



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 (IPR) 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 (companies score double on this criterion)

Click here to see more detailed information on the ranking

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

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.

Changes 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.

From this version of the Guide, Fujitsu Siemens Computers will no longer be scored. Fujitsu will acquire the Siemens share in Fujitsu Siemens Computers (FSC). The new company will operate under the brand Fujitsu from April 1, 2009. Fujitsu will be evaluated in the next Guide due in June 2009.

For the latest version greenpeace.org/greenelectronics

In this version of the Guide, PC manufacturers HP, Lenovo and Dell have been served a penalty point for backtracking on their commitment to eliminate vinyl plastic (PVC) and brominated flame retardants (BFRs) from their products by the end of 2009.

DELL Ranking = 4.7/10 - 1 = 3.7/10

Dell has been dropping down the ranking from 5th place in v.8, to 8th in v.9, to 12th in v.10 and now is in 13th position, with a reduced score of 3.7 points. Dell's score has plummeted due to the penalty point imposed for backtracking on its commitment to eliminate PVC and BFRs in all its products by the end of 2009. Dell no longer has a timeline for eliminating these nasty substances which means there is no commitment to phase them out entirely.

Dell gains points on energy criteria by committing to reduce global absolute emissions of greenhouse gases from its worldwide facilities by 40% by 2015, from a baseline year of 2007 and for reporting that it now sources some 35% of its US energy use from renewable sources and approximately 20% globally. It loses points on the energy efficiency of its products; although Dell reports that 50% of laptop models and 63% of desktops introduced since July 20, 2007 meet or exceed Energy Star requirements, it needs to clarify what it understands by 'Energy Star compliant configurations'. PCs need to leave the factory with the most energy efficient settings, which should not go out of ES compliance when consumers tweak power management settings. The company also scores points for disclosing third party verified GHG emissions from global operations.

On chemicals, the company earns points for putting on the market the first 'Halogen-Reduced' products, including a desktop with a motherboard containing halogen free laminates and halogen free chassis, a notebook with motherboard made of halogen-free laminates, halogen-free chassis plastics and fan housings and several monitors with halogen free boards and chassis. Dell recently announced the G-Series Monitors, its first completely PVC and BFR free products on the market, although PVC- and BFR-free cables are currently available only in North America, Japan and Europe/Middle East and Africa.

On waste, Dell loses a point for failing to provide EU figures for e-waste recycling, based on own brand sampling of return rate. It reports a recycling rate of 12.4%, based on sales 7 years ago.

DELL 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 <small>(companies score double on this criterion)</small>				
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				

DELL Detailed Scoring

Chemicals

Precautionary Principle	Chemicals Management	Timeline for PVC & BFR phaseout	Timeline for additional substances phaseout	PVC-free and/or BFR-free models (double points)
GOOD (3+)	GOOD (3+)	BAD (0)	BAD (0)	PARTIALLY BAD (1+)
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. and here.	Dell's chemicals management programme lists substances targeted for substitution and explains how it manages its supply chain to achieve its substitution goals. Guidance Document on Restricted Materials 2008. More information.	Dell loses points because there is no longer the timeline of 2009 for eliminating PVC and BFRs. No timeline means no commitment, hence the zero score. More information.	Dell has identified Antimony, Phthalates and Beryllium as substances of concern. They are not currently restricted. See p.10 Guidance Document on Restricted Materials. More information. Dell also plans to eliminate mercury by using LED laptop displays by 2010, and has introduced arsenic free display glass in newly designed notebooks and display monitors. More information.	Dell recently announced the G-Series Monitors, its first completely PVC and BFR free products on the market (although PVC/BFR/CFR free cables are currently available only in North America, Japan and EMEA (excluding Israel). Dell has launched some "Halogen-Reduced" products. The Studio Hybrid desktop has a motherboard with multiple halogen free laminates and halogen free chassis. Also, several monitors with multiple halogen free boards and chassis: (E2009W, E2209W & E1909W monitors). More information. The Latitude E4200 notebook has a motherboard made of halogen-free laminates, as well as halogen-free chassis plastics and fan housings. More information.

