



FUJITSU Ranking = 2.7/10

Fujitsu moves up the ranking by one place from penultimate (17th) position with a score of 2.4 to 16th place with 2.7 points, above Nintendo and Lenovo. Fujitsu scores equally poorly across the three issues.

On chemicals, Fujitsu is rewarded for having a chemicals management system in place and for committing to eliminate some phthalates in PCs by 2013. It scores double points for the Fujitsu Technology Solutions (formerly Fujitsu Siemens Computers) PCs with reduced PVC and BFRs, sold in the EMEA region, including Europe. Fujitsu plans to totally abolish the use of PVC and the Brominated Flame Retardant (BFR) HBCDD in PCs by the end of 2013, but scores no points on this criterion as it does not commit to phase out all BFRs.

On energy, Fujitsu scores points for supporting global cuts and the need for emissions to peak by 2020 (not 2015); reporting verified greenhouse gas emissions from its own operations and for reporting on the energy efficiency of its notebook and desktop PCs, albeit inadequately. Fujitsu has no commitment to reduce absolute greenhouse gas emissions and reports on renewable energy use only in Europe, which is at least 15 percent of purchased electricity in 2007.

Fujitsu is weakest on e-waste, but gains points for its voluntary programmes for the take-back and recycling of its discarded products. It provides information to some customers on what to do with their obsolete electronics. It also scores a point for weak support for Individual Producer Responsibility and reporting recycling rates in a few EU countries. However there is plenty of room for improvement on its provision of information to customers as well as its support for Individual Producer Responsibility.

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

FUJITSU 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)
BAD (0)	PARTIALLY GOOD (2+)	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY BAD (1+)
Fujitsu refers to the Precautionary Principle but only in reference to managing the risks of controlled substances rather than their hazards. More information.	Fujitsu's Green Procurement Direction document (version 4.1) lists banned hazardous substances and their limits and specified substances for control. The information provided is reasonable, however, the banned substances are mostly limited to existing legislation and there is no mechanism for identifying future hazardous substances of concern <i>independent</i> of legislation. More information here, here and here. Guideline Regarding Non-Containment Management on Fujitsu Group Specified Chemical Substances (v.3) June 2009. See p. 10 of Fujitsu Group Green Procurement Direction . Search for 'Non-Containment' document.	Fujitsu plans to totally abolish the use of PVC in PCs by the end of 2013. The BFR HBCDD will also be eliminated by the end of 2013, however, the use of other BFRs in parts other than casings is not referred to. This lack of a commitment to eliminate all BFRs means that Fujitsu scores no points on this criterion. In addition, this information is inaccessible from Fujitsu's main site – the link was provided by Fujitsu. More information.	Fujitsu plans to eliminate phthalates as part of its commitment to phase out PVC in PCs, and names three specific phthalates (DEHP, DBP and BBP) to be eliminated by the end of 2013. The use of beryllium in PCs is to be eliminated by the end of 2012. More information.	Fujitsu Technology Solutions (formerly Fujitsu Siemens Computers) still sells PCs with reduced PVC and BFRs, although this information is difficult to find. Since 1993, the company has made Green PCs, such as FUTRO thin clients, ESPRIMO professional PCs and CELSIUS workstations which use halogen-free flame retardant plastics and halogen-free Printed Circuit Boards for mainboard and power supply. More information. Select 'Green Label' (bottom of page). Select 'Environmental Care' (left hand side). Select "Design and Manufacture" (bottom right hand side). Green PCs. Green Label criteria.

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 BAD (1+)	PARTIALLY BAD (1+)	PARTIALLY BAD (1+)	BAD (0)
Fujitsu's recycling activities are guided by the principles of producer responsibility (EPR and IPR) for disposal and recycling as well as design and manufacture. But, there is no reference to IPR creating the feedback for eco-design or the recognition that IPR means own brand differentiation of end-of life-costs for new WEEE. For more points, Fujitsu needs to show that it is actively lobbying for IPR and demonstrate its operationalisation by e.g. sampling of return share in collective recycling systems. More information. IPR statement by Fujitsu TS under the global Fujitsu brand.	As of June 2007, Fujitsu has initiated IT product recycling services in the United States, Canada, Australia, the Philippines, Thailand and Singapore. More information here and here. See press release , for more details. Fujitsu has also launched a special initiative in South Africa. More information here and here.	Details of the regions giving information on product recycling More information. EU information. Fujitsu has also provided the link to FTS recycling site for information on recycling in EMEA, Asia and the USA. Contact details. Information about treatment facilities links to updated contact details in a wide range of countries, but specific details about recycling are not given. More information.	Fujitsu reports a recycling rate of 22.5% in Germany and over 30% in 13 other EMEA countries, based on past sales, using a 7-year PC lifespan. Fujitsu should provide more information on how the calculations are made, given that in EU, recycling of e-waste is financed collectively by current market share, and may not represent what actually comes back into the collective recycling systems. More information. Recycling data for Japan and Australia is provided. However the recycling rate as a percentage of past sales is not given. More information. Scroll down to "For the Environment" ; Select "Promoting Product Recycling"	The use of recycled material, including recycled plastics, is included in Fujitsu's Green and Super Green Product Development approach. However, Fujitsu is not reporting on % of recycled plastic used. 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)
PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	BAD (0)	BAD (0)	PARTIALLY BAD (1+)
The Fujitsu Group sees 2020 as a milestone in progress towards the target of halving current greenhouse gas emissions by 2050, seeing it as essential that such emissions should peak by 2020, if the 2050 target is to be met. However, this peak off target is beyond the year 2015 identified by Greenpeace, and the need for greater cuts of at least 30% by 2020 by industrialised countries is not identified. More information here and here.	CO ₂ emissions for the whole group were about 1.345 million tons. More information. Fujitsu reports on CO ₂ and other GHG emissions from raw materials, manufacturing, distribution and usage for fiscal 2007. More information. Verification of the data.	Fujitsu has a goal to reduce emissions per unit of actual sales by 28% relative to fiscal 1990 levels by the group as a whole including overseas businesses, by the end of fiscal 2010. But this goal is per unit of sales and is not absolute. More information. Its goal for Japan is to limit energy consumption-related CO ₂ emissions at business sites to below fiscal 1990 levels by the end of fiscal 2010. But these absolute reduction targets use various baselines and geographies and there is no indication of the percentage of cuts across Fujitsu's whole business globally. More information.	Fujitsu reports that in Europe at least 15 % of purchased electricity in 2007 was generated by renewable energy sources. It is investigating alternative energy sources to further reduce GHG emissions In order to reach the European sustainability target of 20 % in 2020. However, Fujitsu needs to report on its use of renewable energy globally in order to score any points. It is difficult to navigate from the FTS site to the 'manufacturing' page. More information.	A list of notebook and desktop PCs (released during the second half of 2008) that meet and exceed the latest ES requirements is given; the percentage of qualified models is between 30 and 67%. In addition, this information is inaccessible from Fujitsu's main site – the link was provided by Fujitsu. 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.

For the latest version greenpeace.org/greenelectronics

In versions 11 and 12 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. The penalty point on HP has been lifted in this edition. LGE is served a penalty point, also for backtracking on its timeline to eliminate PVC and BFRs in all its products by end of 2010. Dell and Lenovo continue to be penalised in this version.