



## DELL Ranking = 4.7/10

Dell drops to 8th place, from 5th in v.8 with middling scores on chemicals and e-waste and energy issues.

The company fails to do better on chemicals because it has yet to put on the market products free of PVC and BFRs or commit to phasing out additional chemicals. On waste, Dell reports a recycling rate of 12.4%, based on sales 7 years ago.

On energy Dell gets points for reporting that over 42 % of laptops and 57 % of desktops (consumer and client) introduced since 20 July 2007 offer configurations that meet or exceed Energy Star requirements. Dell also scores points for disclosing its GHG emissions from global operations, gaining an extra point for getting the emissions third party verified.

## DELL Overall Score

	BAD (0)	PARTIALLY BAD (1+)	PARTIALLY GOOD (2+)	GOOD (3+)
Precautionary Principle				
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				

# DELL Detailed Scoring

## Chemicals

Precautionary Principle	Chemicals Management	Timeline for PVC & BFR phaseout	Timeline for additional substances phaseout	PVC-free and/or BFR-free models (double points)
<b>GOOD (3+)</b>	<b>GOOD (3+)</b>	<b>GOOD (3+)</b>	<b>BAD (0)</b>	<b>BAD (0)</b>
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. <b>More information.</b>	Dell's chemicals management programme lists substances targeted for substitution and explains how it manages its supply chain to achieve its substitution goals. <b>Guidance Document on Restricted Materials. More information.</b>	Dell has committed to eliminate all remaining uses of PVC and BFRs in new products by 2009. <b>More information.</b>	Dell has identified Antimony, Phthalates and Beryllium as substances of concern. They are not currently restricted but suppliers are required to disclose their use. See p.4 Guidance Document on Restricted Materials. <b>More information.</b>	No products are fully free of PVC and BFRs. Dell provides an update on progress towards eliminating PVC and BFRs. BFRs in plastic parts are eliminated for all products developed after June 2006, and PVC is prohibited in mechanical plastic parts. Dell recently launched the first flat panel monitor with multiple printed circuit boards containing halogen-free laminates and has now added two other products with halogen free circuit boards. The Latitude E4200 is Dell's first notebook with a motherboard containing halogen-free laminates, as well as halogen-free chassis plastics and fan housings. <b>More information and here.</b>

## 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
<b>GOOD (3+)</b>	<b>PARTIALLY GOOD (2+)</b>	<b>PARTIALLY GOOD (2+)</b>	<b>PARTIALLY GOOD (2+)</b>	<b>BAD (0)</b>
<b>Strong support for IPR and legislation embracing IPR.</b> To stay on top marks, Dell needs to explore options for the operationalisation of IPR i.e. brand differentiation by sampling of return share and continue lobbying for IPR. <b>Policy accessed from here. Additional info on their support of IPR in the US.</b>	Dell is striving for a free global voluntary take-back service and has added Columbia and expanded its service in Mexico and Brazil. <b>More information here. Worldwide Asset Recovery Services Map. Links to various countries and regions.</b>	Information provided to Dell's individual customers, but not yet worldwide: <b>Dell Recycling Program. Asset Recovery Service. Links to various countries and regions.</b>	Dell scores 2 marks for reporting its 2006 recycling rate of 12.4%, based on sales 7 years ago, even though it is not clear what their EU data is based on and if EU data is included in global volumes. To stay on 2 points, 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. <b>More information.</b> Dell reported recovery of 102 million pounds of IT equipment during 2007, a 20 percent increase over 2006. <b>More information.</b> Figures are presented in their <b>2008 sustainability report</b> (p.81). <b>Michael Dell's challenge.</b>	Dell is researching the use of post-consumer plastic that is BFR-free and will meet fire safety requirements. <b>More information.</b>

## 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)
<b>BAD (0)</b>	<b>PARTIALLY GOOD (2+)</b>	<b>BAD (0)</b>	<b>BAD (0)</b>	<b>PARTIALLY GOOD (2+)</b>
Dell's climate strategy is aligned with the fundamental elements of the Kyoto Protocol. However, Dell does not identify support for mandatory cuts of GHG emissions. <b>2008 Sustainability Report, see p.57.</b>	Dell reports third party verified Scope 1 and 2 GHG emissions and also emissions from business travel (Scope 3) in <b>2008 Sustainability Report</b> (pp.58, 62 and 107).	Dell's goal is to reduce its carbon intensity by 15 percent by the year 2012 (based on 2006 levels), but no goal for absolute cuts in GHG emissions. See pp 57-58 of <b>2008 Sustainability Report.</b>	Dell does not report renewable energy used as a proportion of total electricity use. During 2008, Dell almost doubled the amount of renewable energy purchased from utility providers in North America. See <b>2008 Sustainability Report</b> (p.67). Since 2004, Dell's annual investment in green electricity from utility providers has grown from 12 million kWh to 116 million kWh, an increase of nearly 870 percent. <b>More information.</b>	50% of laptop models and 63% percent of desktop models introduced since July 20, 2007 meet or exceed Energy Star requirements. <b>More information.</b>

## 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 criteria on Precautionary Principle and Chemicals Management remain 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.

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

Philips continues to get a penalty point; however, this is no longer for double standards (as the Electronic Manufacturers' Coalition for Responsible Recycling has been dissolved), but for bad lobby in the EU on Revision of WEEE Directive.