



## SONY Ranking = 4.6/10 - 1 = 3.6/10

Sony takes joint 9th position, together with Panasonic, with 3.6 points, reduced from 4.6 as a result of a **penalty point**, for comments it has made in opposition to energy efficiency standards in California. Sony 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 **Products** its performance on the energy efficiency of its products earns top marks; all of its TVs meet or exceed the latest Energy Star standards. It uses comparatively high quantities of post-consumer recycled plastics but no longer provides information on its use of recycled plastics as a percentage of total plastics used. It is less impressive on the other products criteria; it scores no points on product life cycle as it does not report on the length of warranty and spare parts availability for its main product lines. Although it has phased out polyvinyl chloride plastic (PVC) from many of its products the scope of its phase out of brominated flame retardants (BFRs) is limited.

Sony is a top scorer on **Energy**; together with Philips it has the highest score for energy policy advocacy, for calling upon the EU to adopt an unconditional 30 percent reduction target for greenhouse gas (GHG) emissions (below 1990 levels) by 2020, supporting climate protection and clean energy development across the EU. It also gets maximum points for its verified disclosure of GHG emissions for its own operations. It aims to reduce GHG emissions by an absolute value of 30 percent from the fiscal 2000 level and has achieved reductions in its emissions well above the original mid-term target, although it does not specify a target for renewable energy. Sony's strategy for reducing GHG emissions includes energy efficiency and increasing use of renewable energy, which currently accounts for 9 percent of the total amount of electricity that Sony purchases globally each year. It needs to set an ambitious goal to increase its use of renewable energy by 2020.

It performs worst on Sustainable **Operations**; it scores no points on paper policy and it risks a **penalty point** in future editions of the Guide as it is listed as a client of Asia Pulp and Paper (APP), which is responsible for illegal logging and deforestation in Indonesia. Sony should immediately and public commit to stop sourcing any paper or packaging needs from APP. On conflict minerals it has started to identify certain minerals used in Sony products and in its supply chain and will identify measures to eliminate such conflict minerals as far as possible; it needs to map its smelters and suppliers. Sony bases its chemicals management on the precautionary principle; however its programme does not fully implement this. It still has not expanded its take-back programme in non-OECD countries sufficiently, and needs to report its recycling rate globally. It reports on the GHG emissions of its main suppliers, conducts product life cycle assessments and plans to expand the scope of both these initiatives in future.

