

RIM continues to score low in the Greenpeace Guide to Greener Electronic, with 2.0 points. It remains in the 16th and lowest position of the companies evaluated.

RIM scores poorly on the **Energy** criteria. The company does receive points for basic disclosure of its greenhouse gas (GHG) emissions for its operations and business travel to the Carbon Disclosure Project, but without externally verified data, it fails to score additional points. RIM lacks both a comprehensive clean electricity plan and a target to increase renewable energy. The company must also set ambitious targets to reduce its own GHG emissions by at least 30% by 2015 for its operations, and use 100% renewable electricity by 2020. It currently has no target.

RIM's **Products** score increased in this edition, as it made significant progress in its products' energy efficiency. All of RIM's chargers meet or exceed Energy Star standards and achieve Level V for International Energy Efficiency Mark. The company also provides energy saving advice. RIM states all smartphones are free of brominated and chlorinate substances and aims to eliminate polyvinyl chloride plastic (PVC) and brominated flame retardants (BFRs) from all new products, although there is currently no timeline. RIM fails to score on the use of post-consumer recycled plastics and life cycle criteria.

RIM scores most points on **Sustainable Operations**, and is one of the better scorers on conflict minerals. RIM surveys its suppliers on their sourcing, and has joined efforts to provide conflict-free minerals from the Democratic Republic of Congo (DRC). The company's paper procurement policy aims to source its fibre from sustainably managed forests, and specifically excludes suppliers who engage in illegal logging or source from countries that have been engaged in systemic illegal logging. For a higher score, RIM needs to also exclude suppliers who are involved in deforestation. RIM has slightly expanded its take-back programme for e-waste to outside the US. The company continues to score points for adopting a Restricted Substances List as a part of its chemicals management.

		ZERO	LOW	MEDIUM	HIGH
ENERGY	Disclose and set targets for operational GHG emissions and RE supply				
	Disclose and set targets for supply chain GHG emissions and RE supply				
	Clean Electricity Plan (CEP)				
	Clean Energy Policy Advocacy				
PRODUCTS	Product energy efficiency				
	Avoidance of hazardous substances in products				
	Use of recycled plastic in products				
	Product life cycle				
OPERATIONS	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 there are no EPR laws				

Energy		2/32
<p>Disclose and set targets for operational GHG emissions and RE supply</p>	<p>RIM reports its GHG emissions to the CDP for 2011 as 14572 metric tonnes CO₂-e for Scope 1 and 79039 metric tonnes CO₂-e for Scope 2 (compared to 9313 for Scope 1 and 27620 for Scope 2 in their base year of 2008). The intensity of emissions has also increased by 9.3% compared to 2011. Scope 3 emissions for business travel are reported as 35644 metric tonnes CO₂-e. The data is not verified or assured. See CDP, search RIM – registration required. See questions 8.1 – 8.3a, 8.7, 13.2 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 and states (3.1e): “RIM is in the process of developing emissions tracking and data management processes. The GHG assessment of RIM operations is used as an internal benchmark of its operations so it can measure GHG improvements and changes from year to year. Recommendations for reduction targets are expected to be established as a result of these processes”.</p> <p>RIM states on its website that “it is working to develop GHG reduction targets as a result of the ISO 14001 utility management programme. RIM is working to develop GHG emission reduction targets as a result of the ISO 14001 utility management programme. 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.</p>	1/8
<p>Disclose and set targets for supply chain GHG emissions and RE supply</p>	<p>RIM states that it “is participating in the EICC’s carbon reporting system. Through this system we will survey many of our direct suppliers of materials, which will give us insight into the carbon emissions associated with RIM’s supply chain. It will help us to identify areas for improvement and opportunities to work with suppliers on projects to reduce carbon emissions. It will also help to raise awareness within our supply chain of the impact of carbon emissions on the environment and the benefits that can be gained through reduction programmes”.</p> <p>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.</p> <p>RIM has also conducted life cycle analysis on two of its products, the Blackberry Torch 9810 and the “Playbook” Tablet and identified that about half of the GHG emissions over the lifecycle of these products were from manufacturing.</p>	1/8
<p>Clean Electricity Plan (CEP)</p>	<p>RIM gives details of REC certificates it has retired (11.2, 11.2a) and states (5.1b): “In order to limit the absolute growth and decrease the intensity of GHG emissions, RIM is actively engaged in initiatives to increase the energy efficiency of our products, data centres and buildings. RIM has also established a number of internal committees to review our energy usage and emissions. RIM needs to develop these initial steps into a Clean Electricity Plan, while not relying on REC certificates as a cornerstone of a GHG mitigation plan.</p> <p>See CDP, search RIM – registration required. See 3.1a – 3.3a.</p>	0/8
<p>Clean Energy Policy Advocacy</p>	<p>RIM reports to the CDP that it engages with policy makers on climate change, climate change mitigation, and adaptation, and that it “works with leading organisations to promote sustainability”. The company has not offered examples of climate advocacy.</p>	0/8

