



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

Dell drops to 14th position from 12th, with a reduced score of 3.9, down from 4.7 points in v.13. Dell's score has plummeted due to the penalty point imposed for backtracking on its commitment to eliminate PVC vinyl plastic and brominated flame retardants (BFRs) in all its products by the end of 2009.

Dell gains some points for committing to a new timeline that, by the end of 2011, all newly-introduced Dell products will be free of PVC and BFRs. However, Dell loses points for failing to show support for improvements to the revised EU RoHS Directive (Restriction of Hazardous Substances in electronics); specifically, a methodology for further restrictions of hazardous substances, and an immediate ban on BFRs, chlorinated flame retardants (CFRs) and PVC. On other chemicals criteria, the company earns points for putting on the market the G-Series Monitors, its first completely PVC and BFR-free products, although PVC and BFR-free cables are currently available only in North America, Japan, Europe/Middle East and Africa. In total it has 35 PVC/BFR reduced or PVC/BFR-free products, including two recently released laptops. Dell has also released a BFR/PVC-free mobile phone, the Mini 3i, which is sold only in China.

Dell loses most of its points on the energy criteria, for not providing verification for its 2009 greenhouse gas (GHG) emissions from global operations and for not specifying the need for cuts in GHG emissions of at least 30 percent by industrialised countries or supporting the call for global emissions to peak by 2015. However, it scores full marks for committing to reduce global absolute GHG emissions from its worldwide facilities by 40 percent by 2015, from a baseline year of 2007. It also states that 26 percent of its global electricity use now comes from renewable energy sources, up from 20 percent in 2008, although it loses a point for not supplying information on the source of this renewable energy through the offsets it is buying. On the energy efficiency of its products Dell reports that 59 percent of laptop models and 63 percent of desktop models are Energy Star 5.0-compliant. Almost all of Dell's desktops, workstations and laptops consume less than 5 watts in a low-power mode, exceeding current Energy Star efficiency requirements. It is encouraging that Dell is making continuous steps to improve the efficiency of its models. However, Greenpeace has still not received a satisfactory answer to the question, following previous revelations, of what percentage of Dell's products leave the factory non-ES compliant, and what percentage of these are specified by the client.

Dell scores most poorly on waste. It no longer provides data on recycling rates based on past sales and loses a point as it fails to clarify its support for Individual Producer Responsibility and not collective financial responsibility. It is rewarded for providing a relatively comprehensive take-back programme, for information to its customers on what to do with their discarded electronics and for reporting use of 1.1 million pounds (500 tonnes) of post-consumer recycled plastic in 2008.

DELL Overall Score

	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	GOOD (3+)
Precautionary Principle and support for revision of RoHS Directive.				
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>				

DELL Detailed Scoring

Chemicals

Precautionary Principle and support for revision of RoHS Directive.	Chemicals Management	Timeline for PVC & BFR phaseout	Timeline for additional substances phaseout	PVC-free and/or BFR-free models (double points)
PARTIALLY BAD (1+)	GOOD (3+)	PARTIALLY GOOD (2+)	BAD (0)	PARTIALLY BAD (1+)
<p>Definition of precautionary principle reflects need to eliminate potentially harmful chemicals even without full scientific certainty of cause and effect. However, Dell makes no mention of the need for RoHS 2.0 to adopt an end-of-life methodology for adding new substances and an immediate ban on organo- chlorine and bromine compounds (at least PVC, CFRs, and BFRs within 3-5 years). More information here and here.</p> <p>Dell also needs to clarify its stance regarding the position of the trade federation TechAmerica on further restrictions and in particular PVC, CFRs and BFRs within 3-5 years.</p>	<p>Dell's chemicals management programme lists substances targeted for substitution and explains how it manages its supply chain to achieve its substitution goals. More information.</p>	<p>By the end of 2011, all newly introduced Dell products will be free of PVC and BFRs. More information.</p> <p>Dell's original timeline for eliminating PVC and BFRs in all products was end of 2009. It subsequently backtracked on this commitment initially providing no new timeline and now setting end of 2011 as its new target.</p>	<p>Dell's January 2009 version of its Materials Restricted for Use Specification (6T198) restricts 3 phthalates (DEHP, BBP, DBP) with the goal to eliminate their use in all new products by 1st July 2011. Other Phthalates. Antimony and Beryllium are identified as substances of concern, but they are not currently restricted. Instead they are listed in a table entitled: Future Material Declaration Requirements. See p.11 Guidance Document on Restricted Materials. Dell also plans to eliminate mercury and introduce arsenic free display glass. More information.</p>	<p>In late February 2009, Dell launched the G-Series Monitors (G2210 and G2410), 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). Since 2007 Dell has introduced more than 35 BFR/PVC reduced or BFR/PVC free products, most recently two laptops: - Latitude Z laptop, many internal components that are free of BFRs and PVC; available on all configurations of the Latitude Z. - The Adamo XPS 13 laptop, free of BFRs and PVC (excluding the power cord, external power adapter, 3 internal daughter cards, and several motherboard components); available on all configurations of the Adamo XPS 13. Dell has also released a BFR/PVC-free mobile phone, the Mini 3i, which is sold only in China. More information.</p>