## SONY 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				

# SONY 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>5/8</b>	<b>3/8</b>	<b>5/8</b>
<p>Sony discloses total GHG emissions from its own operations (scope 1 &amp; 2) as 1.617 million tons CO<sub>2</sub>-e. Scope 3 emissions from business travel are disclosed as 82,000 CO<sub>2</sub>-e. Sony also provides data on Scope 3 GHG emissions from the electricity consumed during product use (22.990 million t-CO<sub>2</sub>) and emissions from product shipment (549,000 t-CO<sub>2</sub>). Sony provides background information and analysis on the source of its GHG emissions. <b>More information.</b></p> <p><b>Verification</b> is provided by Bureau Veritas. <b>2010 figures</b> are also provided on its website as 1.53 million tons CO<sub>2</sub>-e.</p>	<p>Sony has set itself the objective of 'zero environmental footprint' by 2050. To achieve this long term goal, it has specified targets for 2015: it aims to reduce GHG emissions by an absolute value of 30% from the fiscal 2000 level. It also aims to reduce CO<sub>2</sub> emissions from logistics by 14% from the fiscal 2008 level. <b>More information.</b></p> <p>Sony set a target to achieve an absolute reduction in greenhouse gas emissions (calculated in terms of CO<sub>2</sub>) of 7% or more from the fiscal year 2000 level by fiscal year 2010. The GHG emissions of 1.53 million tons CO<sub>2</sub>-e are down 90,000 tons from the fiscal year 2009 level. This represents a 31% decrease from the fiscal year 2000 level, well above the original mid-term target.</p> <p>Sony also aims to reduce business travel; in North America, Sony Electronics Inc. (SEL) of the United States issued guidelines aimed at reducing international business travel by 80% and domestic business travel by 50% in each of its departments. <b>More information.</b></p> <p>Sony does not specify a target for renewable energy although it does state that it is a key part of its efforts to reduce GHG emissions. It needs to set a goal to increase its use of renewable energy to 100% by 2020. <b>More information.</b></p>	<p>One of Sony's climate change targets to achieve 'zero environmental footprint' is to: "develop technologies that reduce energy consumption of products and facilitate the use of renewable energy and thus improve energy self-sufficiency at the individual level". <b>More information.</b></p> <p><b>Sony's strategy for reducing GHG emissions</b> at its sites is summarised.</p> <p>In 2007 Sony began a programme of 'energy saving assessments' to assess and improve energy efficiency in each global region – 14 sites have been assessed by FY2010. Sony gives details of verified emissions reduction as a result of energy efficiency measures at some sites. <b>More information.</b></p> <p>In fiscal year 2010 the use of the Green Power Certification System and of solar power generation systems helped reduce Sony's CO<sub>2</sub> emissions by approximately 127,000 tons. Renewable energy accounts for 9% of the total amount of electricity that Sony purchases worldwide each year. Renewable energy (supplied by renewable energy sources where possible and the purchase of Renewable Energy Certificates) currently accounts for 100% of total electricity consumption by Sony's major European sites. 100% of the electricity consumed at Sony Electronics sites in the US is offset by certified renewable energy. <b>More information.</b></p>	<p>Sony gives an example of its activities in Japan and states that it "actively supports further introduction of renewable energy in the society as well." It is a key part of the "Green Energy Partnership" that was formed by Ministry of Economy, Trade, and Industry (METI), and manufacturers, retailers, green power generation companies, Green Power Certificate issuers, and representatives of consumers in 2008. R. Chubachi, president of Sony Corporation at the time, stated and first chairman of the Partnership said: "Under this Partnership, we hope to raise awareness of green energy use among all people of Japan. By all of us cooperating and considering good ways to use green energy, we'd like to make Japan the proudest country in the world regarding green energy use." <b>More information.</b></p> <p>Sony is also a member of the World Wildlife Fund (WWF) Climate Savers Program, working to establish ambitious targets to voluntarily reduce CO<sub>2</sub> emissions. <b>More information here and here.</b></p> <p>Sony has called upon the EU to adopt an unconditional 30% reduction target (below 1990 levels) by 2020, supporting climate protection and clean energy development across the EU. <b>More information here and here.</b></p>

