



## DELL, 2nd position, 5.1/10

Dell takes 2nd position in the re-launched Guide with 5.1 points, making a dramatic improvement from its former position in 10th, partly as a result of a penalty point being lifted. This was 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, in line with its new commitment to eliminate PVC and BFRs by the end of 2011 in computing products. It is now on track to meet its PVC/BFR free commitment, although it is limited to computing products only and there is no commitment to phase out other specified hazardous substances – eg. antimony & compounds, beryllium & compounds and all phthalates. Dell scores poorly on all the other **Products** criteria. Although it reports on the quantities of post-consumer recycled plastics used, this is not given as a percentage of total plastics use and there is no target and timeline for increasing its use. Dell needs to publicly disclose the length of warranty and spare parts availability for its main product lines in order to score any points for extending its products life cycle. Dell does not provide figures on the percentage of its products that meet and exceed the latest Energy Star standard, although it offers tools for users to optimise energy efficiency. Dell also risks a **penalty point** in future Guide editions as it is a member of trade associations that have commented against stringent energy efficiency standards; it needs to distance itself from such regressive positions with a strong statement.

On the **Energy** criteria, Dell scores top marks for its disclosure of externally verified GHG emissions from its own operations and is the top scorer for committing to reduce global absolute emissions of GHGs from its worldwide facilities by 40 percent by 2015, from a baseline year of 2007, although more progress needs to be made towards this goal and its goal to reduce energy intensity; it still needs to set a goal to increase its use of renewable energy to 100 percent by 2020. The amount of renewable energy it uses has reduced from 26 percent of global electricity purchases in 2009 to 21 percent in 2011; however, it scores reasonably well for its clean energy policy, which also includes energy efficiency measures. Dell's overall score on energy is let down by the lack of specific examples of advocacy to promote clean energy policy.

Dell performs well on the Sustainable **Operations** criteria, which includes the management of its supply chain, with maximum points for its thorough paper procurement policy; Dell and HP are the only companies in the Guide that effectively exclude the sourcing of paper from suppliers linked to illegal logging or deforestation. Dell also has a relatively comprehensive take-back programme and provides good information to its customers on how to recycle their discarded electronics; however, it no longer provides data on recycling rates based on past sales. Data on greenhouse gas (GHG) emissions from its supply chain has not yet been published, although Dell is working with its suppliers to report on this and has already tracked the total carbon footprint associated with some of its products.

## DELL Overall Score

	ZERO	LOW	MEDIUM	HIGH
Disclose own operational GHG emissions				
GHG emissions reductions and targets				
Clean Electricity Plan (CEP)				
Clean Energy Policy Advocacy				
Product Energy Efficiency				
Avoidance of Hazardous Substances in Products				
Use of Recycled Plastic in Products				
Product Life-Cycle				
Measure and reduce energy consumption in the supply chain				
Chemicals Management and Advocacy				
Policy and practice on sustainable sourcing of fibres for paper				
Policy and practice on avoidance of conflict minerals				
Provides effective voluntary take-back where no EPR laws				

