



DELL Ranking = 5.3/10 - 1 = 4.3/10

Dell increases its score to 4.3, moving up to 10th position from 14th. Dell continues to be hampered by the penalty point imposed for backtracking on its commitment to eliminate PVC vinyl plastic and brominated flame retardants (BFRs) in all its products by the end of 2009.

Dell gains a point for supporting restrictions on PVC and BFRs in the revised EU RoHS Directive (Restriction of Hazardous Substances in electronics) and now needs to demonstrate proactive advocacy for full marks. However, it loses a point as its new commitment to eliminate PVC and BFRs by the end of 2011 is limited to computing products. On other chemicals criteria, the company earns points for putting on the market the G-Series Monitors, its first completely PVC and BFR-free products, although PVC and BFR-free cables are currently available only in North America, Japan, Europe/Middle East and Africa. In total it has 35 PVC/BFR reduced or PVC/BFR-free products, including two recently released laptops. Dell has also released a BFR/PVC-free mobile phone, the Mini 3i, which is sold only in China.

Dell also gains points on the energy criteria, being rewarded for providing verification for its 2009 greenhouse gas (GHG) emissions from global operations and for providing more information on the source of its renewable energy use, which makes up 26 percent of its global electricity use, up from 20 percent in 2008. It scores full marks for committing to reduce global absolute GHG emissions from its worldwide facilities by 40 percent by 2015, from a baseline year of 2007 and should be credited for reducing emissions from 2008 to 2009. On the energy efficiency of its products Dell reports that 59 percent of laptop models and 63 percent of desktop models are Energy Star 5.0-compliant. Almost all of Dell's desktops, workstations and laptops consume less than 5 watts in a low-power mode, exceeding current Energy Star efficiency requirements. It is encouraging that Dell is making continuous steps to improve the efficiency of its models. Dell still needs to specify the need for cuts in GHG emissions of at least 30 percent by industrialised countries and support the call for global emissions to peak by 2015.

Dell scores most poorly on waste. It no longer provides data on recycling rates based on past sales and continues to score no points on support for Individual Producer Responsibility (IPR) as it has failed to clarify its support for individual and not collective financial responsibility. It is rewarded for providing a relatively comprehensive take-back programme, for information to its customers on what to do with their discarded electronics and for reporting use of 1.1 million pounds (500 tonnes) of post-consumer recycled plastic in 2008.

DELL Overall Score

	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	GOOD (3+)
Precautionary Principle and support for revision of RoHS Directive.				
Chemicals Management				
Timeline for PVC & BFR phaseout				
Timeline for additional substances phaseout				
PVC-free and/or BFR-free models <small>(companies score double on this criterion)</small>				
Individual producer responsibility				
Voluntary take-back				
Information to individual customers				
Amounts recycled				
Use of recycled plastic content				
Global GHG emissions reduction support				
Carbon Footprint disclosure				
Own GHG emissions reduction commitment				
Amounts of renewable energy used				
Energy efficiency of new models <small>(companies score double on this criterion)</small>				

DELL Detailed Scoring

Chemicals

Precautionary Principle and support for revision of RoHS Directive.	Chemicals Management	Timeline for PVC & BFR phaseout	Timeline for additional substances phaseout	PVC-free and/or BFR-free models (double points)
PARTIALLY GOOD (2+)	GOOD (3+)	PARTIALLY BAD (1+)	BAD (0)	PARTIALLY BAD (1+)
<p>Definition of precautionary principle reflects need to eliminate potentially harmful chemicals even without full scientific certainty of cause and effect. Dell supports restrictions of PVC and BFRs as a focus for the restriction of chlorine and bromine from electrical and electronic products, and supports restriction under the current RoHS recast provided that some critical technical and supply chain issues can be overcome or addressed by specific exemptions.</p> <p>More information. To score full marks Dell needs to demonstrate proactive advocacy.</p>	<p>Dell's chemicals management programme lists substances targeted for substitution and explains how it manages its supply chain to achieve its substitution goals. More information.</p>	<p>By the end of 2011, all newly introduced Dell personal computing products will be free of PVC and BFRs. Dell no longer commits to removing these substances from all products and the timeline is unreasonable, which is why Dell loses a point.</p> <p>More information. Dell's original timeline for eliminating PVC and BFRs in all products was end of 2009. It subsequently backtracked on this commitment initially providing no new timeline and now setting end of 2011 as its new target, but no longer for all products, just computing ones. Dell has provided inadequate assurance that its plan will be implemented.</p>	<p>Dell's January 2009 version of its Materials Restricted for Use Specification (6T198) restricts 3 phthalates (DEHP, BBP, DBP) with the goal to eliminate their use in all new products by 1st July 2011. Other phthalates, antimony and beryllium are identified as substances of concern, but they are not currently restricted. Instead they are listed in a table entitled: Future Material Declaration Requirements. See p.11 Guidance Document on Restricted Materials. Dell also plans to eliminate mercury and introduce arsenic free display glass. More information.</p>	<p>In late February 2009, Dell launched the G-Series Monitors (G2210 and G2410), its first completely PVC and BFR free products on the market (although PVC/BFR/CFR free cables are currently available only in North America, Japan and EMEA). Since 2007 Dell has introduced more than 35 BFR/PVC reduced or BFR/PVC free products, most recently two laptops: - Latitude Z laptop, many internal components that are free of BFRs and PVC. - The Adamo XPS 13 laptop, free of BFRs and PVC (excluding the power cord, external power adapter, 3 internal daughter cards, and several motherboard components). Dell has also released a BFR/PVC-free mobile phone, the Mini 3i, which is sold only in China. More information.</p>

