

Circular By Design: Recycled Content Project

Retail

Worldwide

Complete

Quick Overview

Raise the bar for recycled content in consumer electronics products by earning the latest SCS certification.

This project brought together signatories and circular economy experts to develop and launch a new, bar-raising standard for recycled content in consumer electronics products.

Qualifying signatories are invited to apply for the SCS-103 Recycled Content Annex A standard, which sets a minimum threshold for recycled content in electrical and electronic equipment. Companies that earn this designation can make product-level claims that: help increase consumer confidence, help promote innovation in material recycling processes to minimize landfill waste, and demonstrate improved levels of environmental sustainability performance for product manufacturing.

Why This Project Matters

- Greenhouse gas (GHG) emissions from electronic devices and their associated electronic waste increased by 53% between 2014 and 2020.
- In 2019 alone, the world generated 53.6 million metric tons of e-waste. That's about 7.3 kilograms per person and equivalent in weight to 350 cruise ships. Asia produced the lion's share—24.9 million metric tons.
- Only 17.4% of e-waste generated in 2019 was formally collected and recycled.
- The majority of GHG emissions from the electronics industry are attributed to the supply chain (77%).

Expected Results

The new standard aims to increase the use of recycled materials, drive momentum for circular design, and make it easier for customers to participate in the circular economy.

Key Players

SCS Global Services

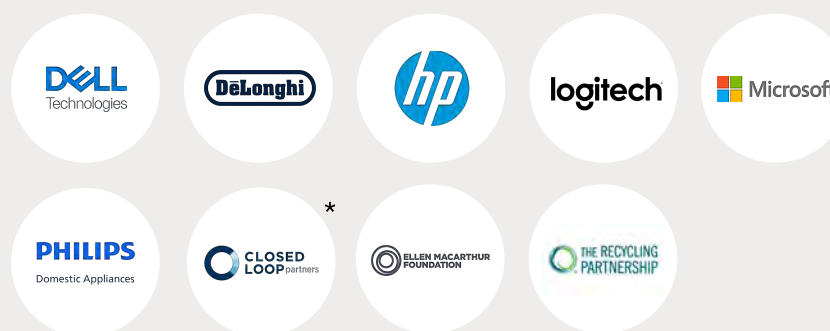
Since 1984, SCS has been a pioneer and leader in the field of sustainability standards and third-party certification. The organization partners with companies, government agencies, and non-governmental entities to advance sustainable development goals through independent assessment, the application of sound science, and innovative solutions. Learn more at scsglobalservices.com.

Amazon

Investing the funds to secure SCS's expertise, Amazon backed the creation of this standard—which has launched with a number of certified products on Amazon.com as part of Climate Pledge Friendly.

Project Collaborators

The following entities worked together to develop the standard.



Goal

Cultivate and support a global marketplace of products with circular attributes that can be measured, identified, validated, and rewarded—in order to utilize fewer virgin and finite resources.

Apply for Certification

Read through the criteria for certification at amzn.to/SCS-103-criteria. Submit a free-of-charge application to initiate the process for your product(s) to be officially certified at amzn.to/SCS-103-application.

This certification is for brands and original equipment manufacturers that specialize in consumer electronics. Products that qualify under this standard include heating and portable A/C appliances, gaming devices, computer and internet equipment, mobile devices, coffee machines, and more.



The Big Picture

The Climate Pledge launched a series of collaborative projects to help tackle some of the planet's biggest climate change challenges alongside the best in the business. These joint action projects bring signatories together to enable and scale a solution that aligns with the pillars of the Pledge and leads to measurable results.

Learn more at theclimatepledge.com/jointaction.



The Pledge

The Climate Pledge is a commitment to reach net-zero carbon emissions by 2040. It brings the world's top companies together to accelerate joint action, cross-sector collaboration, and responsible change.

Learn more at theclimatepledge.com.



Additional Certifications

An entire set of standards and third-party certifications for circular products is slated for the next few years and includes: Pre-owned, Reusable, Refillable (2024); Durable and Repairable (2025); and more in the works!

For more information contact us at www-strategicprojects@amazon.com.