# DELL Detailed Scoring

## Energy

Disclose own operational GHG emissions	GHG emissions reductions and targets	Clean Electricity Plan (CEP)	Clean Energy Policy Advocacy
<b>3/3</b>	<b>6/8</b>	<b>4/8</b>	<b>0/8</b>
<p>The latest FY2011 figures for scope 1, 2 &amp; 3 (that are attributed to employee business air travel) are summarised and compared to previous years. Dell follows GHG Protocol Corporate Standard and EPA Climate Leaders reporting protocols. See. p.17 2011 <b>Corporate Responsibility Report. More information.</b></p> <p><b>Third party verification</b> of all GHG emissions data is provided by ICF, select GRI Index.</p> <p>To keep these points Dell needs to provide more background information and analysis on the source of its GHG emissions (on its website or CR report).</p>	<p>In 2007, Dell announced a goal to reduce its total direct and indirect emissions intensity by 15 percent by 2012, using FY08 as the base year. Intensity measures emissions against revenue.</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. Dell reports that progress needs improvement for both these goals. See. p.3 2011 <b>Corporate Responsibility Report.</b></p> <p>Dell states that it is “in the process of updating our environmental strategy to reflect Dell’s growth in services and solutions and will release updated environmental targets in the coming months.” See p.12 2011 Corporate Responsibility Report.</p> <p>Absolute GHG emissions increased in FY2011 due primarily to several acquisitions, including Perot Systems. Carbon intensity remained flat from FY10 to FY11. <b>More information.</b></p> <p>Dell’s previous aim was to use energy that is 100% generated by clean and renewable sources, although there was no timeline for this goal. Dell needs to set a goal to increase its use of renewable energy to 100% by 2020. <b>More information.</b></p>	<p>Dell states that during FY11, 21 per cent of global electricity purchases came from green power sources, as defined by the EPA (down from 26% in 2009). Dell intends to “continue our strategy of purchasing a significant amount of renewable power, in place of fossil fuels, from our utility providers in the coming years.” Eight of its global facilities use 100 per cent non-fossil fuel, renewable power.</p> <p>Dell has completed more than 170 of efficiency improvement projects over the last four years, such as lighting upgrades; equipment optimization; installation of timers and sensors; heating; ventilation; and air-conditioning modifications. Options to maximize the efficiency of new and existing data centres will also be explored, for example, new technology and design features, including the availability of green power. <b>More information.</b></p> <p>Dell has decided to end its Renewable Energy Credits programme for the purpose of achieving carbon neutral operations, but will continue to purchase as much renewable energy as practical. See p.12 <b>2011 Corporate Responsibility Report.</b></p> <p>Dell needs to provide more details on how much of its renewable energy is from renewable energy credits.</p>	<p>Dell sets out the measures that it has identified that need to be taken in its “Principles for Global Climate Change Policy Dell believes that a combination of global emissions reductions, efficiency improvements, and a transition to renewable energy sources are necessary to significantly reduce atmospheric GHG levels. The transition to a lower-carbon economy requires participation of governments, businesses, universities, non-governmental organizations, communities, and individuals. <b>More information.</b></p>

## Greener Products

Product Energy Efficiency	Avoidance of Hazardous Substances in Products	Use of Recycled Plastic in Products	Product Life-Cycle
<b>2/5</b>	<b>2/5</b>	<b>1/3</b>	<b>0/3</b>
