



TOSHIBA, = 13th position, 2.8/10

Toshiba scores 2.8 points and takes joint 13th place, together with LGE. It also benefits from having its two penalty points lifted, which were imposed for backtracking on its commitment for all new consumer electronics products to be free of PVC vinyl plastic and brominated flame retardants (BFRs) by 1 April 2010 and for misleading its customers and Greenpeace by not admitting that it would not meet its public commitment. It released a PC in March 2011 which is PVC and BFR free. It has also made a new commitment to phase out PVC, BFRs, antimony and compounds, beryllium and compounds and phthalates by FY2015 from ALL its consumer products; the timeline is unreasonable, however, the fact that it covers all products and a range of hazardous substances is welcome. It also scores poorly on other **Products** criteria; it provides some information on extending product life but does not publish information on its warranties and availability of spare parts. The quantities of recycled plastics it uses have also gone down. It needs to report on the percentage of its products that meet and exceed Energy Star standards for each product range. However, it risks a **penalty point** 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.

It scores least points on **Energy**; although it has reduced its emissions of CO₂ in line with its previous targets and aims to keep CO₂ emissions below 60 percent of the FY1990 level, the presentation of these objectives is confusing and difficult to compare with the need to reduce its GHG emissions by at least 30 percent by 2015 for its own operations. Toshiba gives some examples of energy efficiency measures and use of renewable energy but does not have a clean energy strategy; it aims to use renewable energy for a wider range of its operations and needs to set a target to dramatically increase renewable electricity use by 2020. It reports its greenhouse gas (GHG) emissions for its operations, but not for business travel and does not provide external verification for this data.

Toshiba scores much better on Sustainable **Operations**, particularly on the e-waste criteria, as it provides data on its global recycling rates for TVs and PCs, together with a detailed breakdown; it still needs to expand its take-back programme to non-OECD countries for its TVs. On conflict minerals, Toshiba has done supplier surveys and begun tracing but has not yet publicly mapped its smelters and suppliers. It has a detailed chemicals management programme which is based on the precautionary principle. Toshiba estimates GHG emissions from each stage of a product's lifecycle for its whole range of products, but does not provide an overall total for supply chain emissions. It fails to score on paper sourcing as it does not have a paper procurement policy which excludes suppliers that are involved in deforestation and illegal logging.

TOSHIBA 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				

TOSHIBA Detailed Scoring

Energy

Disclose own operational GHG emissions	GHG emissions reductions and targets	Clean Electricity Plan (CEP)	Clean Energy Policy Advocacy
1/3	1/8	1/8	0/8
<p>Toshiba reports its production related GHG emissions (Scope 1 & 2) in 2009 as 2.49 million tons CO₂; emissions of other GHGs were 530,000 tons.</p> <p>Toshiba also reports on its scope 3 emissions for product logistics (58,000 tons CO₂) but not for business travel.</p> <p>Verification of the data is also provided by Bureau Veritas, however, Toshiba scores only one point as verification is for the whole Environment Report, not specifically the GHG emissions, which should be verified to the GHG Protocol ISO standard. However, Toshiba does provide background information and analysis on the source of its GHG emissions.</p> <p>p.19, 20 & 69, Environmental Report 2010.</p> <p>For more points Toshiba needs to provide external verification specifically for its GHG emissions and report on its business travel.</p>	<p>Toshiba states that it aims to keep CO₂ emissions below 60% of the FY1990 level. See p.6, CSR Report 2011.</p> <p>In FY2009, the Group reduced energy-derived CO₂ emissions by 7.1% over a year earlier and the overall CO₂ emissions per unit production by 47%, achieving the goals for the fiscal year.</p> <p>Toshiba's aim was to reduce energy-derived CO₂ emissions (per production unit) by 45% compared to the 1990 level by FY2010 and by 47% compared to the 1990 level by FY2012.</p> <p>p.19 & 20 Environmental Report 2010.</p> <p>Toshiba previously aimed to stop increasing emissions by FY2012. It planned to control the absolute reduction at a level of 1.96 million tons by FY2012, to have emissions peak at 70% less than the FY1990 level, and decrease them by a further 10% by 2025. The plan to keep emissions below 60% of the FY1990 level is less ambitious.</p> <p>More information.</p> <p>Toshiba needs to set ambitious targets and aim to reduce its own GHG emissions by at least 30% by 2015 for its operations and dramatically increase renewable electricity use by 2020.</p>	<p>Semiconductor operations accounted for about half of total energy-derived CO₂ emissions, and social infrastructure and liquid crystal display operations represented 21% and 11%, respectively. Toshiba aims to step up its initiatives to reduce energy derived CO₂ emissions mainly in the semiconductor unit, which is expected to see its energy-derived CO₂ emissions grow in the future. These will include using high-efficiency chillers and air-conditioning systems, as well as inverter-controlled compressors and other instruments, effectively utilizing waste heat from factories, installing LED lighting, and introducing renewable energy.</p> <p>In FY2009, the Group used 23,020 MWh's worth of renewable energy. 70% of power consumption for the Toshiba Europe office building is from renewable energy. In addition, Toshiba Corp. has used a green power system since January 2005 and has since entered into an agreement to purchase two million kilowatts of electricity under a green power certificate annually. Toshiba aims to use renewable energy for a wider range of its operations, but has not set a target.</p> <p>p.19 & 20, Environmental Report 2010.</p> <p>In Poland TTCE (Toshiba Television Central Europe) completely switched to renewable energy (i.e. hydroelectric power) for its total annual consumption of approximately 3 million kWh of electricity.</p> <p>More information.</p>	<p>Toshiba refers to the Japanese government's goal of reducing greenhouse gas emissions by 25% compared to 1990 levels by 2020, but does not specifically state that it supports this. More information.</p>

