



### 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)

# MOTOROLA Ranking = 6.3 /10

Motorola has clarified its understanding of the precautionary principle. Although Motorola provides information on products on the market that are free from brominated flame retardants (BFRs), the company has still to commit to timelines for eliminating all BFRs and PVC from their entire product portfolio.

Motorola scores top marks for their support of Individual Producer Responsibility. The company provides information to customers on recycling their old phones and runs voluntary take-back/recycling services in 80% of the countries where its products are sold. Motorola also reports on the amounts of discarded mobile phones it takes back and recycles – though not on a percentage sales basis.

## MOTOROLA Overall Score

	<b>BAD (0)</b>	<b>PARTIALLY BAD (1+)</b>	<b>PARTIALLY GOOD (2+)</b>	<b>GOOD (3+)</b>
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				

## MOTOROLA Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle				Motorola has a definition of the precautionary principle which identifies precautionary measures to be taken. <b>More information.</b>
Chemicals Management				Motorola provides a list of banned and reportable substances in its Global Common Specification No. 12G02897W18 <b>More information. As a pdf. Training and resources provided to suppliers.</b>
Timeline for PVC phaseout	No commitment to eliminating all uses of PVC. <b>More information.</b>			
Timeline for BFR phaseout	No commitment to eliminating all uses of BFRs. <b>More information.</b>			
PVC-free and/or BFR-free models (companies score double on this criterion)			Motorola provide information about 34 models which are free of BFRs. They have developed PVC-free products, but have not yet provided potential customers with the information to choose PVC-free. <b>More information.</b>	

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility				Motorola makes a clear statement in support Individual Producer Responsibility. <b>More information.</b>
Provides voluntary takeback where no EPR laws exist			Motorola provides voluntary take-back in Canada, US, Europe (individuals can post their old phones to Motorola); in other countries collection is expanding with growth of sales (eg. Ecomoto bins are provided at central points in some countries). Voluntary takeback is now offered in more than 80% of countries where products are sold. <b>More information.</b>	
Provides info for individual customers on takeback in all countries where products are sold			Information is provided to individual customers in the countries where they have voluntary programmes, but not in countries where they don't. In the US, Canada & Europe pre-paid envelopes are provided for return of old phones. <b>More information.</b>	
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled			Motorola has updated reports on the quantity (in metric tons) collected worldwide, but does not present this as a percentage of historical sales. <b>More information.</b>	