**Draft article for media 2021:**

**Protecting the environment is a priority for our company**

**Life without electrical appliances is hard to imagine today. They surround us and have become part of our daily activities. However, electrical equipment contains a number of materials that come from non-renewable sources, the extraction of which is a significant burden on the environment. To ensure the collection and recycling of obsolete electrical equipment, our company has chosen to cooperate with the ASEKOL collection system. Proper recycling of products brings significant relief to the environment. We learn to what extent our company has contributed to a better environment from the environmental statement prepared by ASEKOL. Responsible recycling results in savings in the consumption of electricity, primary raw materials, oil and water, and reduces acidification of the environment and the production of greenhouse gases.**

The certificate of environmental accounting, which quantifies the company's contribution to nature protection, shows that, given the market share of our appliances on the market, we have saved *(complete according to the certificate)* MWh of electricity, *(complete according to the certificate)* litres of oil, *(complete according to the certificate)* m3 of water and *(complete according to the certificate)* tons of primary raw materials. In addition, we have reduced CO2 equivalent greenhouse gas emissions by *(complete according to the certificate)* tons, and the production of SO2 equivalents (which causes acidification of the environment)by *(complete according to the certificate)* kg.

For example, sorting 100 laptops saves 10 MWh of electricity, which corresponds to 3 years of electricity consumption for a family living in an apartment, shows us that each piece of sorted electrical equipment counts. And for 100 kg of sorted electrical appliances, enough oil will be saved to produce gas for the journey from Prague to Paris. We thank everyone who is not indifferent to the environment and who positively contributes to its protection by sorting electrical equipment.

Environmental accounting is calculated using LCA – Life Cycle Assessment, which reveals the impacts of the production and recycling of individual pieces of electrical equipment on the environment. The study takes into account all 6 groups of electrical appliances whose take-back is provided by the ASEKOL collection system.