Greener Products		5/16
Product energy efficiency	<p>RIM states that all of its chargers meet or exceed the Energy Star requirements and achieve a level V rating under the International Energy Efficiency Mark.</p> <p>RIM provides power saving advice.</p> <p>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.</p>	4/5
Avoidance of hazardous substances in products	<p>Definitely some progress here – all smartphones now halogen free (but not certified to the industry standard by the looks of it. Its unclear if there's a timeline for PVC/BFR phase out (only for industry certification of homogenous materials?), could ask clarification on this. Could give maybe 2 points to encourage & for the smartphones.</p> <p>RIM states that currently all of its Blackberry smartphones are free from brominated and chlorinated substances down to 0.1%, including PVC, BFRs and chlorinated flame retardants; by the end of 2013 RIM aims to be reduce the use of all homogenous materials in all new products, consistent with the JEDEC industry standard on halogen-free. RIM states that it is working to find responsible alternatives to PVC and BFRs in all new products, but it is not clear if the timeline for this is 2013.</p> <p>Beryllium has been banned from all new products and accessories since December 2011 and a number of phthalates have also been eliminated from all blackberry products and accessories. It does not refer to the status of antimony and its compounds.</p> <p>RIM provides a Restricted Substances List that lists four phthalates as "mandatory"; antimony and compounds is listed as "reportable", along with other phthalates, beryllium, PVC and BFRs other than PBBs or PBDEs.</p> <p>RIM needs to set timelines to phase out the use of these substances in all of its products.</p>	1/5
Use of recycled plastic in products	<p>No new information.</p> <p>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.</p>	0/3
Product life cycle	<p>The latest operating system introduced two new ways to maximise battery life; the Blackberry Application Resource Monitor is designed to help extend battery life on smartphones by closing applications that are using intensive resources; the Battery Saving Mode extends remaining battery by automatically adjusting battery settings.</p> <p>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.</p> <p>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>	0/3

Sustainable Operations		7/21
Chemicals management and advocacy	<p>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.</p> <p>RIM states that “it is upgrading its internal substance management system which will enhance our ability to track what goes into our Blackberry smartphones”.</p>	1/5
Policy and practice on sustainable sourcing of fibres for paper	<p>RIM has a 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.</p> <p>RIM outlines the measures it’s taking to reduce the volume of its packaging. RIM provides data on the amount of paper it recycles.</p> <p>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. Apple 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>	1/3
Policy and practice on avoidance of conflict materials	<p>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.</p> <p>In early 2012, RIM sent a request to more than 170 direct suppliers of materials to provide information regarding their mineral sourcing policy. In fiscal 2012 RIM joined the “Solutions for Hope” project which aims to create a process to deliver conflict free tantalum from the DRC in accordance with OECD due diligence. RIM published a “Responsible Minerals Policy” in December 2011.</p> <p>RIM is active in the EICC conflict-free smelter programme 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.</p> <p>It participated in the OECD due diligence drafting and has actively reached out to NGOs.</p>	4/5
Provides effective voluntary take-back where there are no EPR laws	<p>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.</p> <p>RIM now has a BlackBerry Trade-up programme, where customers can mail back their used devices and receive credit on a new smartphone. Devices returned in good condition are refurbished. The programme is currently available in the US, Canada, Mexico, the UK, Germany, Australia, the Philippines, Indonesia and the Cayman Islands. Efforts are ongoing to include more countries.</p> <p>RIM also participates in the Rechargeable Battery Recycling Corporation’s (RBRC) Call2RecycleR for customers located in Canada and the US and the Recycle My Cell programme, which raises awareness of where customers in Canada can drop off mobile devices to be recycled.</p> <p>RIM 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.</p>	1/8