<p>All Latitude™, Dell Precision™ and OptiPlex systems can be configured for ENERGY STAR® compliance and are among the most energy-efficient in the industry. Virtually every Dell rack and tower server also comes with the ENERGY STAR option. <b>More information.</b></p> <p>However, Dell does not provide figures on the percentage of their products that meet and exceed the latest Energy Star standard. It does provide a list of laptops and desktops with Energy Star certification.</p> <p>(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.) <b>More information.</b></p> <p>Dell laptops and desktops are 25% more efficient today than in 2008, meeting a commitment that it made in 2008. <b>More information.</b></p> <p>Dell states that it leads the market with its 96 per cent efficient power supply. See p.14 &amp; 15 2011 <b>Corporate Responsibility Report.</b></p> <p>Dell offers tools to optimise energy efficiency – it estimates that customers using desktop power management features and settings have saved more than \$4 billion in energy costs. <b>More information.</b></p> <p>However, Dell is a member of ITI and CEA, industry associations that recently made comments against stricter energy efficiency standards (a. the inclusion of computers and servers; b. comments against battery chargers systems regulation, respectively) in the scope of the California Appliance Efficiency Regulations. Dell needs to reiterate its support wherever possible for more stringent energy efficiency standards for all electronic products. It needs to distance itself from such regressive positions or risk incurring a penalty point in future editions of the Guide.</p>	<p>The Optiplex 990 SFF and Latitude E2640 can be configured to be completely PVC/BFR free, including power supply. Other PVC/BFR free products are two G-series monitors and two mobile phones – Mini 3i (China only) 2009 and Dell Aero 2010.</p> <p>PVC, BFRs and CFRs are also being removed at a commodity and component level. All removable media storage devices, memory and hard disk drives became BFR/CFR/PVC-free in 2011. Most laptop displays and keyboards were BFR/CFR/PVC-free. PVC/BFR reduced products are listed.</p> <p>By the end of 2011, all newly introduced Dell personal computing products will be BFR/CFR/PVC-free, as acceptable alternatives are identified.</p> <p>Dell has set end of 2011 as its new target for eliminating PVC and BFRs but no longer commits to removing these substances from all products (just computing ones) and the timeline is unreasonable. Dell has provided assurance that its new target will be met. <b>More information here and here.</b></p> <p>An update to Dell’s January 2009 version of its Materials Restricted for Use Specification (6T198) restricts 3 phthalates (DEHP, BBP, DBP) as from July 1 2010 for newly launched parts and products and by July 2012 for sustaining products. 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 &amp; 12 <b>Guidance Document on Restricted Materials.</b></p> <p>Dell also plans to expand its mercury-free LED based introduce arsenic free display glass. <b>More information.</b></p>	<p>In 2009 Dell shipped “approximately 7.2 million pounds of post-consumer recycled plastic in select monitors and systems, equivalent to recycling more than 263 million water bottles”, but gives no information on the % of total plastics sourced.</p> <p>The enclosures of the OptiPlex™ 980 and XE can be configured to include up to 25 percent post-consumer recycled plastic (up from 10 percent). The enclosures of numerous flat-panel monitors contain 25 percent post-consumer recycled plastic. These include the E190S, E170S, G2410H, P2011H, P2211H, P2311H and many more. <b>More information.</b></p> <p>Dell states that it increases the amount of recycled content in its products and packaging on a regular basis, however, it has no public target for increasing use of post consumer recycled plastic. <b>More information.</b></p>	<p>Dell integrates environmental considerations into product designs and development processes to improve the environmental performance of products during their entire life cycle. <b>More information.</b></p> <p>Products, parts and components are designed to be upgraded extending the technological life of the product. <b>More information.</b></p> <p>Dell informs Greenpeace that its standard warranty is 1 to 3 years for defects in materials and workmanship, depending on the product type. However, this information is not presented on its website.</p> <p>Dell needs to publicly disclose the length of warranty and spare parts availability for its main product lines and show some innovative measures that increase lifespan and durability of whole product systems, rather than only individual parts.</p>

