

GREENER GADGETS

CONFERENCE
FEBRUARY 27, 2009

NEW YORK CITY

Producers:



MARC ALT + PARTNERS

Presenting Sponsors:

BusinessWeek



GREENER GADGETS GALLERY

BusinessWeek

www.businessweek.com

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www.CE.org

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Telecommunications Industry Association

www.tiaonline.org

Voltaic

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Eco-Design and Sustainable Technologies

www.CESweb.org/innovations

WIRELESS ACCESS

Wireless Internet service is provided in the foyer, gallery and press room of the McGraw-Hill Conference Center. To access this service please use the following username/password: guest2/guest2.

HOW GREENER GADGETS IS GREENING ITSELF

- Materials are printed on recycled paper with soy ink, using FSC and SFI certified printers.
- Badges are 100 percent recycled meeting FSC standards.
- Badge holders are made from corn-based plastic.
- Badge recycling is provided – return your badge!
- All partners are encouraged to post press materials online.
- Displays and signage do not emit volatile organic compounds and are printed on SFI approved paper that is PEFC endorsed and RoHS compliant.
- Beverages are served in ceramic cups; all other serving ware is made of corn-based, compostable material.
- Food and beverage is local and sustainable.
- Eco-friendly hand soap and recycled toilet paper are provided in conference center restrooms.
- Garbage will be separated into mixed paper, recycling, composting and general waste for responsible disposal.
- The event contractor runs 95 percent of all equipment on clean, natural gas – no gasoline or diesel.

COMPOSTING BINS

Please dispose of your waste materials in the composting bins provided.

Acceptable Waste

All spent, rotten, bruised vegetables and fruit.

All fish and meat-by-products and bones.

All bakery items and finished baked goods.

All spent food products without packaging.

All soiled or unrecyclable corrugated paper (waxed or unwaxed).

Unacceptable Waste

No glass, plastic, metal or wood of any kind in any form.

No packaging (with the exception of waxed or unwaxed corrugated paper) of any kind whether glass, plastic, metal, or wood.

PRODUCERS



Consumer Electronics Association

The Consumer Electronics Association (CEA)® is the preeminent trade association promoting growth in the \$172 billion U.S. consumer electronics industry. More than 2,200 companies enjoy the benefits of CEA membership, including legislative advocacy, market research, technical training and education, industry promotion and the fostering of business and strategic relationships. CEA also sponsors and manages the International CES® - Where Entertainment, Technology and Business Converge. All profits from CES are reinvested into CEA's industry services. Find CEA online at www.CE.org.

MARC ALT + PARTNERS

Marc Alt + Partners

Marc Alt + Partners (MAP) is a design, research and brand strategy agency dedicated to sustainable innovation. MAP provides consulting services, strategy and insight to clients from a diverse range of industry verticals including automotive, advertising, fashion, finance, venture and private equity, design and brand strategy, consumer electronics, luxury and travel. Recent engagements include BMW and MINI USA, Bloomberg LP, Ogilvy, Butler Shine (BSSP), Liz Claiborne, Lippincott, Consumer Electronics Association (CEA), the Green Electronics Council, EPEAT and Neenah Paper. Marc Alt is active in initiatives that are helping design and product innovation teams share knowledge and accelerate understanding of sustainable design principles. Alt serves on the advisory board of the Designers Accord and is founding co-chair of the AIGA Center for Sustainable Design.



Inhabitat

Inhabitat is an online magazine devoted to the future of design, tracking the innovations in technology, practices and materials that are pushing architecture and product design towards a smarter and more sustainable future. Written in weblog format by a young tech-savvy team of designers and design journalists from around the globe, *Inhabitat* delivers fresh content daily, showcasing emerging work from the cutting-edge of the global design community.



