



SONY
8th position, 4.1/10

Sony moves up to 8th position, with 4.1 points. Sony was a top scorer in last year's Greenpeace Guide to Greener Electronics; it has lost significant points for not continuing its energy policy advocacy work for tougher greenhouse gas (GHG) reduction targets.

On other **Energy** criteria, Sony gets maximum points for third-party verified disclosure of its reducing GHG emissions, and for its progress reducing them. Sony aims to reduce GHG emissions by an absolute value of 30% from the fiscal year 2000 level by 2015. Having already met this goal, it should now set a secondary goal. Sony has not set a target for renewable energy use. Sony's strategy for reducing GHG emissions includes energy efficiency and increasing its use of renewable energy, which currently accounts for 10% of the total amount of electricity that Sony purchases globally each year.

On **Products**, Sony receives top marks for energy efficiency, with all of its TVs meeting or exceeding the latest Energy Star standards. The company uses approximately 8,500 tonnes of post-consumer recycled plastic annually, and has a goal to "reduce utilisation ratio of virgin oil-based plastics in products by 5% from the fiscal 2008 level" by 2015. Sony fails to 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's performance on **Sustainable Operations** has improved since last year. Sony escapes a penalty point for instituting a global paper procurement policy, citing the importance of forest conservation in purchasing decisions. Sony should immediately and publicly commit to stop sourcing any paper or packaging from Asia Pulp and Paper. Sony 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. Sony bases its chemicals management on the precautionary principle, but its programme does not fully implement the principle in practice. Sony's inheritance of Sony Ericsson's mobile recycling programme greatly improves its take-back programme. Sony reports on its compliance with India's new e-waste rule, and provides data on the quantities of e-waste collected.

		ZERO	LOW	MEDIUM	HIGH
ENERGY	Disclose and set targets for operational GHG emissions and RE supply			YELLOW	
	Disclose and set targets for supply chain GHG emissions and RE supply		ORANGE		
	Clean Electricity Plan (CEP)			YELLOW	
	Clean Energy Policy Advocacy		ORANGE		
PRODUCTS	Product energy efficiency				GREEN
	Avoidance of hazardous substances in products		ORANGE		
	Use of recycled plastic in products		ORANGE		
	Product life cycle	RED			
OPERATIONS	Chemicals management and advocacy		ORANGE		
	Policy and practice on sustainable sourcing of fibres for paper		ORANGE		
	Policy and practice on avoidance of conflict minerals			YELLOW	
	Provides effective voluntary take-back where there are no EPR laws		ORANGE		

Energy		12/32
Disclose and set targets for operational GHG emissions and RE supply	<p>Sony discloses total GHG emissions for FY2011 from its own operations (scope 1 & 2) as 1,500,918 tons CO₂-e. Scope 3 emissions from business travel are disclosed as 93,000 CO₂-e. Sony also provides data on Scope 3 GHG emissions from the electricity consumed during product use (22,970,000t-CO₂) and emissions from product shipment (468,000t-CO₂). Sony provides background information and analysis on the source of its GHG emissions and gives details of emissions in each year from FY2000. More information. Verification is provided by Bureau Veritas.</p> <p>Sony has set itself the objective of a “zero environmental footprint” by 2050. To achieve this long-term goal, it has specified targets for 2015.</p> <p>It aims to reduce GHG emissions by an absolute value of 30% from the fiscal 2000 level and GHG emission are down by 32% in FY2011. It also aims to reduce CO₂ emissions from logistics by 14% from the fiscal 2008 level – emissions are down 22% in FY2011. More information.</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. More information.</p>	4/8
Disclose and set targets for supply chain GHG emissions and RE supply	<p>Sony estimates the quantity of GHG emissions from its main OEM/ODM suppliers in fiscal year 2010 (calculated in fiscal year 2011) at approximately 1.23 million tons. In future it aims to include other suppliers and examine the methods it uses to ascertain greenhouse GHG emissions throughout its supply chain.</p> <p>Sony outlines its targets in its Green Management Plan (2015) for Procurement are to: (1) Establish a mechanism for determining suppliers’ greenhouse gas emissions; and (2) Contribute to the development of a common industry-wide reporting format, and reports that it “essentially completed the establishment of a mechanism for collecting data from our principal OEM/ODM*1 suppliers”. More information.</p> <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). More information.</p>	3/8
Clean Electricity Plan (CEP)	<p>One of Sony’s climate change targets to achieve a “zero environmental footprint” and it states that: “In seeking to lower energy consumption at sites, Sony is prioritising efforts to improve energy efficiency and cut emissions of greenhouse gases used and is thus focusing on the use of renewable energy.” More information.</p> <p>Sony reports that approximately 10% of the total amount of electricity that it purchases worldwide each year is renewable energy (a reduction in CO₂ emissions of approximately 123,000 tons). This is made up of Green Power Certificates and solar power generation systems. In Japan, Sony is the largest purchaser of both Green Power Certificates, equivalent to around 3.45% of the Group’s total power use in Japan and Green Heat certificates from biomass heat production. Sony gives details of all of its Green Power contracts in Japan.</p> <p>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. 74% of the electricity consumed at Sony Electronics sites in the US is offset by certified renewable energy. Renewable energy is also used by other Sony Group companies in the US.</p> <p>Sony sites around the world implement a variety of measures aimed at increasing the efficiency of energy used in their various operations; examples of energy efficiency measures that have been take in Malaysia and China are given. More information.</p>	4/8
Clean Energy Policy Advocacy	<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. More information.</p> <p>Sony is also a member of the World Wildlife Fund’s (WWF) Climate Savers programme, working to establish ambitious targets to voluntarily reduce CO₂ emissions. 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. More information.</p>	1/8

