



# Making circularity a value driver for product innovation

Scott O'Connell  
Dir. Environmental Affairs

PROGRESS MADE  
REAL

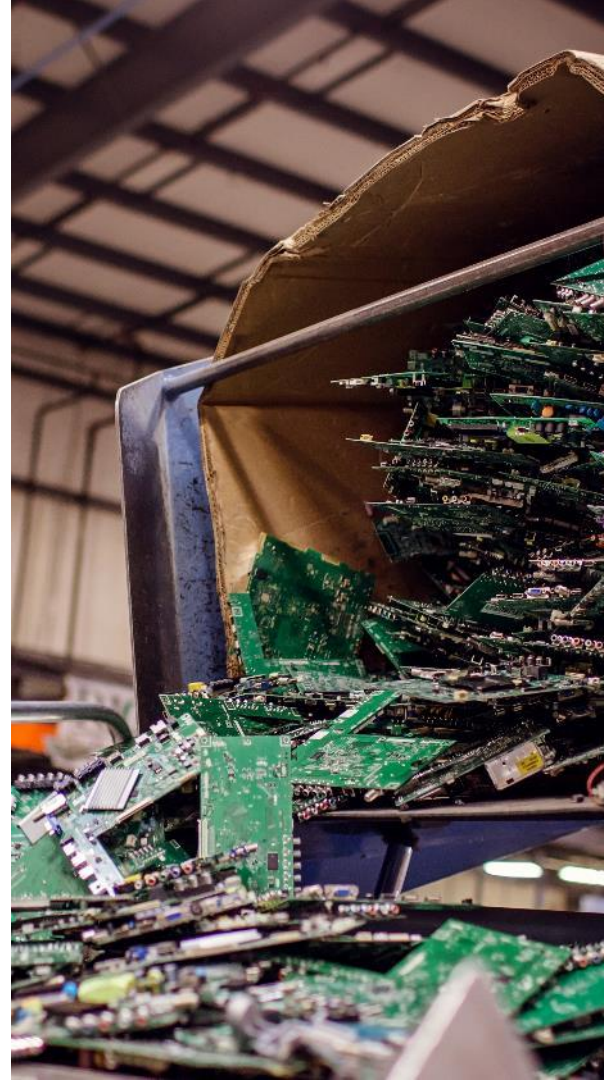
# 53.6M metric tons

*per year*

16 pounds for every person on Earth

\$57B USD in value

Only 17.4% formally recovered



**E-WASTE**



PROGRESS MADE  
REAL



**ACCELERATING THE  
CIRCULAR ECONOMY**

## 2030 MOONSHOT GOAL

By 2030, for every product a customer buys, we will reuse or recycle an equivalent product

100% of our packaging will be made from recycled or renewable material

More than half of our product content will be made from recycled or renewable material



\$4.5 Trillion  
by 2030

# Design for Circularity



**Sustainable Material:** Circularity or reduce impact in material choices, purer material streams



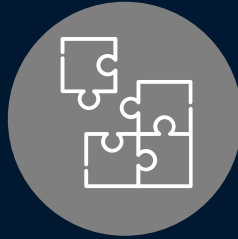
**Repair / Refurbishment:** by the user, by a technician, and by Dell



**Durability:** engineered for longer life where appropriate



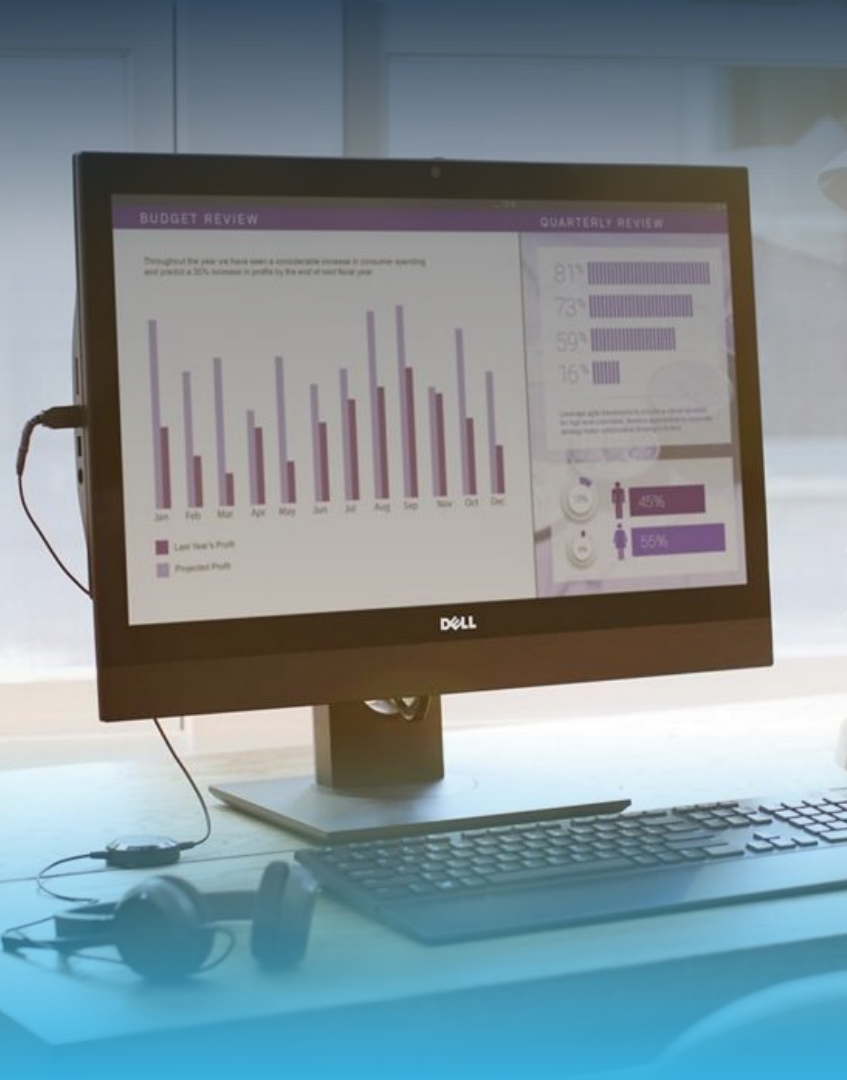
**Dematerializing / optimizing:** designed for actual use based on reducing hardware components