Core77

Since 1995, *Core77.com* has served a devoted global audience of industrial designers ranging from students through seasoned professionals. *Core77* publishes articles, discussion forums, an extensive event calendar, hosts portfolios, job listings, a database of design firms, schools, vendors and services. *Core77* provides a gathering point for designers and enthusiasts alike by producing design competitions, lecture series, parties and exhibits.

OPENING KEYNOTE



SAUL GRIFFITH

Co-founder, Low Cost Eyeglasses, Squid Labs, Potenco, Instructables.com, HowToons and Makani Power

Dr. Saul Griffith has multiple degrees in materials science and mechanical engineering and completed his doctorate in programmable assembly and self replicating machines at MIT. He is the co-founder of numerous companies including Low Cost Eyeglasses, Squid Labs, Potenco, Instructables.com, HowToons and Makani Power. Griffith has been awarded numerous awards for invention including the National Inventors Hall of Fame, Collegiate Inventor's award, and the Lemelson-MIT Student prize. He holds multiple patents and patents pending in textiles, optics, nanotechnology, and energy production.

PANEL DISCUSSION: MEASURING YOUR HUE OF GREEN



MODERATOR:

ADAM ASTON

Energy and Environment Editor, *BusinessWeek*

Adam Aston is the energy and environment editor for *BusinessWeek*. Previously, he was industries editor, managing the industrial management edition, and was a frequent contributor to the science-technology section, where he covered a wide variety of emerging and applied technologies, as well as the U.S. industrial sector. Before joining *BusinessWeek*, Aston worked in Hong Kong as a writer and editor at the Economist Intelligence Unit (EIU). In Hong Kong, as editor of *Business Asia*, Aston wrote about business, economic and political developments across the region. Thereafter, he worked as a freelance business journalist and editor for a variety of organizations, including the EIU, the Economist Conferences, the *Far East Economic Review* and *The New York Times*. Aston also wrote research reports for McKenzie, Bain and Pyramid Research.

PANEL DISCUSSION: MEASURING YOUR HUE OF GREEN



AARON DALLEK

Co-founder and CTO, Planet Metrics

As the leading technologist behind Planet Metrics, Dallek has been researching and developing lifecycle assessment technology for more than three years, and is committed to the innovative application of software technology to environmental challenges. Having owned and operated two successful businesses over the past eight years, Dallek is also a successful entrepreneur. In 2002, he co-founded Cheap Ink, a printer cartridge sales and recycling company, which focused on selling and promoting high quality, environmentally sustainable printer products for small and medium sized businesses. In 1999, he ran his own consulting firm specializing in consumer training and technology evaluation for the home office and small business market.



STEPHEN HARPER

Director, Environment and Energy Policy,
Intel Corp.

Stephen Harper is global director of environment and energy policy for Intel Corp. He also serves as chairman of the International Climate Change Partnership (ICCP) and, over the years, has chaired many high-tech industry groups. Prior to joining Intel, he directed Amoco Petroleum's fuel regulatory services group and was a senior policy analyst at the Environmental Protection Agency.



MICHAEL MURPHY

Senior Manager, Worldwide Environmental Affairs, Dell

Michael Murphy is senior manager of worldwide environmental affairs for Dell. In this role, he is responsible for leading standardization and governance of environmental and regulatory compliance, increasing Dell's environmental leadership across its entire product portfolio. Murphy is also one of the primary authors of Dell's annual sustainability report, regularly assisting customers with their questions about the company's environmental programs and playing a key role in Dell becoming the 'greenest' technology company on the planet.

PANEL DISCUSSION: MEASURING YOUR HUE OF GREEN



KEN ROTHER

President and COO, *TreeHugger.com*; Vice President, Interactive, Planet Green

As president and COO, Ken Rother is responsible for bringing the vision and strategy of *TreeHugger* to life. In addition, Rother serves as vice president of operations for Planet Green Interactive, including oversight for *TreeHugger's* sister site PlanetGreen.com. As a lifelong hardware hacker, Rother now combines his interest in green with projects designed to monitor and save energy. Rother has been involved in the Internet since the early 90s when he co-founded Mountain Lake Software in Toronto, Canada with Mathew Zaleski and William Tapscott. Mountain Lake helped some of Canada's largest financial institutions take their first steps onto the worldwide web. After being acquired by a New York publisher in 1998, where he first met Graham Hill, Rother held various roles including vice president of operations responsible for all deliverables of their internet consulting division, and later, as divisional CIO, introduced process altering technology to their globalization business.

