



STEP 1

Apple announces a global take-back scheme where information about Apple collection points and recycling is easily available to consumers. **Apple score will become 4/10**

STEP 2

Apple announces that it is introducing a new generation of Macs that are free of the worst chemicals and that all upcoming products will be PVC and BFR free. (No global take back scores have been calculated). **Apple score will become 5.3/10**

STEP 3

Apple announces that they will provide a global take back scheme and announces that (as of now) all their products are free of the worst chemicals starting with PVC and BFRs. **Apple score will become 7.7/10**

STEP 4

APPLE ENVIRONMENTAL LEADER - A score that will hit the perfect 10.

Apple announces that they publicly support individual producer responsibility and translate this into action by taking back their products regardless of where they are sold, and recycling them following international standards. The Apple website should provide detailed information on how consumers can return old Apple products free of charge, and publicly disclose figures showing what percentage of apple products sold globally they are recycling.

To make their products safer to consumers, to workers in production facilities and to workers in recycling facilities, Apple announces that starting with the current generation of MACs, all future MACs will be free of BFRs and PVC.

To commit to a track of continuous improvement, Apple implements the precautionary principle - looking into gradual elimination of all hazardous chemicals.

And to ensure that all their suppliers abide by this policy, Apple's chemicals management policy becomes transparent and public, so that consumers can make informed decisions about Apple products.