

**From:** [REDACTED]  
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**To:** [REDACTED]  
**Subject:** minutes of Apple meeting

[REDACTED],

As discussed, here are the meeting minutes:

**Minutes - Daniel Calleja, Director-General DG ENV meeting with Ms Lisa Jackson, Vice President of Environmental Initiatives, Apple**

Participants: Daniel Calleja, [REDACTED] (DG ENV)  
 Lisa Jackson, [REDACTED] (Apple)

Ms Jackson (LJ) presented Apple's achievements and ongoing initiatives concerning environmental performance of the company and its products. As examples she highlighted that:

- Apple has led the industry in powering all its data centers with 100% renewable energy (which is important e.g. for streaming services linked to Apple TV) and removing many harmful substances from its products.
  - Apple began construction on its micro-hydro facility in Oregon, and its solar plant in Nevada, to provide renewable energy for its data centers
  - Apple is building a solar farm in China to offset energy used by Apple's offices and retail stores.
- Furthermore, Apple has implemented various advanced recycling programs that help people recycle responsibly.

Mr Calleja (DC) welcomed these initiatives and was wondering how Apple's competitors perform in improving the performance of the organisation and products. He highlighted the relevance of such achievements to the Circular economy package, on which the Commission is currently very actively working on. It is a big challenge, but also a huge economic opportunity for businesses that operate in Europe as well as for jobs and growth. He also mentioned the Green action plan for SMEs and explained other very relevant priorities of DG ENV, such as Natura 2000 and the SDGs.

LJ explained how Apple is measuring and managing the carbon footprint of the company, including the supply chain, which is responsible for 72% of the overall footprint. Apple is taking responsibility for carbon emissions due to the usage of its devices by consumers. The goal of the company is to have zero carbon footprint.

LJ praised the Commission's efforts in establishing a circular economy that she thinks is the economic and ethical opportunity of a lifetime. Regarding battery replicability (a criticism towards Apple's products), she thinks that it's a matter of the past and we should focus on more important issues. CE goals should not hamper innovation and a challenge will be to close the loop for not vertically integrated companies.

DC said that the intention is to have a dynamic strategy that enables innovation. The package will consist of an action plan and proposals for revising the waste legislation. He invited Apple to share information and contribute to designing the CE strategy with a position paper.

LJ highlighted Apple's waste policy and that their computer assembly plant in cork, Ireland has a zero waste policy. She invited DC to visit this plant in the near future. LJ also stressed on product design that often the issue is not the disassembly of electronic products, but to take the material out of components, e.g. the tungsten from motors. She also mentioned that innovation in recycling processes is not up to speed. Concerning obsolescence of products, she stressed that due to the fast technological progress and innovation in the last decades, consumers got used to having the latest generation of products and this is what drives fast product replacement.

The meeting closed with an agreement to continue the collaboration of DG ENV and Apple at the technical level, especially on the Circular economy package and product design.

Kind regards,

[REDACTED]

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[REDACTED]

European Commission – DG Environment

Eco-innovation and circular economy

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