PANEL DISCUSSION: GREEN DESIGN FOR GOOD



MODERATOR:

DANIEL SIEBERG

Co-host, *G Word*, Planet Green

Daniel Sieberg joined CBS News as its science and technology correspondent in December 2006. He reports for and contributes to the *CBS Evening News with Katie Couric*, *The Early Show*, *CBS News Sunday Morning*, *CBS Radio News* and CBSNews.com. Sieberg has reported on a wide variety of stories, including climate change in the Arctic, the International CES® in Las Vegas and the Burning Man festival in Nevada's Black Rock Desert. He writes a regular blog, *Tech Talk*, for CBSNews.com, hosts a weekly radio segment called *SciEye* for CBS Radio News and contributes a personal technology column to Oprah.com. Sieberg also co-hosts *GWord* with SuChin Pak, a program about environmental concepts and personalities, for Discovery Channel's Planet Green network.

PANEL DISCUSSION: GREEN DESIGN FOR GOOD



GADI AMIT

Founder and Principal Designer, NewDealDesign

Gadi Amit is the principal designer and founder of NewDealDesign. Amit runs NewDeal hands-on, with great attention to the project strategy and goals, as well as the finest details. His award-winning work has been featured in many design publications and has been exhibited at the Chicago Athenaeum, Cooper Hewitt-National Design Museum and San Francisco MOMA. Amit is a frequent jurist in design panels, most on *ID* magazine, *Fortune* magazine and the California Design Biennial. Prior to founding NewDeal, Gadi was with frogdesign for nearly seven years, ending as the vice president of design. He has extensive experience in consumer electronics, mobile and personal computing, household goods, and commercial and medical technology industries.



MARK BENT

President and CEO, SunNight Solar

Mark Bent served as a U.S. Marine, Naval officer and American diplomat prior to starting SunNight Solar in early 2006. He spent the majority of his government service in Africa and the Middle East, where he gained an appreciation for the lack of energy and the impact on people and development. Bent is married with four children, and resides in Houston, TX. He flies a motor-glider when not traveling, working or playing with his children.



EMILY PILLOTON

Founder and Executive Director, Project H Design

Emily Pilloton is the founder and executive director of Project H Design, a nonprofit that enables product design initiatives for humanity, habitats, health, and happiness. Trained in architecture at UC Berkeley and product design at the School of the Art Institute of Chicago, Pilloton started Project H in 2007 to provide a conduit and catalyst for need-based product design that empowers individuals, communities, and economies. Current Project H initiatives include water transport and filtration systems in South Africa and India, educational math toys for a school for AIDS orphans in Uganda, a homeless-run design co-op in LA, and design concepts for foster care education and therapy in Austin. She has written for publications including *ID*, *GOOD*, and *ReadyMade*.

PANEL DISCUSSION: GREEN DESIGN FOR GOOD



RAHUL SHARMA

Vice President, North America, Freeplay Energy

Rahul Sharma is the vice president of North American operations for the U.K.-based Freeplay Energy, manufacturers of portable consumer electronics that incorporate smart power solutions that either have no access to grid power or some access to grid power. Freeplay's products harness human, solar and rechargeable energy to power durable portable devices. The product range includes mobile power, audio, light, medical and humanitarian devices. The famous Freeplay Lifeline radio is distributed throughout the developing world by the Freeplay Foundation and aid and development organizations such as UNICEF and other United Nations agencies.