## Greener Products

Product Energy Efficiency	Avoidance of Hazardous Substances in Products	Use of Recycled Plastic in Products	Product Life-Cycle
<b>5/5</b>	<b>1/5</b>	<b>2/3</b>	<b>0/3</b>
<p>All models of TVs launched in the United States and Canada in 2011 complied with the International Energy Star® program requirements (Version 4.2), while 100% of models achieved the program's sleep mode power consumption requirements by a margin of 50% or more. Moreover, approximately 79% (37 models) of U.S. and Canada models launched in 2011 complied with the new requirements (Version 5.3) effective September 30, 2011.</p> <p>100% of new models released after July 2009 have been Version 5.2 compliant. Of those models, 303 models (approximately 23%) exceeded the Version 5.2 requirements by a margin of 50% or more in TEC (Total Energy Consumption) value. <b>More information.</b></p> <p>Sony aims to reduce annual per-product energy consumption by 30% from the fiscal 2008 level. <b>More information.</b></p> <p>However, Sony 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) and incurs a penalty point on its total score.</p> <p>Sony is also 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. Sony 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>As of March 2011, Sony has phased out the use of PVC (defined as "no use of PVC in casing and cables for internal wiring, excluding accessories") and BFRs (defined as "no use of BFRs in casing and main PWBs of products, excluding accessories") in its products. External cabling is not included and not all wiring boards are BFR-free. <b>More information.</b></p> <p>Sony provides an extensive list of products (including model numbers) that are "PVC/BFR-free", including: Personal Computer "VAIO" Laptops - MP3 players "WALKMAN" - PSP® (PlayStation®Portable)</p> <p><b>More information.</b></p> <p>However, there are many exemptions from its ban on PVC and its ban on BFRs covers all uses but is limited to PBBs, PBDE and Deca BDE (and therefore does not go beyond regulatory requirements). See details in the <b>Tenth Edition of Standard SS-00259 for General Use</b> (p8, 9 &amp; 10).</p> <p>Sony plans to ban the use of another BFR, (HBCDD) as a flame retardant used in plastics in its products, effective from 2015, and the chlorinated flame retardant TCEP, effective from 2014. Sony is working to eliminate specific phthalates, namely DEHP, DBP, BBP and DIBP as plasticizers in cables and cords beginning in 2014, but not all phthalates are banned and the deadline is unreasonable. Sony has banned beryllium oxide from April 2008 with exemptions, although beryllium copper is listed as a controlled substance with no timeline for elimination. Antimony is not listed. <b>More information.</b></p> <p>Sony has a new objective for 2015 to "eliminate environment-related Substances to be Controlled which are of very high concern, polyvinyl chloride (PVC) and brominated flame retardants (BFRs) in certain specified applications". It has clarified that this is all BFRs and that the applications are product chassis and main circuit boards. <b>More information.</b></p>	<p>The Sony Group currently uses more than 24,000 tons of recycled plastics annually in various products, including televisions, recording media, audio products, PCs and digital video cameras. Approximately 98% is post-consumer plastics from used products, containers, etc.</p> <p>Previously, Sony used approximately 17,000 tons recycled plastics annually in various products, representing 10% of all plastics used (by FY 2008). However, it no longer provides information on its use of recycled plastics as a percentage of total plastics used, so although Sony could potentially score maximum points for this criterion, it only earns 2 points.</p> <p>Sony gives an example of the LCD TV BRAVIA™ KLV-32BX320; the ratio of post-consumer recycled plastics used for this product is approximately 30%.</p> <p>Sony also has a goal to "reduce utilization ratio of virgin oil-based plastics in products by 5% from the fiscal 2008 level" by 2015. <b>More information.</b></p>	<p>Sony has design, manufacturing and parts related initiatives aimed at improving the quality, safety and long-term reliability of products.</p> <p>It recognises the importance of parts and resolves to manufacture products built for long-term use. Key parts are selected independently for each of its major product categories and efforts are aimed at increasing the reliability of the parts it uses, through cooperation with relevant departments and Sony's headquarters.</p> <p>Sony also has a Quality Reliability Lab which works on product safety and reliability, in order to deliver safe, long-lasting and reliable products to customers. Sony does not provide information on the average length of product warranties. <b>More information.</b></p> <p>Sony 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.</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	2/5	0/3	1/5	3/8
