



## SONY ERICSSON, 6th position, 4.2/10

Sony Ericsson takes 6th place in the re-launched Guide. It is one of the top scorers in the **Products** category, scoring maximum points for the energy efficiency of its phones, its advice to users and its targets to increase their efficiency. It is close to scoring maximum points for its avoidance of hazardous substances in its products, with only a few exemptions for uses of antimony and some types of phthalates remaining. It reports the recycled plastics content for several of its phones but still needs to report the amount of recycled plastic sourced as a percentage of all plastics used. To score on the product life cycle category it needs to publicly disclose the length of warranty and spare parts availability for its main product lines.

It scores less well on **Energy**, with most points for its targets to reduce greenhouse gas (GHG) emissions from its internal activities by 20 percent by 2015, however, it needs to set a more ambitious target of at least 30 percent by 2015 and aim to use 100 percent renewable electricity by 2020. Although 31 percent of the electricity if purchases globally is from renewable sources, it does not set out a plan to reduce its GHG emissions through energy efficiency or more use of renewable energy. It also fails to get maximum points for the reporting of its GHG emissions as there is no external verification and it lacks any specific examples of positive lobbying for a clean energy policy.

It scores relatively well on Sustainable **Operations**, with maximum points for its chemicals management policy and programme; its work with suppliers to avoid the use of restricted substances is a good example. It still needs to report total GHG emissions from its supply chain and set out a plan for reducing emissions, although it does provides some information from its product life cycle assessments. It reports the quantities of e-waste it collects as a percentage but needs to provide a better summary of the extent of its take-back programme. Sony Ericsson has not yet published or publicly mapped smelters or suppliers of conflict minerals and needs to provide proof of verification of its suppliers. It also needs to develop a paper procurement policy which excludes suppliers that are involved in deforestation and illegal logging.