PANEL DISCUSSION: CLOSING THE LOOP IN CRADLE TO CRADLE



photo: Marini and Montanari

JOSHUA TOPOLSKY

Editor-in-Chief, *Engadget*

Joshua Topolsky heads *Engadget* as editor-in-chief, overseeing the creative and editorial content for the technology blog — the flagship brand of the Weblogs Inc. network. He also manages sister-sites *Engadget Mobile* and *Engadget HD*, and supervises the growing pool of *Engadget* foreign arms, including hubs for Spanish, Japanese and Chinese. In all, the stable of properties sees millions of visitors a day, and is widely considered to be the definitive source for consumer electronics and gadget news.

PANEL DISCUSSION: CLOSING THE LOOP IN CRADLE TO CRADLE



RON GONEN

Chief Executive Officer, RecycleBank

Ron Gonen began working on RecycleBank while enrolled at Columbia Business School. It took a year to write the business plan and another year to design the software. With seed money Gonen received upon graduating from Columbia, RecycleBank was officially launched as a pilot program in Philadelphia in December 2004. The service expanded to six states in 2007 and launched nationally in 2008. RecycleBank demonstrates that positive environmental actions are financially rewarding. Today, RecycleBank rewards thousands of homes that recycle with RecycleBank Points that they use to shop at hundreds of participating businesses. The teams at RecycleBank help municipalities save money, stimulate local economic development, and preserve our environment.



MICHAEL NEWMAN

Vice President, ReCellular Inc.

Michael Newman leads ReCellular's marketing and product development departments. Newman has been instrumental in establishing a greater retail market presence by implementing unique and successful phone collection programs. He is responsible for launching a new visual identity, via innovative electronic and print marketing and advertising. Prior to joining ReCellular, Newman served as National Political Representative for the Sierra Club. In that role, he directed the organizations multi-million dollar political activities in 20 states. Newman was the organizational liaison for the Gore 2000 presidential campaign and successfully coordinated activities in seven states. He also served as a national spokesperson on electoral, clean water and related environmental issues.



CARL SMITH

President and CEO, Rechargeable Battery Recycling Corp. (RBRC)

As president and CEO of Rechargeable Battery Recycling Corp., Carl Smith oversees the organization's strategic partnerships and is responsible for the management of the national public education campaign and Call2Recycle program, the nation's most comprehensive rechargeable battery and cell phone recycling solution. Working directly with its board of directors, Smith leads

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PANEL DISCUSSION: CLOSING THE LOOP IN CRADLE TO CRADLE

the overall direction of the company. Smith has extensive experience in strategic marketing, brand positioning, and distribution and channel development. He previously served as the CEO of GREENGUARD Environmental Institute, a non-profit organization that develops and promotes indoor air quality standards and programs.



DAVID THOMPSON

Director, Corporate Environmental Department, Panasonic

David Thompson has worked for Panasonic for 24 years in a number of different job responsibilities. Thompson heads up Panasonic's Corporate Environmental Department, where he has responsibility for environmental compliance for facilities and products, environmental marketing strategies, state and federal government policy issues and special projects, such as developing recycling programs for Panasonic products. Thompson now serves concurrently as president of the Electronic Manufacturers Recycling Management Company LLC (MRM), a joint-venture formed between Panasonic Corporation of North America, Sharp Electronics Corp. and Toshiba America Consumer Products LLC. MRM is tasked with developing and managing electronic product recycling programs on behalf of electronic product manufacturers. Thompson has been involved in environmental issues since 1991, when Panasonic played a key role in establishing the Portable Rechargeable Battery Association (PRBA), a trade association founded to address the environmental issues affecting the rechargeable battery industry.

