



MICROSOFT Ranking = 2.9/10 – 1 = 1.9

Microsoft drops to 17th place from 16th, with a reduced score of 1.9 points, as a result of a penalty point imposed for backtracking on its commitment to phase out BFRs and PVC by the end of 2010. Its timeline for phasing out BFRs and phthalates in all products is 2012 but its commitment to phasing out PVC is not clear. As yet it has no products that are completely free from PVC and BFRs; it needs to put products on the market that are free from BFRs in printed circuit boards before it can score points for this criterion. It no longer scores maximum points on chemicals management as its commitments on the phase out of hazardous substances are not clearly communicated to its suppliers in its Restricted Substances for Hardware specification. It also fails to show support for improvements to the revised EU RoHS Directive (Restriction of Hazardous Substances in electronics); specifically, a methodology for further restrictions of hazardous substances, and an immediate ban on BFRs, chlorinated flame retardants (CFRs) and PVC.

On e-waste, it scores points for providing information to its customers on take-back of obsolete products and for reporting on the recycling of its e-waste. Microsoft is also rewarded for engaging in an EU coalition supporting Individual Producer Responsibility. On other e-waste criteria, Microsoft fails to score any points.

On energy, the company gets points for supporting mandatory cuts in global greenhouse gas (GHG) emissions, for reporting its total carbon dioxide equivalent emissions from its own operations, which are verified externally, and for sourcing 24.4 percent of all the electricity used in 2007 from renewable sources, although it needs to commit to increase its use of renewable energy with a timeline. It is no longer scored on the energy efficiency of its products as there is still no Energy Star standard for games consoles.

