Carbon Calculation and Credits**
- **Circular Supply Chain - Recertify and Remanufacture**
- **New Data Center Equipment e.g., Immersion Cooling**
- **Solar Panel Removal and Recycling**
- **Battery Removal, Reuse, and Recycling**
- **Wind Power Equipment Removal, Reuse, and Recycling**

Reduce Power &  
Water Consumption

Circular Supply Chain





# ...Carbon Calculation Conundrum...

Most large companies have jumped in and announced carbon reduction and/or elimination targets. Some are even saying they will return all the carbon they ever produced.

One of the biggest challenges in my opinion is accurate carbon reduction calculation. Many ITADs and some companies are working on or have completed their own calculators. Unfortunately, without a standard to build from who's to say which calculator is correct or more accurate.

This may eventually cause a big reset for both ITADs and companies if standards are developed and widely accepted or pushed out by a government agency.

Having a hodgepodge of calculators also leaves everyone open to criticism from environmental watchdogs and anyone wanting "proof" of accuracy.

In my opinion its past time for standards to be developed and vetted so everyone is working off the same playbook, can achieve parity, and alleviate concerns of future challenges.





# Services to Enable Reuse...

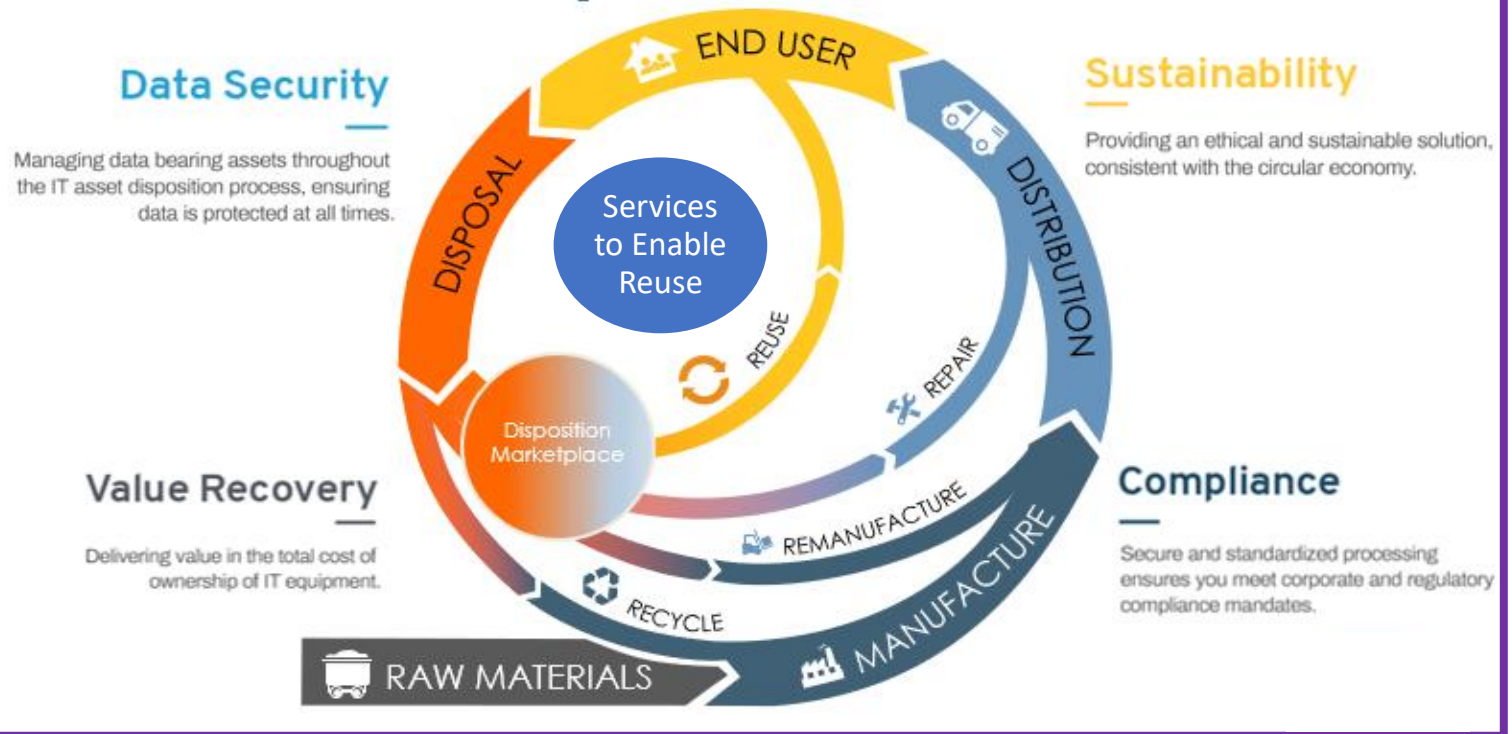
## Recertify

Evaluate and Test a Unit or Part for Redeployment

## Remanufacture

Disassemble a Unit or Part and Turn it into something else

## Circular Economy



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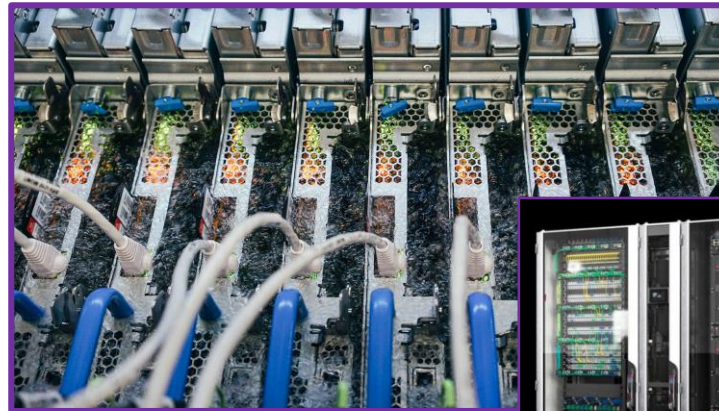
# Something New...

Reduce Power &  
Water Consumption

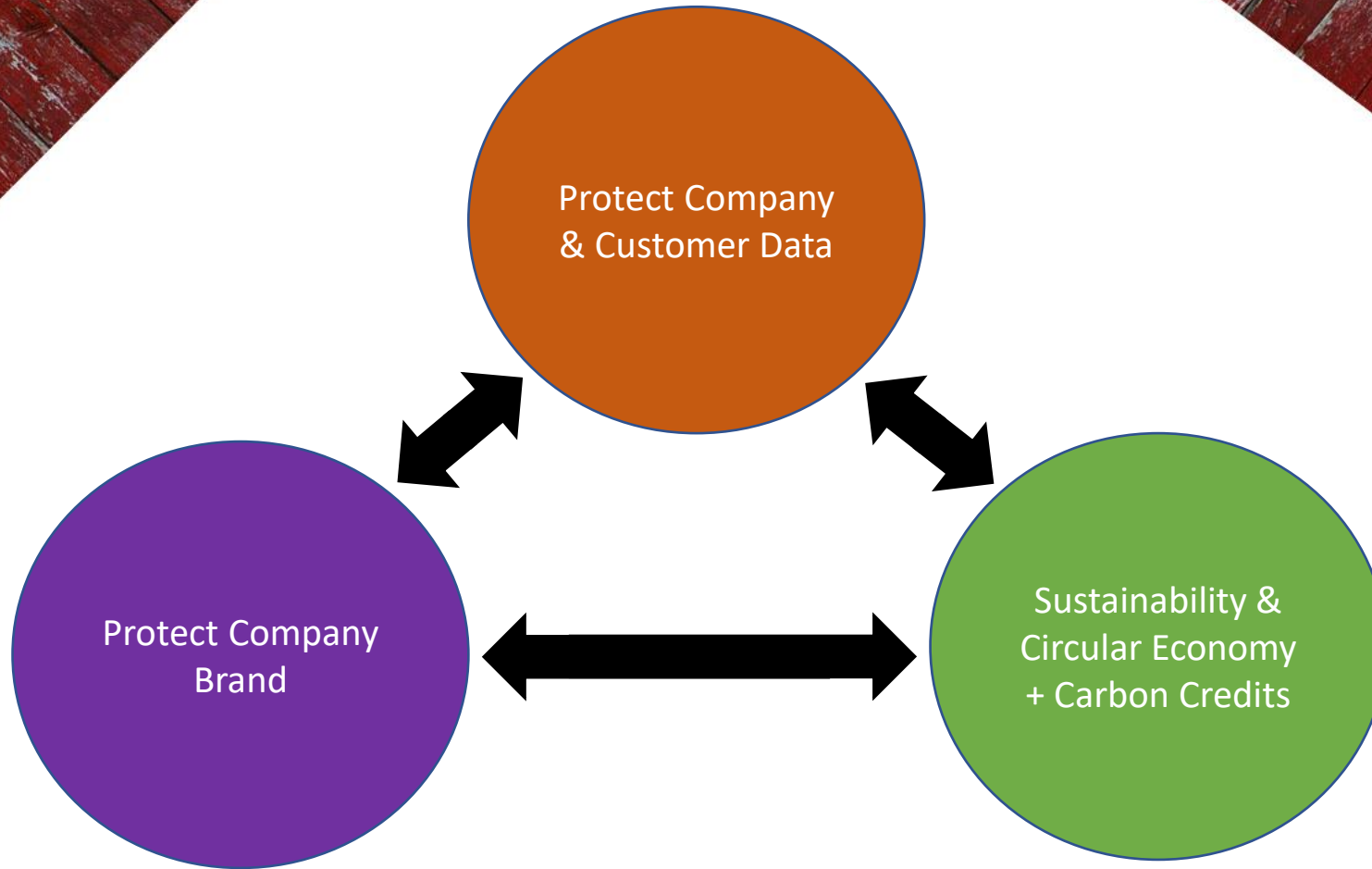
## To Reduce Power and Water Consumption Data Center Cooling Had to Change!!

- ❖ Immersion Cooling
- ❖ Rack Based Cooling

- In Rack
- Under Rack
- Side Rack







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