



## **NEMA ENVIRONMENTAL “CALL TO ACTION” - GOALS AND STATEMENT OF PRINCIPLES - November 2006**

### **Introduction**

This is a pivotal time in the electro-product industry. Regulatory standards now in effect in Europe are taking root in other markets and becoming the basis of a global network of product design and end-of-life management rules. The next few years are crucial and it is imperative that manufacturers respond quickly, wisely, and with one voice.

NEMA is therefore committed as an organization to reducing and, where possible, ultimately eliminating hazardous substances in electrical products. This proactive commitment reflects the industry’s determination to be leaders in the environmental arena without compromising its high standards of product safety and performance.

Regulations now in place in the European Union have established baseline substance content thresholds that in some cases apply to NEMA products or will affect their design indirectly. Typically, however, the NEMA product sections, not lawmakers, are uniquely qualified to determine the most sensible, technically feasible substance thresholds for their products. Through this initiative, we intend to bring this institutional expertise to bear on public policy formation wherever possible. It is our view that government sanctioned, industry guided regulatory standards are a win for industry, a win for the public, and a win for the environment.

### **Guiding Principles**

NEMA’s “Call to Action” on hazardous substances will rest on the following principles.

- 1) NEMA’s commitment to reducing the content of hazardous substances in electrical products is part of a comprehensive effort to demonstrate leadership in corporate environmental stewardship.
- 2) Safety, particularly in terms of risk trade-offs associated with alternative product designs, will always be the primary consideration in decisions that stem from this process.
- 3) NEMA expects all member companies to consider regulatory requirements and thresholds to be the starting point, not the endpoint, in determining how far to go in reducing the content of hazardous substances.

- 4) NEMA supports and will assist companies in developing and undertaking other effective environmental protection measures if complete elimination of hazardous substances is not an attainable option.
- 5) Economic considerations in product design and marketing decisions are important, but should not be controlling factors in this process.
- 6) NEMA's goal is to maximize support for this initiative both across and within product sections. Section members with products outside the scope of applicable regulation will exercise their sole discretion to participate in this initiative.
- 7) NEMA supports and stands ready to assist lawmakers at all levels of government in developing reasonable, attainable regulations to govern the content and life-cycle management of electrical products.
- 8) NEMA supports the concept of Federal "pre-emptive" legislation aimed at harmonizing requirements across states.
- 9) NEMA's commitment will be international in scope, aimed at maintaining access to all current and potential product markets

### **NEMA Hazardous Material Reduction Targets**<sup>1</sup>

NEMA's commitment to hazardous substance reduction consists of two phases.

PHASE ONE: NEMA products within the scope of 2006 EU regulatory thresholds for 6 priority substances will achieve or exceed those thresholds by July 1, 2010, unless it can be demonstrated that an exemption is necessary

PHASE TWO: NEMA products will achieve or exceed hazardous substance thresholds as determined by NEMA in accordance with the Guiding Principles by July 1, 2014, unless it can be demonstrated that an exemption is necessary.

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<sup>1</sup> NEMA will consider modifications to these targets to encompass additional hazardous substances, as dictated by regulatory trends and bounded by technological limitations.