



DELL Ranking = 7/10

Dell's strong position near the top of this scorecard is due to its strong definition of the precautionary principle, timelines for substituting toxic polyvinyl chloride (PVC) and brominated flame retardants (BFRs) and explicit support for Individual Producer Responsibility. Dell falls down for not having models free of PVC and BFRs on the market.

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.

DELL Overall Score

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

DELL Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle				Definition of precautionary principle reflects need to eliminate potentially harmful chemicals even without full scientific certainty of cause and effect and earns Dell top marks. More info.
Chemicals Management				Dell's chemicals management programme lists substances targeted for substitution and provides good description of how it manages its supply chain to achieve its substitution goals. Dell's Restricted Materials Program. Supplier principles and info.
Timeline for PVC phaseout				Dell has committed to eliminate all remaining uses of PVC in new products by 2009.
Timeline for BFR phaseout				Dell has committed to eliminate all remaining uses of BFRs in new products by 2009.
PVC-free and/or BFR-free models (companies score double on this criterion)	No PVC-free or BFR-free products on the market.			

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility				Strong support for IPR and legislation embracing IPR. Policy supporting IPR The policy
Provides voluntary takeback where no EPR laws exist			Voluntary takeback to be global by November 2006, but no timelines for planned takeback in some countries of Latin America e.g. Brazil, Argentina and well as other gaps See information Currently EU, now US and globally from Nov 06 Links to Australia, Europe, Malaysia, New Zealand, Singapore, Canada	
Provides info for individual customers on takeback in all countries where products are sold			Information to consumers, but not yet worldwide: Dell Recycling Program Asset Recovery Service Canada at: Dell Recycling Also New Zealand and Australia as well as US	
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled			Provides metrics for product recycling & reuse globally but based on weight – not as % sales, although this is acknowledged as a challenge for future. See information See information See information	

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)