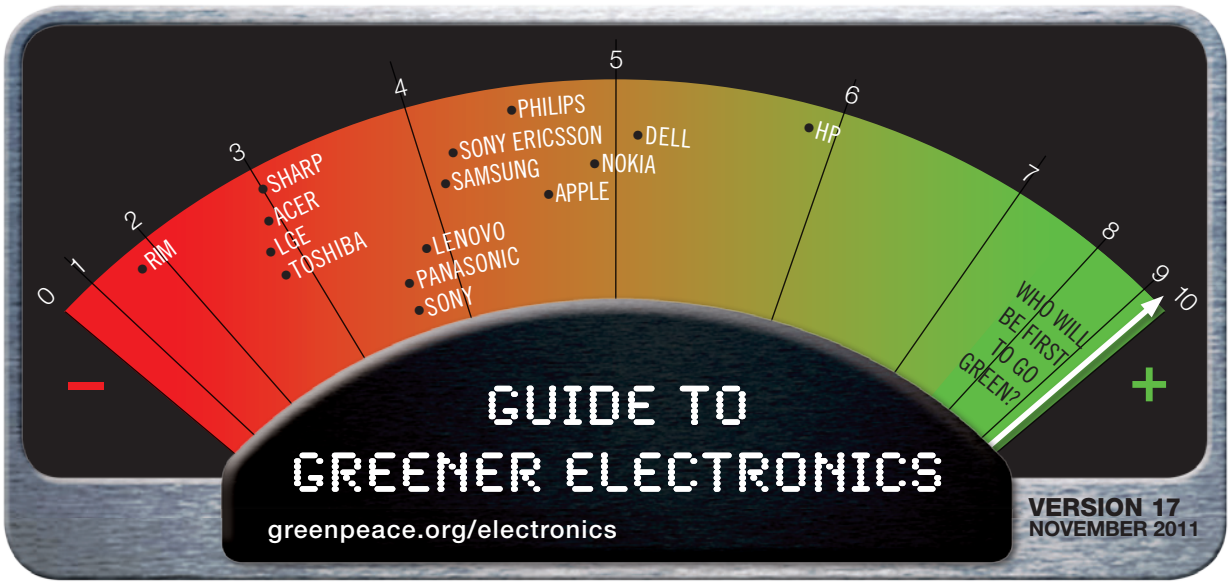

RIM, 15th position, 1.6/10

RIM makes its first appearance in the Guide in last place, with 1.6 points. On **Energy** it discloses its greenhouse gas (GHG) emissions for its operations and business travel to the Carbon Disclosure Project; however, it does not have external verification for its data. It also scores for its examples of energy efficiency and renewable energy use, but it does not yet have a clean electricity plan or a target to increase use of renewable energy. RIM does not yet have a target for reducing its GHG emissions; it should set ambitious targets to reduce its own GHG emissions by at least 30 percent by 2015 for its operations and use 100 percent renewable electricity by 2020.

For **Products** it only scores points for the energy efficiency of its products, for reporting that its Blackberry charger gets the European Commission IPP 4-star rating, although it does not report on the energy efficiency of its chargers as a percentage of all its external power devices. It also risks a **penalty point** in future Guide editions as it is a member of a trade association that has commented against stringent energy efficiency standards; it needs to distance itself from such regressive positions with a strong statement. For hazardous substances, RIM should set timelines to phase out their use in all of its products. It needs to publicly disclose the length of warranty and spare parts availability for its main product lines to score points on the product life cycle criteria.

It scores most points on Sustainable **Operations** and is one of the better scorers on conflict minerals, as it does not directly purchase these materials from any source and has sought written assurances from its tantalum capacitor suppliers that they are not using tantalum made from conflict minerals, although it has not yet mapped its smelters and suppliers publicly. It also scores a point for its Paper Procurement Policy; it aims to source its fibre from sustainably managed forests and specifically excludes suppliers that engage in illegal logging or source from countries that have been engaged in systemic illegal logging. It needs to also exclude suppliers that are involved in deforestation. RIM also earns a point for its mail-back programme for e-waste in the US, and for adopting a Restricted Substances List under chemicals management. It fails to score on management of GHG emissions from its supply chain.