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
BAD (0)	PARTIALLY GOOD (2+)	PARTIALLY GOOD (2+)	PARTIALLY BAD (1+)	PARTIALLY BAD (1+)
<p>Dell has updated and expanded its IPR Policy which opposes the use of mandatory fees to finance e-waste collection. As pdf.</p> <p>Dell's disposition policy</p> <p>Dell claims strong support for IPR and legislation embracing IPR. However, Dell scores zero until it clarifies that it supports IPR and not collective financial responsibility. It needs to support differentiated/ individualised financing for its own-brand real end-of-life costs for new WEEE. In the US it should be promoting the costs differentiation and return share financing models of Maine and Washington.</p>	<p>Dell is striving for a free global voluntary take-back service and has added Columbia, Middle East, Hong Kong, Mexico and Brazil. 60 countries are listed as offering take-back services for individual customers on Dell's recycling page. More information. p.73-80 2008 Corporate Responsibility Report.</p> <p>Dell has expanded its US Reconnect Program to six additional US States. More information.</p>	<p>Information is provided to Dell's individual customers, but not yet worldwide. More information. Dell's US programme.</p> <p>The "Dell recycling" link can be accessed from each regional homepage, but if your country is not listed, there is nowhere else to go for information.</p>	<p>Dell reports a 2006 recycling rate of 12.4%, based on sales 7 years ago. More information. However, Dell is using a new system for reporting recycling and take-back information and no longer reports its recycling rate as a percentage of past sales. Dell exceeded its goal to recover 275 million pounds of materials through its take-back programmes. Total figures are given quarterly. Dell's data does not include e-waste recycled via collective programmes anywhere in the world. See p.82 of CR report. Dell 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.</p>	<p>Dell shipped over 1.1 million pounds (500 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.</p>

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 BAD (1+)	GOOD (3+)	PARTIALLY GOOD (2+)	PARTIALLY GOOD (2+)
<p>Dell supports the call for global reductions of 50-85% by 2050 from 2000 levels. Greenpeace believes that there is strong evidence to support going for the upper range now. Dell calls for the United States to take a leadership role by developing a national GHG emissions reduction programme. It also states that the solution requires action from both developed and developing countries, however, it needs to support cuts of at least 30% by industrialised countries and call for global GHG emissions to peak by 2015. More information.</p>	<p>Dell reports third party verified Scope 1 and 2 GHG emissions and also emissions from business travel (Scope 3) for FY 2008 in 2008 CR Report (p. 62 and 107). Dell loses a point as 2009 data is not third party verified. See 2009 CSR Report p. 16. Dell is now requesting GHG accounting and reporting from its Tier I suppliers. More information. The latest FY2009 figures for scope 1, 2 & 3 are summarised and compared to previous years.</p>	<p>Dell is committed to reduce global absolute emissions of GHGs from its worldwide facilities by 40% by 2015, from a baseline year of 2007. See 2009 CSR Report, p.17. More information here and here.</p>	<p>Dell has announced that 26% of its global electricity use now comes from renewable energy sources, up from 20% in 2008. Although Dell addresses the additionality of its own supply, it loses a point for failing to provide more information on its offsets. More information here and here. Dell's goal is to use energy that is 100% generated by clean and renewable sources, although there is no timeline. More information.</p> <p>Dell provides a breakdown of its certified renewable energy credits and verified emission reductions. More information.</p>	<p>59% of laptop models and 63% of desktop models are Energy Star 5.0-compliant. Almost all of Dell's desktops, workstations and laptops consume less than 5 watts in a low-power mode – this exceeds current energy efficiency requirements set by the EPA. To stay on 2 points, Dell needs provide percentages of computers that have left the factory non-compliant and release the information on its global website (not a blog). 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.</p>

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 first criterion has been sharpened to require companies not only to have a chemicals policy underpinned by the Precautionary Principle, but also to support a revision of the RoHS Directive that bans further harmful substances, specifically BFRs, chlorinated flame retardants (CFRs) and PVC. The criterion on Chemicals Management remains 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. In this edition the criteria for the Precautionary Principle has been made more challenging.

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 was lifted in version 13; LGE was served a penalty point for backtracking on its timeline to eliminate PVC and BFRs in all its products by end of 2010. LGE, Dell and Lenovo continue to be penalised in this version and are joined by Samsung, who is served a penalty point for backtracking on its commitment to eliminate BFRs in new models of all products by January 2010 and PVC by end of 2010.