E-Waste

Support for Individual Producer Responsibility	Provides voluntary take-back where no EPR laws exist	Provides info for individual customers on take-back in all countries where products are sold	Reports on amount of e-waste collected and recycled	Use of recycled plastic content in products - and timelines for increasing content
PARTIALLY GOOD (2+)	PARTIALLY GOOD (2+)	PARTIALLY GOOD (2+)	PARTIALLY BAD (1+)	BAD (0)
Dell claims strong support for IPR and legislation embracing IPR. However for top marks, Dell needs to promote legislation that more clearly defines IPR as the requirement for producers to finance their OWN EOL costs with the objective of creating financial incentives for ecodesign (and not just avoidance of orphan waste costs) in the US. To gain top marks, Dell will need to lobby for IPR, inter alia by ensuring the revised WEEE legislation in the EU sets clearer requirements (enforcement criteria) for the implementation of IPR and does not allow indefinite use of the Visible Fee. Policy accessed from here. Additional info on Dell's support of IPR in the US is given in its Corporate Responsibility Report 2008 , see p73 – 74.	Dell is striving for a free global voluntary takeback service and has added Columbia, Middle East and Hong Kong. It now provides takeback services in 71 countries, having expanded its service in Mexico and Brazil. More information here. p.73 2008 CSR Report. Dell offers 100% free take-back in three of its 'Dell Direct' regions (countries where Dell sells directly to customers), and 30% in Latin America. Worldwide Asset Recovery Services Map.	Information provided to Dell's individual customers, but not yet worldwide: More information. Global take-back map. Dell has also published Recovery and Waste Disposition Guidelines for Suppliers.	Dell scores 2 marks for reporting a 2006 recycling rate of 12.4%, based on sales 7 years ago. Dell's recycling rate does not include e-waste recycled via collective programmes anywhere in the world. p.82 of CSR report. Dell loses a point as it needs to provide EU figures from own brand sampling of return rate, undertaken in at least one Northern EU country, one Southern EU country and one new Member State – and provide indications of how it intends to expand this sampling in the future. More information. Dell reports that 61 million kg of WEEE recycled in 2008, up from 53.4 million kg in 2007. More information. For Michael Dell's challenge, see p.73 CSR report above.	Dell provides a few models of products with 25% or more recycled plastic content, but provides no info on what these models use in terms of % of total plastics sourced and no target and timeline for increasing use. In May 2008, Dell launched the E207WFP monitor which features external chassis with more than 25% post-consumer recycled plastic content (by weight). More information. Several Monitors with 25%+ post consumer content have recently been introduced: (E2009W, E2209W & E1909W Monitors) More information.

Energy

Support for global mandatory reduction of GHG emissions	Company carbon footprint disclosure	Commitment to reduce own direct GHG emissions	Amount of renewable energy used	Energy efficiency of New Models (double points)
BAD (0)	PARTIALLY GOOD (2+)	GOOD (3+)	PARTIALLY GOOD (2+)	PARTIALLY BAD (1+)
Dell states that it supports reducing emissions of GHGs to levels guided by science, but does not specify these levels or differentiate the need for greater cuts by industrialised countries. More information. Dell's climate strategy is aligned with the fundamental elements of the Kyoto Protocol. However, Dell does not identify support for mandatory cuts of GHG emissions. 2008 Sustainability Report , see p.57.	Dell reports third party verified Scope 1 and 2 GHG emissions and also emissions from business travel (Scope 3) in 2008 Responsibility Report (p. 62 and 107). More information.	Dell is committed to reduce global absolute emissions of GHGs from its worldwide facilities by 40% by 2015, from a baseline year of 2007. More information.	Dell now sources about 35% of its US energy use from renewable sources and approximately 20% globally. However, it is unclear where there is additionality in all of Dell's purchasing of renewables and which sources of renewable energy Dell considers 'renewable'. More information.	50% of laptop models and 63% of desktop models introduced since July 20, 2007 meet or exceed Energy Star requirements. Dell needs to clarify what it understands by 'Energy Star compliant configurations'. PCs need to leave the factory with the most energy efficient settings, which should not go out of ES compliance when consumers tweak power management settings. More information here and here.