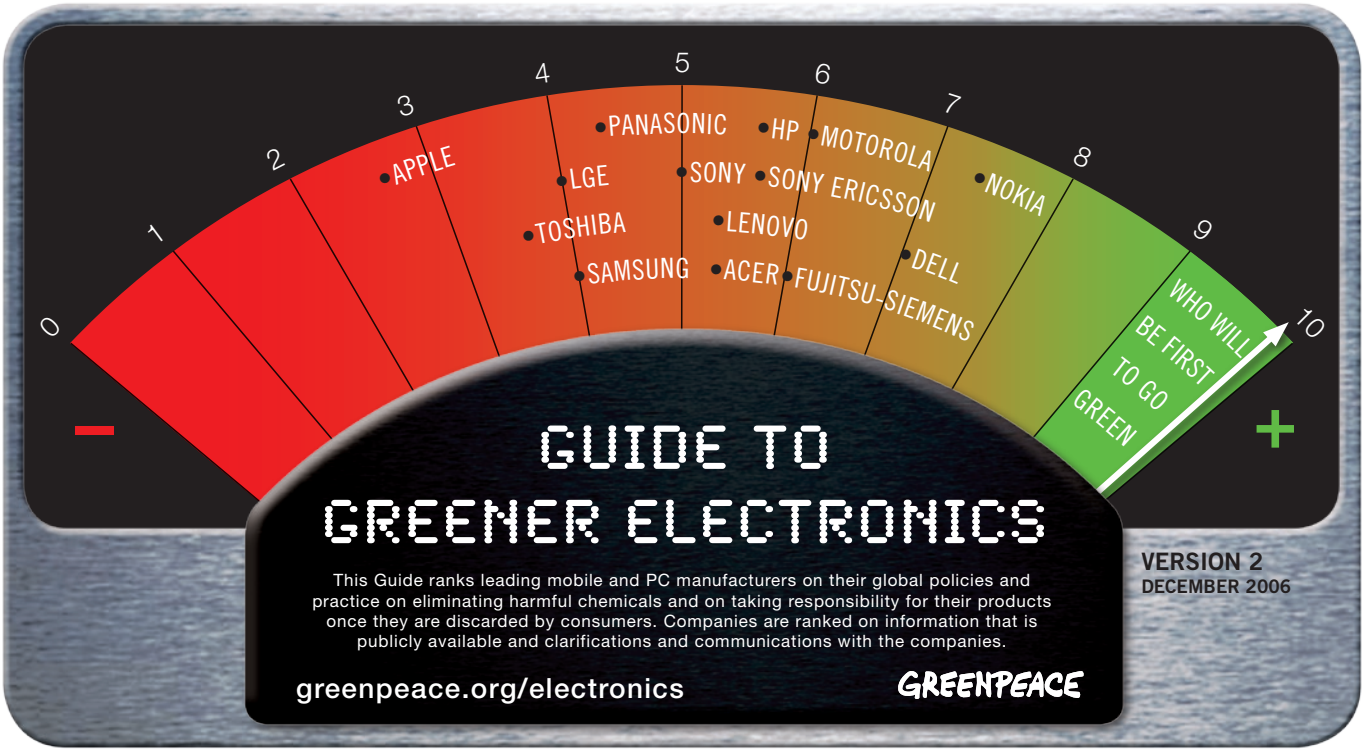

PANASONIC Ranking = 4.3/10

Panasonic's overall score has improved, but it has still moved down the ranking compared to other companies that have made faster progress. Extra points have been earned for its support of the Precautionary Principle, and for its reporting of the quantities of discarded products it takes back and recycles. However, despite very comprehensive web pages on chemicals management and the elimination of polyvinyl chloride in some applications, Panasonic scores poorly on its lack of a commitment to eliminate brominated flame retardants, lack of support for Individual Producer Responsibility and its limited voluntary take-back programmes.

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.

PANASONIC 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				

PANASONIC Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle				Panasonic endorses the Precautionary Principle as defined in the 1992 Rio Declaration. **More info**
Chemicals Management				Pansonic's web pages on chemicals management contain a lot of detailed of information. Managed substances include: antimony, beryllium, bismuth and phthalate esters. **More information** May 16, 2006 "Chemical Substances Management rank guidelines Ver.4 for products" and "Green Procurement Standards Manual Ver.4 were issued. **More info** **Chemical Substances Management Rank Guidelines for Factories** **Chemicals substituted** **Info about RoHS compliance component by component**
Timeline for PVC phaseout		Some uses of PVC have already been substituted, but there is no timeline for complete elimination of PVC. **More information** **More info** **PVC substitution**		
Timeline for BFR phaseout	BFRs are only 'managed substances' and there is no commitment for their elimination in Panasonic products.			
PVC-free and/or BFR-free models (companies score double on this criterion)		Panasonic provides examples of PVC-free substitutes, including power cords, internal wiring & connecting cords. **More information**		

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility	No reference to extended producer responsibility or individual producer responsibility.			
Provides voluntary takeback where no EPR laws exist		Voluntary takeback programmes are not worldwide and do not cover all Panasonic's product groups, mainly mobiles and toner cartridges. **US recycling activities** **More info** For Australia: **Mobiles** **Cartridges** **Toner cartridges in Europe, US, Japan** **More info** **Also info** China Mobiles: **Green Box Scheme** (Chinese) **Green Box Scheme** (Chinese) **News about Green Box** (Chinese) **News about Green Box** (Chinese) **Mobiles in Japan**		
Provides info for individual customers on takeback in all countries where products are sold		Information to customers is available in European countries with EPR laws and for batteries and toner cartridges in US. **More information** **Also information**		
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled			Panasonic provides data on home appliances and PCs recycled in Japan and recycling quantities for the Americas and Korea are also given; information for Europe is in its infancy. **More information** **Overview of home-use PC recycling system** **Overview of Recycling for Specified Home Appliances** **Examples of "recycling"**	

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/greenerelectronics**