



MOTOROLA Ranking = 6/10

Motorola has made the most progress of all the companies, moving from near the bottom of the ranking up to the 4th position. Extra points were earned for their support of precautionary measures on hazardous substances and for having products on the market that are free from brominated flame retardants. Motorola scored top marks for their support of Individual Producer Responsibility; it also gained points for voluntary take-back, provision of information to customers on recycling their old phones and for their reporting on the amounts of discarded mobile phones it takes back and recycles.

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.

MOTOROLA 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				

MOTOROLA Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle			Motorola does refer to the Precautionary Approach and Precautionary measures, but loses one point for not being explicit about what 'precautionary measures' would be taken. More information	
Chemicals Management				Motorola provides a list of chemicals banned and reportable substances in its Global Common Specification No. 12G02897W18. More information Training and resources provided to suppliers
Timeline for PVC phaseout	No commitment to eliminating PVC. More information			
Timeline for BFR phaseout	No commitment to eliminating BFRs. More information			
PVC-free and/or BFR-free models (companies score double on this criterion)			Motorola provide information about 34 models which are free of BFRs. They have developed PVC-free products, but have not yet provided potential customers with the information to choose PVC-free. More information	

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility				Motorola makes a clear statement in support of supporting Individual Producer Responsibility. More information
Provides voluntary takeback where no EPR laws exist			Motorola provides voluntary take-back in Canada, US, Europe (individuals can post their old phones to Motorola); in other countries collection is expanding with growth of sales (eg. Ecomoto bins are provided at central points in some countries). Green Box scheme Green Box scheme	
Provides info for individual customers on takeback in all countries where products are sold			Information is provided to individual customers in the countries where they have voluntary programmes, but not in countries where they don't. In the US, Canada & Europe pre-paid envelopes are provided for return of old phones. More information	
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled			Motorola reports on the quantity of metric tons collected worldwide, but does not present this as a percentage of sales. More information	

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.

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 it sells its products, 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 will be updated every quarter. However penalty points will be 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.

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