MICROSOFT 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>				

MICROSOFT 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 BAD (1+)	PARTIALLY GOOD (2+)	PARTIALLY BAD (1+)	PARTIALLY BAD (1+)	BAD (0)
<p>Microsoft has a definition of the Precautionary Principle, as defined in the UN Rio declaration.</p> <p>More information. Select Precautionary Principle Word file. (may require software) However, Microsoft 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. Microsoft also needs to clarify its stance in relation to the position of the trade federation TechAmerica on further restrictions and in particular PVC, CFRs and BFRs within 3-5 years.</p>	<p>Microsoft lists its Chemical Specifications and a procedure for identifying future substances for elimination. However, in its Timeframe for Phase out Substances, PVC is not listed, despite its commitment to eliminate PVC. More information. Select Restricted Substances for Hardware. -Word file, may need software. Suspect substances for potential future elimination include those on the Canada Environmental Protection Act Domestic Substance List and California Proposition 65 List. However, the latter List includes 100s of substances, most of which are not used by the electronics industry.</p>	<p>Microsoft is committed to eliminating PVC and brominated flame retardants from all of its hardware products by or before 2010. More information. Select 'Sustainability Fact Sheet' (may require software). However, Microsoft loses points as it has informed Greenpeace that its timeline for phasing out BFRs and phthalates is now 2012. The timeline for phasing out PVC is unclear. More information. Select Precautionary Principle Word file (may require software).</p>	<p>Microsoft provides a timeline of the end of 2010 for eliminating phthalates. However, Microsoft has informed Greenpeace that its timeline for phasing out BFRs and phthalates is now 2012. Select Precautionary Principle Word file. (may require software). Microsoft currently restricts certain phthalates and antimony in line with the EU Toys Directive, for use in selected products such as game controllers. Beryllium compounds, antimony and phthalates are all listed as reportable substances. See p.10, 11 & 12 of Restricted Substances Specification.</p>	<p>Microsoft offers electronic products that are both phthalate and/or BFR free with the exception of the printed circuit board, and gives an example of the Xbox 360 Wireless Microphone product provided with the game 'Lips', which is BFR, PVC and phthalate free, with the exception of BFR in the printed circuit board. To score points printed circuit boards at a minimum need to be free from BFRs. Accessed from here. Select 'Sustainability Fact Sheet' (may require software).</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
PARTIALLY BAD (1+)	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY BAD (1+)	BAD (0)
<p>Microsoft states that it "supports the mandatory collection and recycling of consumer electronics funded by individual producers..." and has recently signed the IPR statement. However to maintain its points on IPR Microsoft will need to clarify its understanding of IPR on its own web-pages. It needs to clarify this means supporting full internalisation and transparent feedback of its products real end-of-life costs, (ie through differentiated financing that accounts for each brand separately) and should start active lobby for IPR, inter alia to ensure the revised EU WEEE legislation sets clearer requirements (enforcement criteria) for the implementation of IPR. More information. Select 'Sustainability Fact Sheet'. (may require software).</p>	<p>In the US and Canada Microsoft is participating in the Reconnect partnership where customers can drop off any brand of used equipment at participating Goodwill donation centres. Microsoft also provides an address for US customers to mail back obsolete products (pre-paid shipping label is provided), or they can be taken to two Microsoft store locations. However, to score points Microsoft's voluntary take-back needs to be more comprehensive; it also needs to extend to other countries, especially non-OECD. More information. Microsoft refurbishes computers and other devices to keep them in use and out of the waste stream as long as possible – so that they can be recycled properly at the end of life. More information. Microsoft's Authorised Refurbisher (MAR) Programme. More information here and here.</p>	<p>Microsoft provides links to official take-back programmes and other recycling organisations in the US, Canada, European Union, Asia, Australia, New Zealand and South Africa. It provides a link to its Reconnect partnership for the US and Canada, a link to Microsoft store locations in the US and an email address to request a pre-paid shipping label. Microsoft Authorised Refurbisher Programme global partners. More information.</p>	<p>Microsoft reports that in 2009 it funded the recycling of more than 9,300 tonnes of electronic materials worldwide, representing approximately 27% of its worldwide sales seven years ago. More information. For more points, Microsoft 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>Microsoft is using recycled plastics in product packaging films but no details are given about its use in hardware products. More information. Microsoft will begin reporting on its use of recycled plastic in packaging by the end of 2010. More information.</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+)	BAD (0)	PARTIALLY GOOD (2+)	N/A
<p>Microsoft has a Climate Change Policy Statement which supports government actions to transition to a low-carbon economy. More information. Microsoft's Climate Change Policy Statement. Microsoft supports the need for a 50 to 85 percent global reduction of greenhouse gas emissions by 2050. For more points Microsoft needs to support mandatory cuts by industrialised countries of at least 30% by 2020 and call for global GHG emissions to peak by 2015. More information.</p>	<p>Microsoft reports its total CO₂ equivalent emissions in 2008 at 46066 metric tonnes (scope 1), 799859 metric tonnes (scope 2), 291,888 metric tonnes from employee business travel (scope 3). More information. Details of verification. Full details are provided to Carbon Disclosure Project, see questions 10.2, 11.2, 13.1, 13.4 in 2009 questionnaire. (note log in is required to view).</p>	<p>Microsoft has set a goal to reduce its carbon emissions per unit of revenue at least 30% below 2008 levels by 2012. However, there is no commitment for absolute cuts of GHG emissions. More information. See Microsoft on the Topic: Climate Change (may require software)</p>	<p>Microsoft reports that in 2007, renewable energy supplied 24.4% of its total electricity load associated with its facilities and data centres; it is currently investigating opportunities to boost this percentage. More information. Examples of its use of renewable energy are also given. 'Sustainability Fact Sheet' (may require software).</p>	<p>There is still no Energy Star standard for games consoles, although a new standard is being developed. As soon as a new standard is in effect, Microsoft will be scored on this criterion. The newest version of the Xbox uses 50% less energy than the first Xbox 360 launched 5 years ago in 2005.</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

Toshiba, Samsung, LGE, Dell and Lenovo continue to be penalised in this latest version of the Guide for backtracking on their commitments to phase out vinyl plastic (PVC) and brominated flame retardants (BFRs). Toshiba is served with a further penalty point for misleading its customers and Greenpeace by not admitting that it would not meet its commitment. In addition, Microsoft is served with a penalty point for the first time for backtracking on its commitment to phase out PVC and BFRs by the end of 2010.