Greener Products		7/16
Product energy efficiency	<p>Sony states that it actively promotes the meeting of Energy Star standards. 100% of new models of PCs (14 series) launched in FY2011 comply with Energy Star 5.2 requirements; of those models, 6 series (approximately 42%) exceeded the 5.2 requirements by a margin of 50% or more. In addition, all new AC adapters sold from FY 2009 have achieved Level V rating described in International Efficiency Marking Protocol for External Power Supplies. 77% of models launched in the US and Canada in 2012 comply with Energy Star 5.3, while 100% of models achieved the sleep mode power consumption requirements by a margin of 50% or more. Sony describes its energy management tools for TVs and for PCs. Sony aims to reduce annual per-product energy consumption by 30% from the fiscal 2008 level; emissions are down 32% in FY2011. More information.</p>	5/5
Avoidance of hazardous substances in products	<p>As of March 2012, Sony has phased out the use of PVC (defined as “packaging materials, casings, sheets/laminates of speaker housings, contactless IC cards and carrying bags/cases for products”) 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. Information on Sony Mobile Communications AB is based on Sony Ericsson’s 2011 sustainability report (reporting period: January 1 - December 31, 2011: all SE products are PVC and BFR free). For Xperia series mobile phones and accessories, PVC has been eliminated for plastic components. For other products, PVC has been eliminated for casings and cables for internal wiring (excluding accessories). BFR has been eliminated for PWBs, casings and cables in Xperia mobile phones. For other products, BFR has been eliminated for casings and main PWBs of products (excluding accessories). More information. Further details on the phase out of hazardous substances in Sony Mobile Communications (formerly Sony Ericsson) products are provided. Sony provides an extensive list of products (including model numbers) that are “PVC/BFR-free”, including personal computers, VAIO laptops,MP3 players, Walkman, and PSP (PlayStation Portable). More information. 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 Eleventh Edition of Standard SS-00259 for General Use (p9 & 10). Sony plans to ban the use of another BFR, HBCDD, in 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 plasticisers in cables and cords beginning in 2014, but not all phthalates are banned and the deadline is unreasonable. Sony has succeeded in eliminating 6 phthalates from Xperia series mobile phones and has eliminated the use of phthalates in the bodies of PSP units and AC adapters shipped to Europe. 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. More information. Sony has an 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. However, this phase out date is not reflected in its 11th SEC standard. More information.</p>	1/5
Use of recycled plastic in products	<p>Sony states that it actively introduces post-consumer recycled plastics into its products; post-consumer recycled plastic accounted for approximately 2.7% in FY2011. For more points, Sony should set short-term future goals and drive the percentage of post-consumer recycled plastic above 3%. For example, the KDL-32BX350 BRAVIA LCD television uses approximately 10% recycled plastics in the form of post-consumer styrene foam and beverage containers for parts such as its rear cover. The Sony Group currently uses more than 17,000 tons of recycled plastics annually in various products, including televisions, recording media, audio products, PCs and digital video cameras; 50% of this is post-consumer recycled plastics. Sony also has a goal to “reduce utilisation ratio of virgin oil-based plastics in products by 5% from the fiscal 2008 level” by 2015. It has developed a technology, SoRPlas, which is 99% recycled polycarbonate plastics (both post-consumer and post-industrial, for use in LCD TVs and in future, cameras and mobile phones. Sony’s use of virgin plastic in fiscal year 2011 was 2.4% lower than in fiscal year 2008, owing to the progress of efforts to expand the use of recycled plastics, particularly in televisions and cameras, as well as to the steadily expanding use of recycled plastics in other product categories. More information.</p>	1/3
Product life cycle	<p>Sony has design, manufacturing and parts related initiatives aimed at improving the quality, safety and long-term reliability of products. Sony has created institutional mechanisms to develop and manufacture products for long term use. More information. Sony provides details on innovations for extending product life, including battery care functions and software updates. Sony does not provide information on the average length of product warranties, apart from some information on a tourist limited warranty. 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>	0/3

