

Mr. Gerard Kleisterlee
Chief Executive Officer of
Philips International B.V.
Amstelplein 2
1096BC Amsterdam
The Netherlands

Amsterdam, July 7th 2008

Subject: Our 15th July challenge to Philips on environmental leadership

Dear Mr. Kleisterlee,

On the 10th of June Greenpeace challenged Philips to become an environmental leader and move out of the red zone in the Greenpeace Electronics Ranking Guide and you accepted our challenge. More specifically we asked you, as a first step, to publicly commit, by the 15th of July, to setting up a take-back system for your end-of-life products globally and to re-evaluate your position on individual producer responsibility.

You accepted our challenge, as outlined in the letter we handed you the same day (attached), and pledged to address the issues within Philips. We understood you committed to:

- a) Investigate the request to set up free and easy take-back for all your products globally, starting with Thailand, India, Argentina and Russia. We discussed the urgent need for clear pro-active engagement in ongoing legislative discussions (for example in India) and action on the ground, including timelines and take-back program details for the countries mentioned above;
- b) Reconsider your position in the EU concerning individual producer responsibility (IPR). The position on article 8.2/3 you submitted to the WEEE Directive revision consultation process (attached) shows once again that Philips is lobbying actively against IPR. We therefore firmly ask you to publicly withdraw this position and take distance from the NVMP position established in April 2008 (see reasons in annex).

This withdrawal needs to be made public and to back up your commitment to IPR, you would need to clarify your position publicly e.g. on your website and in communications to Dutch and EU authorities, and show us that you are genuinely interested in exploring differentiation of your own costs in the recycling systems you are part of¹.

In addition Philips needs to withdraw from the ARF coalition (aka Electronic Manufacturers' Coalition for Responsible Recycling) in the USA.

On the 10th of June your colleague Mr. Athavale (Senior Administrator, Philips, India) promised that either Mr. Murali Shivaraman, CEO, Philips India or his representative on environmental issues, Dr L. Ramakrishnan would soon contact us at our office in India to discuss these matters. To date we have received no such contact. As you said yourself "*if an effective take-back system by Philips for Philips products is not possible in India, it will not be possible anywhere*", we couldn't agree more. As other companies are already doing takeback, it is clearly possible.

We believe that Philips needs to retake its position of environmental leader and clearly accept its responsibility for own branded e-waste globally.

Kind Regards,



Iza Kruszewska
Greenpeace International



Kim Schoppink
Greenpeace Netherlands



Abhishek Pratap
Greenpeace India

Attachments:

- letter send by Greenpeace to Mr.Kleisterlee at the 10th of June 2008
- NVMP statement of April 2008
- Comments on Philips Position on IPR of July 2008

¹ As specified in the Guide to Greener Electronics ranking – full support for IPR means “ Public and explicit demand and support for IPR from all actors, such that the end-of-life management systems support own-brand differentiation and internalisation of real own-brand end-of-life costs, including ensuring high recycling standards”