## SONY ERICSSON 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 ERICSSON Detailed Scoring

## Energy

Disclose own operational GHG emissions	GHG emissions reductions and targets	Clean Electricity Plan (CEP)	Clean Energy Policy Advocacy
<b>2/3</b>	<b>3/8</b>	<b>2/8</b>	<b>0/8</b>
<p>Sony Ericsson reports its total GHG emissions as 143,134,582 kg CO<sub>2</sub>e (Scope 1,2 &amp; 3, including business travel and logistics). Calculations are done according to the GHG Protocol. See p. 8 <b>Sustainability Report 2010</b>.</p> <p>p. 15 is about certification, however, a certificate for its GHG emissions is not provided. <b>More information.</b></p> <p>For more points Sony Ericsson needs to provide evidence of external verification and more background information and analysis on the source of its GHG emissions.</p>	<p>Sony Ericsson has absolute targets to reduce its total GHG emissions. <b>More information.</b></p> <p>By 2015 it aims to:</p> <ul style="list-style-type: none"> <li>- reduce emissions from the full life cycle of its products by 15%;</li> <li>- reduce emissions from its internal activities by 20%. Both targets are based on 2008 levels.</li> </ul> <p>Its 2010 <b>GHG emissions</b> compare to 175,378,384 kg CO<sub>2</sub>e in 2009, a reduction of 18%; emissions have reduced 43% since 2008. The biggest reductions have been in emissions from logistics; when this isn't taken into account the reduction is by 15% since 2008. However, Sony Ericsson is also restructuring and downsizing.</p> <p>Also see p. 8 <b>Sustainability Report 2010</b>.</p> <p>Sony Ericsson 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.</p>	<p>Sony Ericsson states that it "purchases renewable energy from certified sources and currently over 31% (previously 30% in 2009) of all electricity purchased by the company globally (this includes Sony Ericsson's office sites and manufacturing facility) has been certified by the Swedish Society for Nature Conservation. This marks an increase from 29% in 2009.</p> <p>See p. 8 <b>Sustainability Report 2010</b>.</p> <p>In Sweden all the electricity used by Sony Ericsson comes from renewable sources such as solar, wind and hydropower, and represents about 53% (previously 40% in 2009) of the total electricity used in all Sony Ericsson's office sites.</p> <p>It also put a heavy emphasis on reducing energy use when building a new office in Lund, including forced air cooling, efficient heat recycling and efficient lighting.</p> <p><b>More information.</b></p> <p>Sony Ericsson is working with ways of increasing its use of renewable energy.</p>	<p>Sony Ericsson states that "to continue our support for a comprehensive United Nations framework for tackling climate change, we have signed the Copenhagen Communiqué." <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>5/5</b>	<b>4/5</b>	<b>1/3</b>	<b>0/3</b>
<p>All phones sold globally since 2003 have chargers that meet the EU voluntary CoC for power supplies. GreenHeart™ chargers (EP-300, EP-310 and EP-800) comply with both the Energy Star level V and have a no-load power consumption ≤30mW.</p> <p><b>More information.</b></p> <p>Sony Ericsson also provides <b>advice</b> on the efficient use of energy for their mobile phones.</p> <p>It aims to reduce emissions from the full life cycle of its products by 15% by 2015.</p> <p><b>More information.</b></p>	<p>All new SE products have been PVC-free since 2007 and its whole range has been PVC free since 2009. SE also reports that BFRs will not be present in newly developed products from 2010; at present, products are nearly free from all halogenated (brominated and chlorinated) flame retardants. All SE products are also free from beryllium, antimony trioxide and the phthalates DEHP, DBP, BBP, DINP, DIDP and DNOP.</p> <p>SE met its commitments to phase out these substance.</p> <p>SE continues to use antimony for varistors and this use is exempted from its phase out plan until alternatives have been identified. It also aims to phase out all phthalates from its products. <b>More information.</b></p> <p>Environmental product declarations for phones <b>here</b>, <b>here</b> and <b>here</b></p> <p>See <b>procedures</b> for monitoring and controlling substances in products.</p> <p>SE's List of <b>Banned &amp; Restricted Substances</b>.</p>	<p>SE gives examples of several phones that contain ≥ 50 % post-consumer recycled plastics; the C901 GreenHeart™, Naite™, Elm™, Hazel™ and Cedar™. Aspen™ contains about 30 % post-consumer recycled plastics and other GreenHeart™ smartphones contain 50-70 % of post-consumer recycled plastics in the back covers. More than 50 % of the hard plastic parts in the MH300 headset are made of recycled plastics. <b>More information.</b></p> <p>To score more points, SE needs to use recycled plastics across all its products and report the amount of recycled plastic sourced as a % of all plastics used.</p>	<p>SE does not summarise information on its warranties and availability of replacement parts on its website. An example of a Limited Warranty will last for a period of two years for a mobile phone, and for a period of one year for accessories (such as the battery, charger or handsfree kit).</p> <p><b>More information.</b></p> <p>Sony Ericsson is supporting the industry's adoption of a standardised charger interface and aims to introduce chargers and phones with this interface well ahead of the planned timeline. However, these should already have been implemented. <b>More information.</b></p> <p>Sony Ericsson 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	5/5	0/3	1/5	4/8