GREENER GADGETS DESIGN COMPETITION

Greener Gadgets has once again partnered with international design organization *Core77* to produce the Greener Gadgets Design Competition, an international call to designers aimed at generating outstanding innovations for greener electronics. Designers were asked to seek ways to minimize the environmental impact of consumer electronic devices at any stage in the product lifecycle. This year, the top 50 entries were published online for voting and commenting, and from these entries the judges picked their top 10 to be judged live at the Greener Gadgets Conference. Winners will be determined at the end of the panel discussion.

MODERATOR:

ALLAN CHOCHINOV, Editor-in-chief, *Core77*

JURORS:

SAUL GRIFFITH

Co-founder, Low Cost Eyeglasses, Squid Labs, Potenco, Instructables.com, HowToons and Makani Power

JEFFREY KAPEC

Industrial Designers Society of America, Principle and Executive Vice President, Tanaka Kapec Design Group Inc.

JILL FEHRENBACHER

Editor-in-chief, *Inhabitat*

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BusinessWeek

BusinessWeek is a global source of trusted content and intelligent context that helps business leaders move forward in their businesses, careers, and investments. Through its international print editions, *Small Biz* magazine, comprehensive Web site, and Business Exchange online community, *BusinessWeek* reaches millions of readers every week, helping them maximize opportunity and turn insight into action.



Dell is fulfilling a commitment to become the 'greenest' technology company on the planet. Through aggressive design, energy-efficiency and recycling programs, as well as virtualization and power-management solutions, we are enabling our customers to protect the environment, reduce CO2 output and reduce costs. Through "Plant a Tree for Me" and "Plant a Forest for Me," we are making it easy for customers to reduce their climate footprint. Through our carbon-neutral commitment, we are setting an example for the rest of the industry to follow. Learn more and join the conversation at www.dell.com/earth.

MEDIA PARTNERS



**REGISTRATION AND
CONTINENTAL BREAKFAST
9-9:30 a.m.**

**WELCOMING REMARKS AND
OPENING KEYNOTE
9:30-10:30 a.m.**

Saul Griffith, Co-founder, Low Cost
Eyeglasses, Squid Labs, Potenco,
Instructables.com, HowToons and
Makani Power

**BREAK AND GALLERY OPENS
10:30-10:45 a.m.**

**PANEL DISCUSSION:
MEASURING YOUR HUE
OF GREEN**

10:45 a.m.-noon

Moderator:

Adam Aston, Energy and Environment
Editor, *BusinessWeek*

Panelists:

Aaron Dallek, Co-founder and CTO,
Planet Metrics

Stephen Harper, Director, Environment and
Energy Policy, Intel Corp.

Michael Murphy,

Senior Manager, Worldwide
Environmental Affairs, Dell

Ken Rother, President and COO,

TreeHugger.com; Vice President,
Interactive, Planet Green

LUNCH

Noon-1 p.m.

Exhibits Gallery

**PANEL DISCUSSION:
GREEN DESIGN FOR GOOD
1-2:20 p.m.**

Moderator:

Daniel Sieberg, Co-host, *G Word*,
Planet Green

Panelists:

Gadi Amit, Founder and Principal Designer
New Deal Design

Mark Bent, CEO and President, SunNight
Solar

Emily Pilloton, Founder and Executive
Director, Project H Design

Rahul Sharma, Vice President, North
America, Freeplay Energy

**PANEL DISCUSSION: CLOSING
THE LOOP IN CRADLE TO
CRADLE**

2:20-3:35 p.m.

Moderator:

Joshua Topolsky, Editor-in-Chief, *Engadget*

Panelists:

Ron Gonen, CEO, RecycleBank

Michael Newman, Vice President,
ReCellular Inc.

Carl Smith, CEO, Rechargeable Battery
Recycling Corp. (RBRC)

David Thompson, Director, Corporate
Environmental Department, Panasonic

BREAK

3:35-3:45 p.m.

**GREENER GADGETS DESIGN
COMPETITION**

3:45-5 p.m.

COCKTAIL RECEPTION

5-6 p.m.

Exhibits Gallery

**Please return your badges to
registration to be recycled.**