



DELL Ranking = 4.9/10 - 1 = 3.9/10

Dell stays in 13th position, with a slightly improved score of 3.9 points, up from 3.7 points in v.11. 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.

On the energy criteria, Dell gains a point for announcing that 26% of its global electricity use now comes from renewable energy sources, up from 20% in 2008. It has committed to reduce global absolute emissions of greenhouse gases from its worldwide facilities by 40% by 2015, from a baseline year of 2007. 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 launched 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 clarify its support for Individual Producer Responsibility and not collective financial responsibility. It gains a point for reporting use of 4 mln pounds (1800 tonnes) of post consumer recycled plastic in 2008. It reports a recycling rate of 12.4%, based on sales 7 years ago, but needs to also provides EU figures for e-waste recycling, based on own brand sampling of return rate.

DELL Overall Score

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

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 here 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 here, here and here	Dell has identified Antimony, Phthalates and Beryllium as substances of concern, but they are not currently restricted. Instead they are listed in a table entitled: Future Material Declaration Requirements. See p. 10 Guidance Document on Restricted Materials. More information. Dell also plans to eliminate mercury by using LED laptop displays and will introduce arsenic free display glass in newly designed notebooks and display monitors by the end of 2009. More information.	In late February 2009, Dell launched 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). Dell has launched some "Halogen-Reduced" products. The Studio Hybrid desktop and the Latitude E4200 laptop have a motherboard with multiple halogen free laminates and halogen free chassis. Dell also offers a wide variety of Flat Panel Displays with multiple halogen free boards and chassis. More information here and here.

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 BAD (1+)	PARTIALLY GOOD (2+)	PARTIALLY GOOD (2+)	PARTIALLY BAD (1+)	PARTIALLY BAD (1+)
Dell has updated and expanded its IPR Policy which opposes the use of mandatory fees to finance e-waste collection. As pdf. Dell's disposition policy Dell claims strong support for IPR and legislation embracing IPR. However, Dell has dropped a point and risks dropping further as it needs to clarify its support for IPR and not collective financial responsibility. It needs to support differentiated/ individualised financing for its own-brand real end-of-life costs (eg. no longer collective financing such as market share but instead more real and individualised financing such as return share) for new WEEE. In the US it should be promoting the costs differentiation and return share financing models of Maine and Washington.	Dell is striving for a free global voluntary take-back service and has added Columbia, Middle East and Hong Kong. It now provides take-back services in 71 countries, having expanded its service in Mexico and Brazil. More information here and here. p.73-76 2008 Corporate Responsibility Report.	Information is provided to Dell's individual customers, but not yet worldwide. More information. Dell's US programme. 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 CR report, p.73 Michael Dell's challenge. 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 was recycled in 2008, up from 53.4 million kg in 2007. More information.	Dell shipped over 4 million pounds (1800 tonnes) of post consumer recycled plastic in 2008 and will increase this amount in 2009. Dell provides a few models of products with 25% or more recycled plastic content, but no information on the % of total plastics sourced and no target for increasing use. In 2008 Dell launched several monitors and one desktop (OptiPlex 960) which feature an external chassis with post-consumer recycled plastic content. More information here and here.

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+)	GOOD (3+)	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 CR 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 CR Report (p. 62 and 107). Dell is now requesting GHG accounting and reporting from its Tier I suppliers. 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 has announced that 26% of its global electricity use now comes from renewable energy sources, up from 20% in 2008. To keep these points, Dell needs to address concerns about the additionality of its RE that is part of the general power supply is not included. More information. Dell's goal is to use energy that is 100% generated by clean and renewable sources, although there is no timeline. 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.

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.

Fujitsu is evaluated for the first time in this version of the Guide, having acquired the Siemens share in Fujitsu Siemens Computers (FSC). The new company is operating under the brand Fujitsu from April 1, 2009.

For the latest version greenpeace.org/greenelectronics

In version 11 of the Guide, PC manufacturers HP, Dell and Lenovo were served a penalty point for backtracking on their commitment to eliminate vinyl plastic (PVC) and brominated flame retardants (BFRs) from their products from the end of 2009. All three continue to be penalised in this version.