



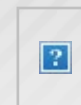
International E-Waste Design Competition

Important Dates

Sept. 1, 2012 - Registration Opens

Nov. 1, 2012 - Registration Closed, 4:59 PM Central time

Dec. 4, 2012 - [Online Awards Ceremony](#), 12:00 PM Central



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Jury

The following individuals are the jurors for the 2012 competition.

Jason Linnell

Executive Director, National Center for Electronics Recycling (NCER)

Jason Linnell is co-founder and Executive Director of the National Center for Electronics Recycling (NCER). Jason leads and directs all daily activities of the NCER, including research on electronics recycling data and policy, as well as management of the Electronics Recycling Coordination Clearinghouse (ERCC). Under Jason's direction, the NCER manages and oversees the statewide network of collectors and recyclers for the Oregon State Contractor Program. Prior to forming the NCER in 2005, Jason served in the Environmental Affairs Department for the Electronic Industries Alliance, a trade association for electronics manufacturers and suppliers. At EIA, Jason led industry negotiations on electronics recycling policy efforts and helped developed the industry's first comprehensive consumer education initiative on electronics recycling options.



Bill Olson

Director, Office of Sustainability and Stewardship, Mobile Devices Business, Motorola, Inc.

Bill Olson is Director of the Office of Sustainability and Stewardship for Motorola Mobile Devices, leading a key corporate initiative named ECOMOTO. In his role, Bill drives go-to-market strategy for green mobile device products and technologies, and has championed the adoption of ECOMOTO principles across several Motorola business units. ECOMOTO



focuses on the realization of environmentally sound, seamless Motorola mobile products and seeks to deliver sustained business impact through green materials and innovative ecodesign practices as can be found in the world's first carbon free phones built with post consumer recycled plastic: W233 RENEW and MOTOCUBO A45 ECO and the world's first "green" android phones introduced in 2010 - CITRUS and SPICE.

Bill started the ECOMOTO initiative during his previous role in Motorola Corporate Research, where he headed labs dedicated to International and Environmental Research. Bill's team in Europe conducted testing on hundreds of Motorola products to ensure they met environmental regulatory requirements of the EU (WEEE/RoHS), American and Asian markets. His lab in China worked closely with manufacturing, engineering and the supply chain to achieve improvements in factory productivity, yield and product reliability.

Bill first joined Motorola's automotive group in 1992, where he implemented the first VOC-free conformal coating for engine controls. He also drove a variety of cost reduction teams for the engine auto body/control businesses.

Bill graduated from the University of Wisconsin-Madison with a Ph.D. in Inorganic Chemistry. Bill has 23 US patents and more than 40 technical publications.

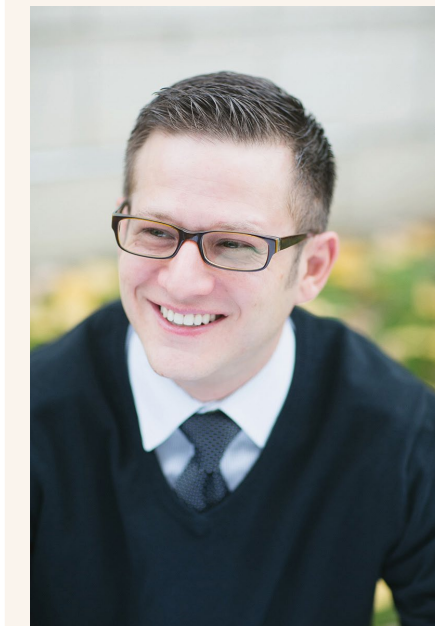
Steven Samuels

Brand & Design Manager of ReCellular, Inc.

Steven Samuels was born and raised in Ann Arbor, MI. He is a graduate of the University of Michigan where he earned a BFA (Design) from the University of Michigan in 2001.

From a very young age Steven was drawn towards creativity, drawing and the visual arts. He began his creative development as a child by learning from his father, an industrial designer, who frequently worked in his home studio. Steven's extended family includes a textile designer, a painter, an inventor, an entrepreneur and a design professor.

Steven is currently the Brand & Design Manager of ReCellular, Inc., in Ann Arbor, MI. ReCellular is an industry pioneer in the recommerce and recycling of used cell phones, mobile devices and consumer electronics. At ReCellular it is Steven's responsibility to strategically position and meaningfully distinguish ReCellular from the field in order to maintain and grow both market and mind-share. His work at ReCellular spans various media (online and traditional - television, radio), online properties (eCommerce, mobile and corporate web sites), print collateral, direct marketing, direct response, packaging design, exhibition properties,



corporate identity, and brand standards.

Prior to ReCellular, Steven served as Senior Industrial / Graphic Designer with GYRO Creative in Detroit, Michigan. GYRO specializes in branding, strategy and design. It was Steven's responsibility to guide design programs as well as develop physical properties such as products, exhibits, displays and signage. He also oversaw the creation of brand identities, advertisements, graphics and interfaces. While at GYRO Steven worked on diverse accounts for clients including MOCAD (Museum of Contemporary Art Detroit), the Motown Museum, Magna International, Clek, smart and Mercedes-Benz.

Steven also worked for 3M (Automotive Design), Quack! Media (Creative Director), and his work has been recognized and received various awards.

For more information please visit: www.stevensamuelsdesign.com

Kerstin Nelsen Strom

Ecodesign Section Chair, Industrial Designers Society of America (IDSA)

Kerstin Strom grew up in South Carolina and took an interest in law before being smitten with ID. After Graduating from the Savannah College of Art and Design (SCAD) she specialized in children's soft goods and trend forecasting. Currently, she is finishing her second degree in Sustainable Design from Minneapolis College of Art and Design (MCAD) and is chair of IDSA's Ecodesign Section. Kerstin runs her own studio, Strom Studios.

Photo Coming Soon!

Jennifer Wyatt

Environmental Scientist, Materials Management Branch, U.S. EPA Region 5

Jennifer has been a part of the Materials Management Branch in EPA Region 5 Land and Chemical Division since 2008. She has worked on solid and hazardous waste information sharing with the Region's 35 Tribal Governments. She has worked with varied industrial sectors on using alternatives to specific hazardous chemicals in products and processes.

Jennifer is currently part of the Pollution Prevention program where she is a technical contact for the source reduction and pollution prevention assistance programs. She is also a part of the Sustainable Materials Management Program. EPA's Sustainable Materials Management Program seeks to reduce the environmental impact of a material throughout its entire life cycle, including how it's extracted, manufactured, distributed, used, recycled, and disposed. Through the program, Jennifer is part of the Federal Green Challenge where she works on programs to reduce the federal government's environmental impact in six areas: waste, purchasing, electronics, energy, water and transportation. Jennifer is also a part of the Electronics Challenge. The Electronics Challenge is a program that encourages federal facilities to purchase greener electronics, reduce impacts of electronics during use, and manage used electronics in an environmentally safe way.

Photo Coming Soon!

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