

Recyclability

How do Sharp/NEC’s environmentally friendly solutions not only benefit the planet, but also your business?

Summary

Economics and sustainability are closely linked due to the social and ecological consequences of economic activity. A challenge for sustainable organisations is to achieve economic growth whilst not causing damage to the environment. Sharp NEC Display Solutions has long been addressing this issue by developing innovative solutions that are sustainably produced, provide long lasting reliability, save energy and are highly recyclable. For instance, Sharp/NEC’s Large Format Displays claim an impressive average recyclable rate of 97.4%.

This whitepaper identifies how this approach can support businesses in being more environmentally friendly, by increasing efficiency and saving costs.



What is recycling and why is it important?

Environmentally responsible behaviour continues to grow in importance not only for individuals but also for companies. By committing to sustainability, businesses are taking responsibility for the planet, preserving it for future generations; beyond the ethical accountability, it could also result in immediate benefits for organisations across all industries.

The aim of recycling is to take waste and convert it into new materials and objects. Compared to conventional waste disposal, it helps to lower the amount of greenhouse gas emissions since it reduces air and water pollution as well as the amount of energy used. Greenhouse gases are one of the major physical drivers of climate change and due to CO₂ emissions it is an ever increasing threat.

To protect the environment, the European Union has established three preferred steps in the process of waste management: prevention, reuse and recycling. By following these steps, by thinking about the life cycle process, businesses can act in a more resource-efficient manner.

As huge consumers, organisations carry a great responsibility in making an impact on a climate-neutral future; the rewards are positive for the environment but taking corporate social responsibility seriously also directly benefits the organisation as society views its actions favourably.

What can be recycled?

Recyclable materials include glass, aluminum, plastic, metal, paper, cardboard, electronics (e.g. displays) and small electronic equipment (e.g. batteries, wires/cables), textiles, wood, rubber and biodegradables.

Waste from electronics is an ongoing problem, since it is one of the fastest growing waste streams in the EU and is complicated to recycle. To address this, Sharp/NEC's display solutions are primarily made out of four main types of materials which can be recycled as follows:

PLASTICS

Plastics can be recycled to produce entirely different products compared to their original state. The parts can be melted down or chemically recycled and reused.

METAL

Metal is highly recyclable; chemically, it can be recycled over and over without altering its properties. Aluminum and steel are very common recyclable metals.

WIRES/CABLES

Cables can be separated into their constituent parts such as aluminum, copper and rubber. The materials can then be reused.

ELECTRONIC PARTS

Particularly valuable rare earth metals which are in short supply, also other parts, can be sold or reused in new devices to create a circular economy in the expanding yet potentially harmful electronics market.

SHARP/NEC'S 5 COMMITMENTS TO THE ENVIRONMENT



5 approaches of Sharp NEC Display Solutions to support a climate-neutral future by reducing the impact on the environment

What is Sharp/NEC's approach?

Sharp NEC Display Solutions is addressing the issue of waste management from several angles; its high standards help to decrease its carbon footprint and that of its customers.

