



Ranking criteria explained

As of the 8th edition of the Guide to Greener Electronics, Greenpeace scores electronics brands on a tightened set of chemicals and e-waste criteria, (which include new criteria) and on new energy criteria.

The ranking criteria reflect the demands of the Toxic Tech campaign to electronics companies. Our two demands are that companies should:

- (1) clean up their products by eliminating hazardous substances; and
- (2) take-back and recycle their products responsibly once they become obsolete.

The two issues are connected: the use of harmful chemicals in electronic products prevents their safe recycling once the products are discarded.

Given the increasing evidence of climate change and the urgency of addressing this issue, Greenpeace has added new energy criteria to encourage electronics companies to:

- (3) improve their corporate policies and practices with respect to Climate and Energy

Criteria on Toxic Chemicals

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.

The issue of toxicity is overarching. 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 are weighted more heavily than criteria on recycling.

Although there are five criteria on both chemicals and waste, the top score on chemicals is 18 points, as double points are awarded for vinyl plastic-free (PVC) and BFR-free models on the market, whereas the top score on e-waste is 15 points.

The criteria on Precautionary Principle and Chemicals Management remain the same. The criterion: BFR-free and PVC-free models on the market, also remains the same and continues to score double points.

The two former criteria: Commitment to eliminating PVC with timeline and Commitment to eliminating all BFRs with timeline, have been merged into one criterion, with the lower level of commitment to PVC or BFR elimination determining the score on this criterion.

A new criterion has been added, namely Phase out of additional substances with timeline(s). The additional substances, many of which have already been identified by the brands as suspect substances for potential future elimination are:

- (1) all phthalates,
- (2) beryllium, including alloys and compounds and
- (3) antimony/antimony compounds

Criteria on e-waste

Greenpeace expects companies to take financial responsibility for dealing with the electronic waste (e-waste) generated by their products, to take back discarded products in all countries with sales of their products and to re-use or recycle them responsibly. Individual producer responsibility provides a feedback loop to the product designers of the end-of-life costs of treating discarded electronic products and thus an incentive to design out those costs.

An additional e-waste criterion has been added and most of the existing criteria have been sharpened, with additional demands. The new e-waste criterion requires the brands to report on the use of recycled plastic content across all products and provide timelines for increasing content.

Criteria on energy

The five new energy criteria address key expectations that Greenpeace has of responsible companies that are serious about tackling climate change. They are:

- (1) Support for global mandatory reduction of greenhouse gas (GHG) emissions;
- (2) Disclosure of the company's own GHG emissions plus emissions from two stages of the supply chain;
- (3) Commitment to reduce the company's own GHG emissions with timelines;
- (4) Amount of renewable energy used
- (5) Energy efficiency of new models (double points)

[Click here to see more detailed information on the ranking](#)

Ranking regrading: Ranking regrading: Companies have the opportunity to move towards a greener ranking as the guide will continue to be updated every quarter. However penalty points will be deducted from overall scores if Greenpeace finds a company lying, practicing 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 and the energy used by their products and operations.

The guide does not rank companies on labour standards, social responsibility or any other issues, but recognises that these are important in the production and use of electronics products.

Change in ranking guide: We first released our 'Guide to Greener Electronics' in August 2006, which ranked the 14 top manufacturers of personal computers and mobile phones according to their policies on toxic chemicals and recycling.

In the sixth issue of the Guide, we added the leading manufacturers of TVs – namely, Philips and Sharp – and the game console producers Nintendo and Microsoft. The other market leaders for TVs and game consoles are already included in the Guide.

In the eighth edition, we sharpened some of the existing ranking criteria on toxic chemicals and e-waste and added a criterion on each issue. We also added five new energy criteria.

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A penalty point has been deducted from Nokia's overall score for corporate misbehaviour as a result of Greenpeace re-testing of the company's take-back practice in India which continues to be unsatisfactory.

Philips also gets a penalty point for double standards. On its global website, Philips recognises the benefits of Individual Producer Responsibility for product eco-design, but in the U.S. Philips is part of the Electronic Manufacturers' Coalition for Responsible Recycling, which does not support Producer Responsibility and wants to put the financial burden for collection and recycling of e-waste on the consumer.

TOSHIBA Ranking = 4.3/10

Toshiba is in 6th place with 4.3 points, due mostly to its score on chemicals, for committing to introduce alternatives to phthalates, beryllium and antimony by 2012 – though only in its PCs. It has also launched models of laptops whose circuit boards are free from brominated flame retardants (BFRs), EcoMark-certified products without PVC, and makes other components and parts that are free from these harmful substances.

The company does not do as well on e-waste, although it reports a recycling rate of 12% for a group of 5 types of products that includes TVs, PCs and 3 types of home appliances, and is based on current (not past) sales.

On energy, Toshiba only scores points for disclosing greenhouse gas emissions from its own operations and committing to an absolute reduction in GHG emissions.