Greener Products

Product Energy Efficiency	Avoidance of Hazardous Substances in Products	Use of Recycled Plastic in Products	Product Life-Cycle
2/5	1/5	0/3	1/3
<p>Toshiba reports that all note PCs developed since 2009 (as of September, 2010) comply with ENERGY STAR Version 5.0 for all configurations (except no-OS models). No information is provided on the percentage that exceed the standard by 50% or more. It is not clear if this is Toshiba's entire PC range.</p> <p>Most note PCs are equipped with Toshiba's Eco Utility Program, which helps and encourages users to save power; energy saved is displayed as the value of CO₂ reduction. More information.</p> <p>Toshiba also refers to its 'power peak shift' technology for PCs and TVs, which detects peak electricity periods and automatically shifts to battery power. More information.</p> <p>Up to date information on Energy Star compliance of its TVs is not reported. Previously, Toshiba reported that 23 LCD TV models were compliant with the latest Energy Star 4.1 standard. However, this was not expressed as a percentage of all models. More information.</p> <p>For more points Toshiba needs to report on the percentage of its products that meet and exceed ES standards for each product range. However, Toshiba 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.</p>	<p>In March 2011 Toshiba released a PC which is 100% PVC and BFR free, the Tecra A11-EV1, on the US market. Other models that have a PVC-free main body and have no BFRs in the case and all plastic parts weighing 10g or more are the Portege R600, R700, R830, the Libretto W100 and the Tecra R840/850. More information.</p> <p>Toshiba has confirmed to Greenpeace that in November 2009, it launched a TV (model 55X1), which has no BFRs in the cabinet and no PVC/BFRs in the main control circuit board. Also, halogen-free hard disk drive.</p> <p>Toshiba has a new commitment to phase out PVC, BFRs, antimony and compounds, beryllium and compounds and phthalates by FY2015 from ALL its consumer products, if alternatives are available. Previously, Toshiba had a commitment to phase out PVC and BFRs from all its products – not only from their notebook PCs and mobiles - with a timeline of FY 2009; although it now has a PVC/BFR free PC it did not meet this commitment for all products. Toshiba also had a commitment to replace phthalates, beryllium and compounds and antimony and compounds by 2012 in all its consumer electronic products, if alternatives are available. More information.</p> <p>Toshiba outlines its plan for introducing BFR. The timeline of 2015 in Toshiba's new commitment is unreasonable, however, the fact that it covers all products and a range of hazardous substances is welcome. Toshiba will be rewarded with more points in future versions of the Guide, as more products come onto the market in line with its new objectives.</p>	<p>In FY2009, a total of about 800 tons of post-consumer recycled plastic materials were used for the base plates of washing machines, multifunctional peripherals (MFP), TVs, air conditioners, notebook PCs and other products. Toshiba will use recycled materials for a wider range of products in the future. This compares to about 1,100 tons of recycled plastic in FY2008.</p> <p>More information.</p> <p>Toshiba has a guideline for every note PC to use recycled plastic.</p> <p>Toshiba previously referred to its plans to increase the ratio of recycled plastics to up to 25% of total plastics use as part of its next voluntary plan, which will be after FY 2012. However, this is no longer mentioned. More information.</p> <p>Example of recycled plastic parts used in PC case.</p>	<p>Toshiba has informed Greenpeace that the basic warranty period for PCs is 1 to 2 years, with an extended warranty of 3 to 5 years as an option, which it believes surpasses the industry standard, however, this information is not available publicly.</p> <p>Examples of lengthening product life, which contributes to reduction of additional use of materials are also given, such as</p> <ul style="list-style-type: none"> -Protection of Hard Disc Drives from accidental shock -Honeycombed rib structure for PC case -Adoption of SSD (Solid State Drive) <p>More information.</p> <p>Examples for TVs are: (Japanese)</p> <ul style="list-style-type: none"> -Use of LED back light -Safety against overturning (breakdown) features - software to enable linkage between several products -Digital terrestrial tuners for analog TVs <p>Toshiba needs to publicly disclose the length of warranty and spare parts availability for its main product lines for more points. 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	3/5	0/3	2/5	5/8