E-Waste

Support for Individual Producer Responsibility	Provides voluntary take-back where no EPR laws exist	Provides info for individual customers on take-back in all countries where products are sold	Reports on amount of e-waste collected and recycled	Use of recycled plastic content in products - and timelines for increasing content
BAD (0)	PARTIALLY GOOD (2+)	PARTIALLY GOOD (2+)	PARTIALLY BAD (1+)	PARTIALLY BAD (1+)
<p>Dell's IPR Policy opposes the use of mandatory fees to finance e-waste collection. As pdf. Dell's disposition policy. Dell claims strong support for IPR and legislation embracing IPR. However, Dell scores zero until it clarifies that it supports IPR as being individual financial responsibility, ie. not collective, and as a way to get incentives for eco-design (and not just facilitate consumer take-back). To score more points Dell should proactively lobby for IPR, inter alia by ensuring that the revised WEEE legislation sets clearer requirements (enforcement criteria) for the implementation of IPR – ensuring a shift to differentiated/ individualised financing for own-brand real end-of-life costs for new WEEE.</p>	<p>Dell is striving for a free global voluntary take-back service and has added Columbia, Middle East, Hong Kong, Mexico and Brazil. 60 countries are listed as offering take-back services for individual customers on Dell's recycling page. More information. Dell offers free recycling in most places where it does direct business. See Corporate Responsibility Report, p. 21. Dell has expanded its US Reconnect Program to six additional US States. More information.</p>	<p>Information is provided to Dell's individual customers, but not yet worldwide. More information. Dell's US programme. The "Dell recycling" link can be accessed from each regional homepage, with the exception of Latin American and Caribbean countries, apart from Brazil.</p>	<p>Dell no longer reports its recycling data as a percentage of sales 7 years ago. Instead, it is using a new system for reporting recycling and take-back information. Dell exceeded its goal to recover 275 million pounds (125,000 tonnes) of materials through its take-back programmes. Total figures are given quarterly. Dell's data does not include e-waste recycled via collective programmes anywhere in the world. See p.82 of CR report. Dell needs to provide EU figures from own brand sampling of return rate, undertaken in at least one Northern EU country, one Southern EU country and one new Member State – and provide indications of how it intends to expand this sampling in the future.</p>	<p>Dell shipped over 1.1 million pounds (500 tonnes) of post consumer recycled plastic in 2008 and will increase this amount in 2009. Dell provides a few models of products with 25% or more recycled plastic content, but no information on the % of total plastics sourced and no target for increasing use. In 2008 Dell launched several monitors and one desktop (OptiPlex 960) which feature an external chassis with post-consumer recycled plastic content. More information here and here.</p>

Energy

Support for global mandatory reduction of GHG emissions	Company carbon footprint disclosure	Commitment to reduce own direct GHG emissions	Amount of renewable energy used	Energy efficiency of New Models (double points)
PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	GOOD (3+)	GOOD (3+)	PARTIALLY GOOD (2+)
<p>Dell supports the call for global reductions of 50-85% by 2050 from 2000 levels. Greenpeace believes that there is strong evidence to support going for the upper range now. Dell calls for the United States to take a leadership role by developing a national GHG emissions reduction programme. It also states that the solution requires action from both developed and developing countries, however, it needs to support cuts of at least 30% by industrialised countries and call for global GHG emissions to peak by 2015. More information.</p>	<p>The latest FY2009 figures for scope 1,2 & 3 are summarised and compared to previous years. Third party verification is reported to the CDP project. See Dell 2009, section 18.4 (registration required). Dell is now requesting GHG accounting and reporting from its Tier I suppliers. More information.</p>	<p>Dell is committed to reduce global absolute emissions of GHGs from its worldwide facilities by 40% by 2015, from a baseline year of 2007. See 2009 CSR Report, p.17. More information. Scope 1 GHG emissions have reduced by 12.4% and Scope 2 GHG emissions by 6.1% from 2008 to 2009 More information.</p>	<p>Dell has announced that 26% of its global electricity use now comes from renewable energy sources, up from 20% in 2008. More information here and here. Dell's goal is to use energy that is 100% generated by clean and renewable sources, although there is no timeline. More information. Dell provides a breakdown of its certified renewable energy credits and verified emission reductions. More information.</p>	<p>59% of laptop models and 63% of desktop models are Energy Star 5.0-compliant. Almost all of Dell's desktops, workstations and laptops consume less than 5 watts in a low-power mode – this exceeds current energy efficiency requirements set by the EPA. Dell needs to report the percentage of computers that have left the factory non-compliant on its global website (not a blog). All Latitude, OptiPlex and Precision systems as well as all displays, printers and projectors have power management enabled in the factory; this is also available for some Vostro products and Energy Star Inspiron and Studio systems. See p.19 CSR Report. PCs need to leave the factory with the most energy efficient settings, which should not go out of ES compliance when consumers tweak power management settings. More information.</p>

Criteria on Toxic Chemicals

Greenpeace wants to see electronics companies clean up their act.

