

Expanded ranking criteria explained

As of the next edition of the Guide to Greener Electronics, Greenpeace will score electronics brands on a tightened set of chemicals and e-waste criteria, (which includes 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) takeback 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

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.

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
- (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 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**. The top score on e-waste is 15 points.

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 GHG emissions;
- (2) Disclosure of the company's own greenhouse gas (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 (double points)

All the criteria are described in full detail below.

Toxic Chemicals criteria in depth

Criterion	Yes
C1. Precautionary Principle	Strong definition reflecting preventive action despite scientific uncertainty, placed prominently on corporate website
C2. Chemicals Management	Lists restricted/banned substances and communications along supply chain plus a list of substances in consideration for future restriction and criteria used for identifying 'future substances' for elimination
C3. PVC and BFR phaseout + Timeline ¹	Commitment to complete PVC and BFR phase out + reasonable timeline for ALL applications
C4. Phase out of additional substances with timeline(s)	2+ named substances ² + reasonable timelines ³ + all new models
C5. PVC-free and/or BFR-free models (product systems) on the market	Both PVC- and BFR-free products. (double points)
Points to be scored for each	3

E-waste criteria in depth

Criterion	Yes
W1. Support for Individual Producer Responsibility ⁴	Public and explicit demand and support for IPR from all actors ⁷ , such that the end-of-life management systems ⁸ support own-brand differentiation ⁹ and internalisation of real own-brand end-of-life costs, by ensuring high recycling standards
W2. Provides effective ⁵ voluntary takeback where no EPR laws	Free, easy and GLOBAL takeback for ALL products in all countries where products are sold.
W3. Provides info for individual customers on takeback in all countries where sales of product	Clear info on what individual customers can do with WEEE accessible to customers in every country where products sold.
W4. Reports on amount of WEEE recycled ⁶	Reports on the global ¹⁰ amount recycled as % of past sales by product type + achieves over 25% recycling rate for at least one specified product group ¹¹
W5. Use of recycled plastic content across all products and timelines for increasing content	At least 15% of all plastics sourced is recycled plastic ¹² AND timeline for increasing the recyclability content to 25%.
Points to be scored for each	3

Energy criteria in depth

Criterion	Yes
E1. Support for global mandatory reduction of GHG emissions	Supports global mandatory cuts of at least 50% by 2050 (from 1990 levels) and cuts by industrialised countries of at least 30% as a group by 2020 ¹⁶ .
E2. Disclosure of carbon footprint (GHG emissions) of company's own operations and two stages of the product supply chain	Disclosure of ISO 14064-certified ¹⁷ GHG emissions from company's own operations and those of at least 2 supply chain stages. ¹⁸
E3. Commitment to reduce GHG emissions from a company's own operations with timelines ¹³	Commitment to reduce GHG emissions from own operations by at least 20% by 2012.
E4. Amount of renewable energy ¹⁴ used as proportion of total electricity use in own operations	Proportion of renewable energy in total electricity use of company's own operations above 25%.
E5. Energy efficiency of New Models of specified products ¹⁵	All new models of specified products meet the latest Energy Star standard and 30% exceed the ES standard (by 50% or more in sleep and standby/no-load modes, where applicable) (double points)
Points to be scored for each	3

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.

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- 1 The lower level of commitment on either PVC or BFRs will determine the score
- 2 "Named substances" are three groups of additional substances which are already identified by many brands as 'future substances' for elimination are:
 - ALL phthalates
 - Beryllium, including alloys and compounds
 - Antimony/antimony compounds
- 3 'reasonable' means by end of 2012
- 4 Greenpeace expects responsible companies to support, at minimum, financial responsibility for their own-branded end-of-life products. Physical responsibility is not always feasible and could result in duplicated infrastructures e.g. for e-waste collection.
- 5 Effective means free and convenient for the customer. Free means 'no recycling fee', but companies can charge a shipping fee.
- 6 Reporting is targeted at specific product groups: mobile phones, PCs, TVs and game consoles (depending on brand portfolio), for which companies need to report the global recycling rate
- 7 Support means support in the EU and globally, with the intention to participate fully in IPR systems and supporting a revision of the WEEE directive that does NOT change Article 8 and recitals 12 and 20, keeps a clear OEM-focused definition of producer, proposes IPR suitable register and clearing house systems, supports appropriate guarantees to ensure there are funds to cover future end-of-life costs and no dilution of the de-pollution requirements in Annex II of the WEEE directive (if necessary maintaining a pro-manual disassembly approach). All actors means: Producer Responsibility Organisations (PROs), EU and national governments and all players in EOL management chain.
- 8 EoL Management Systems means Producer Responsibility Organisations for collection and management/ treatment of e-waste, including the financial guarantees accepted by authorities.
- 9 'Differentiation' means take-back and recycling systems that enable and promote individual distinction of own-brand product information and costs. Support for IPR must recognise the need for feedback of the economic and information signal (via brand differentiation) and for the economic signal to reflect fully end-of-life costs, including those implied by high quality material separation by adhering to Annex 2 of WEEE Directive (de-pollution standards).
- 10 Global means using recycling figures from at least 3 regions: EU, North America and Japan/Korea.
- 11 Brands should report how they arrived at recycling rate.
- 12 'Recycled plastic' means both post-industrial and post-consumer plastic but the source needs to be specified.
- 13 Commitment to % cut in GHG emission using GHG emission data calculated in E1 as baseline
- 14 The definition of 'renewable energy' is the RECS internationally-accepted standards at: <http://www.recs.org/>
- 15 Greenpeace uses the Energy Star program requirements and definitions for the following 'specified products': Battery Chargers, Computers and Televisions at: http://www.energystar.gov/index.cfm?fuseaction=find_a_product
- 16 A penalty point will be deducted from a company's overall score if we have evidence of a company lobbying against the climate change targets that science demands as this constitutes corporate misbehaviour.
- 17 Certified to the GHG Protocol-based ISO 14064 at www.ghgprotocol.org/standards/corporate-standard. Scope 1 and 2 emissions are from the company's own operations; Scope 3 emissions are a consequence of the activities of the company, but occur from sources not owned or controlled by the company.
- 18 The two stages of supply chain must be fully described when calculating Scope 3 emissions (as per GHG Protocol Corporate Standard).