<p>Sony has participated in two projects, one run by the Carbon Disclosure Project (CDP) and one by Electronics Industry Citizenship Coalition, to evaluate supply chain emissions. Trials started in fiscal year 2009 on the emissions from its main contracted original equipment manufacturers (OEM) and original design manufacturers (ODM). From this trial, the emissions of GHGs from ODMs and OEMs associated with Sony products in fiscal year 2009 were partially captured, which amounted to be approximately 640,000 tons. In future Sony intends to expand the scope to include other suppliers. <b>More information.</b> Targets in its Green Management Plan (2015) for Procurement are to:</p> <ol style="list-style-type: none"> <li>1. Establish a mechanism for determining suppliers' greenhouse gas emissions</li> <li>2. Contribute to the development of a common industry-wide reporting format. <b>More information.</b></li> </ol> <p>Sony conducts product life cycle assessments (LCAs) that quantify the impact of materials and parts production, product assembly and transport, product use and standby mode, and end of life (i.e., disposal and recycling).</p> <p>One of Sony's Green Management 2010 mid-term environmental targets is to conduct LCAs for all major products. <b>More information.</b></p>	<p>Sony references the precautionary principle and clarifies that this means taking action to substitute a chemical even where the scientific evidence is not fully proven. However, Sony makes no mention of the need for RoHS 2.0 to adopt a ban on organo- chlorine and bromine compounds (at least PVC, CFRs, and BFRs within 3-5 years) as well as an end-of-life focused methodology for adding future substance restrictions. <b>More information.</b></p> <p>Sony provides information in SS-00259 (10th edition, March 2010) Management Regulations and Green Partner programme to ensure implementation of the Regulations. It aims to ban or phase out the use of "controlled substances" in the process of design, manufacture, and distribution of products. However, its approach does not fully implement the precautionary principle. <b>More information here and here.</b></p> <p>Sony reports on emissions and restrictions on hazardous substance use at its sites. Sony sites apply internal standards based on Japan's PRTR register. <b>More information here and here.</b></p>	<p>Sony is taking measures to reduce its use of paper: The volume of paper used in fiscal year 2010 was 6% below the fiscal year 2009 level. <b>More information.</b></p> <p>Under Green Management 2010, Sony aimed to increase its reused/ recycled materials utilization rate to 12% or higher. <b>More information.</b></p> <p>Sony is also reducing the size of its packages and the amount of packaging that it uses. <b>More information.</b></p> <p>Sony states that it acknowledges "increasing concern regarding the environmental impact of illegal logging by incorporating such considerations into its procurement policies for wood and paper products and will take steps necessary to respond this concern." <b>More information.</b></p> <p>Sony now needs to develop a paper procurement policy which excludes suppliers that are involved in deforestation and illegal logging and sets specific targets to reduce paper use and increase use of recycled and FSC fibres.</p> <p>However, Sony is listed as a client of Asia Pulp &amp; Paper (APP), which is responsible for the illegal logging and deforestation of rainforest in Indonesia. Sony needs to stop sourcing its paper from APP immediately or risk being penalised in future versions of the Guide.</p>	<p>Sony states that it is working first to identify certain minerals used in Sony products, as well as the respective supply chains. This information will inform its policy framework and the measures necessary to eliminate such conflict minerals - to the greatest extent possible - from its supply chain. <b>More information.</b></p> <p>Sony has joined the EICC but is not an active member of the Extractives Working Group. It has begun tracing but it has not published or publicly mapped smelters or suppliers, as several companies have already done. Sony has no internal policy on conflict minerals.</p> <p>Sony signed up to the Public Private Alliance but has neither made statements on the need for a multi-stakeholder certification process or publicly committed to implement the OECD due diligence guidelines.</p> <p>Sony did not issue a statement against the Chamber of Commerce lawsuit or join the multi-stakeholder submission to the SEC on conflict minerals. It did not participate in the OECD due diligence drafting or engage the public on conflict minerals.</p>	<p>Sony has a nationwide recycling program in the US, together with WM Recycle America and the GreenFill initiative for recycling small electronics via retailers. <b>More information.</b></p> <p>Sony has still not expanded its take-back programme in non-OECD countries sufficiently, although it now links to a third party recycling company in Columbia. <b>More information.</b></p> <p>It was also involved in a recycling event in Costa Rica and a TV trade-in event in Chile. <b>More information.</b></p> <p>In Canada, all Sony handheld products are accepted for recycling, and notebook PCs can be traded in, at its Sony Style stores across Canada. 26 non-retail locations accept all Sony products for recycling at no charge. <b>More information.</b></p> <p>Sony offers battery take-back and recycling in <b>Brazil, Australia, New Zealand and Argentina.</b></p> <p>Sony provides information to individual customers in the <b>EU, US (including on batteries) and Japan</b>, but not in Canada. Also see <b>Sony Take Back Recycling Program for the US.</b></p> <p>In fiscal 2009, Sony recovered 112,122 tons of end-of-life products from Japan, Europe, North America and South Korea, including TVs and PCs from Japanese consumers; the collection rate for TVs and PCs in Japan was approximately 88%, based on their average lifespan. But this figure is only for Japan and there is no differentiation for TVs and PCs. <b>More information.</b></p> <p>Sony reports on the amounts of WEEE and batteries collected in N. America, recycling rates for TVs and PCs in Japan and recycling volumes for batteries in Asia &amp; Australia. (see links above for these regions)</p> <p><b>Recycling in Europe and ERP.</b></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.