<p>SE assesses the emissions from all stages of the lifecycle of its products and aims to reduce the carbon emissions from the full lifecycle of its products by 15% in 2015, based on 2008 levels. The total CO<sub>2</sub> emissions from the full lifecycle of a W890 are 24kg; 56% of this comes from component manufacture and 8% comes from the extract of raw material.</p> <p>A formal critical review found that the Sony Ericsson W890 life cycle analysis was excellent and in full compliance with the ISO 14040 series standards.</p> <p>See p. 9 <b>Sustainability Report 2010</b>.</p> <p><b>Also see Product life cycle.</b></p> <p>Supplier Environmental Requirements state that "the Supplier shall also take into account the following recommendations: 1. Minimize energy consumption during production and development.</p> <p><b>More information.</b></p> <p>For more points Sony Ericsson needs to report total GHG emissions from its supply chain and set out a plan for reduction in supply chain emissions.</p>	<p>Sony Ericsson supports the Precautionary Principle as defined by the Rio Declaration and is implementing it.</p> <p><b>More information.</b></p> <p>It also states that, "alongside other global technology brands, (it) joined forces with an alliance of public interest organizations including ChemSec, Clean Production Action and the European Environmental Bureau to persuade the European Parliament to ban the use of hazardous substances in consumer electronics from 2015 onwards." SE supported the inclusion of BFRs and PVC in the revision of the RoHS Directive, together with a relevant exemption process as well as an improved methodology for further substance restrictions.</p> <p>SE also works with suppliers to prevent use of hazardous substances and to ensure that emissions to air, soil and water are minimized and do not have a negative impact on the environment. Its requirements are clearly articulated to its first tier suppliers, so that they and their suppliers systematically prohibit use of hazardous substances.</p> <p>See p. 12 <b>Sustainability Report 2010</b>.</p> <p>SE's List of <b>Banned &amp; Restricted Substances</b>.</p>	<p>Sony Ericsson describes the attributes of a GreenHeart product, for example replacing paper manuals with an electronic version in the phone, saving 350 tonnes of paper (equal to 13,000 trees and 75,000 cubic metres of water). Phones are packed in smaller, lighter boxes, saving on emissions from transport and preserving natural resources. Boxes are made of 100% paper with a minimum 35% recycled material (for 2011). Sony Ericsson traces the source of virgin paper material.</p> <p><b>More information.</b></p> <p>Sony Ericsson 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>SE is in the EICC Extractives Working Group. It has begun tracing but it has not published or publicly mapped smelters or suppliers, as several companies have already done.</p> <p>SE is a member of the EICC Extractives Working Group. It reports that it "does not accept components containing metals "where child labour, violation of the basic human rights and/or illegal activities are taking place in any step of the value chain. Our suppliers have verified that they do not utilize such sources."</p> <p><b>More information.</b></p> <p>However, in the absence of a specific company supply chain audit policy on conflict minerals, it is unclear how such verification is obtained. We would welcome proof of such verification.</p> <p>SE did not sign up to the Public Private Alliance; it has not made statements on the need for a multi-stakeholder certification process or publicly committed to implement the OECD due diligence guidelines. SE did not issue a statement against the Chamber of Commerce lawsuit or join the multi-stakeholder submission to the SEC on conflict minerals. SE did not participate in the OECD due diligence drafting; it has refused calls on conflict minerals with US NGOs but has engaged some European groups on conflict minerals.</p>	<p>In autumn 2008, Sony Ericsson introduced the Global Environmental Warranty, which guarantees that all phones brought to SE collection points will be recycled in a responsible way. SE has been setting up collection schemes for the recycling of its used products and currently has around 500 collection points in 8 countries. It is expanding this coverage with, for example, postage paid collection in the U.S. Unfortunately, SE doesn't specify which 8 countries these are, so it's difficult to assess whether SE's programme is expanding to non-OECD countries. Countries mentioned on a previous web-page were: Taiwan, China, Thailand, Singapore, Malaysia, Philippines, New Zealand, India, Australia, Israel, USA and Canada.</p> <p><b>More information.</b></p> <p>SE also supports and directs users to industry, municipality and privately owned recycling schemes in another 28 countries.</p> <p>See p.10 <b>Sustainability Report 2010</b>.</p> <p>Information on local collection points is provided via the support page for each phone, according to your country. However, it's difficult to assess the quality of the information as this is only accessed from within the country concerned.</p> <p><b>More information.</b></p> <p>SE states that in 2010 about 1.5 million phones were recycled in its own systems (approximately 3% of the total number of Sony Ericsson phones sold in 2010) and it aims to increase that number in coming years. In addition, SE finances the collection and recycling of its products through electronic waste recycling systems in 15 countries.</p> <p><b>More information.</b></p> <p>SE states that it is working hard to address the challenge of measuring the quantities of phones collected and recycled in systems other than their own. See p.10 <b>Sustainability Report 2010</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.