## Sustainable Operations

Measure and reduce energy consumption in the supply chain	Chemicals Management and Advocacy	Policy and practice on sustainable sourcing of fibres for paper	Policy and practice on avoidance of conflict minerals	Provides effective voluntary take-back where no EPR laws
2/5	4/5	3/3	3/5	5/8
<p>Dell joined the CDP's Supply Chain Leadership Collaboration Project in 2007, working with suppliers to report their emissions and formulate climate change strategies. All Tier 1 suppliers are required to publish a corporate responsibility report. p.17 and p.4 <b>Corporate Responsibility Report.</b></p> <p>Dell reports to the CDP that primary suppliers are expected to:</p> <ol style="list-style-type: none"> <li>1) Publicly disclose annual GHG emissions by participating in the CDP;</li> <li>2) Establish a public goal for reducing operational GHG impacts;</li> <li>3) Set expectations for Tier2 suppliers to manage and publicly disclose emissions. GHG emissions data and reduction goals are taken into consideration when awarding business. However, the data on Scope 3 emissions from the supply chain is not available. <b>See CDC website</b>, questions 2.2a and 15.1 (registration required).</li> </ol> <p>Dell has tracked the carbon footprint of some products, starting with the Latitude™ E6400 laptop. <b>More information.</b></p> <p>The breakdown shows that the GHG emissions from use and manufacturing are roughly equal. 95% of emissions associated with manufacturing are from the motherboard, the display, the chassis and the battery. <b>More information.</b></p> <p>Dell fails to score more points as data on GHG emissions from its supply chain has not yet been published.</p>	<p>Definition of precautionary principle reflects need to eliminate potentially harmful chemicals even without full scientific certainty of cause and effect. Dell supports restrictions of PVC and BFRs as a focus for the restriction of chlorine and bromine from electrical and electronic products, and supports restriction under the current RoHS recast provided that some critical technical and supply chain issues can be overcome or addressed by specific exemptions. <b>More information here and here.</b></p> <p>Dell scores full marks for demonstrating proactive advocacy. <b>More information here and here.</b></p> <p>See also p 35, <b>Corporate Responsibility Summary Report 2010</b></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. However, the substance restrictions do not apply to manufacturing processes for most substances, with the exception of fluorinated greenhouse gases. <b>Guidance Document on Restricted Materials 2011.</b></p>	<p>Dell recognises the need to protect the earth's forests and takes a four-pronged approach:</p> <ul style="list-style-type: none"> <li>- Reduce the amount of paper it uses</li> <li>- Reduce the use of virgin tree fibre</li> <li>- Increase the use of forest-friendly paper</li> <li>- Support forests directly through initiatives.</li> </ul> <p>Dell has established baseline starting points and time-bound goals and benchmarks in its Forest Products Stewardship Mode (established in 2004) to reduce the use of virgin fibre and eliminate the purchase of wood and fibre from endangered forests. This policy increases the use of recycled and alternative fibre and the use of wood and fibre independently certified as sustainable. <b>More information.</b></p> <p>Dell's policy is not to source paper from companies that are known to log endangered forests. It explains its strategy for implementing this policy through its supply chain. Dell's long-term goal is to have all of its forest product suppliers certified to FSC or similarly recognized standards. Detailed goals are set out, however, many of these are out of date as they were set in 2004. <b>More information.</b></p> <p>For data on quantities of recycled paper used see <b>GRI Index, EN2.</b></p>	<p>Dell states that under its policy, "it is a violation for suppliers to purchase minerals from known conflict zones in the DRC." <b>More information.</b></p> <p>Dell reports on the Conflict-Free Smelter (CFS) assessment program which was launched in 2011 by the GeSI/EICC and aims for preliminary list of conflict free smelters for tin, tantalum, tungsten and gold by the end of the calendar year; this programme provides independent third-party evaluation. <b>More information.</b></p> <p>Dell is active in the EICC conflict-free smelter program but has not yet published a list of smelters or suppliers, as several companies have already done. It is active in the EICC smelter audit process, has a new internal policy for suppliers on conflict minerals, but this does not yet have third party monitoring. Dell has signed up to the Public Private Alliance but has not made statements on the need for a multi-stakeholder certification process or publicly committed to implement the OECD due diligence guidelines. Dell did not issue a statement against the Chamber of Commerce lawsuit but it did join the multi-stakeholder submission to the SEC on conflict minerals. It participated in the OECD due diligence drafting and has actively reached out to NGOs and organized several outreach panels on conflict minerals.</p>	<p>Dell offers free recycling in most places where it does direct business. It has expanded its global programme and now offers recycling of used electronics in 78 countries worldwide (although only 69 appear to be available via its website). <b>More information.</b></p> <p>Countries where Dell offers recycling without take-back legislation include Columbia, Chile, South Africa, Ghana, Morocco, Russia, Thailand, Malaysia and China. <b>More information here and here.</b></p> <p>Dell received the highest rank from the Electronics Take Back Coalition in their latest report card, for its take-back programme in the US. <b>More information.</b></p> <p>The Reconnect Program, which Dell runs in partnership with Goodwill, is now available throughout the US and in selected communities in Canada. <b>More information.</b></p> <p>Information is provided to Dell's individual customers, although there are still gaps, particularly in Africa and Central &amp; South America <a href="http://www.dell.com/recycling">www.dell.com/recycling</a></p> <p><b>Dell's US programme.</b></p> <p>In FY11, Dell recycled more than 150 million pounds of electronics globally, see, p6 and p.21 <b>Corporate Responsibility Report 2011.</b></p> <p>Dell no longer reports its recycling data as a percentage of sales 7 years ago. Instead, it is using a new system for reporting recycling and take-back information.</p>

# Ranking Criteria Explained

Version 17, released in November 2011, of the Greenpeace Guide to Greener Electronics ranks companies in the electronics industry under three headings, Energy & Climate, Greener Products and Sustainable Operations.

The criteria used in version 17 of the Guide to evaluate the companies reflect Greenpeace's demands to electronics companies to:

- Reduce emissions of greenhouse gases (GHGs) with energy efficiency and renewable energy
- Clean up their products by eliminating hazardous substances;
- Take-back and recycle their products responsibly once they become obsolete,<sup>1</sup> and;
- Stop the use of unsustainable materials in their products and packaging

Previous versions of the Guide ranked companies on the following criteria: Chemicals, E-waste, and Energy. The ranking in version 17 sees a major change as it reorganizes the individual criteria under new headings (Energy & Climate, Greener Products and Sustainable Operations).

