



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 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)

SONY ERICSSON Ranking = 7.0/10

Sony Ericsson maintains its position near the top of the ranking, by stating strong support for Individual Producer Responsibility. The company has now set a timeline of 1st January 2008 for eliminating the use of BFRs in two remaining applications, and the same timeline for substituting phthalates, beryllium and some uses of antimony compounds. All new models of mobile put on the market from 2006 are free of the worst chemicals like PVC. On the down side, Sony Ericsson loses points for failing to report on the amounts of discarded mobile phones it takes back and recycles.

SONY ERICSSON 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				

SONY ERICSSON Detailed Scoring

Chemical Score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Precautionary Principle		Sony Ericsson gets just one point for referring to the Precautionary Principle, but failing to define what it means. More information.		
Chemicals Management				Sony Ericsson is ahead of many companies in already setting timelines to eliminate substances that others have only identified for future action. The company is to eliminate phthalates, beryllium and some uses of antimony compounds by 1st January 2008. SE's pdf List of Banned & Restricted Substances.
Timeline for PVC phaseout				All SE products are PVC free – except for cables in a few early models of chargers and accessories, and these are being phased out. More information. Banned & Restricted Substances.
Timeline for BFR phaseout				The SE List of Banned and Restricted Substances sets a deadline of 1st January 2008 for the phase out of two remaining uses, otherwise all products are BFR-free. More information. SE's List of Banned & Restricted Substances.
PVC-free and/or BFR-free models (companies score double on this criterion)			All SE products are now PVC-free, with the exception of cables in early models of chargers; and BFR-free with two exemptions until 1st January 2008. More information. Environmental product declaration W300 example.	

SONY ERICSSON Detailed Scoring

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility				Sony Ericsson has a strong statement in support of Individual Producer Responsibility. More information.
Provides voluntary takeback where no EPR laws exist			Voluntary takeback services provided in many locations globally product-by-product E.g. for W300: More information here and here and here for US consumers.	
Provides info for individual customers on takeback in all countries where products are sold			Information on what customers should do with their discarded mobiles is supplied product-by-product but contacts for local SE representatives should be provided E.g. for W300. More information here and here. E.g. for W300	
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled	No information on amounts of WEEE collected and recycled.			