TOSHIBA Overall Score

	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	GOOD (3+)
Precautionary Principle				
Chemicals Management				
Timeline for PVC & BFR phaseout				
Timeline for additional substances phaseout				
PVC-free and/or BFR-free models (companies score double on this criterion)				
Individual producer responsibility				
Voluntary take-back				
Information to individual customers				
Amounts recycled				
Use of recycled plastic content				
Global GHG emissions reduction support				
Carbon Footprint disclosure				
Own GHG emissions reduction commitment				
Amounts of renewable energy used				
Energy efficiency of new models				

TOSHIBA Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle				Toshiba scores top marks for committing to the total eradication of specified chemical substances, regardless of lack of full scientific certainty. More information here. See commitment 4.
Chemicals Management				Toshiba has Green Procurement Guidelines for suppliers and ranks suppliers. Toshiba's PC and Network Company . Guidelines for Green Procurement v.6 .
Timeline for PVC & BFR phaseout				Toshiba has now committed to phasing out PVC and BFRs from all their products, with a timeline of 2009 – not only from their notebook PCs and mobiles. More information here and here .
Timeline for additional substances phaseout			Toshiba will introduce alternatives to phthalates for all remaining uses, and beryllium and/or antimony alternatives for beryllium and/or antimony in notebook PCs by 2012, as alternatives are identified. But this commitment and timeline is only for Toshiba's PC business. More information .	
PVC-free and/or BFR-free models (companies score double on this criterion)		Toshiba make a range of notebook PCs with circuit boards free of halogens and antimony. Toshiba also make EcoMark-certified products, some of which do not contain PVC. The information can be found in 'Factor T' brochure (large pdf file) (p.15 for Dynabook info and p.26 for mobile phones). Halogen-free Notebook PC, the Portégé. New information on mobile phones which use PVC/BFR alternatives.		

TOSHIBA Detailed Scoring

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility			<p>Toshiba believes that IPR provides incentives for Design for Recycling. For full marks, a stronger commitment to and lobbying for IPR are needed, as well as exploring how IPR can be operationalized.</p> <p>More information.</p> <p>In January 2008, Toshiba withdrew from the Electronic Manufacturers Coalition for Responsible Recycling (EMCRR).</p>	
Provides voluntary take-back where no EPR laws exist		<p>Voluntary take-back of PCs and TVs is offered in US. PC take-back is also provided in Canada, South Korea, Australia, New Zealand, China and Singapore. Toshiba claims to have "recycling programs in regions that cover 80% of total (PC) sales volume."</p> <p>More information here and here.</p> <p>Info about Toshiba's new recycling joint venture MRM in US.</p>		
Provides info for individual customers on take-back in all countries where products are sold		<p>Improved geographical coverage and comprehensive information to customers in those countries with take-back programmes in place.</p> <p>More information.</p> <p>Information on US, Canada, Europe, Australia and New Zealand, Japan (in Japanese), Korea (in Korean), China (in Chinese), Singapore.</p>		
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled			<p>Toshiba now reports its ratio of "recycling weight to the sales weight" for specified products (including TVs, PCs and 3 types of home appliances) based on current (not past) sales. For 2006, the recycling rate is 12.2%, and 12% for 2007. Although Toshiba provides figures for the quantities recycled per product category globally, it does not provide a calculation of % recycled by product type (TVs and PCs), although this can be deduced from the data supplied and is below 25% per product group.</p> <p>More information.</p>	
Use of plastic recycled content across all products - and timelines for increasing content		<p>Toshiba is used 1,800 tons of recycled plastics in the manufacture of Toshiba washing machines, Multi-Function Peripherals (MFPs), and other products in fiscal 2006.</p> <p>More information.</p> <p>An example of recycled plastic parts used in a PC case.</p> <p>Example in multi-function printers.</p> <p>p.49 of CSR report 2007.</p>		

TOSHIBA Detailed Scoring

Energy score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for global mandatory reduction of GHG emissions	Toshiba supports cuts of 50% from current levels by 2050, rather than cuts from 1990 levels, which is against the science. Also, it welcome APEC's initiatives which are positively harmful to the international process. More information.			
Company carbon footprint disclosure		Toshiba reports on emissions from R & D, through procurement, manufacturing, use & disposal, see P.43 of CSR report 2007 . Greenhouse gas emissions are calculated in accordance with ISO14064, but there is no third party verification. More information.		
Commitment to reduce own direct GHG emissions		Toshiba has a target of reducing GHG other than CO ₂ by 35% and CO ₂ by 25% by 2010, (baseline year 1990) from 'business processes' (manufacturing). However, Toshiba does not use the baseline year specified by Greenpeace of 2006/7/8. See P. 42 CSR report 2007.		
Amount of renewable energy used	At least 4% of the electricity demand at the Toshiba headquarters building is met by biomass power generation, but this is for one facility only. No figure of renewable energy used as proportion of overall electricity use is provided and no commitment to increase use of renewables. More information.			
Energy efficiency of New Models (Companies score double on this criterion)	No data provided on the percentage of Toshiba's models meeting/exceeding the ES standard.			