In areas where Greenpeace has seen some progress, multiple criteria have been folded together into one overall criterion, putting the focus on the implementation of previous commitments. In places where the industry needs to make further progress, such as energy policy and practice, we have re-written and strengthened the current criteria. Finally, new criteria on the sourcing of paper products and conflict minerals have been added under Sustainable Operations and on product life cycle under Greener Products.

In addition to these structural changes, the scoring system has also been changed. Depending on the complexity of the criteria the maximum points awarded per criteria will vary between 3, 5 and 8 points. There will no longer be double points for any criteria in the new scoring system. The maximum score is 69, which is converted into a score out of 10.

Given the urgency of tackling climate change, Greenpeace has re-focused and updated its energy criteria to encourage electronics companies to improve their corporate policies and practices with respect to Energy and Climate.

## Criteria on Energy and Climate

The criteria that companies will be evaluated on are:

1. Disclosure of Greenhouse Gas (GHG) emissions
2. Commitment to reduce the company's own short term and long term GHG emissions
3. A Clean Energy Plan which includes increasing use of Renewable Energy (RE) and energy efficiency measures to implement cuts in GHGs
4. Advocacy for a Clean Energy Policy at national and sub-national level

## Criteria on Greener Products

These criteria focus on the environmental performance of consumer electronics, across a number of different issues:

1. Energy efficiency of new models of specified products
2. Products on the market free from hazardous substances
3. Use of post-consumer recycled plastics in products
4. Product life cycle

## Criteria on Sustainable Operations

These criteria examine how companies implement environmental considerations during manufacture in their supply chain through to the end-of-life phase of a product:

1. Reduction of supply chain GHG emissions by major suppliers
2. Policy, practice and advocacy on chemicals management
3. Policy and practice on sustainable sourcing of fibres for paper
4. Policy and practice on avoidance of conflict minerals
5. Producer responsibility for voluntary take-back of e-waste

## Company scores

Companies have the opportunity to improve their score, as the Guide will be periodically updated. 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 e-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 electronic 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 the fourteenth edition the criteria for the Precautionary Principle criteria was made more challenging.

The 17th edition has been re-organised, to reflect campaign priorities and to provide a more comprehensive assessment of the areas where electronics companies impact the environment, under the three headings Energy & Climate, Greener Products and Sustainable Operations. Many elements of the previous criteria remain but they have been re-arranged and updated, with a greater focus on implementation rather than commitment.

It now ranks 15 top manufacturers of personal computers, TVs and mobile phones; Fujitsu, games console producers Nintendo and Microsoft are no longer included and the mobile phone manufacturer Motorola has been replaced with RIM.

**For the latest version, see [www.greenpeace.org/rankingguide](http://www.greenpeace.org/rankingguide)**

Sony is issued with a penalty point on its total score as it has made comments in opposition to energy efficiency standards in California, (specifically on the CA Title20 Battery chargers systems and the SB 454: Enforcement of energy efficiency appliance standards).

Sony and LGE are listed as clients of Asia Pulp and Paper (APP), which is responsible for illegal logging and deforestation in Indonesia. Sony and LGE should immediately and publicly commit to stop sourcing any paper or packaging needs from APP or risk being penalised in future versions of the Guide.

Companies that are members of the trade associations ITI and CEA are warned that they risk incurring a penalty point in future editions of the Guide; this affects all companies apart from Sony Ericsson, LGE and Acer. These industry associations have recently made comments against stricter energy efficiency standards in the scope of the California Appliance Efficiency Regulations (a. the inclusion of computers and servers; b. comments against battery chargers systems regulation, respectively). Companies need to distance themselves from such regressive positions and reiterate their support wherever possible for more stringent energy efficiency standards for all electronic products.

Penalty points previously imposed on Toshiba, Samsung, LGE, Dell and Lenovo for backtracking on their commitments to phase out vinyl plastic (PVC) and brominated flame retardants (BFRs) have been lifted as a result of progress made in bringing PVC/BFR-free products onto the market.

<sup>1</sup>. The two issues are connected: the use of harmful chemicals in electronic products prevents their safe recycling once the products are discarded.