Sustainable Operations		9/21
Chemicals management and advocacy	<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 does not provide any evidence of advocacy for strong chemicals legislation. It has not submitted case studies demonstrating the substitution of hazardous chemicals of concern to the Substitution Support Portal (Subsport). More information. Sony provides information in SS-00259 (11th edition, March 2012) 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. There is also inconsistency with its stated objectives for 2015 to "eliminate environment-related Substances to be Controlled which are of very high concern ... brominated flame retardants (BFRs) in certain specified applications". However, this phase out date and specific details about which applications it applies to are not reflected in its 11th SEC standard. More information here and here. Emissions and restrictions on hazardous substance use at its sites. Sony sites apply internal standards based on Japan's PRTR register. More information here and here.</p>	2/5
Policy and practice on sustainable sourcing of fibres for paper	<p>Sony states that it "recognises the impact of illegal logging on biodiversity and considers responsible procurement to be an important part of fulfilling its responsibility to society as a corporate citizen". Sony has formulated a paper and printed material purchasing policy covering the entire Sony Group to promote the environmentally conscious use of paper in order to ensure the efficient use of resources, including the conservation of forests and preservation of biodiversity. This policy is being implemented gradually worldwide. It includes the principle that "wood as raw material for paper shall be produced in compliance with the regulatory requirements of the country where the wood is logged". Priority of purchase is to be given to recycled paper or paper that is third party certified to be from wood under environmentally appropriate forest management. Sony is taking measures to reduce its use of paper: The volume of paper used in fiscal year 2011 was 11% below the fiscal year 2010 level. More information.</p>	1/3
Policy and practice on avoidance of conflict minerals	<p>Sony states that in August 2011, it "initiated a traceability of certain product categories using the EICC/GeSI and conflict minerals reporting template, as well as joint conflict-free smelter certification programmes, as part of its on-going development of systems and measures to implement its policy against conflict minerals". The EICC/GeSI's Smelter List includes part of minerals' smelters identified through Sony's traceability processes. Sony supports and contributes to industry initiatives such as the traceability project for tin launched in 2010 by ITRI, a tin industry organisation, to validate that the metals used in its products are not contributing to conflict and come from sustainable sources. Sony is participating in Stakeholder Engagement on Conflict Minerals and is promoting industry initiatives within the EICC and JEITA (Japan Electronics Information Technology industries Association) as part of its effort to address CSR issues relating to mineral procurement. 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. 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. 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>	3/5
Provides effective voluntary take-back where there are no EPR laws	<p>Sony began its first free-of-charge recycling programme in Latin America when it launched "Proyecto Ambiente," in Columbia in April 2011. The programme applies to audio and video equipment, televisions, cellular phones and all other Sony-branded products. Sony Mobile Communications has free-take back of its mobile phones in about several non-OECD countries where no legislation exists (Brazil, Columbia, India, Israel, Malaysia, Philippines, Singapore, Thailand, China, Taiwan, HK). Sony has a nationwide recycling programme in the US, together with WM Recycle America, the Green Glove Programme for returning TVs to retailers and the GreenFill initiative for recycling small electronics via retailers. It has launched a new website through which consumers may search for the optimal method of returning and recycling used electronics products (including non-Sony products). More information. In Canada, all Sony handheld products are accepted for recycling, and notebook PCs can be traded in, at its Sony Style stores across Canada. In 2011, locations were increased from 25 to 58 non-retail locations which accept all Sony products for recycling at no charge. More information. Sony reports on its compliance with India's new e-waste rule and provides data on the quantities of e-waste collected. The collection of used mobile phones is also being promoted by Sony Mobile Communications (formerly Sony Ericsson), that has operation collection in India since 2008 and has 5000 collection points. In fiscal 2009, Sony recovered 120,000 tons of end-of-life products, a decline from fiscal year 2010, attributable to the end of Japanese eco points scheme for the recycling of home appliances. Figures are 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 108% based on their average lifespan. But this figure is only for Japan and there is no differentiation for TVs and PCs. More information.</p>	3/8