<p>Toshiba estimates GHG emissions from each stage of a product's lifecycle by using "Easy-LCA", developed by Toshiba in accordance with ISO 14040 and ISO14044. The LCA is performed at procurement, manufacturing, distribution, consumption and waste treatment.</p> <p>Toshiba presents the percentages of CO₂ emissions generated at different stages of the life cycle of Toshiba Group's products. Examples are also given of reducing energy use at certain points of the life cycle for various products; for manufacturing, the example of semiconductors is given. To keep these points, total quantities of CO₂ emissions associated with each life cycle stage need to be provided.</p> <p>More information. Also see p.33 Environmental Report 2010.</p>	<p>Support for the precautionary principle on Toshiba's global corporate site refers to taking action on toxic chemicals regardless of lack of full scientific certainty. However, Toshiba 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. More information. For PC Division, see Commitment #5.</p> <p>Toshiba has Green Procurement Guidelines for suppliers and ranks suppliers. For prohibited substances there is "no intentional use" which excludes their use in production processes. See pdf file.</p> <p>For Toshiba's PC and Network Company, see updated guidelines. Guidelines for Green Procurement v.08.02.</p>	<p>Toshiba has a policy on biodiversity which states: "We will promote initiatives for the conservation of biodiversity in supply chains, including the mining of resources." More information.</p> <p>Toshiba has internal guidelines for the use of FSC paper, for the printing of its CSR report for example.</p> <p>Toshiba Group is also increasing the amount of recycled paper that it uses and reducing the amount of paper used.</p> <p>Toshiba 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>Toshiba has expressed its support for the use of conflict-free minerals on its website. More information.</p> <p>Toshiba has done supplier surveys and joined the EICC in June 2011 but it needs to be 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.</p> <p>Toshiba 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.</p> <p>Toshiba did not issue a statement against the Chamber of Commerce lawsuit or join the multi-stakeholder submission to the SEC on conflict minerals. Toshiba did not participate in the OECD due diligence drafting, but has begun engaging Japanese NGOs and companies on conflict minerals.</p>	<p>Voluntary take-back of PCs covering 80% of PC sales is provided in Canada, South Korea, Australia, New Zealand, China, Singapore, Thailand, the Philippines, Vietnam, Malaysia, Indonesia and India. Toshiba's recycling programs don't include other Toshiba products like TVs, which are so problematic at end-of-life. For more points Toshiba needs to expand its TV take-back programme to non-OECD countries. More information.</p> <p>Toshiba provides recycling of computers, tablets, TVs and video & electronics and is part of US recycling joint venture MRM. More information here and here.</p> <p>Comprehensive information to customers on the take-back of used PCs.</p> <p>See for example, India.</p> <p>Toshiba provides detailed data on its recycling: in FY2009, in Japan and abroad, Toshiba Group collected about 128,000 tons of end-of-life products, of which it recycled about 99,500 tons. The weight of end-of-life products recycled increased by 217%, exceeding the FY2009 goal.</p> <p>Toshiba reports its ratio of "recycling weight to the sales weight" for "accumulated" products (including TVs, PCs and 3 types of home appliances) based on 2001 sales. For 2010, the recycling rate is 14.4%. Toshiba provides separate global recycling rates for TVs (52.0% in 2010) and PCs (18.2% in 2010 - down from 20.2% in 2009) based on sales 10 and 7 years ago, respectively. Toshiba needs to clarify how it calculates EU recycling rates. More 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,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.