**Design for Harvest:** disassembly, material recovery, standardization and modularity



**Business Model:** Take back, cascaded ownership, as-a-Service



# 125<sup>+</sup>

products using  
closed-loop plastics

Including OptiPlex desktops,  
All-in-Ones and monitors

# Closing the loop on rare-earth magnets







# Reclaimed carbon fiber from aerospace industry

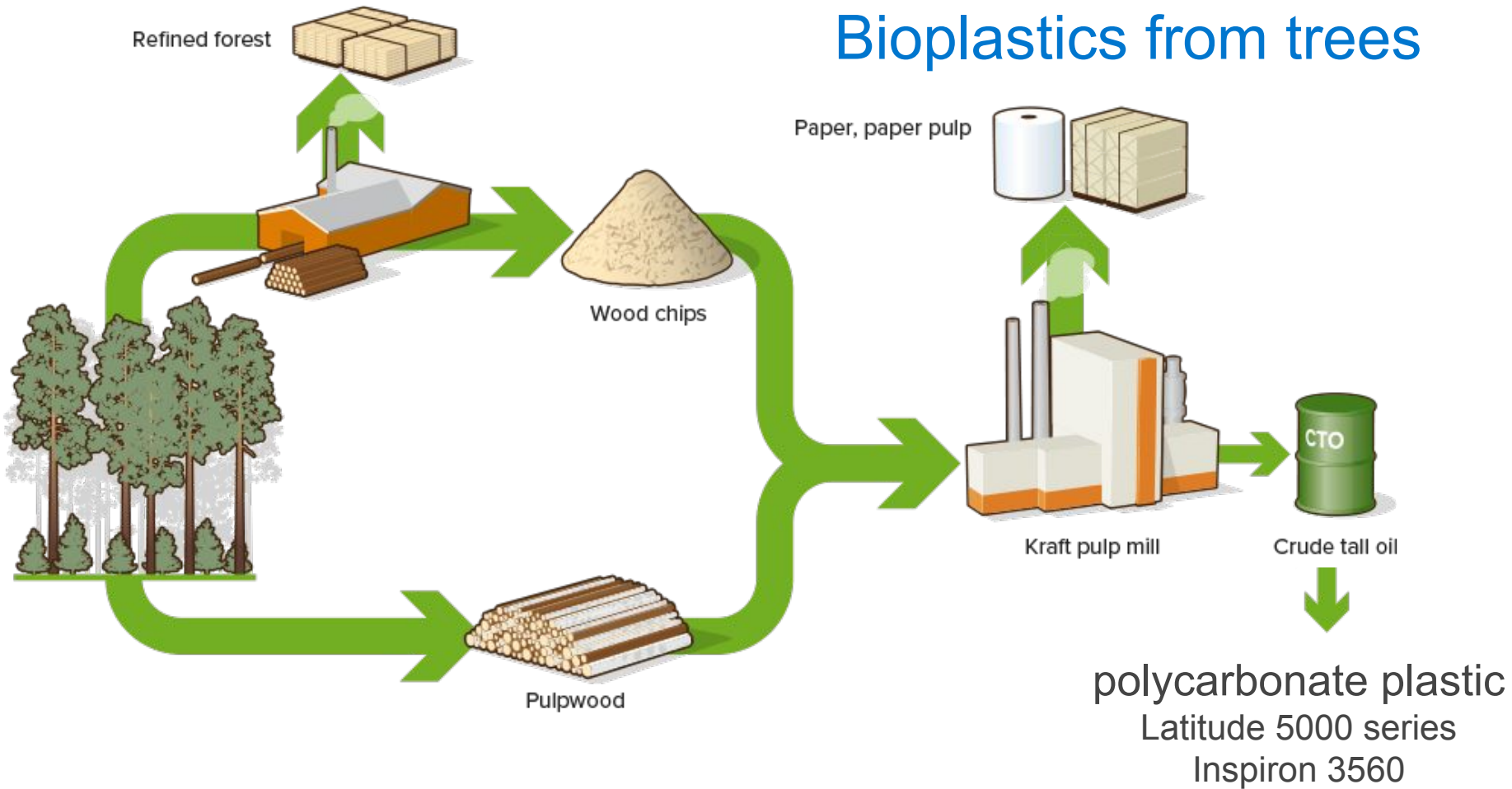
Developed with supplier  carbon conversions

Available on any Latitude 5000 or  
7000 series with carbon fiber lid

Increased recycled content, still  
recyclable



# Bioplastics from trees



# Final thoughts

1. Where can you innovate?
2. How can you turn trash into treasure without compromising?
3. Who can you partner with for better outcomes?