



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.

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.

Where two companies score the same number of total points, the company with the higher score on the chemicals criteria will be ranked higher.

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)

DELL Ranking = 7/10

Dell's strong position near the top of this scorecard is due to its strong definition of the precautionary principle, its timelines for substituting toxic polyvinyl chloride (PVC) and brominated flame retardants (BFRs) and explicit support for Individual Producer Responsibility. Dell has announced its intention to provide global takeback and recycling services to individual consumers wherever its products are sold. But Dell slides down the scale for not yet having models free of PVC and BFRs on the market.

DELL 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				

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 information.
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. More information.
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. Dell now provides a link that shows the R&D they are doing on halogen-free materials, including a joint industry database of halogen free materials listed by suppliers to assist designers. More information.
PVC-free and/or BFR-free models (companies score double on this criterion)	No PVC-free or BFR-free products on the market.			

DELL Detailed Scoring

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility				Strong support for IPR and legislation embracing IPR. More information on policy.
Provides voluntary takeback where no EPR laws exist			Voluntary takeback service is planned to be virtually global, with timeline of end of 2007 for additional countries in Latin America. More information here and here. Links to various countries and regions.	
Provides info for individual customers on takeback in all countries where products are sold			Information provided to Dell's individual customers, but not yet worldwide: Dell Recycling Program. Asset Recovery Service. Canada at: Dell Recycling. Also NZ 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 annual and cumulative weight – not as % sales, although this is acknowledged as a challenge for future. More information at hyperlinks below: Link 1 Link 2 Link 3 Link 4	