



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.

FUJITSU-SIEMENS Ranking = 3.7/10

Fujitsu Siemens Computers comes in 15th place with a score of 3.7 points, most of which are gained on the toxic chemical criteria. FSC sells a range of green-certified products, which use halogen-free flame retarded plastics and halogen-free circuit boards for mainboard and power supply, but there is no information on PVC-free components.

FSC scores poorly on the e-waste criteria, and even worse on energy issues. The company reports a recycling rate of 22.5% based on past sales, using a 7-year average lifespan of a computer, but the figure is only for Germany. FSC expects to achieve a recycling rate of 25% by 2010.

On energy, FSC only scores on one criterion, getting top marks for its political support for global mandatory cuts of greenhouse gas emissions of at least 50% by 2050 (from 1990 levels) and cuts by industrialized countries of at least 30% as a group by 2020.

Fujitsu-Siemens 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				

FUJITSU-SIEMENS Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle				FSC's definition of the precautionary principle recognises the need to eliminate potentially harmful substances "even if the full extent of harm has not been definitively established". More information.
Chemicals Management				Fujitsu Siemens provides comprehensive lists of banned and restricted substances, materials specifications and associated documents and gets top marks. Environmental Guideline FSC03230. List of prohibited substances.
Timeline for PVC & BFR phaseout		No final timeline for complete elimination of PVC and all BFRs. More information.		
Timeline for additional substances phaseout		FSC does not use beryllium. Antimony will be phased out when BFRs are eliminated as its use is linked to BFRs; phthalates will be eliminated with the phase out of PVC. However, FSC provides no timelines for the phase out of PVC and BFRs. More information.		
PVC-free and/or BFR-free models (companies score double on this criterion)		Fujitsu Siemens Computers sells a wide range of green-certified products such as its FUTRO thin clients, ESPRIMO professional PCs and CELSIUS workstations. 'Green Products' use halogen-free flame retarded plastics and halogen-free circuit boards for mainboard and power supply but there is no information on PVC-free products. More information. Green models. History of green products.		

FUJITSU-SIEMENS Detailed Scoring

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility			FSC makes a clear statement in support of Individual Producer Responsibility, but fails to explore options for operationalisation of this principle and to actively lobby for it.	
Provides voluntary take-back where no EPR laws exist		FSC will extend its voluntary take-back and recycling programme to the whole EMEA region (Europe, Middle East and Africa) and provides an e-mail address for countries outside EU and South Africa. NOTE, the FSC brand is only marketed in EMEA. More information here and here.		
Provides info for individual customers on take-back in all countries where products are sold			FSC now provides a list of recycling schemes in 30 countries, all European, except for South Africa. It also provides an e-mail address for countries outside EU. More information here and here.	
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled		FSC is now reporting according to the weight of WEEE recycled as a percentage of previous sales, using a 7-year lifespan, but the figure is only for Germany. More information. See also: 2005-2006 Environmental Report (p.14-15) More information in German.		
Use of plastic recycled content across all products - and timelines for increasing content	FSC does not use recycled plastic in its products. More information.			

FUJITSU-SIEMENS Detailed Scoring

Energy score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for global mandatory reduction of GHG emissions				FSC states that it "clearly supports global mandatory cuts of Greenhouse Gas emissions of at least 50% by 2050 (from 1990 levels) and cuts by industrialized countries of at least 30% as a group by 2020." More information.
Company carbon footprint disclosure	FSC reports on energy consumption at its two manufacturing sites in Germany only. There is no information on emissions from 2 stages of product supply chain. More information.			
Commitment to reduce own direct GHG emissions	FSC has documented significant reductions in emissions of CO2 since 2001, but makes no concrete commitment to further cuts. More information.			
Amount of renewable energy used	FSC sources 26 % of electricity from renewable energy at its production facility in Augsburg. However, this is only one of its two production facilities. No figures on the amount of renewable energy used globally, or targets for increasing its use, are given. More information.			
Energy efficiency of New Models (Companies score double on this criterion)	80% of Business Line professional notebooks and 60% of PCs meet ES4. For Consumers, two SCALEO models meet Energy Star and all next generation CELCIUM will be EPA 4.0 compliant. Also SCENICVIEW AND SCALEOVIEW displays are ES qualified. However FSC provides no calculation of percentage of ALL new models (put on the market since 20 July 2007) that meet or exceed Energy Star 4. More information.			