



IAITAM ACE 2025

ITAM - Another Brick In The Wall

R2v3 and the Importance of Compliance to the Industry

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Paul Guenther is the Director of Operational Excellence at PlanITROI, where he drives strategic initiatives to improve efficiency and scale operations. A Georgetown University graduate, he previously led supply chain, project management, and process improvement efforts at Aventiv Technologies and Schindler Elevator Corporation. Paul has managed multi-site teams, overseen \$100M+ in capital budgets, and delivered millions in annual savings through operational innovation.

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Why ITAD Compliance is Evolving

- Rising Electronic Waste
 - Projected to reach 75 million metric tons by 2030 (Houlihan Lokey – Circular Tech Market Insights)
- Less than 25% of e-waste is formally recycled (earth.org)
- Rise in global regulations, ESG reporting, and enterprise risk

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Intro to SERI & The R2 Standard


- SERI is a global nonprofit that manages the R2 standard
- R2: Responsible Recycling Standard for Electronics Reuse and Recycling
- 1,000+ certified facilities across 40+ countries




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What is R2v3?




- R2v3 (the current version of R2) was released in 2020
- Strong focus on risk management, data security, and EHS
- Shift from general practices to verifiable performance



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Why R2v3 Was Necessary

- Addresses greenwashing and “check-the-box” certification
- Responds to regulatory pressure
- Aligns with growing circular economy efforts



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Environmental Impact and R2v3

- Electronics is the fastest growing waste stream (Baker Institute, 2024)
- Improper disposal harms the air, water, and soil
- R2v3 enforces pollution controls and waste hierarchy



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R2v3's Role in ESG and Sustainability

- Helps meet ESG reporting goals
- Aligns with UN Sustainable Development Goals (SDG 12 & 13)
- Shows enterprise clients a commitment to responsible reuse



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Business Case for Certification

- Builds customer trust
- Differentiates in RFPs and compliance-driven markets
- Preferred/required by government and OEM clients



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Compliance as a Competitive Advantage

- Providers can win more contracts through having trusted certifications
- Client expectations are recognized and required
- Reduces operational and legal risk




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Case Study – PlanITROI

- Why PlanITROI adopted R2v3
- Lessons from internal implementation
- Impact on operations and client confidence




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Downstream Vendor Management

- R2v3 requires due diligence on partners
- Maintain full chain-of-custody
- Create a downstream flow map






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Monitoring and Continuous Improvement


- R2v3 is not “set and forget”
- Use audits as checkpoints for growth
- Leverage KPIs to track EHS and data quality



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Looking Ahead – Future of ITAD Standards

- Industry trends:
 - AI tracking
 - ESG verification
 - Circular economy mandates
- How R2v3 sets the foundation for future compliance



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Key Takeaways

- R2v3 isn't just about compliance – it's strategic
- Reduces risk, boosts reputation, and drives process maturity
- The industry needs trusted, verifiable standards



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