



APPLE Ranking = 2.7/10

For a company that claims to lead on product design, it is perhaps surprising to find Apple at the bottom of the scorecard – moving down from 10th place. While other laggards have moved upwards in the Guide, Apple has made no changes to its policies or practices since the launch of the Guide in August 2006. The company scores badly on almost all criteria. Apple fails to embrace the precautionary principle, withholds its full list of regulated substances and provides no timelines for eliminating toxic polyvinyl chloride (PVC) and no commitment to phasing out all uses of brominated flame retardants (BFRs). Apple performs poorly on product take back and recycling, with the exception of reporting on the amounts of its electronic waste recycled.

Ranking criteria explained

The ranking criteria reflect the demands of the Toxic Tech campaign to the electronics companies. Our two demands are that companies should:

- clean up their products by eliminating hazardous substances;
- takeback and recycle their products responsibly once they become obsolete.

The two issues are connected. The use of harmful chemicals in electronics prevents their safe recycling when the products are discarded. Companies score marks out of 30, which are then re-calculated to give a mark out of 10 for simplicity.

APPLE Overall Score

	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	GOOD (3+)
Precautionary Principle				
Chemicals Management				
Timeline for PVC phaseout				
Timeline for BFR phaseout				
PVC-free and/or BFR-free models (companies score double on this criterion)				
Individual producer responsibility				
Voluntary takeback				
Information to individual customers				
Amounts recycled				

APPLE Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle		Definition of precautionary principle reflects poor understanding of this principle in chemical policy. More information		
Chemicals Management		Apple provides only examples of substances that are on its Regulated Substances Specification 069-0135, but the Spec itself is not publicly available. Read information		
Timeline for PVC phaseout		Although Apple commits to eliminating PVC, there is no timeline for complete phase out. More information		
Timeline for BFR phaseout	Although Apple commits to eliminating all BFRs, there is no timeline for complete phase out. More information			
PVC-free and/or BFR-free models (companies score double on this criterion)	No PVC-free or BFR-free product systems. Apple only lists some PVC-free peripherals on its website. More information			

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility		Apple refers to its "individually responsible approach" to recycling through its own takeback initiatives and national collective take-back programmes. The definition of IPR needs to be more explicit. More information		
Provides voluntary takeback where no EPR laws exist		No voluntary takeback for every country where Apple has sales of its products and not for every type of product. Information		
Provides info for individual customers on takeback in all countries where products are sold		No information in every country where sales of products, not even in every country with EPR laws. Apple recycling program Information for EU, Japan and Taiwan (EPR laws)		
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled			Apple reports on amounts recycled based on weight and not percentage of sales. On the positive side, Apple acknowledges importance of responsible recycling i.e. no export of collected e-waste and bans recovery of plastics in smelters. Apple and the environment	

Toxic chemicals criteria

Greenpeace wants to see electronics companies clean up their act.

Substituting harmful chemicals in the production of electronics will prevent worker exposure to these substances and contamination of communities that neighbour production facilities. Eliminating harmful substances will also prevent leaching/off-gassing of chemicals like brominated flame retardants (BFR) during use, and enable electronic scrap to be safely recycled. The presence of toxic substances in electronics perpetuates the toxic cycle – during reprocessing of electronic waste and by using contaminated secondary materials to make new products.

Until the use of toxic substances is eliminated, it is impossible to secure 'safe' recycling. For this reason, the points awarded to corporate practice on chemicals (five criteria, double points for PVC – and BFR-free models) are weighted more heavily than criteria on recycling, because until the use of harmful substances is eliminated in products, it is impossible to secure 'safe', toxic-free recycling.

The electronics scorecard ranks companies on:

Chemicals policy and practice (5 criteria)

1. A chemicals policy based on the Precautionary Principle
2. Chemicals Management: supply chain management of chemicals via e.g. banned/restricted substance lists, policy to identify problematic substances for future elimination/substitution
3. Timeline for phasing out all use of vinyl plastic (PVC)
4. Timeline for phasing out all use of brominated flame retardants (not just those banned by EU's RoHS Directive)
5. PVC- and BFR-free models of electronic products on the market.

Policy and practice on Producer Responsibility for taking back their discarded products and recycling (4 criteria)

1. Support for individual (financial) producer responsibility – that producers finance the end-of-life management of their products, by taking back and reusing/recycling their own-brand discarded products.
2. Provides voluntary takeback and recycling in every country where it sells its products, even in the absence of national laws requiring Producer Responsibility for electronic waste.
3. Provides clear information for individual customers on takeback and recycling services in all countries where there are sales of its products.
4. Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled.

[Click here to see more detailed information on the ranking](#)

Ranking regrading: Companies have the opportunity to move towards a greener ranking as the guide will be updated every quarter. However penalty points will be deducted from overall scores if Greenpeace finds a company lying, practising double standards or other corporate misconduct.

Disclaimer: Greenpeace's 'Guide to Greener Electronics' aims to clean up the electronics sector and get manufacturers to take responsibility for the full life cycle of their products, including the electronic waste that their products generate. The guide does not rank companies on labour standards, energy use or any other issues, but recognises that these are important in the production and use of electronics products.

For the latest version [greenpeace.org/greenelectronics](https://www.greenpeace.org/greenelectronics)