



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.

SONY ERICSSON Ranking = 7.7/10

Sony Ericsson moves up from 2nd place to take the lead, by improving on its reporting of quantities of old mobile phones being recycled. The company states its strong support for the precautionary principle and Individual Producer Responsibility. It has a timeline of 1 January 2008 for eliminating brominated flame retardants in two remaining applications and the same timeline for substituting phthalates, beryllium and some uses of antimony compounds.

All new models of mobile phones put on the market since 2006 are free from PVC plastic.

However, Sony Ericsson has lost points on grounds of the information it provides to customers about how to recycle obsolete phones – conclusions reached by Greenpeace assessing Sony Ericsson’s global takeback programme. Enquiries to local Sony Ericsson representatives revealed that no takeback service is offered in Thailand, Russia, Argentina and India.

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				<p>Sony Ericsson scores top marks for defining the Precautionary Principle and their commitment to it. More information.</p>
Chemicals Management				<p>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.</p>
Timeline for PVC phaseout				<p>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.</p>
Timeline for BFR phaseout				<p>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.</p>
PVC-free and/or BFR-free models (companies score double on this criterion)			<p>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.</p>	

SONY ERICSSON Detailed Scoring

EPR/recycling score	BAD	PARTIALLY BAD	PARTIALLY GOOD	GOOD
Support for Individual Producer Responsibility				Sony Ericsson supports Individual Producer Responsibility. More information.
Provides voluntary takeback where no EPR laws exist		Sony Ericsson does not provide a list of countries where it offers voluntary takeback. Instead its Product Declarations inform customers to contact local SE representatives. Testing of SE's takeback by Greenpeace revealed that no takeback services are offered in Thailand, Russia, Argentina or India. More information. Product (Environmental) Declaration (e.g. J100). USEPA's Plug-In To eCycling.		
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 not provided by country. Instead, Product Declarations direct customers to local SE representatives. More information. E.g. for J100. Info for US customers.		
Reports on amount of waste electrical and electronic equipment (WEEE) collected and recycled			Sony Ericsson now provides estimates of the amount of mobile phones recycled as a percentage of current (not past) sales: 2 - 13% based on sales volume and 1 - 5% based on the number of subscribers. More information.	