Substituting harmful chemicals in the production of electronics will prevent worker exposure to these substances and contamination of communities that neighbour production facilities. Eliminating harmful substances will also prevent leaching/off-gassing of chemicals like brominated flame retardants (BFR) during use, and enable electronic scrap to be safely recycled. The presence of toxic substances in electronics perpetuates the toxic cycle – during reprocessing of electronic waste and by using contaminated secondary materials to make new products.

The issue of toxicity is overarching. Until the use of toxic substances is eliminated, it is impossible to secure 'safe' recycling. For this reason, the points awarded to corporate practice on chemicals are weighted more heavily than criteria on recycling.

Although there are five criteria on both chemicals and waste, the top score on chemicals is 18 points, as double points are awarded for vinyl plastic-free (PVC) and BFR-free models on the market, whereas the top score on e-waste is 15 points.

The first criterion has been sharpened to require companies not only to have a chemicals policy underpinned by the Precautionary Principle, but also to support a revision of the RoHS Directive that bans further harmful substances, specifically BFRs, chlorinated flame retardants (CFRs) and PVC. The criterion on Chemicals Management remains the same. The criterion: BFR-free and PVC-free models on the market, also remains the same and continues to score double points.

The two former criteria: Commitment to eliminating PVC with timeline and Commitment to eliminating all BFRs with timeline, have been merged into one criterion, with the lower level of commitment to PVC or BFR elimination determining the score on this criterion.

A new criterion has been added, namely Phase out of additional substances with timeline(s). The additional substances, many of which have already been identified by the brands as suspect substances for potential future elimination are:

- (1) all phthalates,
- (2) beryllium, including alloys and compounds and
- (3) antimony/antimony compounds

Criteria on e-waste

Greenpeace expects companies to take financial responsibility for dealing with the electronic waste (e-waste) generated by their products, to take back discarded products in all countries with sales of their products and to re-use or recycle them responsibly. Individual Producer Responsibility (IPR) provides a feedback loop to the product designers of the end-of-life costs of treating discarded electronic products and thus an incentive to design out those costs.

An additional e-waste criterion has been added and most of the existing criteria have been sharpened, with additional demands. The new e-waste criterion requires the brands to report on the use of recycled plastic content across all products and provide timelines for increasing content.

Criteria on energy

The five new energy criteria address key expectations that Greenpeace has of responsible companies that are serious about tackling climate change. They are:

- (1) Support for global mandatory reduction of greenhouse gas (GHG) emissions;
- (2) Disclosure of the company's own GHG emissions plus emissions from two stages of the supply chain;
- (3) Commitment to reduce the company's own GHG emissions with timelines;
- (4) Amount of renewable energy used
- (5) Energy efficiency of new models (companies score double on this criterion)

Click here to see more detailed information on the ranking

Ranking criteria explained

As of the 8th edition of the Guide to Greener Electronics, Greenpeace scores electronics brands on a tightened set of chemicals and e-waste criteria, (which include new criteria) and on new energy criteria.

The ranking criteria reflect the demands of the Toxic Tech campaign to electronics companies. Our two demands are that companies should:

- (1) clean up their products by eliminating hazardous substances; and
- (2) take-back and recycle their products responsibly once they become obsolete.

The two issues are connected: the use of harmful chemicals in electronic products prevents their safe recycling once the products are discarded.

Given the increasing evidence of climate change and the urgency of addressing this issue, Greenpeace has added new energy criteria to encourage electronics companies to:

- (3) improve their corporate policies and practices with respect to Climate and Energy

Ranking regrading: Companies have the opportunity to move towards a greener ranking as the guide will continue to be updated every quarter. 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 electronic 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 electronics 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 was made more challenging.

For the latest version greenpeace.org/greenelectronics

In versions 11 and 12 of the Guide, PC manufacturers HP, Dell and Lenovo were served a penalty point for backtracking on their commitment to eliminate vinyl plastic (PVC) and brominated flame retardants (BFRs) from their products from the end of 2009. The penalty point on HP was lifted in version 13; LGE was served a penalty point for backtracking on its timeline to eliminate PVC and BFRs in all its products by end of 2010. In version 14 Samsung was served a penalty point for backtracking on its commitment to eliminate BFRs in new models of all products by January 2010 and PVC by end of 2010. In this version, Toshiba is also served a penalty point for backtracking on its commitment to phase out PVC and BFRs by April 2010. Samsung, LGE, Dell and Lenovo continue to be penalised in this version with Samsung being served with a further penalty point for misleading its customers and Greenpeace by not admitting that it would not meet its commitment.