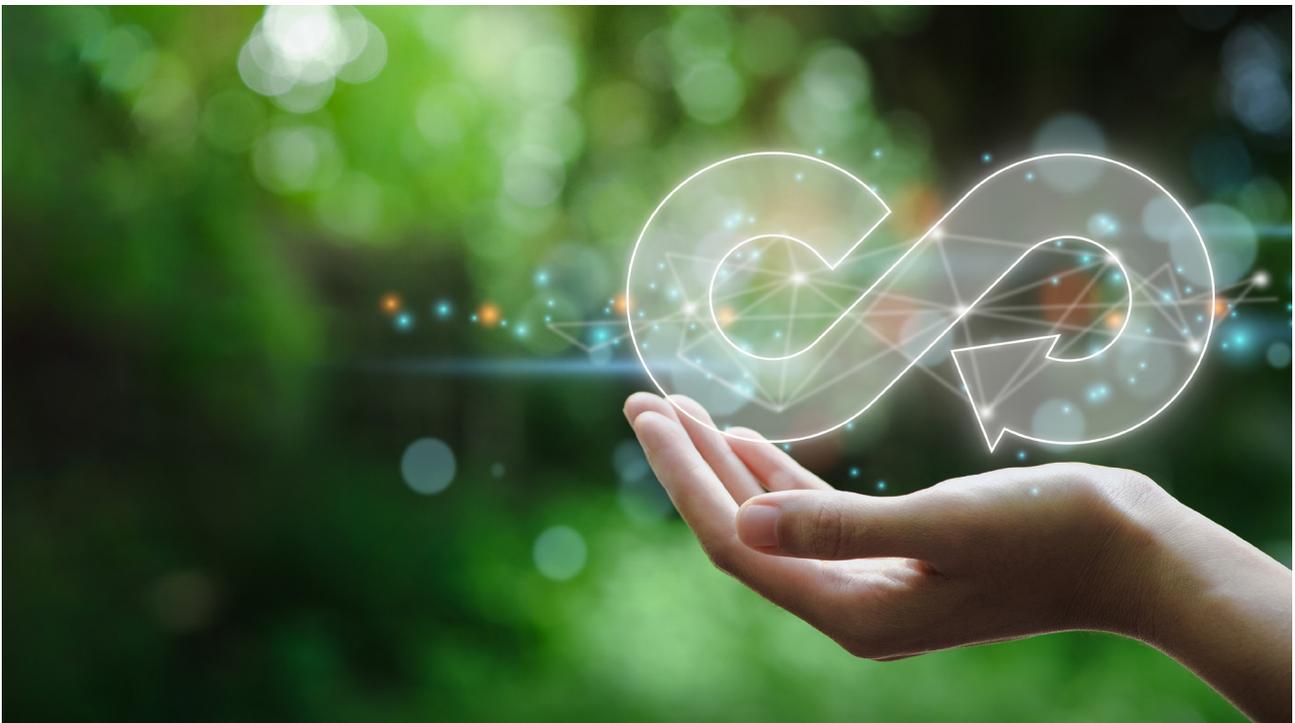
1. Firstly, all products are manufactured to a very high quality. Reliable and durable, the life cycle is extended, consuming fewer resources as repair and replacement is deferred over a longer period.
2. Secondly, Sharp NEC Display Solutions uses recycled metals and plastics for its products and avoids hazardous substances. Beyond this, Sharp/NEC is very proud of its recycle rates. For instance, its Large Format Displays achieve recycle rates of between 94.6% and 99.1%, averaging 97.4%, almost entirely recyclable. 
3. Modern technology consumes far less electricity, contributing to a reduction in costs and combatting increasing energy prices. Many of Sharp/NEC's displays present advanced ECO features and are equipped with a Carbon Savings Meter for administrating and reporting CO₂ reductions. The integrated ECO Mode function assists in setting the appropriate brightness of the display whilst the Human Sensor recognises if the display is in use, the display is thus adjusted accordingly helping to minimise energy consumption. In addition, all Sharp/NEC displays are shipped with an energy-saving preset.
4. Packaging and shipping have also been minimised to reduce the CO₂ footprint. Smaller packaging can contribute to a reduction of CO₂ emissions of about 35% and the materials used for packaging are 100% recyclable.
5. Sharp NEC Display Solutions is also strongly committed to environmental protection and reducing its carbon footprint when it comes to its own production processes. In production of its products, Sharp/NEC complies with strict manufacturing standards including ISO14001. The products themselves comply with global standards including TCO and Energy Star.

How does this benefit our customers?

All of these activities assist Sharp/NEC's customers in heightening their brand perception within their target groups and within society; our actions in reducing the environmental impact will reflect favourably on our customers. Furthermore, by purchasing a product from Sharp/NEC our customers are acting sustainably, helping them to reduce both their direct and indirect costs. Direct costs relate to the high investment security Sharp NEC Display Solutions guarantees through its high quality products, wide product portfolio and excellent customer service. Indirect costs relate to reduced power consumption.

Conclusion

As awareness of how economic activity is affecting our planet, companies need to comply with the environmental standards which are in place to tackle this; they must act responsibly towards the environment to meet the expectations of their target groups and society. Sharp NEC Display Solutions provides the environmentally friendly solutions which address these challenges, raising standards and contributing to an even brighter future.



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