RIM 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		■		

RIM Detailed Scoring

Energy

Disclose own operational GHG emissions	GHG emissions reductions and targets	Clean Electricity Plan (CEP)	Clean Energy Policy Advocacy
2/3	**0/8**	**1/8**	**0/8**
RIM reports its GHG emissions to the CDP for 2010 as 13688 metric tonnes CO_2-e for Scope 1 and 50180 metric tonnes CO_2-e for Scope 2 (compared to 9313 for Scope 1 and 27620 for Scope 2 in their base year of 2008). Scope 3 emissions for business travel are reported as 17,135 metric tonnes CO_2-e. The data is not verified or assured. **See CDP**, search RIM – registration required. See questions 8.1 – 8.3a, 8.7 and 15.1 – 15.2. For more points the data needs to have external verification. RIM also needs to present this data on its own company website and provide background information and analysis on the source of its GHG emissions.	RIM has no target for reducing GHG emissions. RIM reports to the CDP that "overall, RIM has been undergoing rapid organic growth with the expansion of all business lines internationally. Notably, Scope 1 emissions have increased markedly year-over-year (from 9,505 tCO_2e in 2009 to 13,688 tCO_2e in 2010)". Emissions intensity has also increased. **See CDP**, search RIM – registration required See 3.1 and 13.1 – 13.3 RIM needs to set ambitious targets and aim to reduce its own GHG emissions by at least 30% by 2015 for its operations and use 100% renewable electricity by 2020.	RIM reports on its emissions reduction activities to the CDP, which are energy efficiency measures such as energy audits at its buildings. It also intends to implement renewable energy to limit the growth of its absolute GHG emissions. RIM needs to develop these initial steps into a Clean Electricity Plan. **See CDP**, search RIM – registration required See 3.1a – 3.3a. RIM gives some examples of renewable energy and energy efficiency: as of 2010, six buildings on RIM's Waterloo Campus operate with 100% renewable energy from Bullfrog Power. At its manufacturing facility, 32 ideas were identified for savings and using energy-efficient technologies. See p. 27, 2011 **Corporate Responsibility Report**.	RIM reports to the CDP that it engages with policy makers on climate change, in connection with the use of its products for climate change mitigation. However, there's no information on its activities in relation to the reduction of GHG emissions. **See CDP**, search RIM – registration required. See 2.3 – 2.3a.

Greener Products

Product Energy Efficiency	Avoidance of Hazardous Substances in Products	Use of Recycled Plastic in Products	Product Life-Cycle
2/5	**0/5**	**0/3**	**0/3**
RIM reports that its new BlackBerry Charger features improved energy efficiency (increased from 63.6% to 68.3% efficiency) and no-load power consumption (European Commission IPP 4-star rating). When connected, the smartphone stops drawing power from the charger once it is fully charged. RIM does not report on the energy efficiency of its chargers as a percentage of all external power devices. See pp. 26, 31 2011 **Corporate Responsibility Report**. **Product details**. RIM provides **power saving advice**. RIM needs to set objectives to continue to improve the energy efficiency of its products, to aim for a greater percentage of energy efficiency improvements, as well as report on the energy efficiency of its chargers as a percentage. However, RIM is a member of CEA, an industry association that recently made comments against the battery chargers systems regulation in the California Appliance Efficiency Regulations. It 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.	RIM has no products that are free from hazardous substances such as BFRs, PVC, phthalates, antimony/antimony compounds and beryllium/beryllium compounds. RIM lists the use of three phthalates on its Restricted Substances List as 'mandatory' and is continuing its initiative to "eliminate them from all BlackBerry smartphones, tablets and accessories, including travel chargers, USB cables and headsets." PVC, BFRs, antimony & compounds and beryllium & compounds are 'reportable' substances to be reported by its suppliers so that RIM can prepare for future regulations. See pp. 24, 37, 2011 **Corporate Responsibility Report**. RIM needs to set timelines to phase out the use of these substances in all of its products.	RIM states that it is "continually investigating alternative and more sustainable materials that have higher recycled content or that are more easily recyclable", however, it does not provide any data or examples of its use of post-consumer recycled plastic. See p. 24, 2011 **Corporate Responsibility Report**.	Users can effectively maximize battery life by modifying settings for the smartphone screen backlight, browser, media, camera and network connections. See p. 26, 2011 **Corporate Responsibility Report**. **Battery power saving tips.** There is no overall information on the average length of warranty or availability of product replacement parts. RIM needs to publicly disclose the length of warranty and spare parts availability for its main product lines. For maximum points it also needs to show some innovative measures that increase lifespan and durability of whole product systems, rather than only individual parts.

