



Ranking criteria explained

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

- clean up their products by eliminating hazardous substances;
- takeback and recycle their products responsibly once they become obsolete.

The two issues are connected. The use of harmful chemicals in electronics prevents their safe recycling when the products are discarded. Companies score marks out of 30, which are then re-calculated to give a mark out of 10 for simplicity.

Toxic chemicals criteria

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.

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 (five criteria, double points for PVC – and BFR-free models) are weighted more heavily than criteria on recycling, because until the use of harmful substances is eliminated in products, it is impossible to secure 'safe', toxic-free recycling.

Where two companies score the same number of total points, the company with the higher score on the chemicals criteria will be ranked higher.

The electronics scorecard ranks companies on:

Chemicals policy and practice (5 criteria)

1. A chemicals policy based on the Precautionary Principle
2. Chemicals Management: supply chain management of chemicals via e.g. banned/restricted substance lists, policy to identify problematic substances for future elimination/substitution
3. Timeline for phasing out all use of vinyl plastic (PVC)
4. Timeline for phasing out all use of brominated flame retardants (not just those banned by EU's RoHS Directive)
5. PVC- and BFR-free models of electronic products on the market.

Policy and practice on Producer Responsibility for taking back their discarded products and recycling (4 criteria)

1. Support for individual (financial) producer responsibility – that producers finance the end-of-life management of their products, by taking back and reusing/recycling their own-brand discarded products.
2. Provides voluntary takeback and recycling in every country where its products are sold, even in the absence of national laws requiring Producer Responsibility for electronic waste.
3. Provides clear information for individual customers on takeback and recycling services in all countries where there are sales of its products.
4. Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled.

Click here to see more detailed information on the ranking

Ranking regrading: Companies have the opportunity to move towards a greener ranking as the guide is updated every quarter. However penalty points are deducted from overall scores if Greenpeace finds a company lying, practising 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. The guide does not rank companies on labour standards, energy use or any other issues, but recognises that these are important in the production and use of electronics products.

Ranking guide addition: 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 have 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.

For the latest version [greenpeace.org/greenerelectronics](https://www.greenpeace.org/greenerelectronics)

A penalty point has been deducted from Nokia and Motorola's overall score for corporate misbehaviour as a result of Greenpeace testing of the companies' takeback practice in the Philippines, Thailand, Russia, Argentina and India.

DELL Ranking = 7.3/10

Dell loses its position at number 3 in the ranking to share joint 4th position, mainly because its score has not altered since the last edition of the Guide and it has therefore been overtaken by other companies.

The company has a strong definition of the precautionary principle, timelines for substituting toxic polyvinyl chloride (PVC) and brominated flame retardants (BFRs) and explicit support for Individual Producer Responsibility. Dell has announced its intention to provide free takeback and recycling services globally to individual consumers wherever its products are sold. Dell loses points for having no models free from PVC and BFRs on the market.

DELL Overall Score

	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	GOOD (3+)
Precautionary Principle				
Chemicals Management				
Timeline for PVC phaseout				
Timeline for BFR phaseout				
PVC-free and/or BFR-free models (companies score double on this criterion)				
Individual producer responsibility				
Voluntary takeback				
Information to individual customers				
Amounts recycled				

DELL Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle				Definition of precautionary principle reflects need to eliminate potentially harmful chemicals even without full scientific certainty of cause and effect and earns Dell top marks. More information.
Chemicals Management				Dell's chemicals management programme lists substances targeted for substitution and provides a good description of how it manages its supply chain to achieve its substitution goals. Guidance Document on Restricted Materials. More information.
Timeline for PVC phaseout				Dell has committed to eliminate all remaining uses of PVC in new products by 2009.
Timeline for BFR phaseout				Dell has committed to eliminate all remaining uses of BFRs in new products by 2009. Update on progress. Dell's R&D on halogen-free materials, including a joint industry database of halogen free materials listed by suppliers to assist designers. More information.
PVC-free and/or BFR-free models (companies score double on this criterion)	No PVC-free or BFR-free products on the market, but one laser printer (1320c) already with halogen-free laminates. Environmental data sheets for products here and here .			

DELL Detailed Scoring

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility				Strong support for IPR and legislation embracing IPR. More information on policy.
Provides voluntary takeback where no EPR laws exist			Voluntary takeback service is planned to be virtually global, with timeline of end of 2007 for additional countries in Latin America. More information here and here. Links to various countries and regions.	
Provides info for individual customers on takeback in all countries where products are sold			Information provided to Dell's individual customers, but not yet worldwide: Dell Recycling Program. Asset Recovery Service. Links to various countries and regions.	
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled				Dell scores top marks for reporting its recycling rate based on sales 7 years ago. Dell's latest recycling results show they are ahead of schedule to meet their 2009 goal, and report a recycling rate of 12.4% (as percentage of sales 7 years ago). Figures are presented in their 2007 sustainability report (see p.66). In 2006, this recycling rate was over 12%.