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
0/5	**1/5**	**1/3**	**3/5**	**1/8**
RIM does not refer to assessing GHG emissions from its supply chain. It adopted a new Supplier Code of Conduct in fiscal 2011, and supply chain is one of five key areas for corporate responsibility in 2011. See pp. 8, 11 & 25, 2011 **Corporate Responsibility Report**.	RIM states that it "is continually investigating alternative and more sustainable materials" but it does not spell out a policy on chemicals, which would need to be based on the precautionary principle. It earns one point for adopting a Restricted Substances List, however there is no information on its chemicals management programme for products or manufacturing, or the criteria it uses for identifying new chemicals for elimination/restriction. In addition, there is no evidence of advocacy for strong chemicals legislation. See pp. 24, 37, 2011 **Corporate Responsibility Report**.	RIM has published a recently updated Paper Procurement Policy, in support of sourcing its fibre from sustainably managed forests and specifically excludes suppliers that engage in illegal logging or source from countries that have been engaged in systemic illegal logging. Certification by the Forest Stewardship Council (FSC) or the Programme for the Endorsement of Forest Certification (PEFC) is required. Preference is also given to suppliers that use renewable energy and advanced techniques such as EECF and TCF bleaching. It will also give preference to recycled paper and paper fibre from post-consumer waste. **More information.** RIM outlines the measures it's taking to reduce the volume of its packaging. See pp. 25-26, 2011 **Corporate Responsibility Report**. For more points, RIM needs develop its paper procurement policy to also exclude suppliers that are involved in deforestation and establish mid and long-term targets to increase its use of recycled and FSC fibre and further reduce paper use.	RIM states that it "does not support the use of illegally mined "conflict minerals" that originated in the DRC and other countries, or metals derived from them, including tantalum, tin, tungsten and gold. RIM does not directly purchase these materials from any source and has sought written assurances from its tantalum capacitor suppliers that it is not using tantalum made from conflict minerals. See pp. 25-26, 2011 **Corporate Responsibility Report**. RIM is active in the EICC conflict-free smelter program but has not yet published smelters or suppliers, as several companies have already done. It is active in the EICC smelter audit process but does not have an internal policy for suppliers on conflict minerals. RIM has signed up to the Public Private Alliance and publicly committed to implement the OECD due diligence guidelines. However, it has yet to make statements on the need for a multi-stakeholder certification process. RIM did support the legislation before it passed, but did not issue a statement against the Chamber of Commerce lawsuit nor did it 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.	In early 2011 RIM launched the BlackBerry recycling programme, a mail back programme in the US (with the exception of Maine, Connecticut and Washington). This is for the **recycling of Blackberry products** only. RIM also participates in the Rechargeable Battery Recycling Corporation's (RBRC) Call2RecycleR programme for customers located in Canada and the US and the Recycle My Cell program which raises awareness of where customers in Canada can drop off mobile devices to be recycled. See p. 6, 2011 **Corporate Responsibility Report**. RIM has no take-back programmes outside of North America and does not report on the quantities of e-waste it collects and recycles. It needs to set targets to increase its take-back and recycling activities.

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,[1] 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

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.

[1]. The two issues are connected: the use of harmful chemicals in electronic products prevents their safe recycling once the products are discarded.